Tracking Pixels

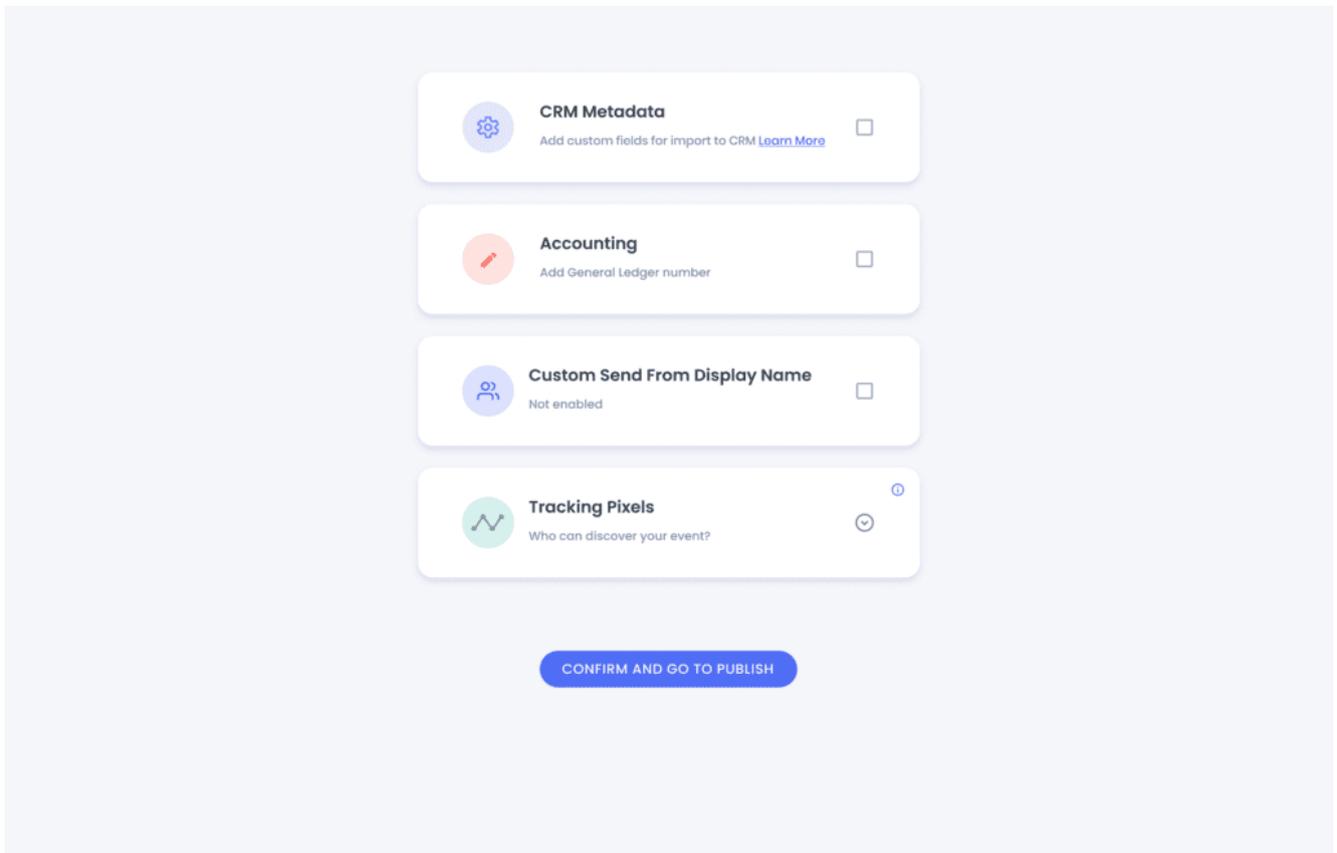# THIS FEATURE IS NOT YET LIVE. COMING SOON 2024.
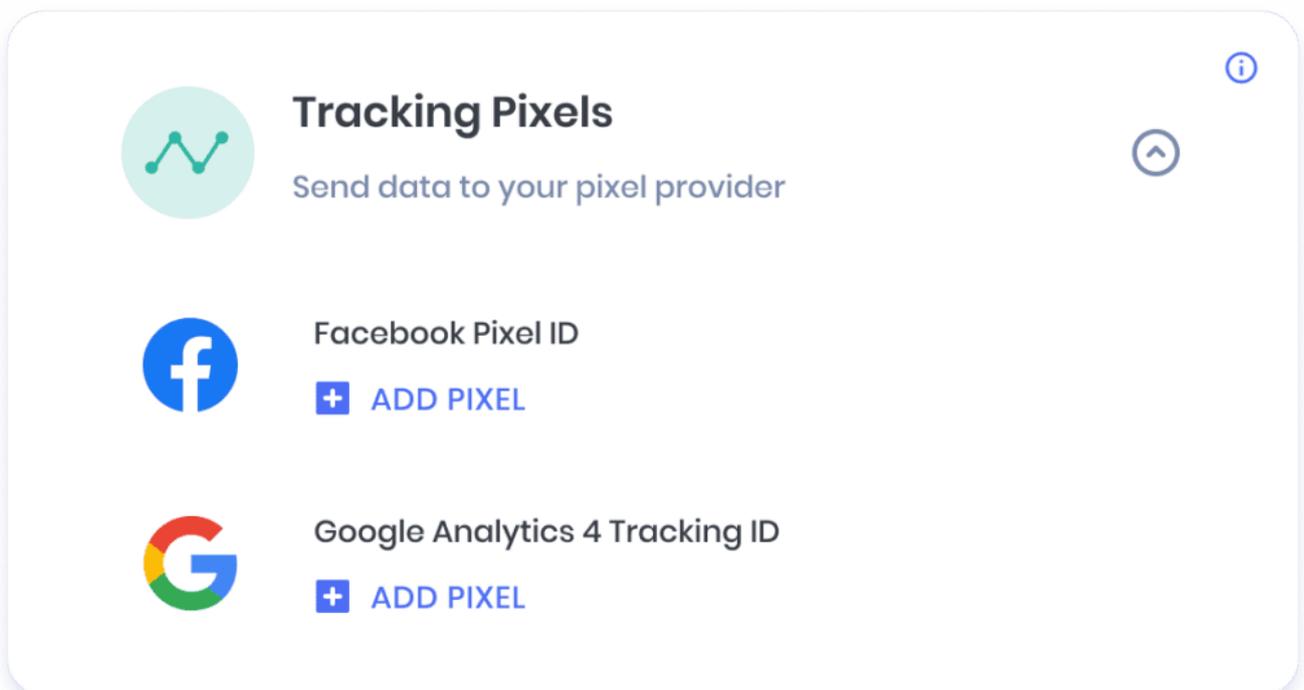
What are Tracking Pixels?

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].

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.

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Pixels   LEARN MORE

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

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

f **Facebook Pixel**   ✏ 🗑
      ViewContent, AddToCart, InitiateCheckout,
      CompleteRegistration, Purchase