

Quick Guide Meta Tracking in your ticket shop

December 2023





How to use Meta tracking in your ticket shop.

Do you want to run marketing campaigns on Facebook and Instagram and retarget your ticket buyers or abandoners to encourage them to buy tickets?

In this document, we will show you how easy it is to activate Meta tracking in your EVENTIM.Light ticket shop and which data you can use for your meta campaigns.

Please note: This document does not provide detailed instructions on how to use and create meta tracking pixels within the Meta Business Suite. Accordingly, basic knowledge of the Meta Business Suite is assumed. For help on using the Meta Business Suite, please use the information provided by Meta: <u>Meta Help Center</u>

To integrate the Meta tracking pixel, the following should be set up:

- + You have a Facebook page.
- + Optionally, you also have an Instagram Business profile that you have linked to Facebook.
- You have access to the Meta Business Suite.
- + You have set up a Meta tracking pixel in the Meta Business Suite.

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1. Preparation for your Meta tracking

Your Meta Tracking Pixel

You have set up a Meta Tracking Pixel for your EVENTIM.Light ticket shop in your Meta Business Suite. Make sure that you have allowed the domain of your ticket shop or that it is not blocked. To do this, go to the settings of your tracking pixel and either add the domain **eventim-light.com** to the list of allowed domains or make sure that it is not blocked by your settings.

Q. Search by name or ID	* 0	Create
Tracking Pixel Ticketshop	Overview Test events Diagnostics History Settings	
	Last activity: over 90 days ago. This feature turns off after 90 days of inactivity.	
	Extend attribution uploads	
	Allow historical conversion uploads	
	Allow more time to upload conversion events by extending the upload window from 7 days to 90 days. Use only if your businesses can't upload events within at least seven days after	
	occurrence. Extensions will only be applied to offline events from a physical shop.	
	Allow historical conversion uploads	
	Traffic permissions - websites	
	Set permissions to allow or block events Facebook receives from a website.	
	Allow list	
	Only domains added to the allow list can send your web events to Facebook. Domains not on the allow list will be blocked from sending events.	
	Edit	
	× eventim-light.com	

Then go to the 'Shop' section in your EVENTIM.Light account and open the 'Tracking' tab. Enter your Meta Pixel ID in the corresponding field and save your settings.

eventimlight ⁺	Dashboard	Events	Event-Series	Reports	Admission	Shop	Promotions	Help	Max Mustermann 😫
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		Deactiva Your ticket s be visible in	ntion of findabil	lity in search (imply activate the	ch engines engines (Google, I he checkbox below	Bing, etc.) so t	I that potential licket buyers can easily find your events. If you don't want your licket shop to s that it may take some time for the changes to take effect in the search engines.	-	
		Use your Go	ity in search engine Analytics ogle Analytics accour	s it to analyze use	er behavior and vis	itor sources i	in your ticket store in more detail. Simply enter your tracking ID here. The code will be		
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\$							Save		



As soon as your ticket shop is online and users visit the shop (if tracking consent is given), the tracking events will appear in your Meta Business Suite.

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		View content Active			Browser		7 Last received 3 days ago	×
٢		Add to cart Active			Browser		5 Last received 3 days ago	×
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⑦ 登		Purchase Active			Browser		3 Last received 4 days ago	¥ .
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2. Using the data for Marketing campaigns

To start a marketing campaign, you can create different audiences in your Meta Business Manager using the data collected by your Meta Pixel. The tracking events provide you with further valuable parameters from your EVENTIM.Light ticket shop in the background, which you can use to further refine your target groups.

Example: You have several events on sale in your ticket shop, but you only want to target people with your campaign who have added tickets for a specific event to their shopping basket.

1. Select 'add_to_cart' as tracking event for your custom audience.

2. To filter the data to a specific event, go to 'Refine by' and select 'Custom data' as parameter. Enter the parameter 'event_name' as a requirement.

3. Now enter the title of your event in the free text field to distinguish it from your other events.

4. All done. You have now created an audience with the shop visitors who have placed one or more tickets for a specific event in the shopping basket.

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•	Create Audience 👻		Include Accounts Centre acco	ounts who meet ANY	of the following of the following of	ıg criteria:	î	Columns 🔻
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3. Overview of available data

User action in your ticket shop	Meta Tracking Event	Available parameters (Custom data)		
Page view all pages	Page View			
View of an event detail	View Content	event_name		
page	view Content	event_category		
		event_name		
Added tickets to the	Add to Cart	event_category		
shopping cart	Add to Cart	ticket_quantity		
		price		
		event_name		
Chack out startet	Initiate Checkout	event_category		
		ticket_quantity		
		price		
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		price		

Description of the parameters:

event_name	Title of your event
event_category	Event category you defined during event set-up
ticket_quantity	Number of tickets
price	Total price of purchased tickets (Shopping cart value)



4. General information

There are a few things to keep in mind when analysing 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 by Meta if they have previously accepted the category "Marketing cookies" in the cookie settings. 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.

5. Contact

For questions about EVENTIM.Light you can contact us via email: support@eventim.no

For questions about **Meta** please use Meta's help content: <u>Meta Help Center</u>