

Fringe Artist Resource: Pixel Set-Up (Advanced)

If you're running paid advertising in Google, Facebook or Instagram, this process is for you!

In order to effectively track visits to your event page and ticket sales for your events, the Adelaide Fringe AVR platform can facilitate the installation of tracking pixels from Google and Meta (Facebook and Instagram).

Before you begin, you must already have your ad accounts and pixels created.

Facebook & Instagram ads - Ensure you have:

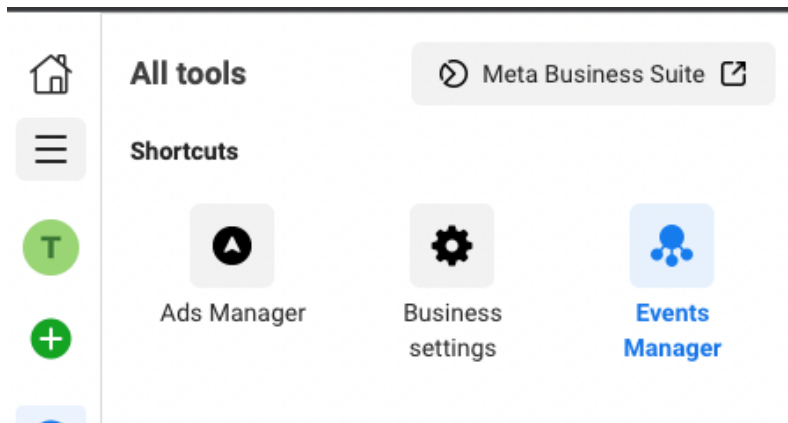
- A Business Manager Account
- Linked your Facebook and Instagram accounts into your business manager account
- An Ad Account
- A tracking Pixel (also may be called a DataSet)

If you do not have the above, you can follow the instructions [HERE](#).

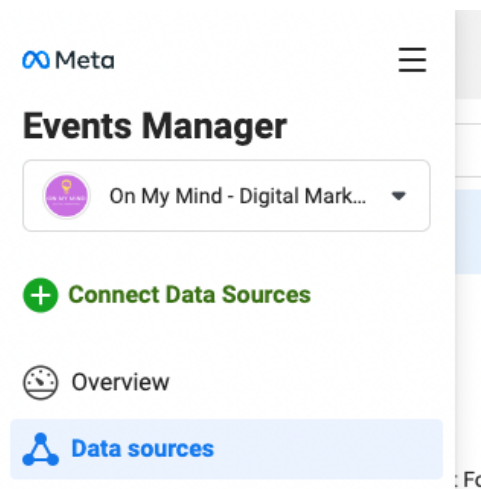
You are now ready to get the information required to set up your tracking in Adelaide Fringe AVR.

Meta Pixel

- 1) Go to Meta Business Manager > [Event Manager](#)



Select "DataSources" from the left hand navigation



And select your Pixel.

- 2) Go to Settings > Copy your Pixel ID and save this somewhere handy, you will need this when setting up your analytics in AVR

The screenshot shows the Facebook Events Manager interface for a venue named "Fringe AVR Test - Venue". The "Settings" tab is selected. Under the "Details" section, the "Pixel ID" is listed as 1359513821647436.

THEN scroll down and select "generate access token"

The screenshot shows the "Generate access token" option under the "Set up manually" section. A notification banner at the top reads: "Automatic updates coming to Events Manager. The way your event data shows in Events Manager is changing. You'll soon be able to merge website, app and offline events together into a single view. There's nothing for you to do. Most importantly, this update won't affect campaign performance, measurement, or reporting. Learn more about datasets in Events Manager. Remind me later".

- 3) Copy and save this access token - you will need this when setting up your analytics in AVR

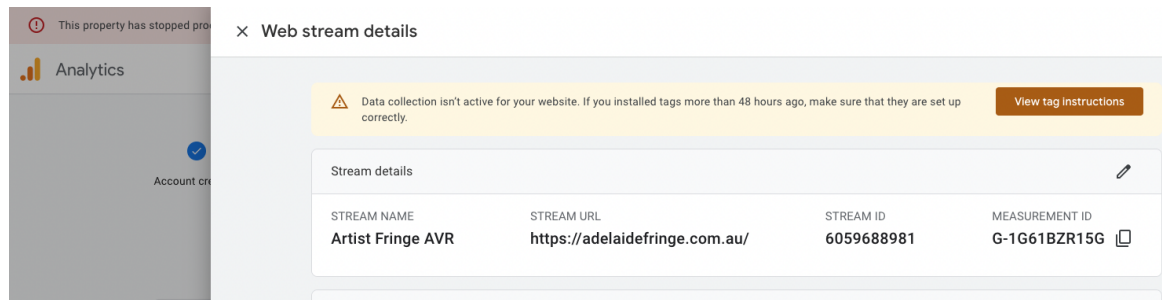
Copy and save this token somewhere safe. It won't be stored by Facebook.

```
EAAooZBA0fq4kB04mo100k5IrsYQ6sJ8h30y3C8q0loEoUGaHH3
xSJZA6N5Ts9mP7X9Jjsyvohse8mf8R6Nw7aivwzbt3moTu7H7ce
KY36KCpnUfIS7VQsSPCiHkZCkZCLzT4tUs1k6IBQFzIm36SvIZ
Aw69ksSzvWGS0ZCU8E34FBg0lssPpYiwSUNsFQYHT0NAZDZD
```

Google Analytics

Ensure you have a Google Analytics 4 account (Note that Google no longer supports Universal Analytics so you will need to set up Google Analytics 4) If you need instructions follow our guide [here](#).

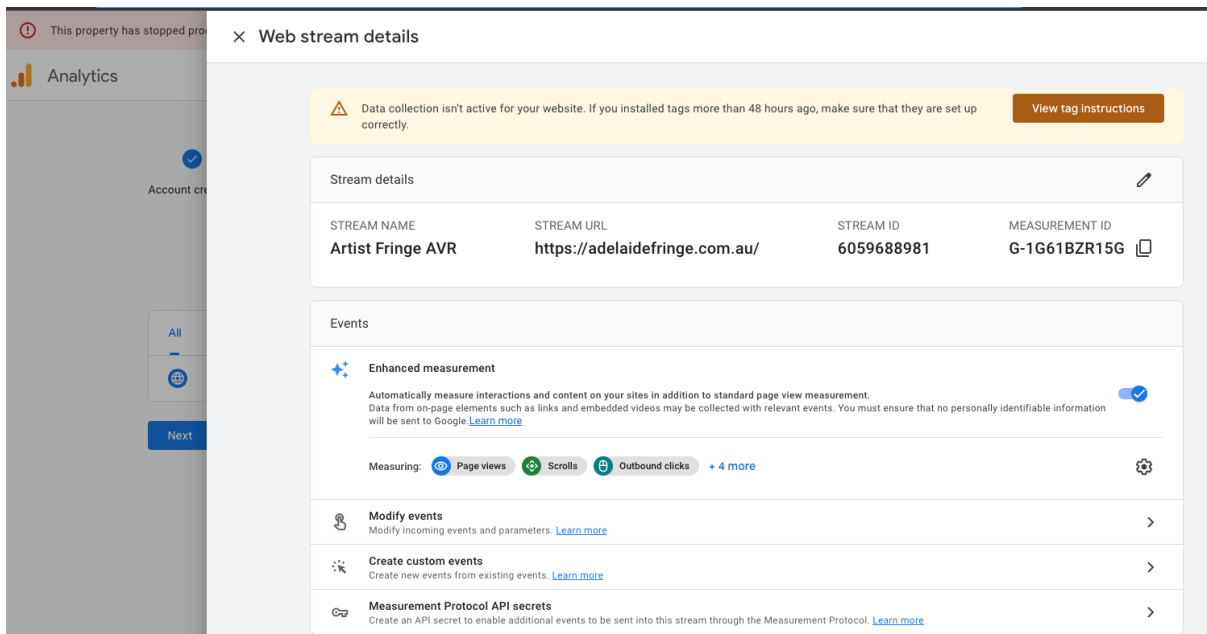
- Sign in to your Google Analytics 4 account, Get your **Data Stream ID** by following these steps
 - Go to Admin > Data Streams.
 - Select the data stream.



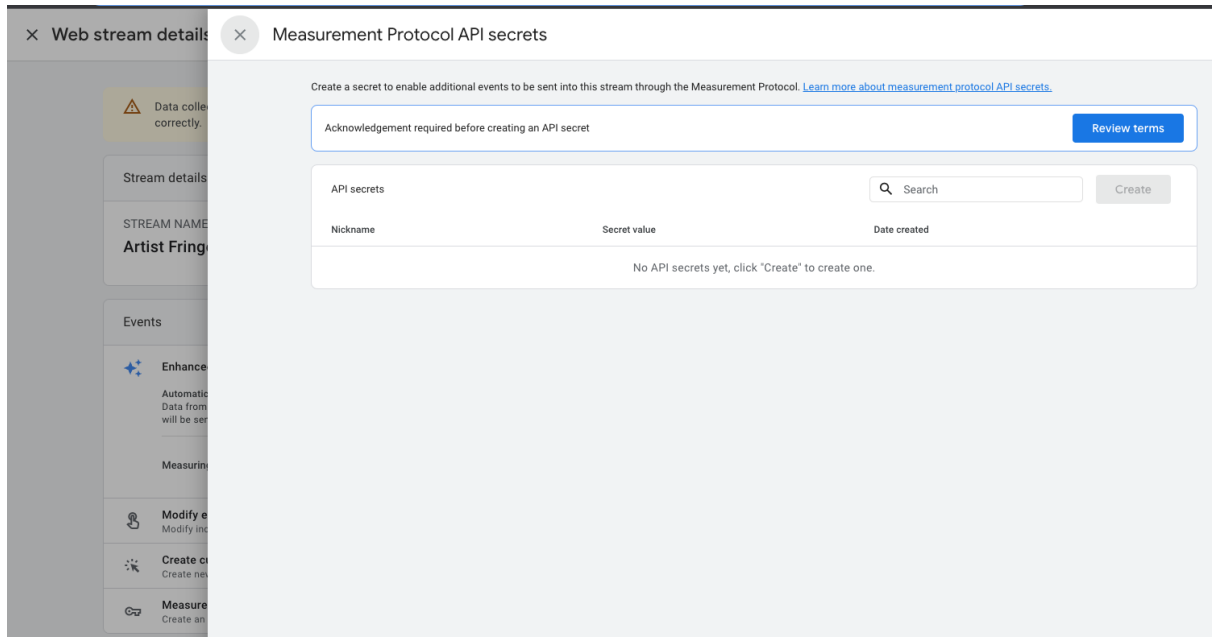
- Look at the *Measurement ID* field. Copy the Measurement ID for when we log in to the AVR portal.

Create Secret API Code

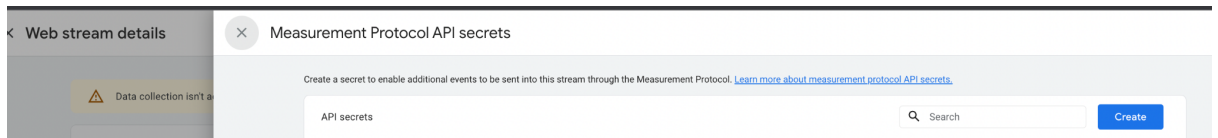
1. In the same location (DataStreams) scroll down and select “Measurement Protocol API secrets”



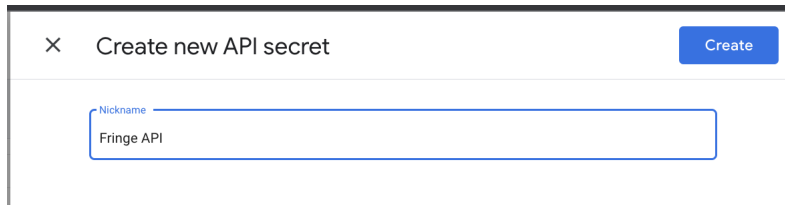
2. Review and Accept Terms



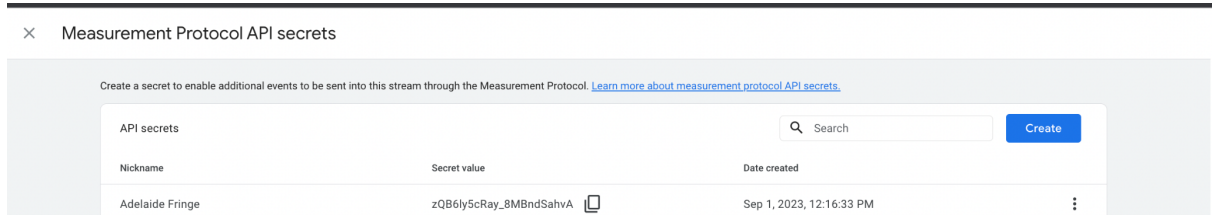
3. Select "Create"



4. Choose a Nickname of your choosing e.g. "Adelaide Fringe" or "Your Show/Venue Name"



5. Copy the API secret value and keep this handy for the next steps ahead.



Adding your Tracking Pixels to your event.

1. Log In To Fringe AVR portal
2. Click on your event name
3. Navigate to "Analytics"

The screenshot shows the Adelaide Fringe AVR portal interface. The top navigation bar includes 'All Events', 'DARK SPECTRUM', and 'Analytics'. The main header displays 'DARK SPECTRUM' and a navigation menu with options: Dashboard, Registration, Participants, Opportunities, Online Sessions, Bank & Tax, Media Kit, Analytics (selected), Reviews, and Recommendations. A left sidebar contains various user tools like 'My Festival', 'Media Portal', 'My Honey Pot', 'Resources', 'Settlement', 'Event Finder', 'Venue Finder', 'Calendar', 'Advertising', and 'Manage AVR'. The main content area is titled 'Analytics Intro Html' and lists several tracking options: Facebook, Google Analytics, Google Analytics V4, and Facebook Conversions.

4. In the Facebook Conversions section, if you are wishing to use the Meta pixel then select "yes" for the "Would you like to use this service?" question. Then input your Pixel ID in the first box. Paste your API access token in the second box. Click save

This screenshot shows the configuration form for Facebook Conversions. It includes a section for 'Facebook Conversions Html' with a 'Would you like to use this service?' question, where 'Yes' is selected. Below this, there are two input fields: 'Facebook Pixel Code' containing '1024040125290510' and 'Access Token' containing a long alphanumeric string. A 'Save' button is located at the bottom of the form.

5. In the Google Analytics V4 section, if you are wishing to use Google Analytics 4 then select "yes" for the "Would you like to use this service?" question. Input your data Measurement ID in the "Tracking" box. Input your API secret in the second box. Save.

▼ Google Analytics V4

Google Analytics V4 Html

Would you like to use this service?

Yes No

Tracking

G-1G61BZR15G

Api Secret

zQB6ly5cRay_8MBndSahvA

[Save](#)

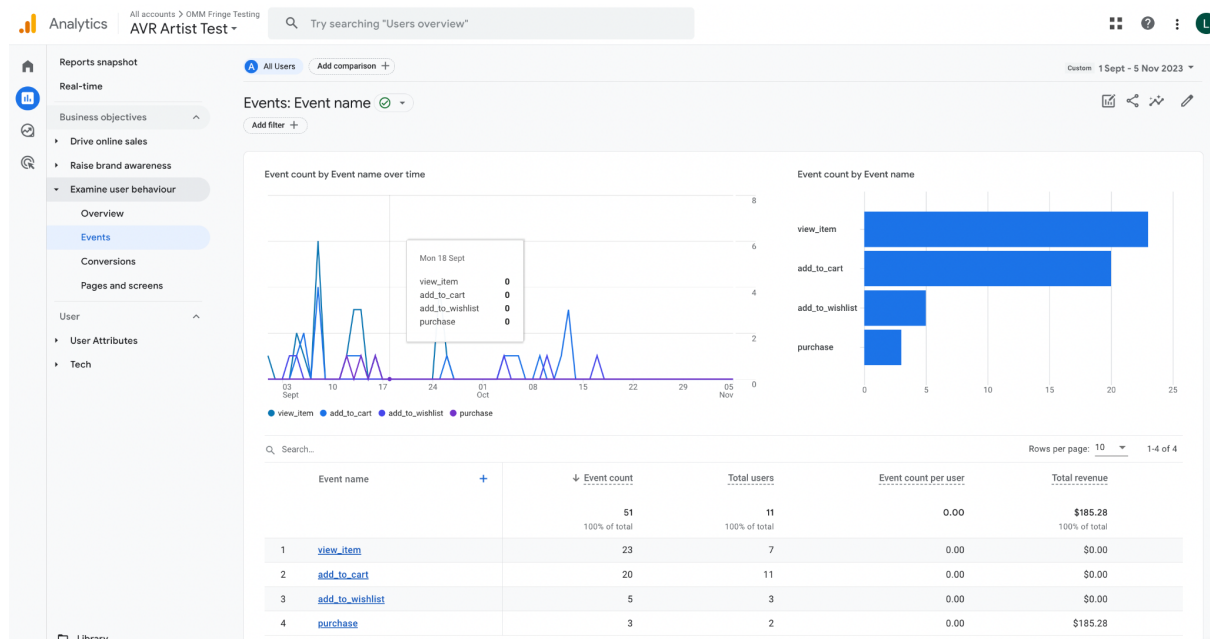
NOTE If you make a mistake with your inputs, you can reset the process by selecting “No” in answer to “Would you like to use this service?” and this will remove your inputs so you can start again.

Congratulations, You have now added your pixels to your event. And you will begin seeing data accordingly

How do I know I have set this up correctly?

In **Google Analytics**, Under **Reports > Examine User Behaviour > Events** you will see a “purchase” event, when tickets for your show are purchased. This will include the revenue value for the transaction.

To see how many “pageviews” your event has, you will need to look at the number of “view-item” events.



In Meta, In Events Manager, You will see e-commerce events such as “Add to cart” and “Purchase” along with “View Content” events which are the pageview for your event.

The screenshot displays the Meta Events Manager interface for an event named "Fringe AVR Test - gandalf". The event is active and has a "Poor" match quality. A line chart shows the number of conversions over time, with a peak of 51 conversions on October 27th. Below the chart, there are three event types listed: "View content" (213 conversions, last received 8 hours ago), "Add to wishlist" (6 conversions, last received 18 days ago), and "Add to cart" (4 conversions, last received 24 days ago).

Event Name	Status	Integration	Event Match Quality	Total events
View content	Active	Conversions API	Poor	213 Last received 8 hours ago
Add to wishlist	No recent activity	Conversions API		6 Last received 18 days ago
Add to cart	No recent activity	Conversions API		4 Last received 24 days ago

Remarketing Audiences

If you wish to create remarketing audiences for your campaigns based on pageviews of your event, these need to be created based on the “view content” and “view item” events in Meta and Google respectively.