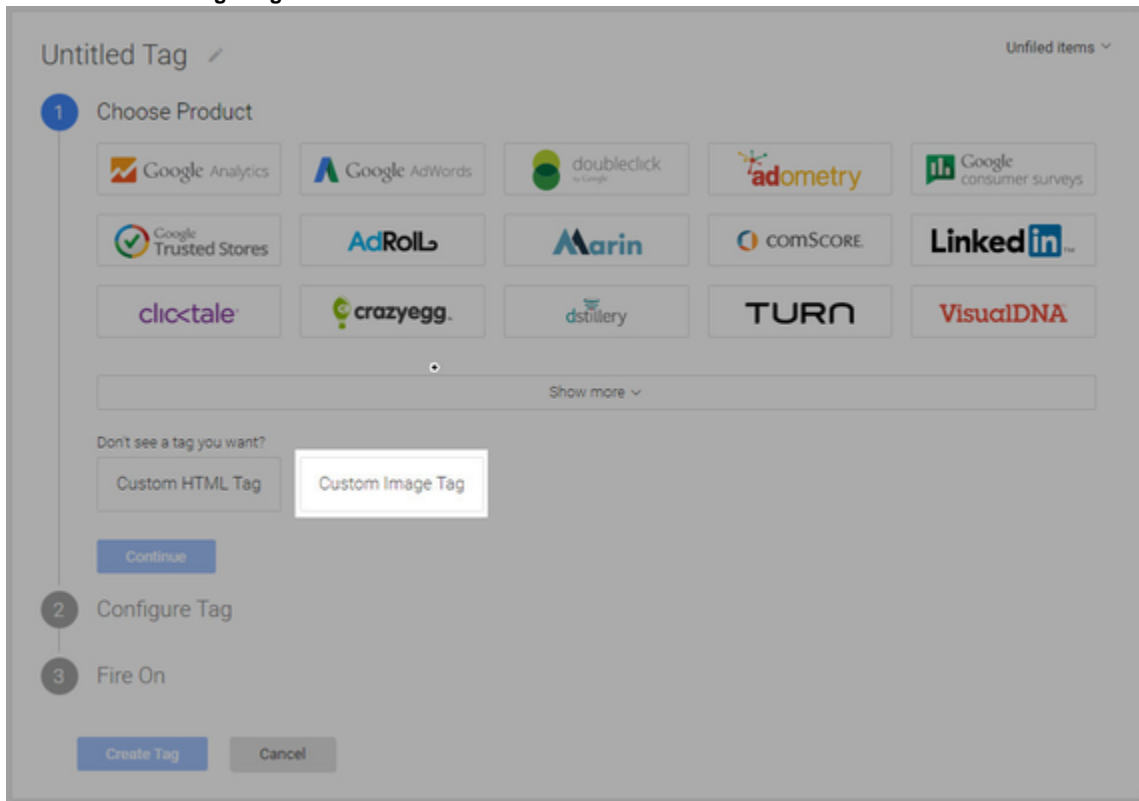# Using Barometric with Google Tag Manager

1. Click into the tag you want to add the Barometric pixel to.
2. Click the **Custom Image Tag** button

3. Add the Barometric pixel to the **Image URL** field.

4. Edit the **Fire On** section to only trigger on the exact page the pixel was designed for. In the example below, this landing page pixel needed to be fired on only on **Some Pages**.