Shop-Tracking with Google Analytics:

How to integrate Google Analytics in your ticket shop.

Do you want to know where your shop visitors come from and which marketing channels convert the most ticket buyers?

In this document we will show you how to connect your existing Google Analytics account with your EVENTIM.Light ticket shop.

Please note: This document does not provide detailed instructions on how to use Google Analytics. Accordingly, basic knowledge of Google Analytics is assumed. For help on using Google Analytics, please use the information provided by Google: Google Help Center

To integrate Google Analytics, the following things should be done beforehand:

✦   You have a Google Analytics account.
✦   You know which version of Google Analytics you want to use (Universal Analytics or GA4).

Recommendation regarding the use of Google Analytics

Google has announced that it will discontinue Universal Analytics in 2023 and replace it with Google Analytics 4 (hereafter referred to as GA4). If you are already working with Universal Analytics, you can use both simultaneously for the transition period to track your ticket shop. However, for long-term use, we generally recommend setting up GA4.

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1. Preparation in Google Analytics 4

If you use Google Analytics 4, follow the steps below to set up your Google Analytics account.

1.1 Create an extra property for your ticket shop.

To ensure a clean data stream from your EVENTIM.Light ticket shop to your Google Analytics account without getting it mixed with data from other sources, such as your website, create a new property that you use exclusively for your EVENTIM.Light ticket shop. To do this, click on "Admin" in your Google Analytics account to open the settings and then on "Create property".
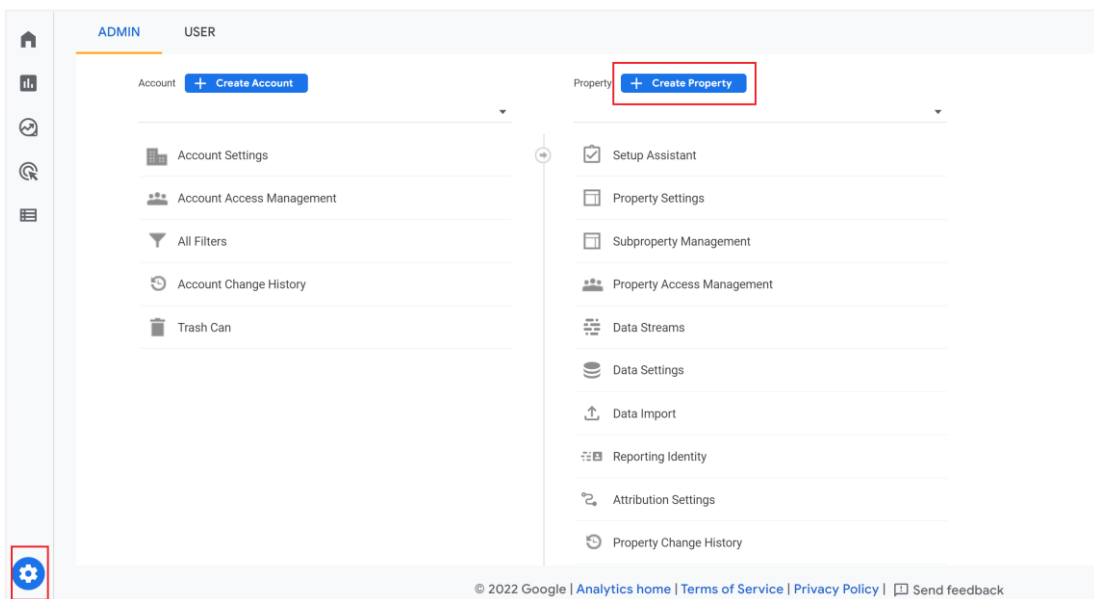

1.2 Add a data stream.

To make sure the data from your ticket shop can be sent to your GA4 property, create a data stream. Within the settings, click on "Data streams", and then on "Add stream". In the dropdown menu choose "Web".
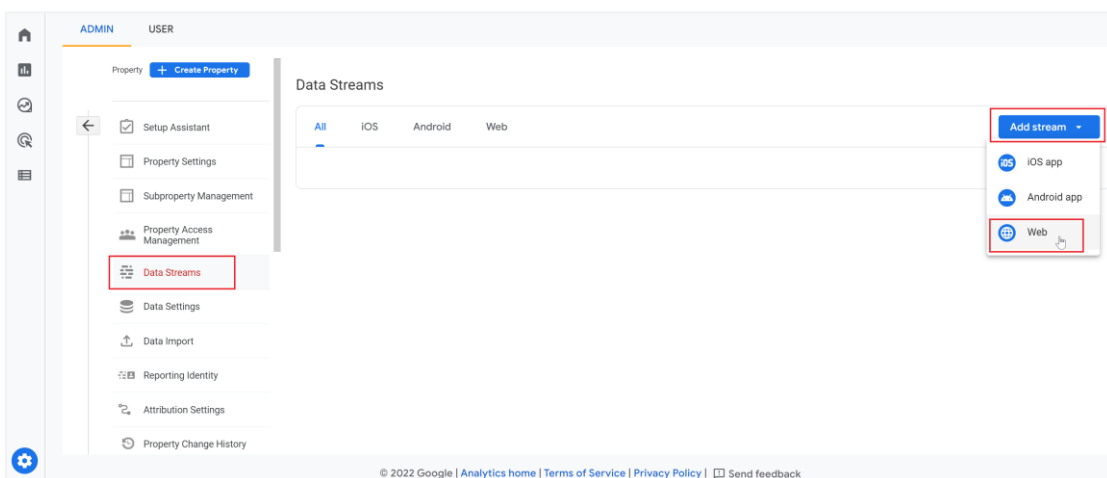
Enter the domain www.eventim-light.com/no as Website URL. Make sure you choose https:// in the dropdown menu. Lastly, give your data stream a name of your choice and click 'Create stream' to save your settings.
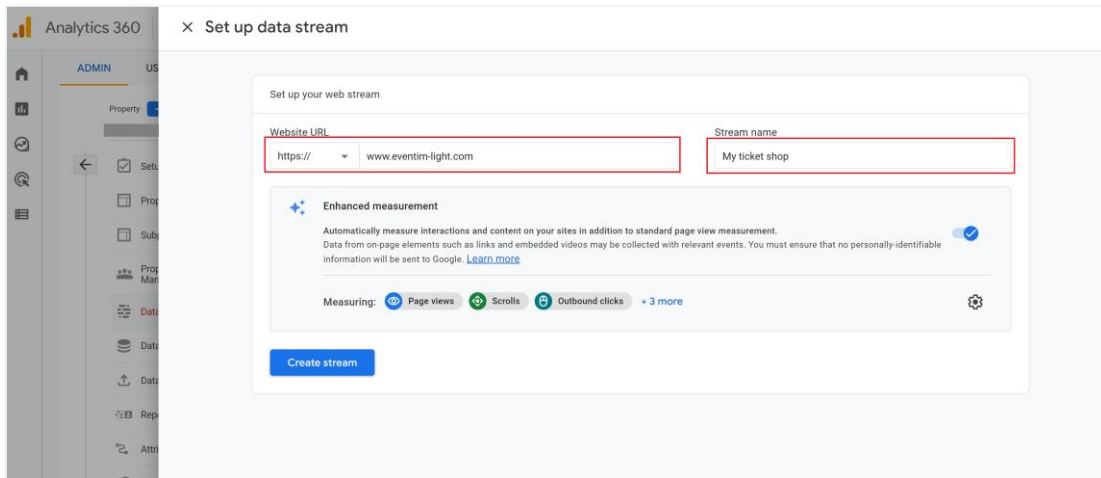
1.3 Copy your measurement ID.

Once your data stream is set up, you will find your measurement ID that begins with "G" in the details. Copy the measurement ID or write it down. You will need this ID in the next step to integrate your Google Analytics property with your EVENTIM.Light ticket shop.
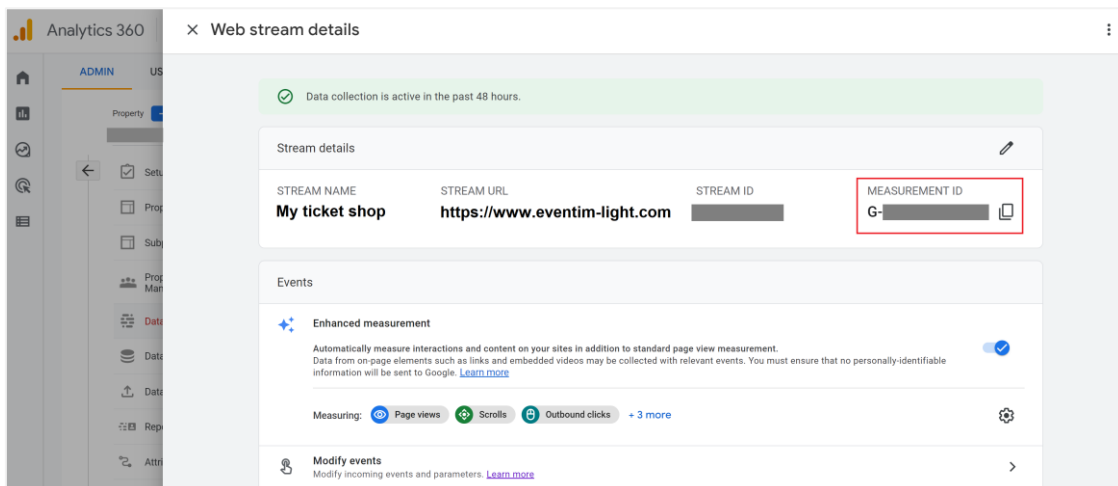
2. Preparation in Universal Analytics

If you use Universal Analytics, follow the steps below to set up your Google Analytics account.

2.1 Create an extra property for your ticket shop.

To ensure a clean data stream from your EVENTIM.Light ticket shop to your Google Analytics account without getting it mixed with data from other sources, such as your website, create a new property that you use exclusively for your EVENTIM.Light ticket shop. To do this, click on "Admin" in your Google Analytics account to open the settings and then on "Create property".
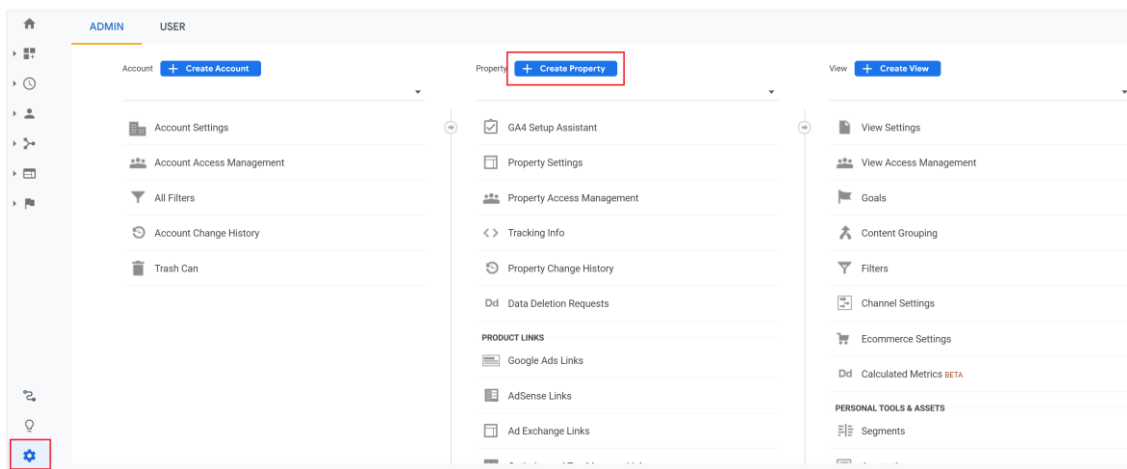

2.2 Enter the domain of EVENTIM.Light.

Follow the instructions of the set-up assistant, and then enter the domain www.eventim-light.com/no as standard URL within the property settings. Make sure you choose "https://" in the dropdown menu.
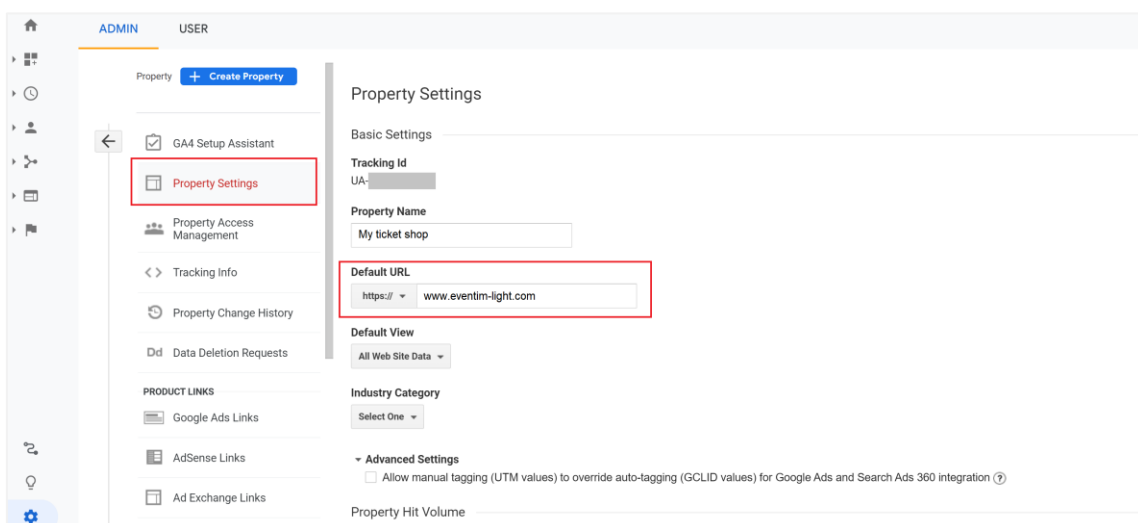
2.3 Activate Ecommerce-Tracking.

Open the "Ecommerce settings" under "View" and enable the standard ecommerce tracking. This is vital in order for your ticket shop data to be shown in the ecommerce report within your Universal Analytics property.
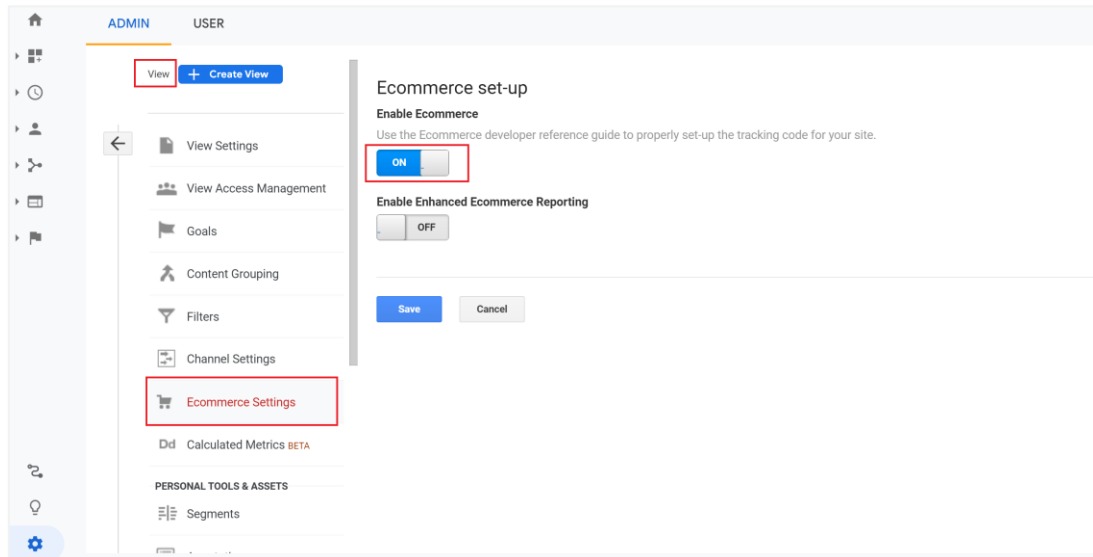
2.4 Copy your Tracking ID.

Copy your Tracking ID that begins with "UA-" or write it down. You will need this ID in the next step to integrate your Google Analytics property with your EVENTIM.Light ticket shop.
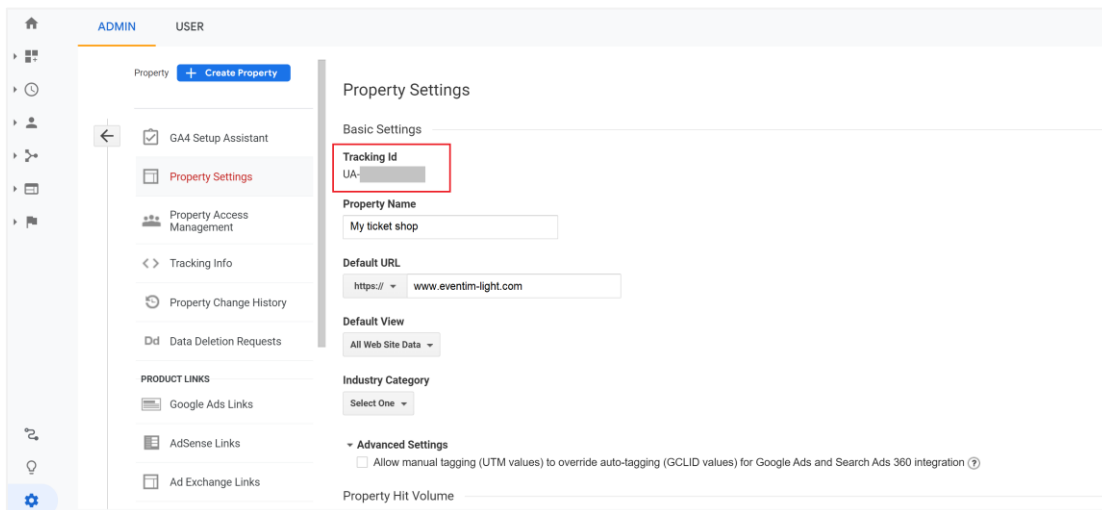
![eventimlight logo]

3. Tracking set-up in EVENTIM.Light

Now log in to your [EVENTIM.Light account](#) to finish the set-up of your ticket shop tracking.

3.1 Enter your Tracking or Measurement ID.

Navigate to the section "Shop" and click on the tab "Tracking". Paste the measurement ID of your data stream from GA4 or your tracking ID from Universal Analytics that you copied in the previous step into the corresponding field.
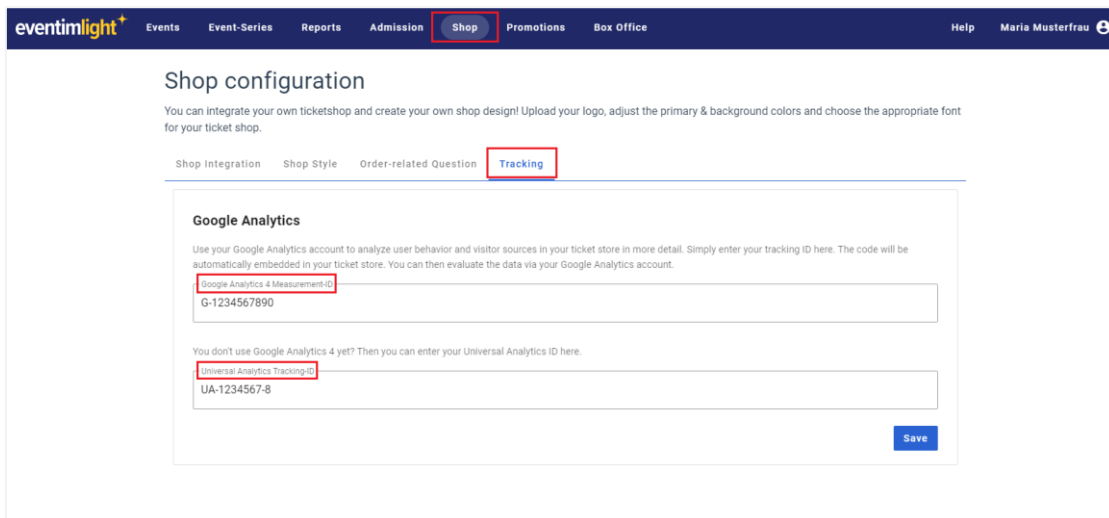
3.2 Start promoting your events.

Now integrate your ticket shop into your own website using the iFrame code, or use the direct link in your marketing activities. Use your campaigns and communication to bring potential ticket buyers to your ticket shop.

4. Start analyzing your data.

Your Google Analytics property will start collecting your ticket shop data. On the home page within your property, you can see the most important figures at a glance, such as page views, acquisition channels, or the conversion rate.

Please note that it may take a few hours for the e-commerce reporting to populate in Google. It depends on the Google Analytics version you are using.

4.1 Data analysis with GA4

In GA4 you will find an overview of your shop visitors' sources under "Reports" in the "Acquisition" section. To take a look at the e-commerce reporting navigate to the "Monetization" report. Here you can see, for example, how many times an event page was accessed in your store (item views), the conversion rate, the number of orders, the number of tickets purchased, and your revenue per event (item name).
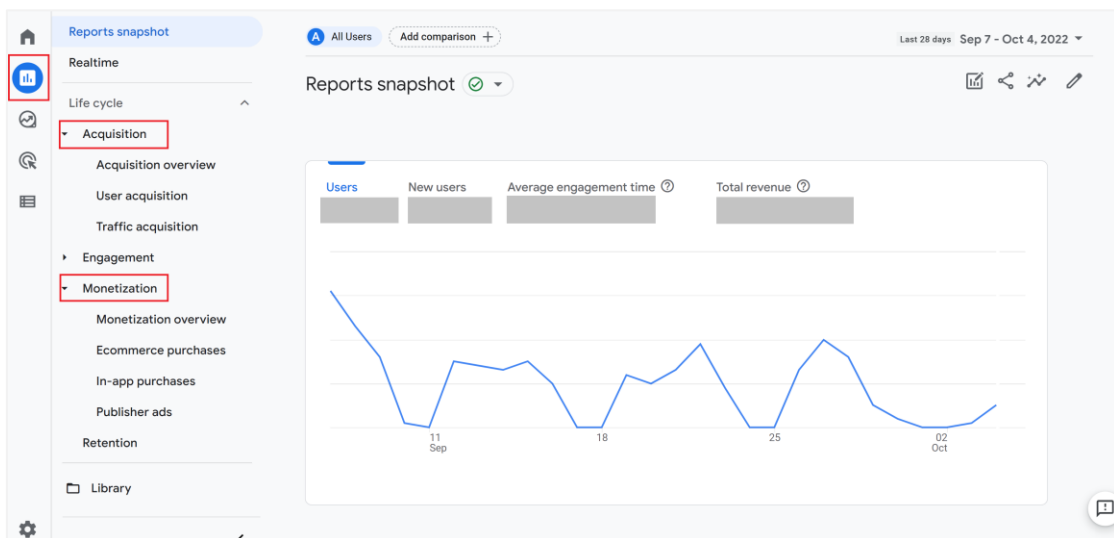

In the section "Explore" you can create your own individual reports.

4.2 Data analysis with Universal Analytics

Acquisition sources
If you want to know more details about where your shop visitors come from, go to the "Acquisition" section. Here you can see, for example, how successful a particular campaign was and how many visitors coming through that campaign turned into ticket buyers.
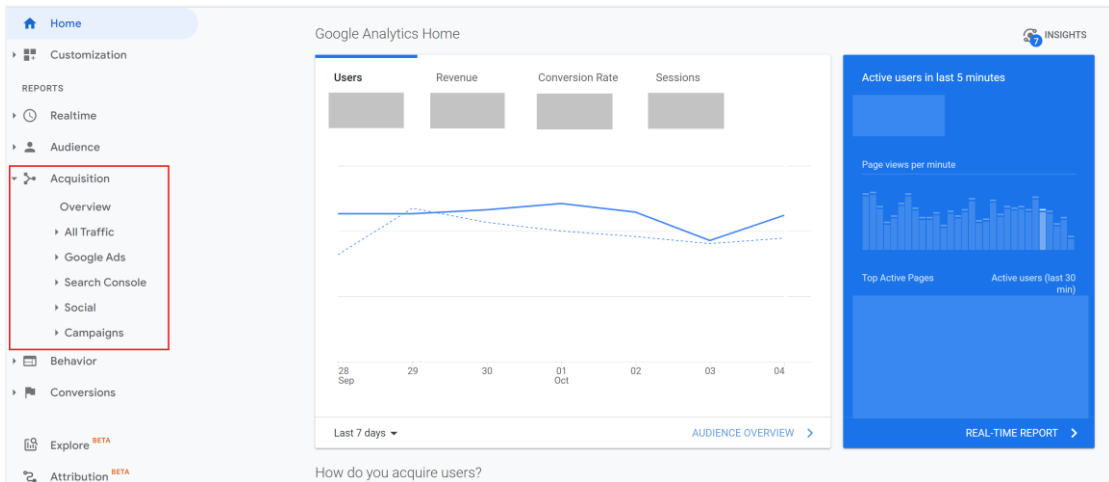
Ecommerce data
To find out how many of your shop visitors actually bought tickets, go to the "Conversions" section and then to "Ecommerce". Here you can see the conversion rate, the number of orders, the number of tickets purchased as well as your sales per event.
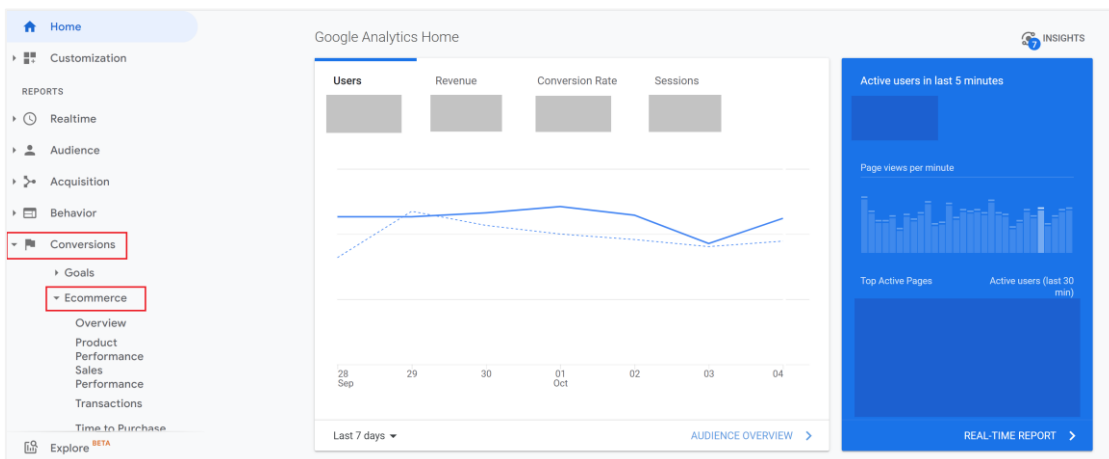
5. General information

There are a few things to keep in mind when analyzing and interpreting data in Google Analytics.

Tracking in your EVENTIM.Light ticket shop will of course take place in compliance with the data protection guidelines.

Active opt-in from the user

For data privacy reasons, your shop visitors are only tracked with Google Analytics if they have previously accepted the category "Comfort and statistics cookies" in the cookie banner. If the cookies are rejected, no tracking will take place.

Suppression of tracking technologies

In addition, users have further options for blocking tracking technologies or deleting cookies - either directly in the browser settings or by using special browser plug-ins.

The sales figures in your Google Analytics account may therefore not match or only partially match the sales figures that you see in the "Report" section of your EVENTIM.Light account. However, you can use the data to draw conclusions about the effectiveness of campaigns and acquisition channels.

6. Contact

For questions about **EVENTIM.Light** you can check our FAQ or contact our support via email:
Email: support@eventim.no

For questions about **Google Analytics** please use the Google help content:
Google Help Center