Quick Guide

Google Analytics

November 2025

eventim**light**

Tracking your ticket shop with Google Analytics

How to integrate Google Analytics in your ticket shop

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 to 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 have basic knowledge about GA4.

1. Preparation in 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".
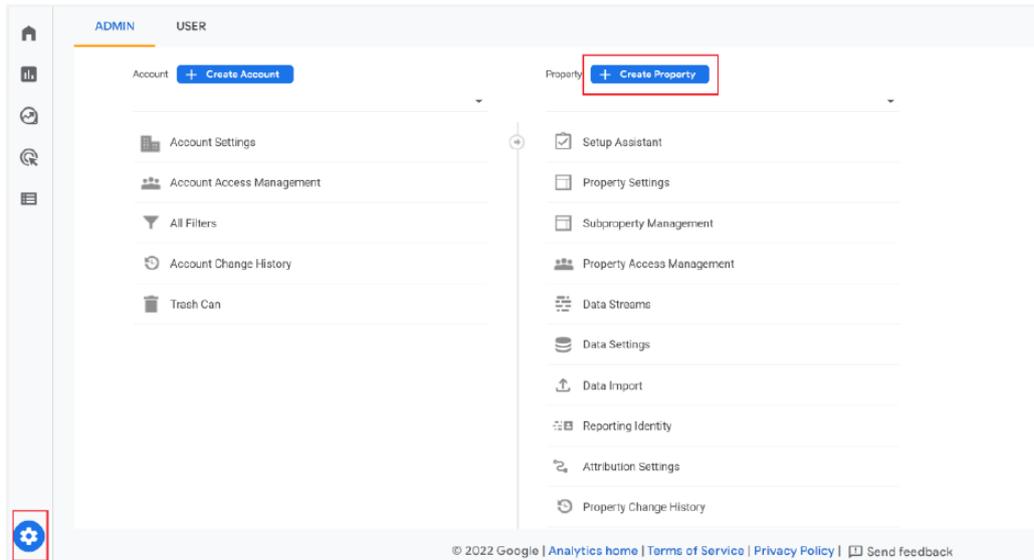

1.2.   Add a data stream

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".
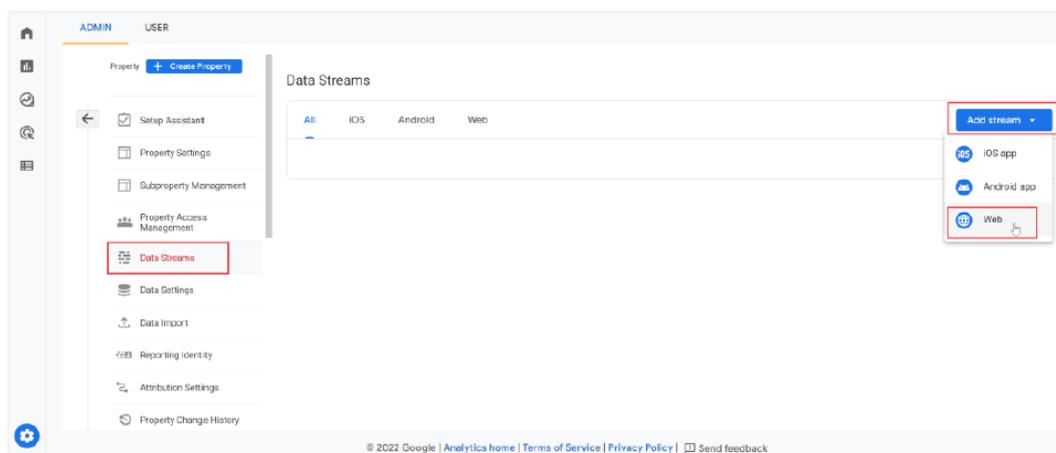

Enter the domain www.eventim-light.com as Website URL. Make sure you choose https:// in the dropdown menu. Lastly, give your data stream a name of your choice and click 'Create stream' to save your settings.
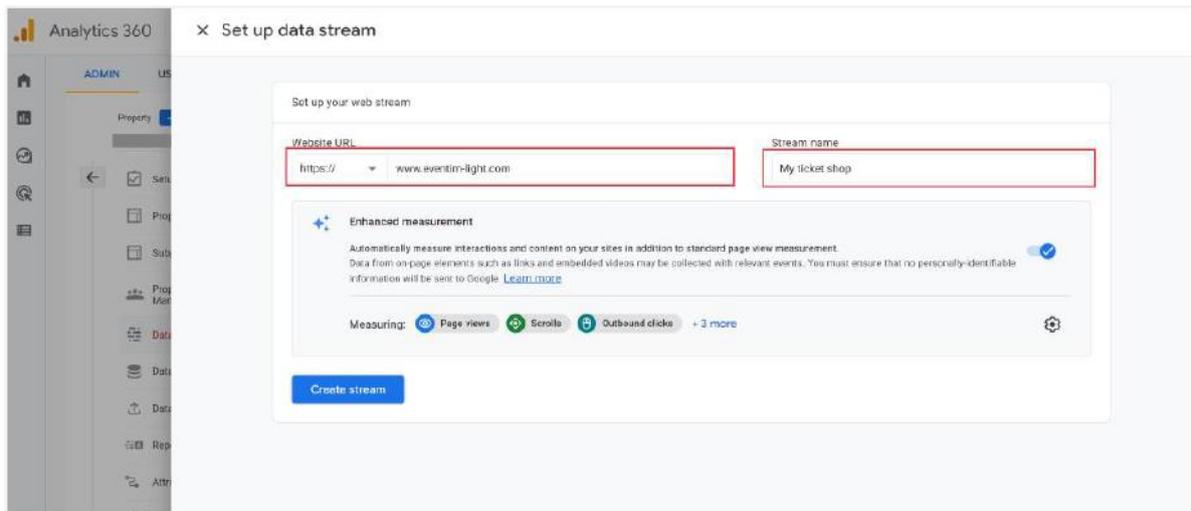
1.3.   Copy your measurement ID

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.
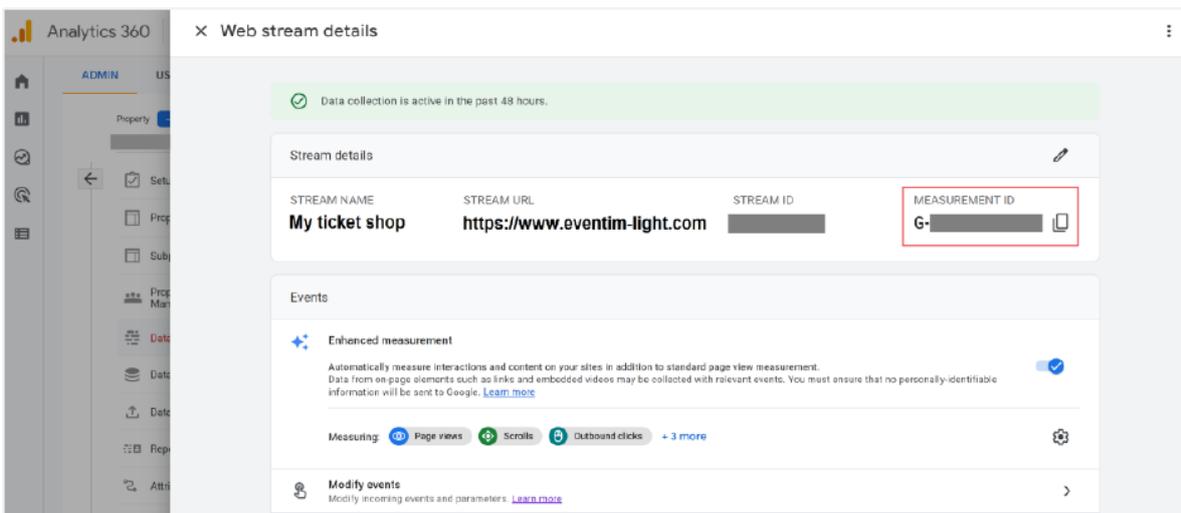
2. Tracking set-up in EVENTIM.Light

Now log in to your EVENTIM.Light to finish the set-up of your ticket shop tracking.

2.1.   Enter your measurement ID

Navigate to the "Marketing" section and click on the "Shop tracking" tab. Paste the GA4 Measurement ID you copied in the previous step into the corresponding field.

2.2. 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.

3. Data analysis with Google Analytics

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 immediately, 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.

3.1. Data analysis with GA4

In GA4 you will find an overview of your shop visitors' sources under "Reports" in the "Acquisition" section. To 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).
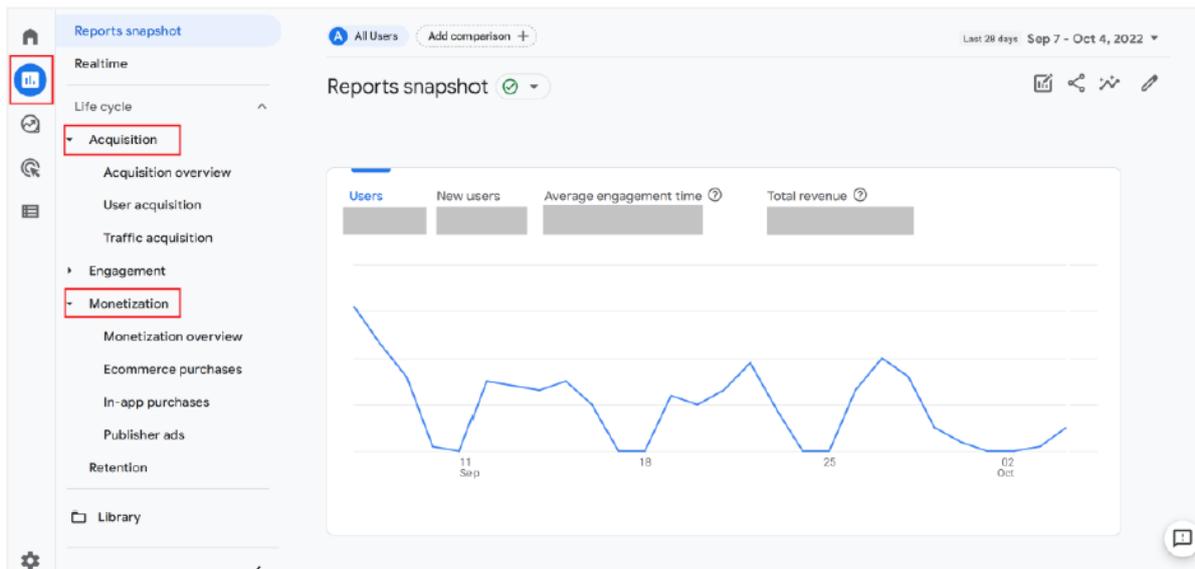
In the section "Explore" you can create your own individual reports.

4. 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.

5. 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