

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: [Meta Help Center](#)

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.

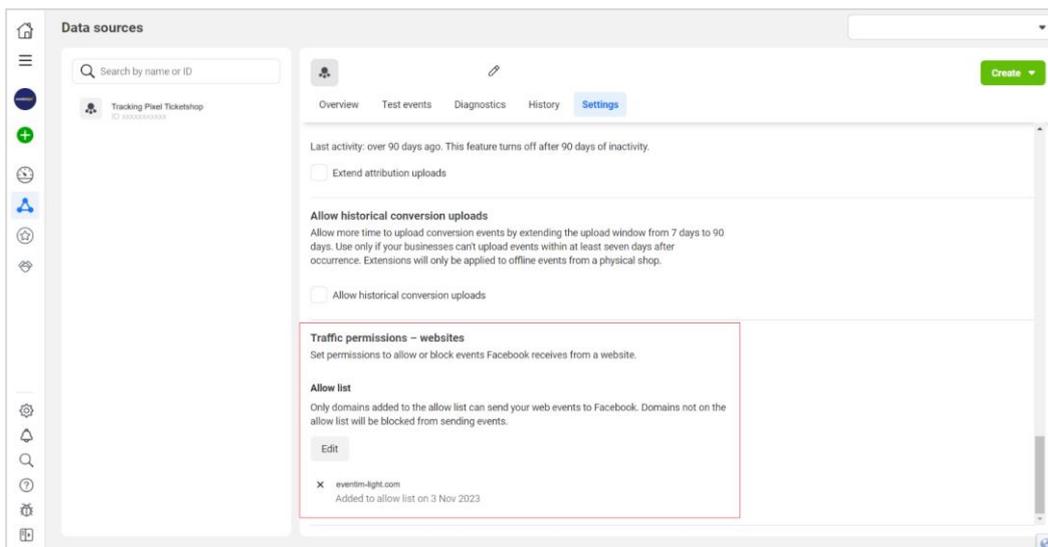
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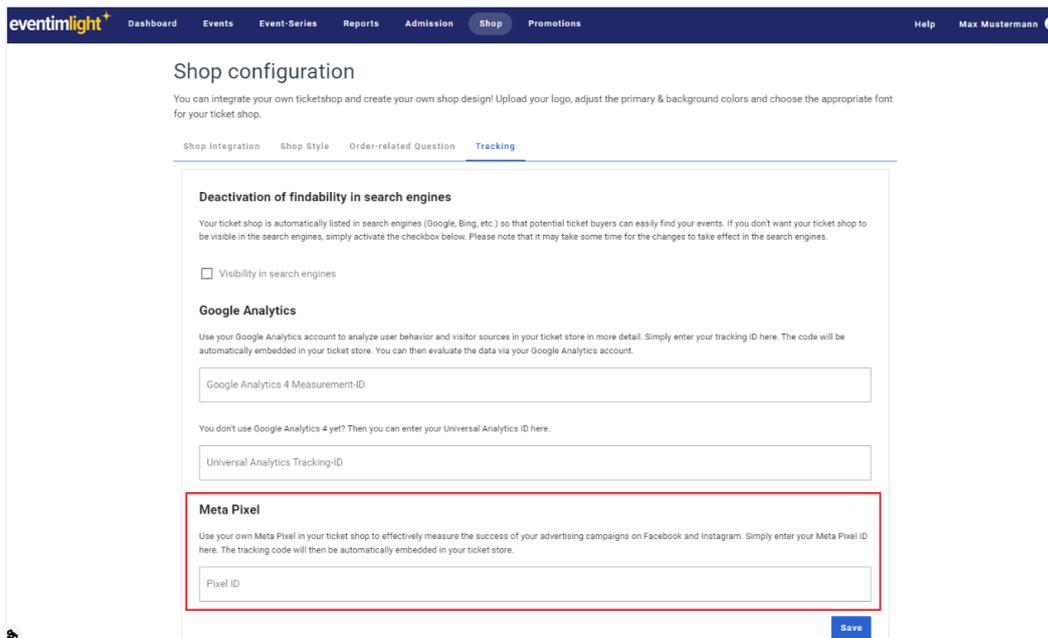
1. Preparation for your Meta tracking

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.



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.



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.

The screenshot shows the 'Data sources' section in the Meta Business Suite. It displays a list of tracking events for a specific data source named 'Tracking Pixel Ticketshop'. The interface includes a search bar, a date range selector (5 Nov 2023 - 9 Nov 2023), and a 'Create' button. Below the header, there are tabs for 'Overview', 'Test events', 'Diagnostics', 'History', and 'Settings'. The main content area shows a table of events with columns for 'Events', 'Status', 'Used by', 'Integration', 'Event match quality', and 'Total events'. The events listed are PageView, View content, Add to cart, Initiate checkout, and Purchase, all of which are active and used by the browser.

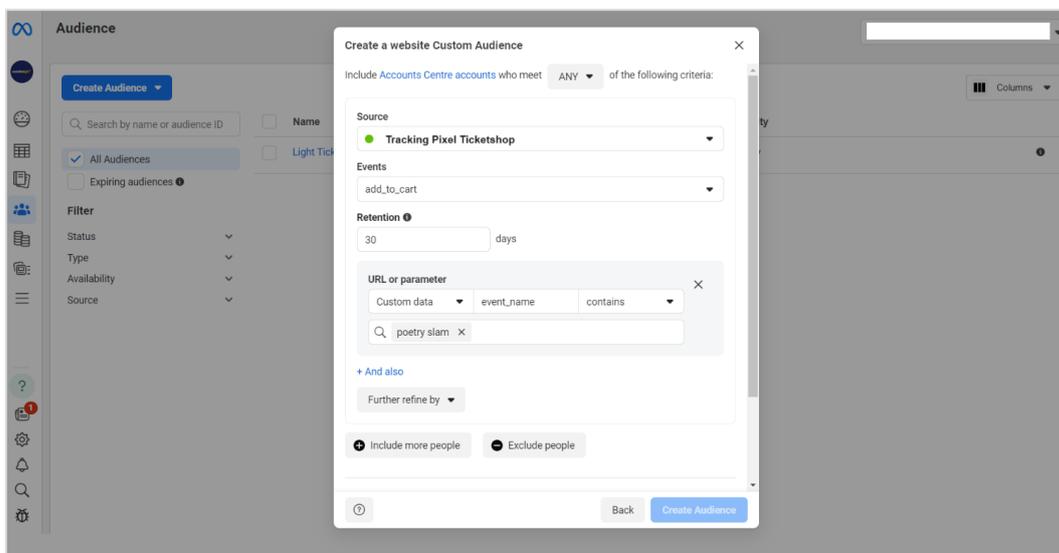
Events	Status	Used by	Integration	Event match quality	Total events
PageView	Active		Browser		38 Last received 3 days ago
View content	Active		Browser		7 Last received 3 days ago
Add to cart	Active		Browser		5 Last received 3 days ago
Initiate checkout	Active		Browser		5 Last received 3 days ago
Purchase	Active		Browser		3 Last received 4 days ago

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.



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 page	View Content	event_name event_category
Added tickets to the shopping cart	Add to Cart	event_name event_category ticket_quantity price
Check-out startet	Initiate Checkout	event_name event_category ticket_quantity price
Purchase finished	Purchase	event_name event_category ticket_quantity 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:
[Meta Help Center](#)