Fringe Artist Resource: Dataset/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:

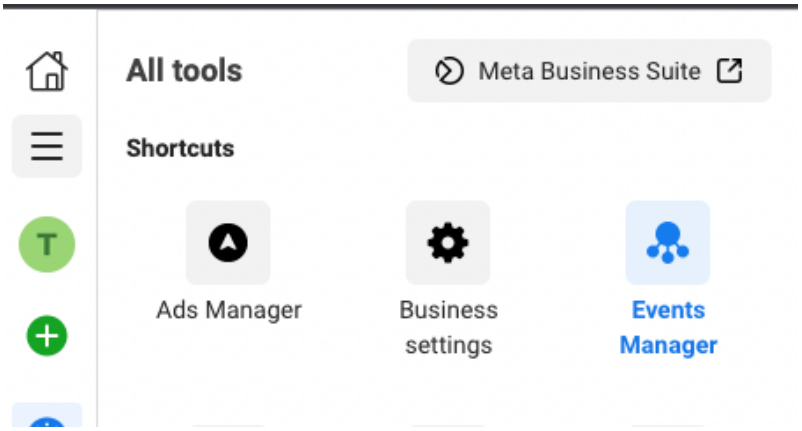
- A Business Manager Account
- Linked your Facebook and Instagram accounts into your business manager account
- An Ad Account
- A tracking Pixel (also may be called a DataSet)

If you do not have the above, you can follow the instructions HERE.

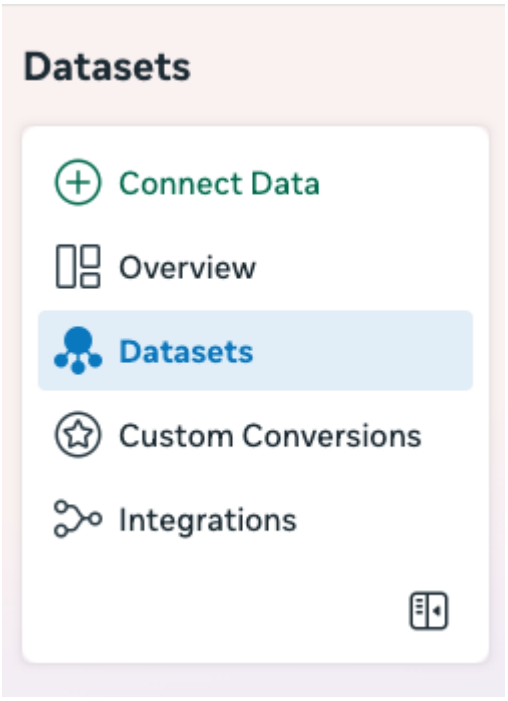
You are now ready to get the information required to set up your tracking in Adelaide Fringe AVR.

Meta Pixel

1) Go to Meta Business Manager > Event Manager

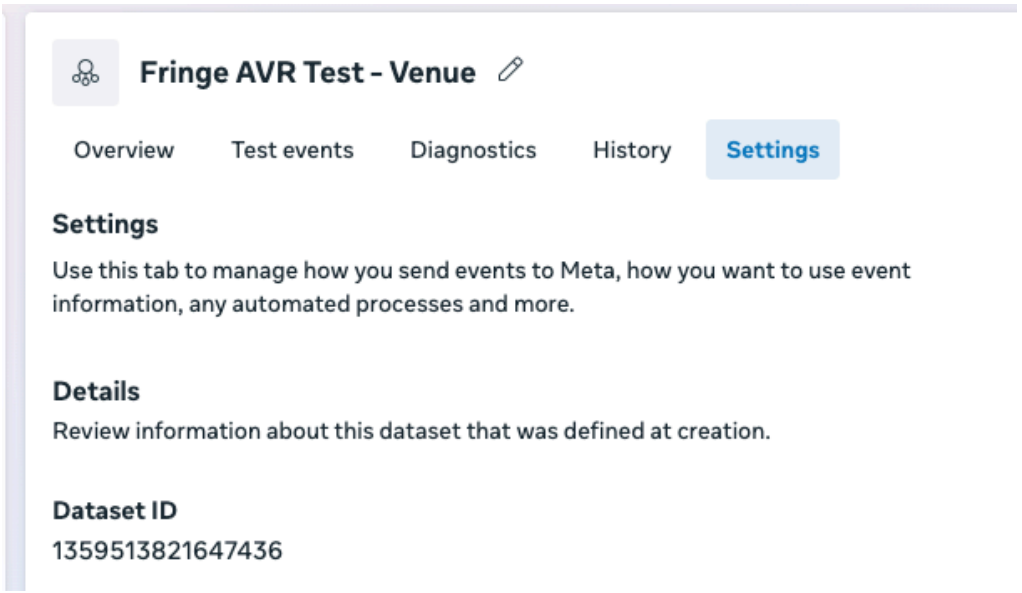


Select "DataSets" from the left hand navigation

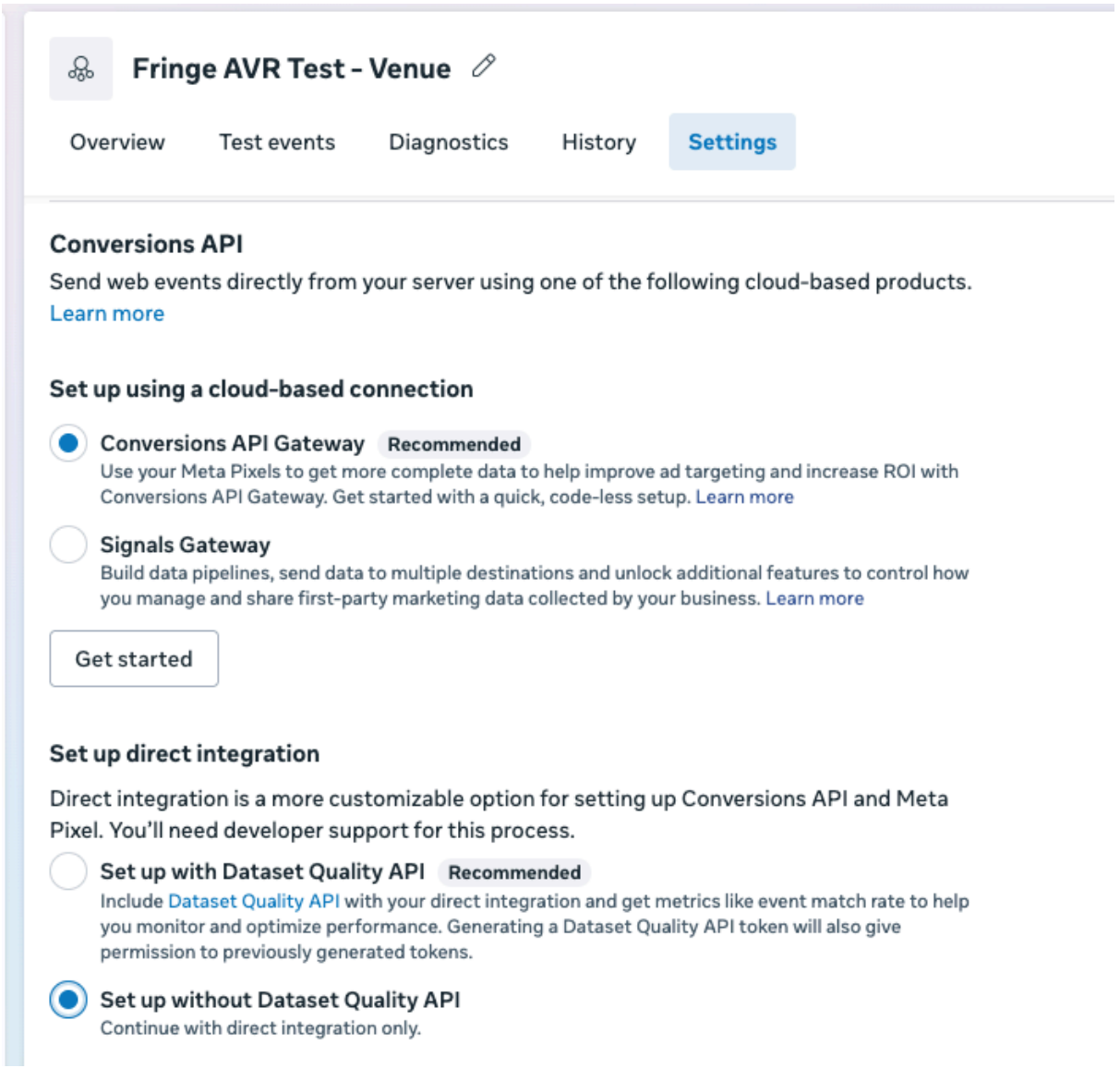


And select your Pixel.

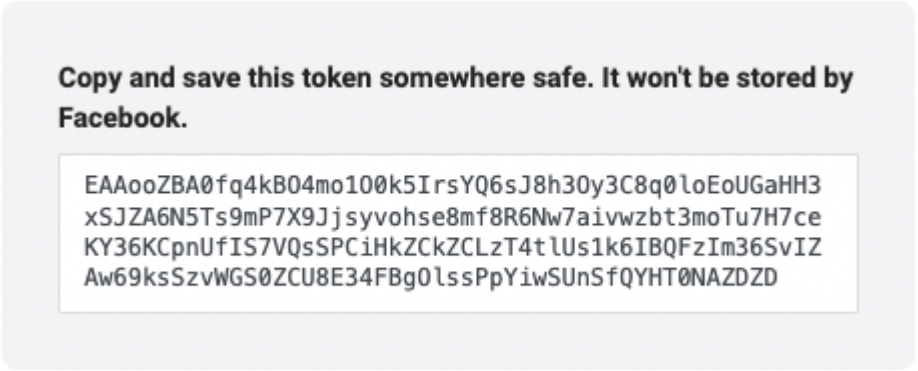
2) Go to Settings > **Copy your Dataset ID** and save this somewhere handy, you will need this when setting up your analytics in AVR



THEN scroll down to the Conversions API section and select the option **"Set up without Dataset Quality API"** and "generate access token"

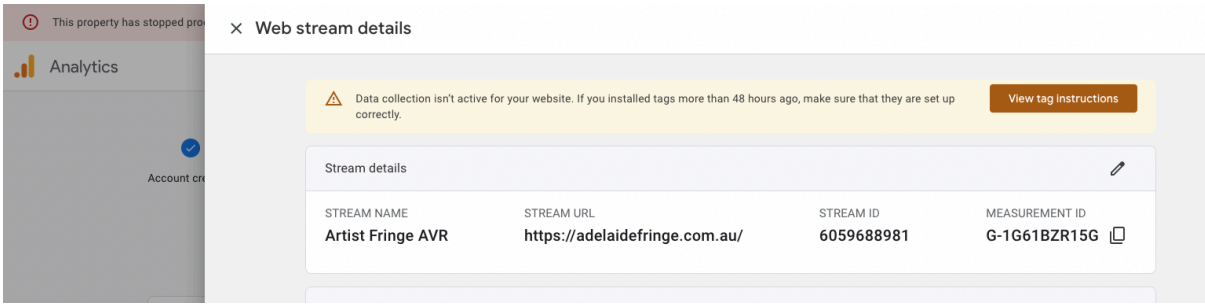


3) Copy and save this access token - you will need this when setting up your analytics in AVR



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.

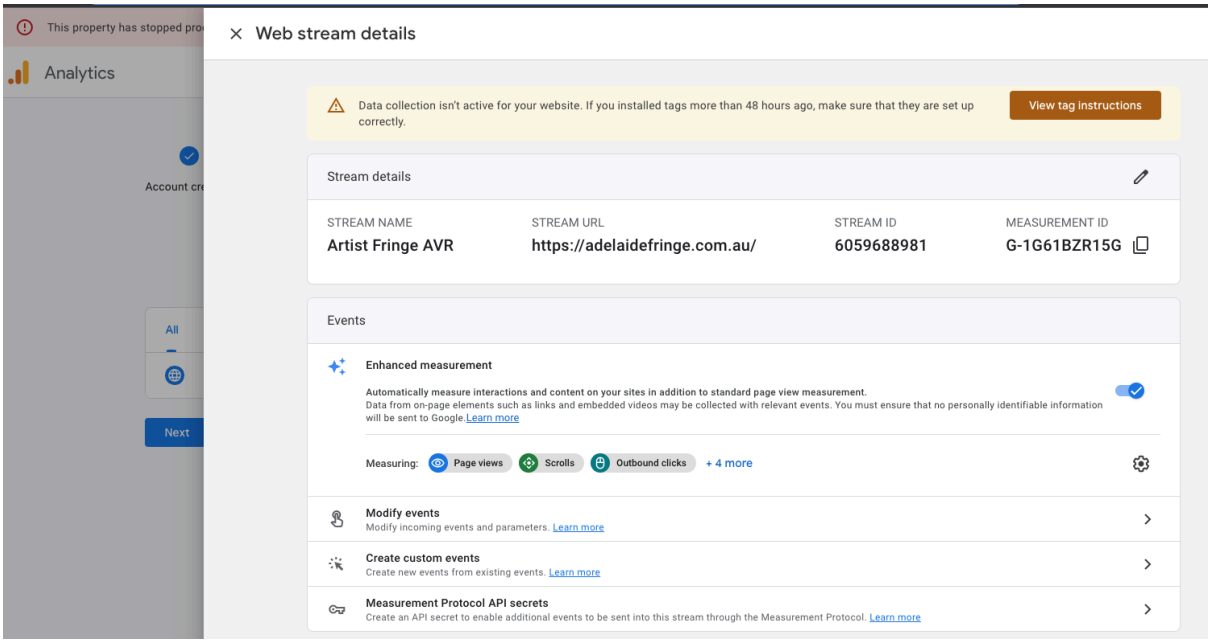
- Sign in to your Google Analytics 4 account, Get your **Data Stream ID** by following these steps
    - Go to Admin > Data Streams.
    - Select the data stream.



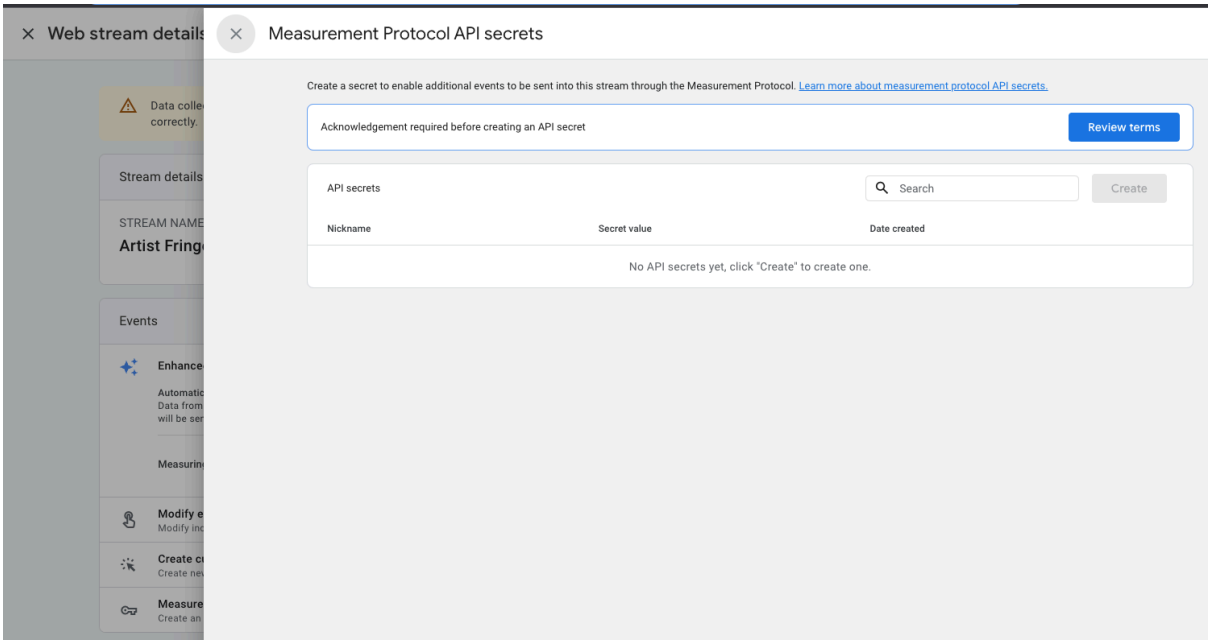
    - Look at the *Measurement ID* field. Copy the Measurement ID for when we log in to the AVR portal.

Create Secret API Code

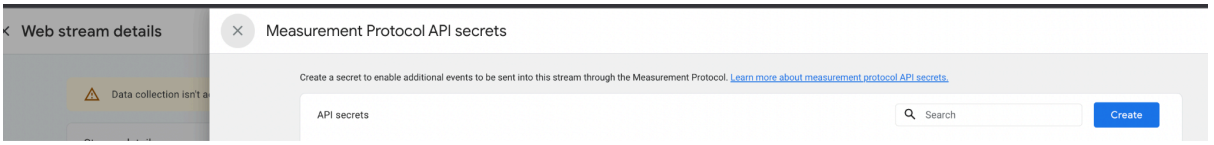
1. In the same location (DataStreams) scroll down and select “Measurement Protocol API secrets”



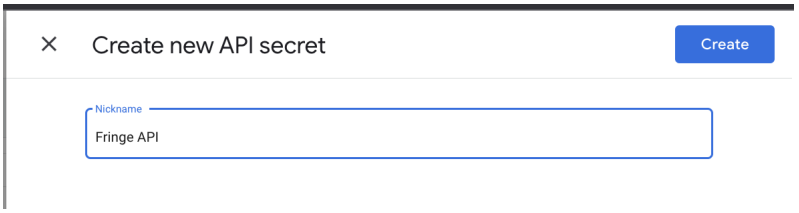
2. Review and Accept Terms



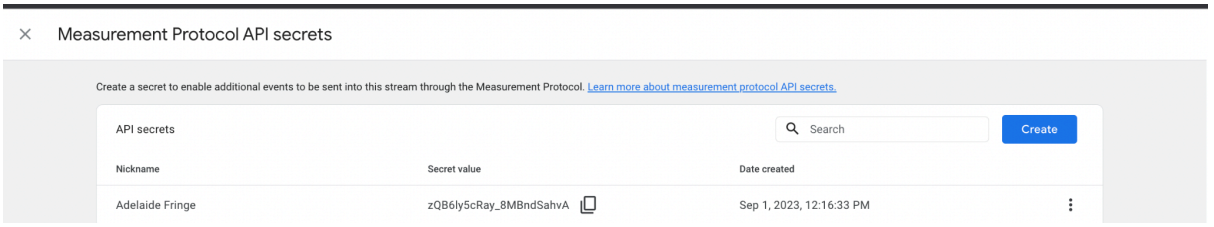
3. Select “Create”



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

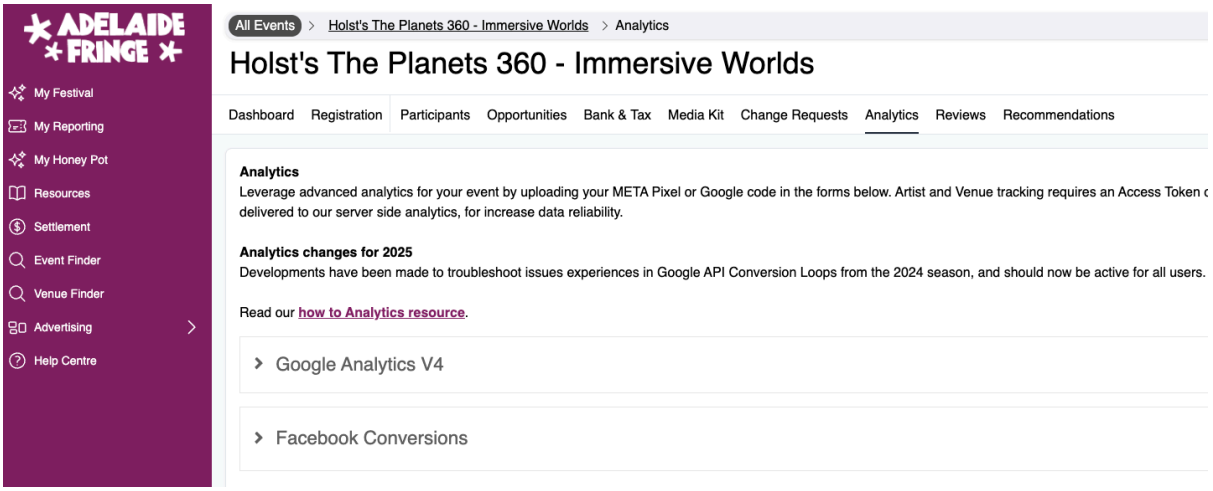


5. Copy the API secret value and keep this handy for the next steps ahead.



Adding your Tracking Pixels to your event.

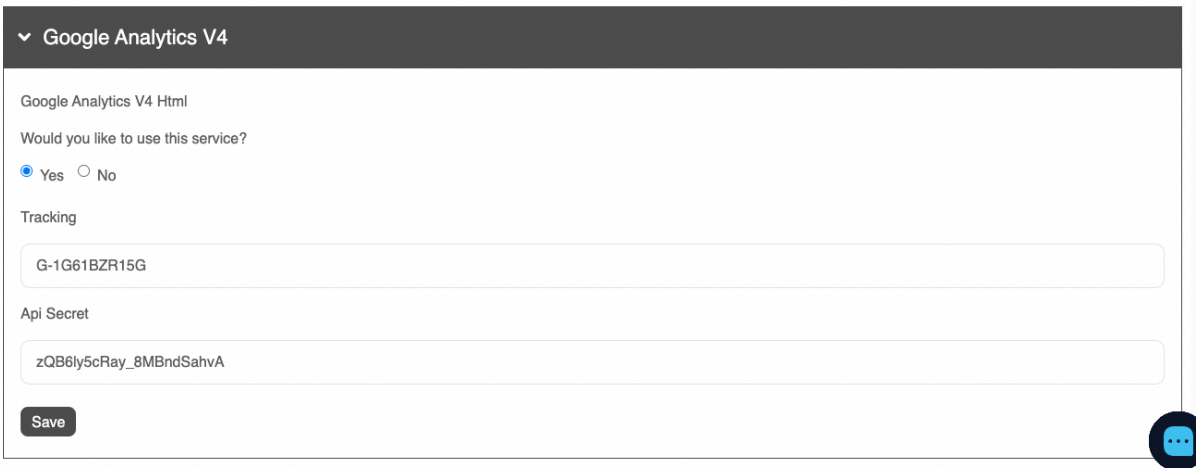
1. Log In To Fringe AVR portal
2. Click on your event name
3. Navigate to “Analytics”



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/Dataset ID in the first box.
   Paste your API access token in the second box.
   Click save



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.



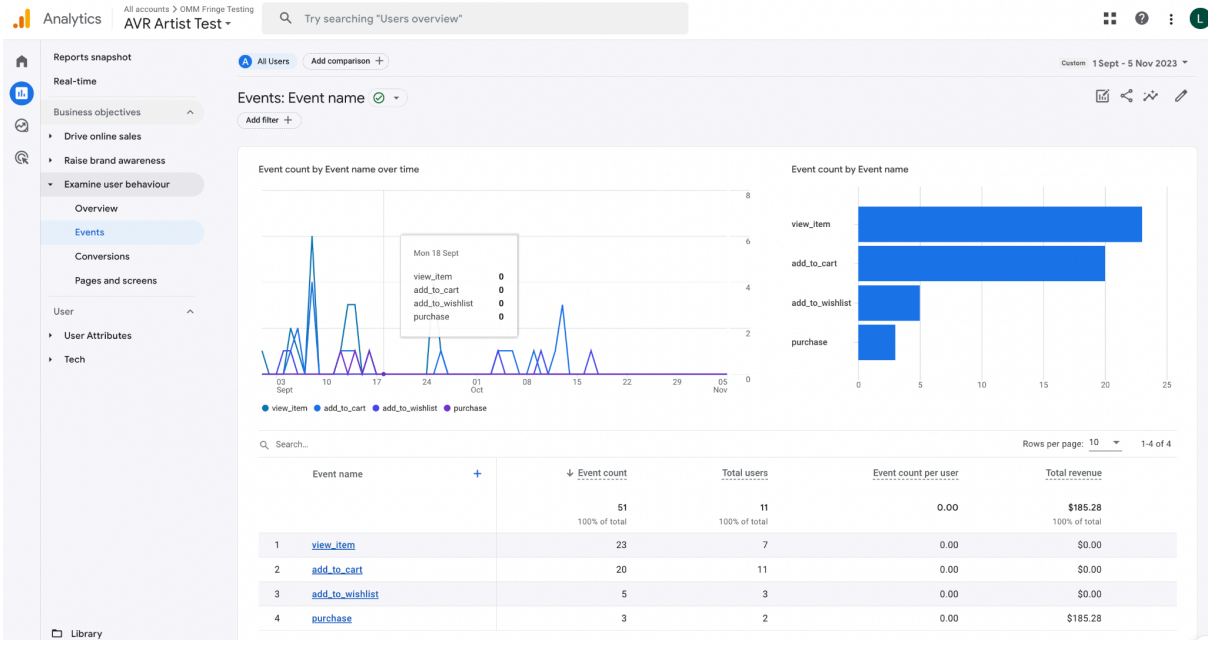
NOTE If you make a mistake with your inputs, you can reset the process by selecting “No” in answer to “Would you like to use this service?” and this will remove your inputs so you can start again.

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?

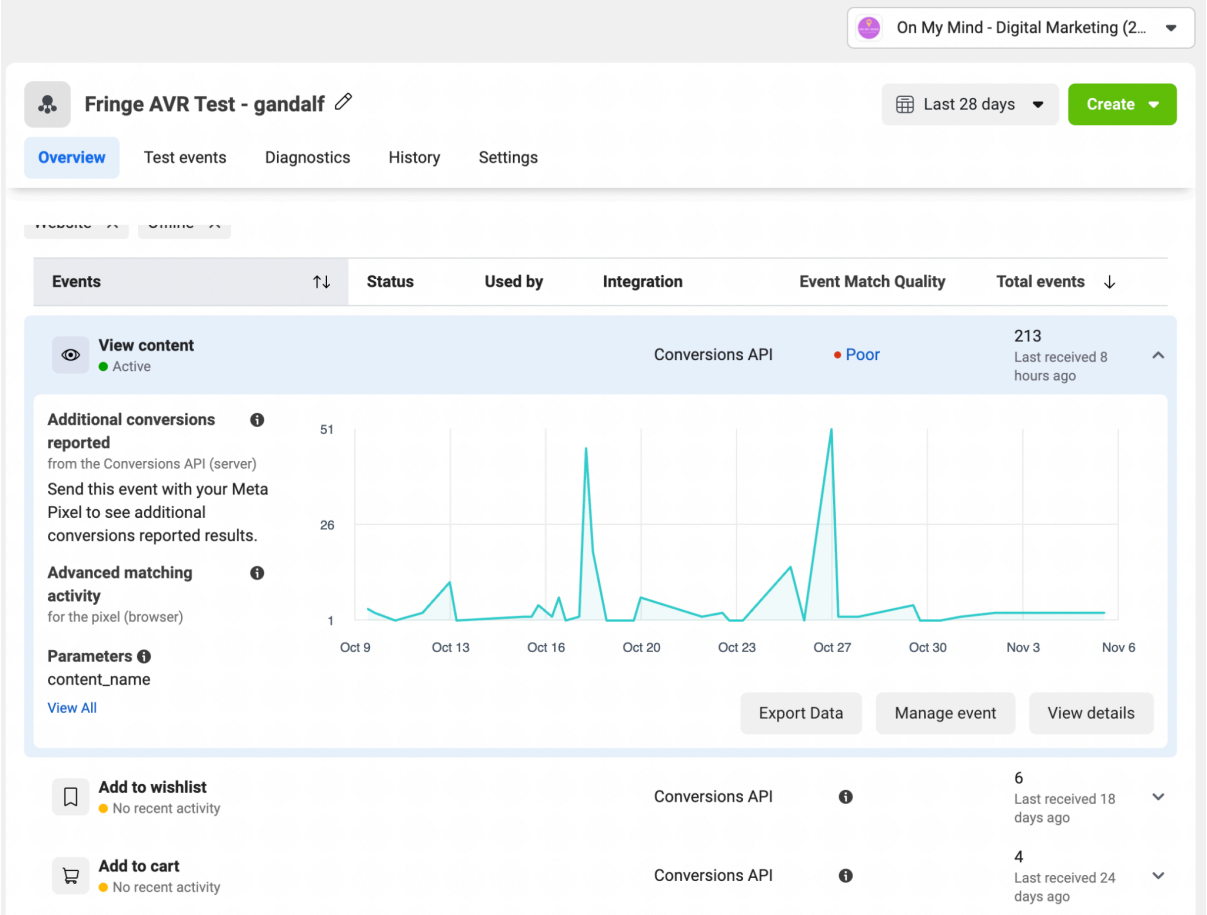
In **Google Analytics**, Under **Reports > Examine User Behaviour > Events** you will see a “purchase” event, when tickets for your show are purchased. This will include the revenue value for the transaction.

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

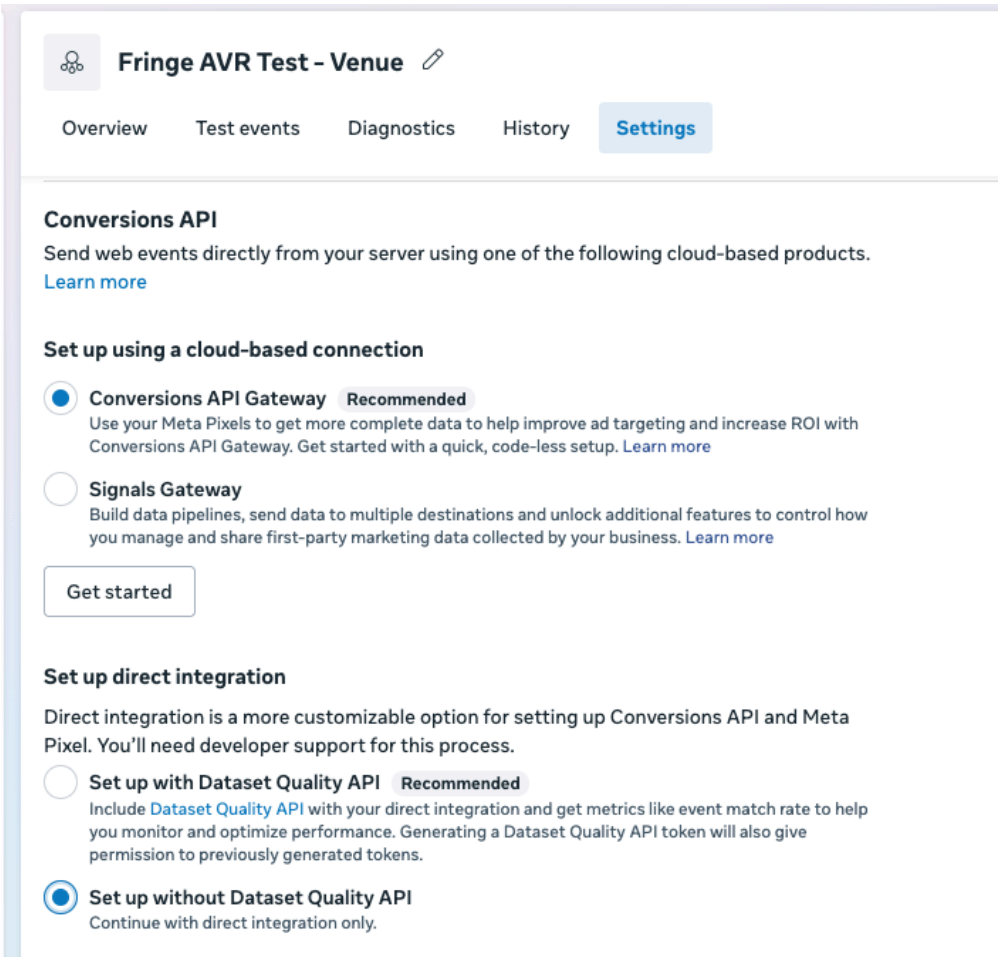


In Meta, In Events Manager, You will see e-commerce events such as “Add to cart” “Add To Wishlist” and “Purchase” along with “View Content” events which are the pageview for your event.

To get this recording fast you can try adding you event to your wishlist and cart and then waiting 30 minutes to check if the pixel has recorded these actions.



If you do not see your add to wishlist or add to cart events then review your meta data set settings and make sure you selected the **“Set up without Dataset Quality API”** option per the **below** screenshot. If you have made a mistake then repeat the process of adding your information into AVR by selecting “no” to the question “would you like to use this service?” and then re-adding your Dataset ID and Access Token.



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.