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.

Accounting Add General Ledger number Custom Send From Display Name Not enabled Tracking Pixels Who can discover your event?
Custom Send From Display Name Not enabled
Tracking Pixels © Who can discover your event?

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].

Events	
O 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	

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.

Active Pixels: 4		\odot	(
Facebook Pixel ID ADD PIXEL			
Google Analytics 4 Tracking ID ADD PIXEL			
ACTIVE PIXELS		\odot	
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	/ 1	
Facebook Pixel InitiateCheckout	This Event	/ 🕯	

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

jive • Detroit •	Q Search by Event Title, Category, Host Org	FAVORITES MY TICKETS
NEXTGen Detroit	Pixels	LEARN MORE
Events	Google Analytics 4 Tracking ID ViewContent, AddToCart, initiatoCheckout, CompleteRegistration, Purchase	
 Dashboard Org Profile 	Google Analytics 4 Tracking ID ViewContent, AddToCart, InitiateCheckout, CompleteRegistration, Purchase	
Sub-orgs Settings	Facebook Pixel ViewContent, AddToCart, InitiateCheckout, CompleteRegistration, Purchase	
E Reports		
Admins		
§ Billing		
 Help Center 		