Google Tag Manager Widget - Release Notes

Release date: `May 3, 2026`
Module: `Cms`
Widget: `Google Tag Manager`

Summary

The Google Tag Manager widget provides a CMS-managed way to load a GTM container using a validated container ID and duplicate-load protections.

Main outcome: teams can place GTM from the widget layer instead of hardcoding the container snippet in templates.

Key Capabilities

- Accepts GTM container IDs in the `GTM-XXXXXXX` format.
- Prefills new widget instances from the CMS-level `CMS:GTM_ID` parameter.
- Outputs both the JavaScript loader and the standard noscript iframe fallback.
- Guards against loading the same GTM container more than once on the same page.

Behavior Notes

- The widget initializes `window.dataLayer` before loading the GTM script.
- The widget suppresses all output when the configured GTM ID is blank or invalid.
- The current implementation assumes the default `dataLayer` variable name.

Documentation Pack

- GoogleTagManager_Widget_Feature_Technical_Documentation.html / .pdf / .docx
- GoogleTagManager_Widget_Feature_Release_Notes.html / .pdf / .docx
- GoogleTagManager_Widget_Marketing_Blog_Post.html / .pdf / .docx