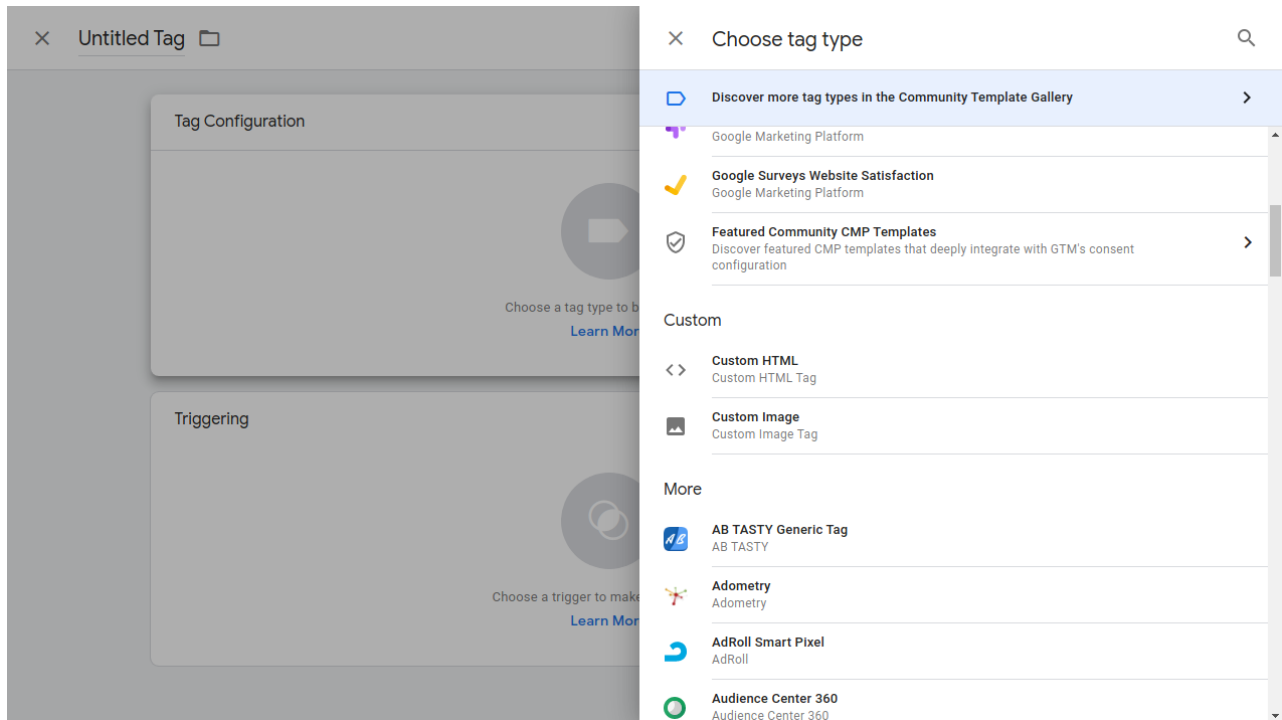


Using poll units with Google Tag Manager

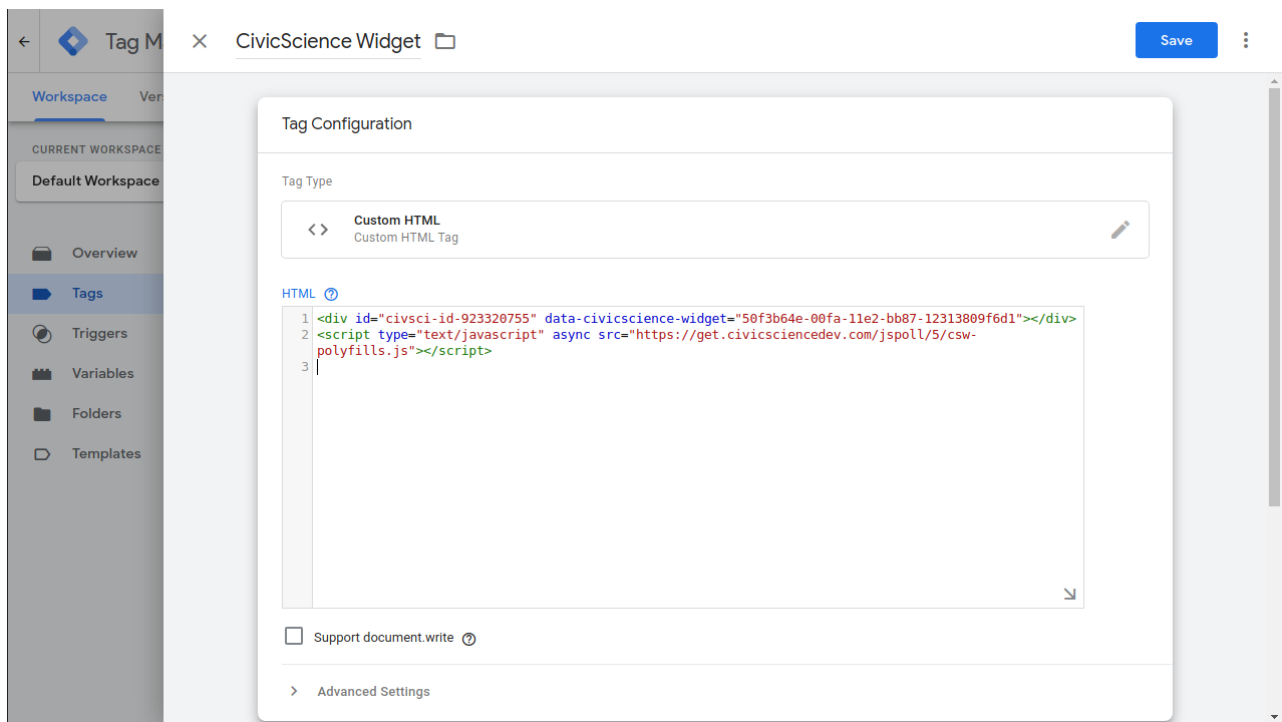
07/14/2025 8:44 am EDT

It is possible to utilize Google Tag Manager (GTM) to inject a tag of custom HTML based on a trigger.

First, create a custom HTML tag:



Next, insert the poll unit integration code as copied from the InsightStore or provided by your account manager.



Example integration code:

```
<div id="civsci-id-923320755" data-civicscience-widget="50f3b64e-00fa-11e2-bb87-12313809f6d1"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

By default, GTM will place all custom HTML tags at the end of the `body` element of the page. *This is not the ideal location for an instance of the poll unit.* The actual implementation of where and how a poll unit should be placed varies according to the media partner's design and system implementation. The easiest route is to:

1. Place the integration `div` (a `div` like the one above) somewhere in the site's web pages via a CMS or another tool.
2. Create a custom tag utilizing only the script portion of the integration code so that the poll unit will be rendered at the location of the integration `div`.

Finally, configure the trigger in GTM. For example, a poll unit could be rendered on all pages by default.

Notes

- Some browsers and/or adblockers are known to block items originating from GTM
 - Firefox and Safari have been observed to prevent the display of poll units via GTM
- Google Tag Manager and Google Ad Manager are different products, and these instructions will not work in GAM. If you need to use GAM, please contact your account manager regarding [AdEngage](#).