Quick Guide

Tracking links

February 2026

eventimlight

Tracking links

Quick Guide for creating tracking links in EVENTIM.Light

EVENTIM.Light's tracking links functionality allows you to create unique sales links for third parties (such as partners, affiliates, influencers, or specific campaigns) and track their performance in detail.
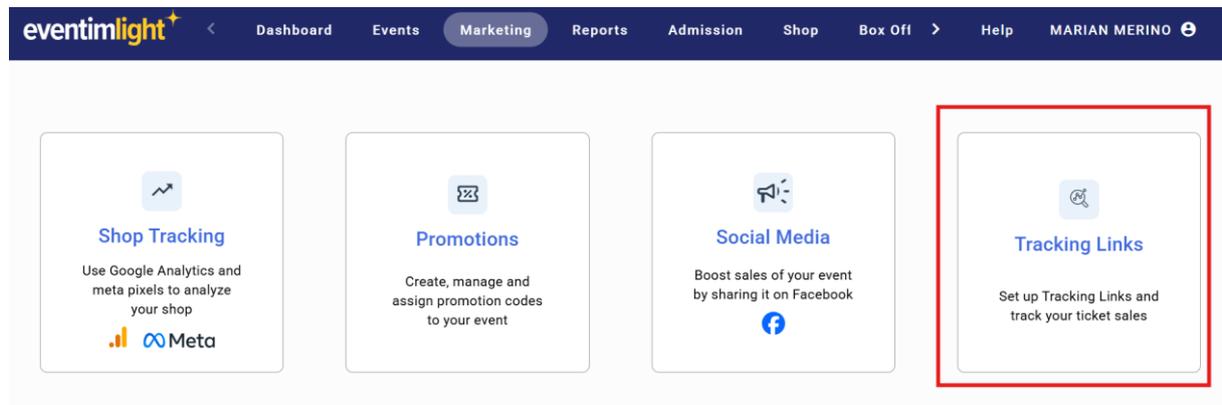
Each generated link is unique and allows for precise identification of how many sales, orders, and revenue have been generated through that channel or partner. Furthermore, the tracking system works even without the end user's cookie consent, ensuring reliable data in privacy-restricted environments.

These links can be used across multiple channels (external websites, social media, newsletters, QR code signage, etc.) and facilitate the optimization of marketing and collaboration efforts.
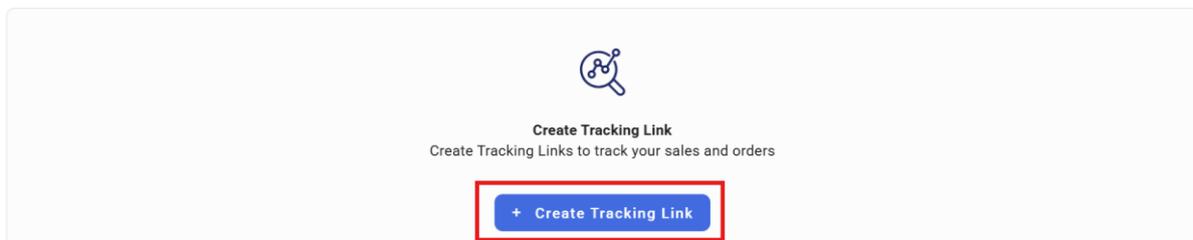
To do this, you need to follow these steps:

Creating a third-party sales link:

Log in to your EVENTIM.Light account and, in the main menu, click on Marketing > Tracking Links > Create Tracking Link

Enter a descriptive name for the link (for example, the name of the partner, affiliate, or campaign). This name will help you easily identify the link's performance later.

Give your tracking link a clear name to easily identify it.
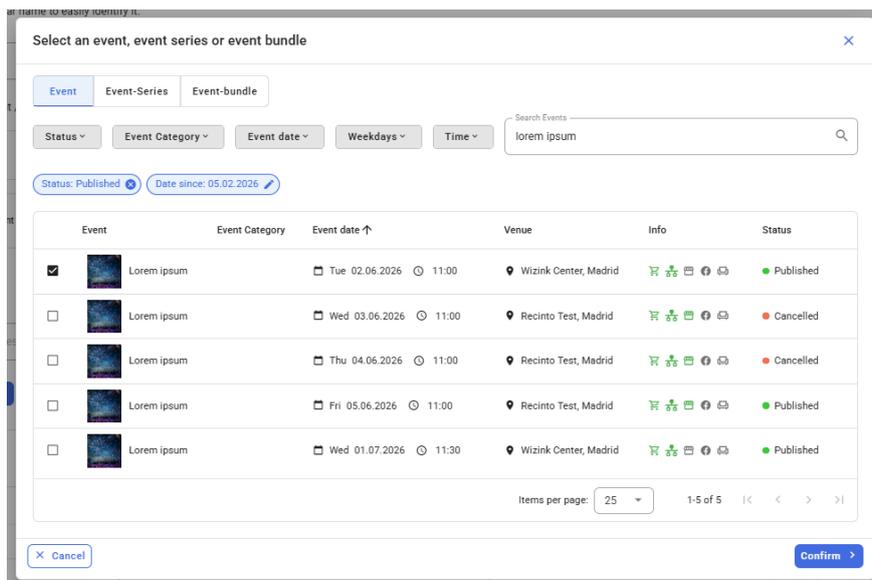
Name *

Choose what you want to link to:

- + Your ticket shop.
- + An event, event-series or bundle.

Select your shop or an event / event series / event bundle

● 🏪 Ticket shop   ○ 📅 Event / event series / event bundle

If you choose a specific event, select the corresponding event, recurring event, or subscription from the available list and confirm your selection:

Optionally, you have the option to customize part of the third-party sales link URL and finally, click Create tracking link.

Your Tracking Link

Edit custom URL parameter

https://www.light-stg.de/es/a/61e7d2dd21c453687d3c0(

Custom URL parameter *
Test123456

✓ Create Tracking Link

The tracking link has already been created, now you can:

- + Copy the link and share it directly with the third party.
- + Open the online store from the link

✦ Download a QR code for use on physical or digital materials

Your tracking link is ready! Copy and share it with partners, influencers, or use it to track the success of your marketing channels. You can also download the QR code if you want to use it in print materials

https://www.light-stg.de/es/a/61e7d2dd21c453687d3c0db3/?campaign=TestMarain

Copy   Open ticket shop   Download Standard QR-Code ⌄

	Name	Code type	Custom URL parameter	Tickets	Turnover	Activation date ↓	Status	Actions
☐	Test1234	Ticket shop	TestMarain	0	0,00 €	📅 Thu 05.02.2026	ACTIVE	📋 ▦ ↗ ⊗

Reports:

From the list of third-party sales links, you can always see the metrics associated with each link: tickets sold, orders, revenue, link status, and activation date:

	Name	Code type	Custom URL parameter	Tickets	Turnover	Activation date	Status	Actions
☐	Test123	Ticket shop	Test123456	14	70,00 €	📅 Thu 05.02.2026	ACTIVE	📋 ▦ ↗ ⊗

Clicking on the third-party sales link will take you to a specific individual sales page for each event. Downloading this information is also possible.

Tracking link report at event level   ✕

Tracking Link reporting   ⬇ Download Report

	Event	Event date ↑	Venue	Tickets	Turnover
☐	Festival ROCK	📅 Wed 29.04.2026 🕐 10:00	📍 Campo de Fútbol El Peñón, Puerto de la Cruz	5	25,00 €
☐	Lorem ipsum	📅 Tue 02.06.2026 🕐 11:00	📍 Wizink Center, Madrid	9	45,00 €

Contact

For questions about EVENTIM. Light, please visit our [Frequently Asked Questions](#).

For further questions or comments, please contact us:

helpdesk@eventim-light.es

Hours:

- Sun-Thu: 10:00AM to 10:00PM
- Fri-Sat: 10:00AM to 12:00PM