Quick Guide

Meta Tracking in your ticket shop

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eventimlight

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 the set up a Meta tracking pixel in the Meta Business Suite.

1. Preparation for your Meta Trackings

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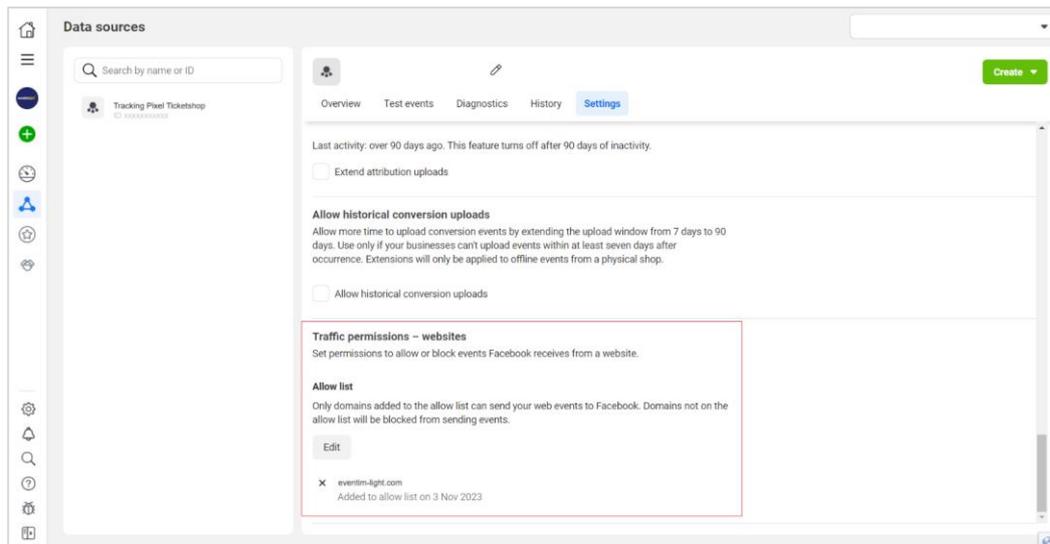
Then go to the "Marketing" section in your EVENTIM.Light account and open the "Shop tracking" tab. Enter your Meta Pixel ID in the corresponding field and save your settings.

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.

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.

Ejemplo: Tienes varios eventos a la venta en tu tienda online, pero solo quieres dirigirte con tu campaña a los compradores que han añadido a la cesta de la compra, entradas de un evento específico.

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.
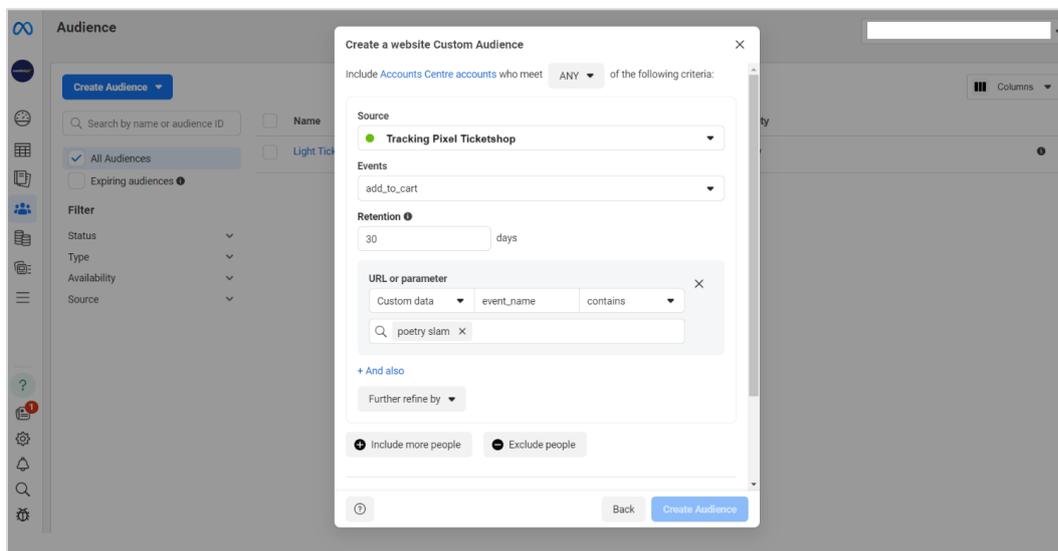
3. Overview of available data

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 started	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, 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