

Tracking Pixels

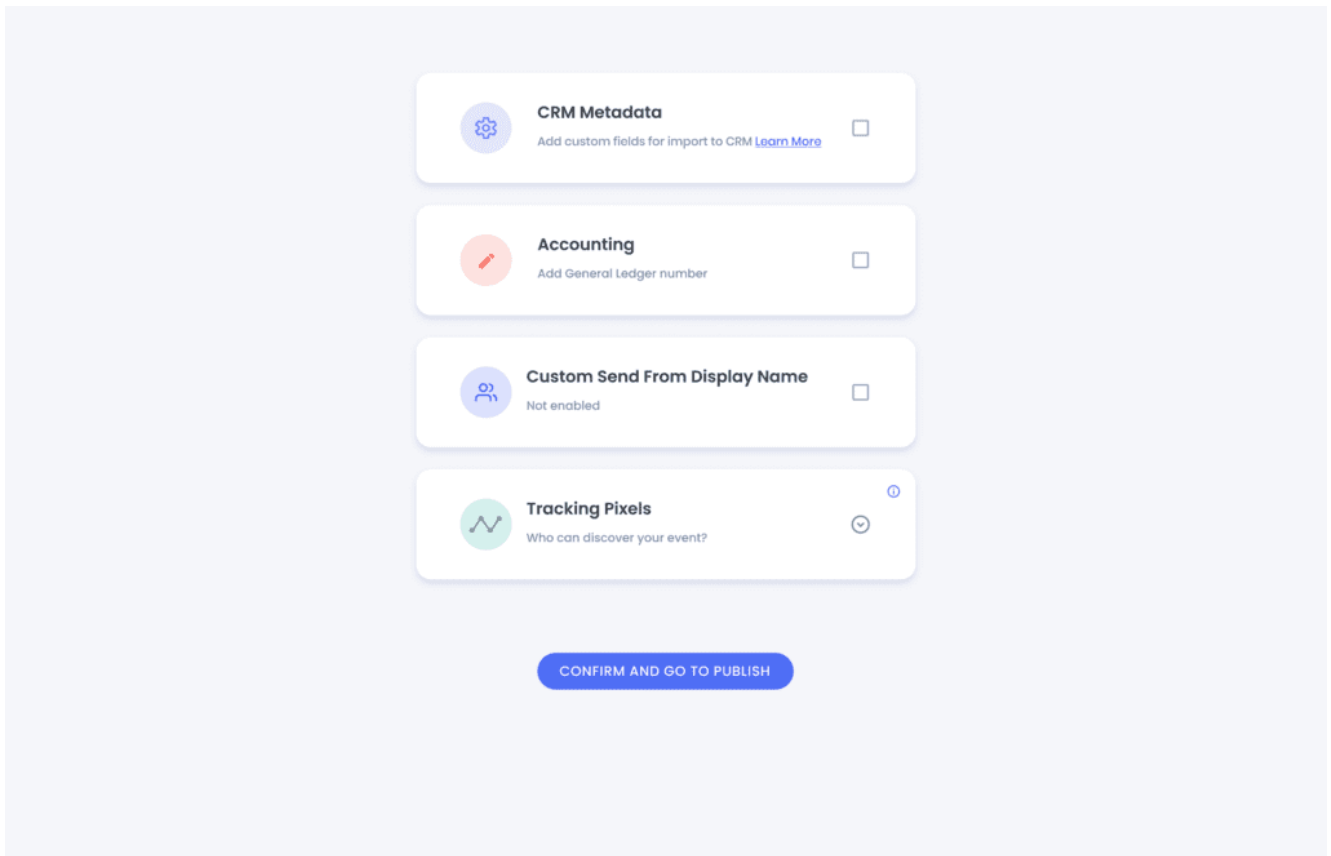
**THIS FEATURE IS NOT YET LIVE.
COMING SOON 2024.**

What are Tracking Pixels?

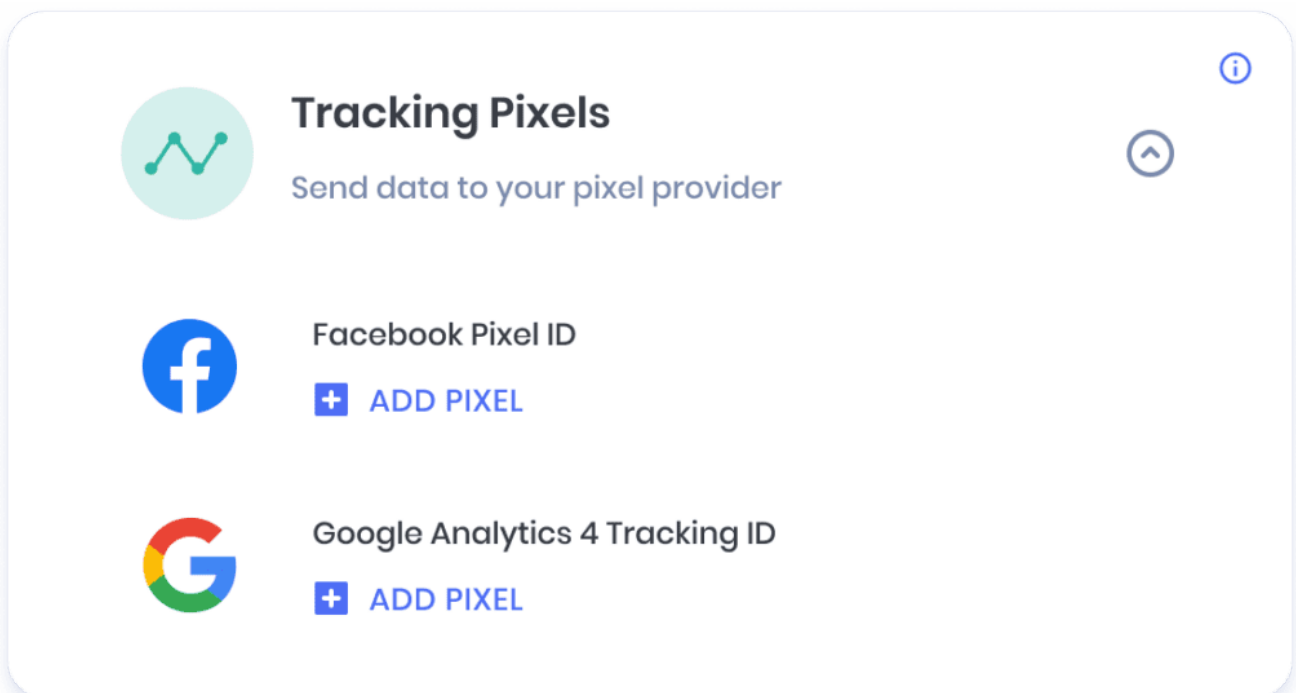
Tracking pixels are used by marketers to track the activity of attendees. If you use an outside service like Facebook or Google Analytics, you can create a tracking pixel and add it to your Jlive events. This will let your analytics platform know when certain actions are taken such as Viewed Event, Add to Card, or Complete Checkout. This can help you to understand your audience, improve the effectiveness of your ads and retarget your online ads.

How to add tracking pixels to Jlive

On the Settings Step of Create Event flow, there is a Tracking Pixels box.



1. Expand the Tracking Pixels Box and click [Add Pixel] for either Facebook or Google.



2. In the Create Pixel modal, indicate whether it is just for this event or for all of your organization's events.

3. Paste in the Pixel ID found in your analytics platform.
4. Choose which pre-set Triggers you want to enable and press [Create].

Create Facebook Pixel ⓘ

Events

This Event

All of My Org's Events

Facebook Pixel ID

This is the unique id found in the Base Code of your Facebook Pixel Code

Facebook Pixel ID

Enter Pixel ID e.g. 123456789

Triggers

AddToCart Purchase InitiateCheckout ViewContent

CompleteRegistration

CREATE

How to see your Tracking Pixels

On the Settings Step of Create Event flow, there is a Tracking Pixels box which indicates all of your existing pixels for this event.



Tracking Pixels

Active Pixels: 4



Facebook Pixel ID

[+ ADD PIXEL](#)



Google Analytics 4 Tracking ID

[+ ADD PIXEL](#)

ACTIVE PIXELS



Facebook Pixel

ViewContent, AddToCart, InitiateCheckout, CompleteRegistration, Purchase

This Event



Google Analytics 4 Tracking ID

view_item, purchase

All Events



Google Analytics 4 Tracking ID

purchase

This Event



Facebook Pixel

InitiateCheckout

This Event



Additionally, on the Organization / Pixels page you can see your organization-wide pixels.



Events

Archived

Dashboard

Org Profile

Sub-orgs

Settings

Pixels

Reports

Admins

Billing

Help Center

Pixels

[LEARN MORE](#)

 **Google Analytics 4 Tracking ID**
ViewContent, AddToCart, InitiateCheckout, CompleteRegistration, Purchase  

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ViewContent, AddToCart, InitiateCheckout, CompleteRegistration, Purchase  

 **Facebook Pixel**
ViewContent, AddToCart, InitiateCheckout, CompleteRegistration, Purchase  