

## Connect OnceHub to Your Google Tag Manager [New]

Connecting OnceHub to Google Tag Manager gives you a deeper understanding of your entire scheduling funnel. By connecting to GTM, you can now track every step of the guest's journey. This allows you to analyze key events, such as booking confirmations and drop-offs from Routing Forms, to better optimize your funnels.

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### How to Connect OnceHub to Google Tag Manager

Here are the steps to connect OnceHub to your Google Tag Manager account.

#### Navigating to Google Tag Manager in OnceHub

1. Click on the gear icon in the top-right of the page.
2. Select **Account Integrations** from the dropdown.
3. Filter for **Analytics**.
4. Click on the **Google Tag Manager** tile.

#### Finding Your Container ID in Tag Manager

1. Go to <https://tagmanager.google.com/#/home>.
2. Copy your Container ID (GTM-XXXXXXX).

#### Connecting to Tag Manager in OnceHub

1. Paste the Container ID in OnceHub.
2. Click on **Connect**.

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Now that you are connected, take a look at our help article on [Tracking OnceHub Events in Google Tag Manager](#).

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