PATCHB●ARD

Websites, Apps, and Digital Marketing strategies that bring people together

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HOW TO SET UP CONVERSION TRACKING

The goal of this session is to make sure each team is tracking conversions to the best of their ability. In order for this session to be beneficial it is important that all teams have pixels firing on their websites.

- Recap Pixel Implementation
- Conversion tracking & conversion optimization
- How to define conversions to track
- How to set up events & conversions in Google Analytics and Facebook/Instagram

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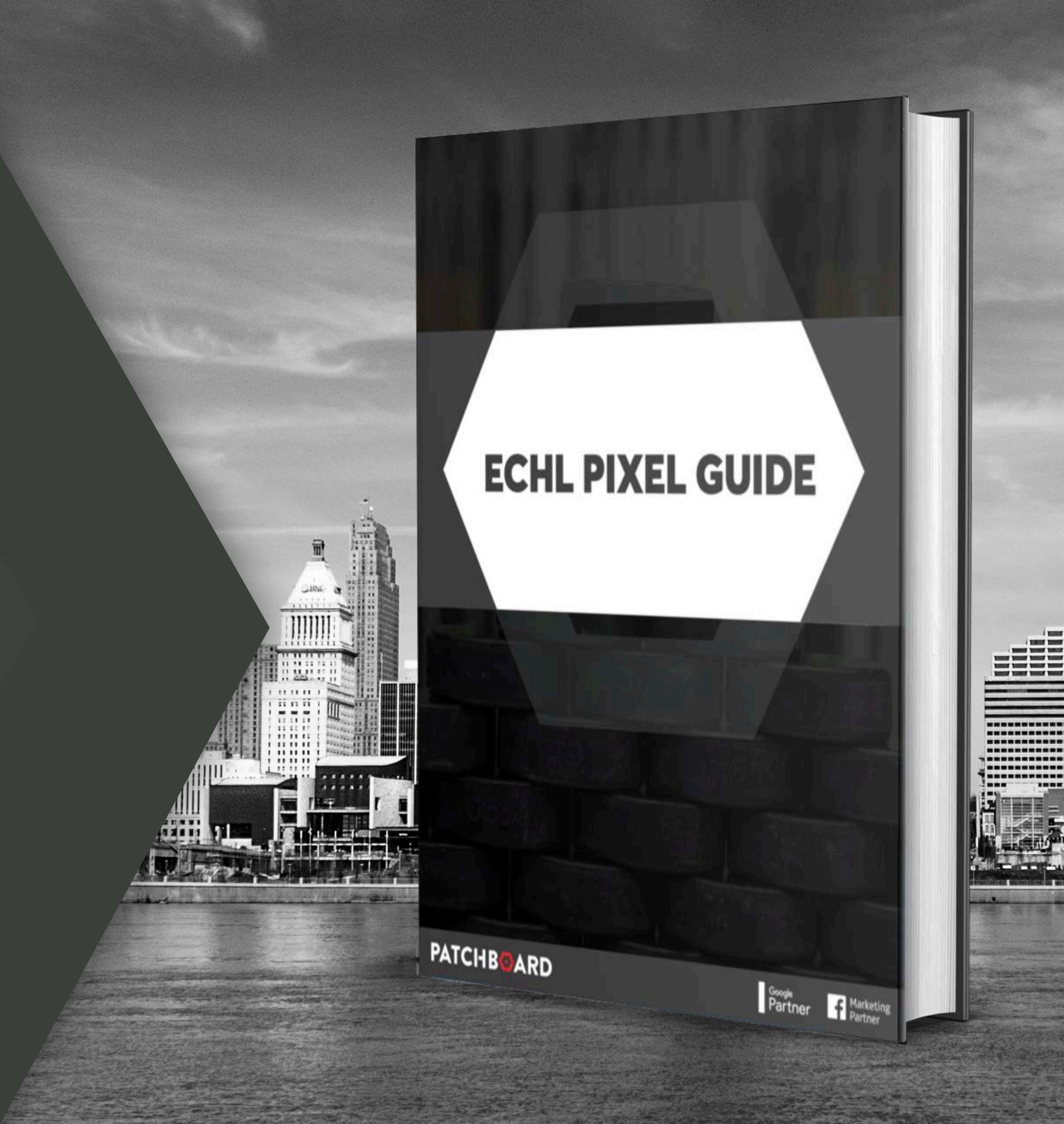
PIXEL IMPLEMENTATION RECAP

Google Partner F Marketing Partner

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PIXEL PLANNING WORKSHEET

Our Pixel Planning document includes a pixel planning worksheet to help organize all the pixels you need on your website & ticketing platform.

Tag	Website	Ticketing	Documentation
Google Tag Manager			Link
Google Analytics (UA)			Link
Google Analytics (GA4)			Link
Facebook Pixel			Link
Snap Pixel			Link
TikTok Pixel			Link
LinkedIn Insight Tag			Link
Twitter Pixel			Link

ECHL PIXEL GUIDE

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VERIFY ALL PIXELS ARE FIRING

Before we begin configuring events & goals we need to make sure the pixels are firing on all pages.
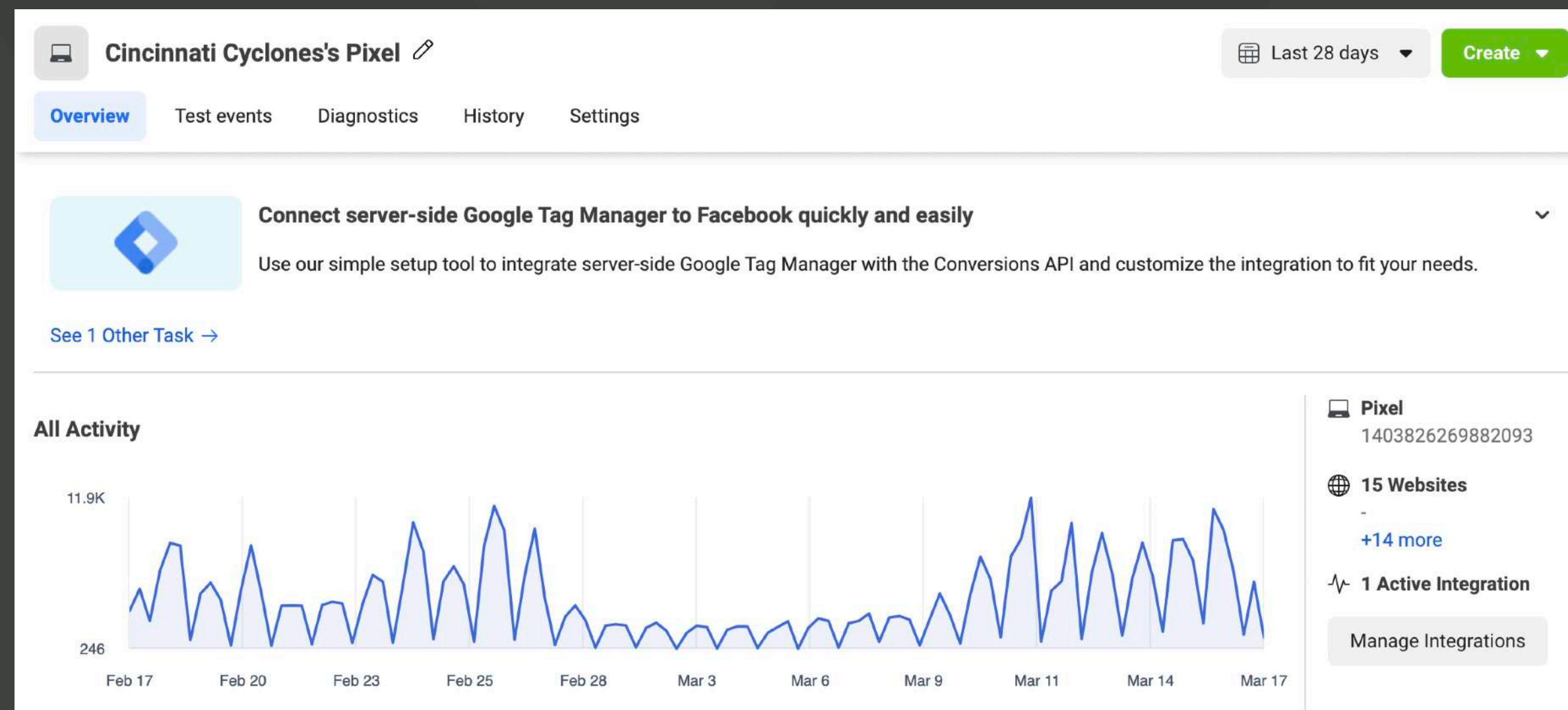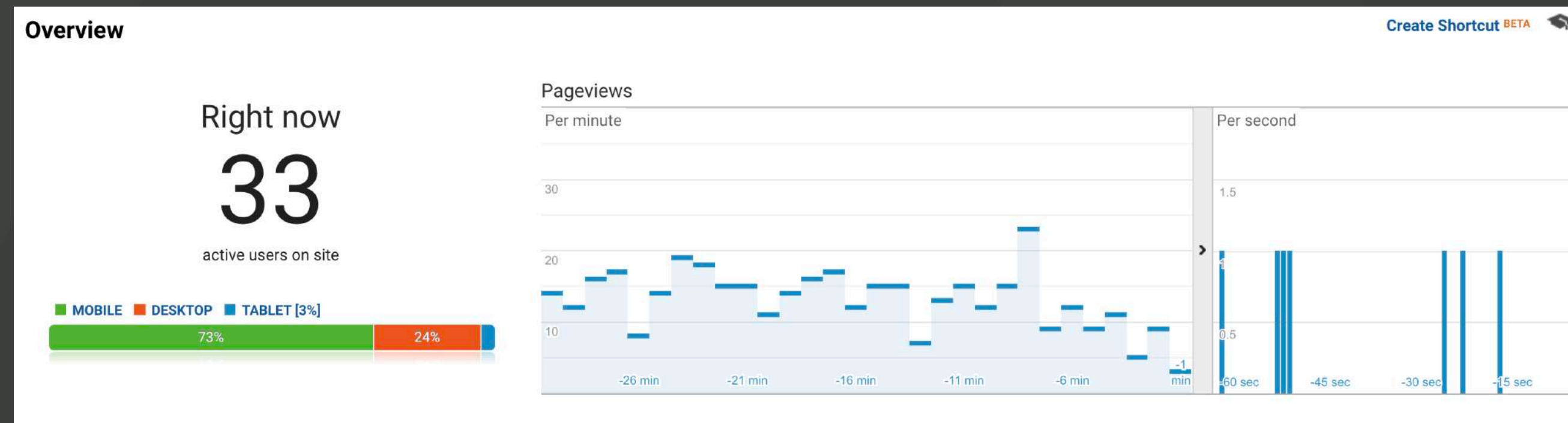
CONSIDER USING GTM FOR UNIVERSAL ANALYTICS INTEGRATION

If you already had Google Analytics (Universal Analytics) installed on your website you may want to consider using Google Tag Manager & removing the old UA tag from your website

- You can set up Event Triggers on your site with GTM
- Your developer will need to implement Event Tracking code if the tag is installed directly on your website
- Be sure to remove the original tag if you install via GTM so that you don't load the script twice.
- Refer to our Pixel Planning Document for step by step instructions

Google Tag Manager

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WHAT CONVERSION EVENTS SHOULD WE TRACK?

Google Partner | **f** Marketing Partner

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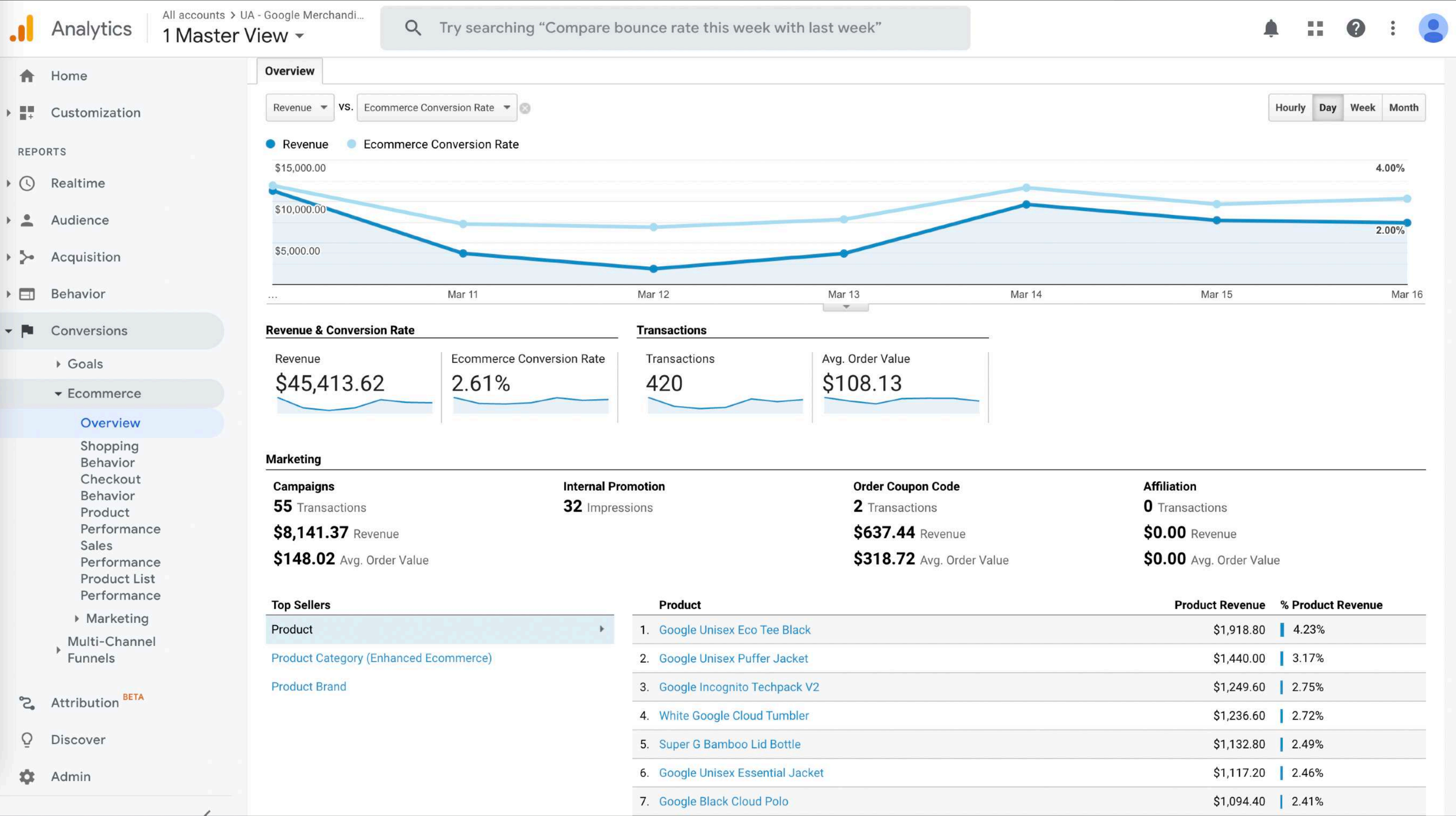
ECOMMERCE

If you have Google Analytics installed on your ticketing platform &
have enabled enhanced e-commerce then you should already have
conversion data flowing in.

COMMON GOALS

Goal	Description	How can we Identify the event
Purchase on Ticketmaster	Track when a user completes a purchase	Confirmation Page URL
Click to Ticketmaster from website	Track when users initiate the purchase process from our website	Every time someone clicks on a link / button that leads to ticketmaster
Click to Spinzo from website	Track when a user completes a purchase via Spinzo (Spinzo doesn't currently allow us to insert conversion tracking so this is as far as we can measure)	Every time someone clicks on a link / button that leads to Spinzo or opens a Spinzo drawer
Contact Form Submission	Track when a user fills out a contact form on the website for information on Season Tickets, Groups, Fundraising, etc.	Every time someone submits a form
Email Opt-In	Track when a user subscribes to our mailing list	Every time someone submits their e-mail & opt's in for marketing communication
Download App	Track when a user clicks to download the app	Every time someone clicks on a link / button to download the app
Game Reminder	Track when a user signs up for an email or sms reminder about a game	Every time someone clicks Email Me or Text Me on an Event Detail Page
Add To Calendar	Track when a user adds a game to their calendar or subscribes for the .ics feed	Every time someone clicks to subscribe or download an .ics file
Watch via FloSports	Track when a user clicks on a broadcast link to watch a game on flosports	Every time someone clicks on a link / button that leads to flosports
Listen	Track when a user clicks on a broadcast link to listen to the game	Every time someone clicks on a link / button that leads to mixlr

Analytics   All Web Site Data

Try searching "Compare bounce rate this week with last week"

- Home
- Customization

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior
- Conversions
  - Goals
    - Overview
    - Goal URLs
    - Reverse Goal Path
    - Funnel Visualization
    - Goal Flow
  - Ecommerce
  - Multi-Channel Funnels

- Attribution BETA
- Discover
- Admin

Goal Completions vs. Select a metric

Hourly | Day | Week | Month

● Goal Completions

1,000

500

...   Mar 13   Mar 14   Mar 15   Mar 16

Goal Completions	Goal Value	Goal Conversion Rate	Total Abandonment Rate
2,481	$0.00	3.90%	94.62%

Ticketmaster Click (Goal 3 Completions)	Spinzo Click (Goal 4 Completions)	Download App (Goal 5 Completions)	Contact Form Submission (Goal 6 Completions)
1,805	376	23	100

iCal Subscription (game) (Goal 9 Completions)	iCal Subscription (season) (Goal 10 Completions)	Watch (Goal 11 Completions)	Listen (Goal 12 Completions)
23	22	88	25

Goals

Goal Completion Location

Source / Medium

	Goal Completion Location	Goal Completions	% Goal Completions
1.	/schedule	476	19.19%
2.	/game/2022/03/19/pucks-n-pups-night-wiener-dog-races	449	18.10%
3.	/	181	7.30%
4.	/game/2022/03/18/beach-towel-giveaway	169	6.81%
5.	/tickets/ticket-specials	164	6.61%

GTM TRIGGERS

Before we set up Conversion Events & Goals we need to define triggers. Triggers are actions a user takes on your website. Here are our suggestions based on cycloneshockey.com:

Name ↑	Event Type	Filter	
Add to Calendar (season)	All Elements	Click Text	contains Subscribe
		Click URL	contains .ics
Add To Calendar (single game)	All Elements	Click Text	contains Add to Calendar
		Click URL	contains .ics
Contact Form Submit	All Elements	Click Text	contains Submit
Download App Click (android)	Just Links	Click URL	contains google.com/store
Download App Click (ios)	Just Links	Click URL	contains apple.com
Flo Sports Click	Just Links	Click URL	contains 3BtXgRO
Game Reminder (email)	Just Links	Click Text	contains Email Me
Game Reminder (sms)	Just Links	Click Text	contains Text Me
Listen Click	Just Links	Click URL	contains mixlr.com
Listen Click (Embed)	Just Links	Click Text	contains Audio
Spinzo Clicks	All Elements	Click Text	contains ORDER ONLINE
Ticketmaster Clicks	Just Links	Click URL	contains ticketmaster.com

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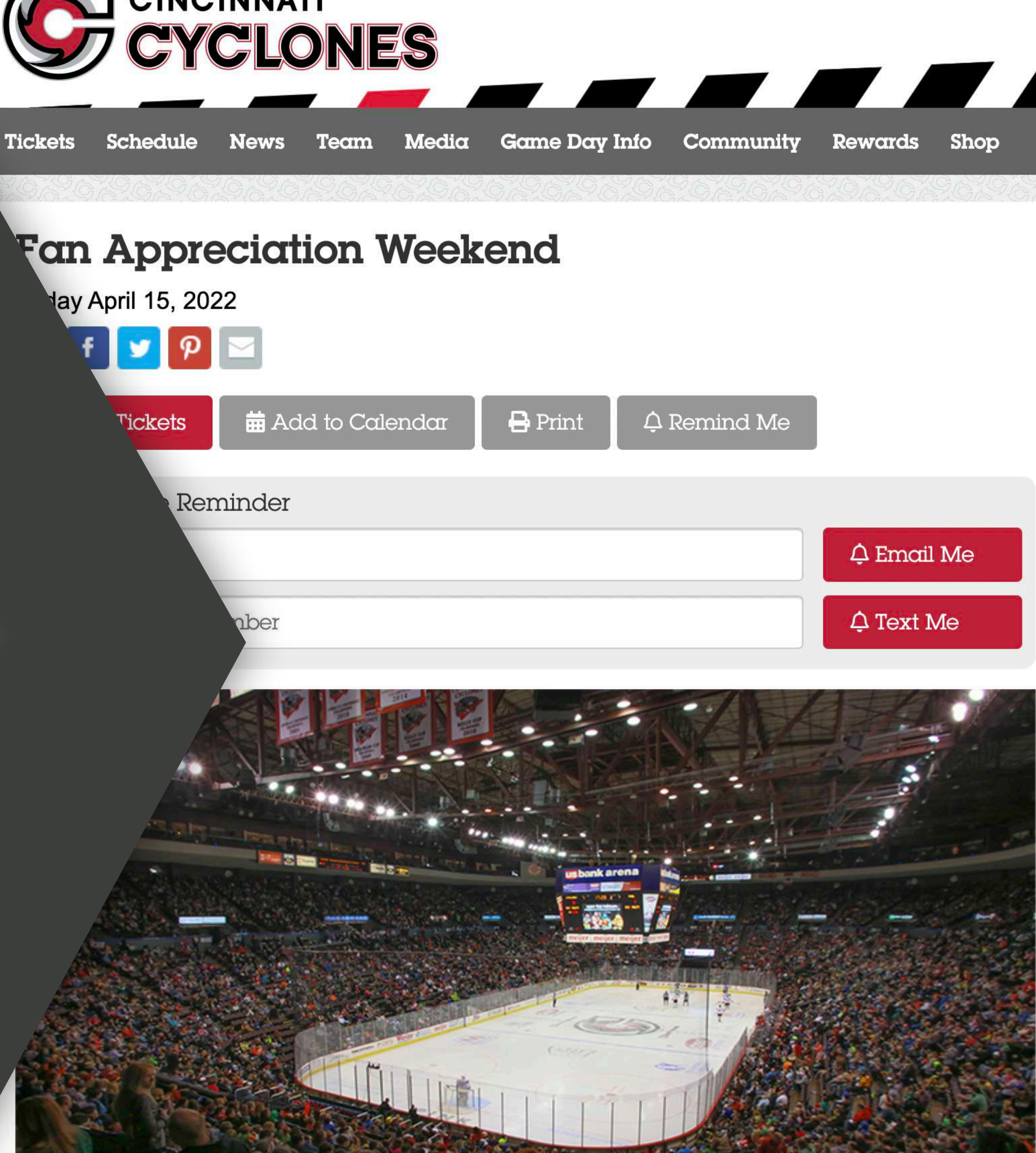
GTM EVENT TAGS

Once you have all the triggers built we need to tell GTM what to send Google Analytics when a tag occurs. These will appear as events in Google Analytics

Name ↓	Type	Firing Triggers
UA Event - Watch	Google Analytics: Universal Analytics	🔗 Flo Sports Click
UA Event - Ticketmaster Click	Google Analytics: Universal Analytics	🔗 Ticketmaster Clicks
UA Event - Spinzo Click	Google Analytics: Universal Analytics	🖱 Spinzo Clicks
UA Event - Listen	Google Analytics: Universal Analytics	🔗 Listen Click 🔗 Listen Click (Embed)
UA Event - iCal Subscription (season)	Google Analytics: Universal Analytics	🖱 Add to Calendar (season)
UA Event - iCal Subscription (game)	Google Analytics: Universal Analytics	🖱 Add To Calendar (single game)
UA Event - Game Reminder (sms)	Google Analytics: Universal Analytics	🔗 Game Reminder (sms)
UA Event - Game Reminder (email)	Google Analytics: Universal Analytics	🔗 Game Reminder (email)
UA Event - Download App	Google Analytics: Universal Analytics	🔗 Download App Click (android) 🔗 Download App Click (ios)
UA Event - Contact Form Submission	Google Analytics: Universal Analytics	🖱 Contact Form Submit

Tag Configuration

Tag Type

Google Analytics: Universal Analytics
Google Marketing Platform

Track Type
Event

Category
Ticketing Click

Action
Ticketmaster Click

Label
{{Page Path}}

Google Analytics Settings ⓘ

{{Google Analytics Settings}} ⓘ

Triggering

Firing Triggers

Ticketmaster Clicks
Just Links

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Analytics

All Web Site Data

Try searching "Compare bounce rate this week with last week"

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

▸ Site Content

▸ Site Speed

▸ Site Search

▾ Events

Overview

Top Events

Pages

Events Flow

▸ Publisher

Experiments

Attribution BETA

Discover

Total Events ▾ VS. Select a metric

Day | Week | Month

● Total Events

1,500

1,000

500

... | Mar 10 | Mar 11 | Mar 12 | Mar 13 | Mar 14 | Mar 15 | Mar 16

Primary Dimension: **Event Category**   Event Action   Event Label

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | advanced

	Event Category	Total Events		Unique Events		Event Value		Avg. Value
		5,604		4,474		0		0.00
		% of Total: 100.00% (5,604)		% of Total: 100.00% (4,474)		% of Total: 0.00% (0)		Avg for View: 0.00 (0.00%)
☐	1. Ticketing Click	4,943	(88.20%)	3,965	(88.62%)	0	(0.00%)	0.00
☐	2. Contact	260	(4.64%)	156	(3.49%)	0	(0.00%)	0.00
☐	3. Broadcast	223	(3.98%)	202	(4.51%)	0	(0.00%)	0.00
☐	4. iCal	98	(1.75%)	80	(1.79%)	0	(0.00%)	0.00
☐	5. Download App	71	(1.27%)	64	(1.43%)	0	(0.00%)	0.00
☐	6. Event Reminder	4	(0.07%)	4	(0.09%)	0	(0.00%)	0.00
☐	7. Button Click	3	(0.05%)	1	(0.02%)	0	(0.00%)	0.00
☐	8. Link Click	2	(0.04%)	2	(0.04%)	0	(0.00%)	0.00

Show rows: 10 ▾   Go to: 1   1 - 8 of 8

Analytics cyclones-app ▾

Reports snapshot

Realtime

Life cycle ▴

▸ Acquisition

▾ Engagement

　Engagement overview

　Events

　Conversions

　Pages and screens

▸ Monetization

　Retention

User ▴

▸ Demographics

▸ Tech

📁 Library

Events: Event name ✅ ▾　　Ⓐ ⊕

Last 28 days　Feb 17 - Mar 16, 2022 ▾

60K

40K

20K

0

20 Feb　27　06 Mar　13

● screen_view　● user_engagement　● Push_Notifications_Register　● session_start　● Switch_Tab

8K **TOTAL USERS**

6K

4K

2K

0

user_engagement　screen_view

Push_Notifications_Register

0　100K　200K　300K　400K　500K
EVENT COUNT

🔍 Search...

Rows per page: 10 ▾　Go to: 1　‹ 1-10 of 52 ›

	Event name ＋	↓ Event count	Total users	Event count per user	Total revenue
		753,215 100% of total	**5,741** 100% of total	**135.62** Avg 0%	**$0.00**
1	screen_view	403,565	5,585	74.04	$0.00
2	user_engagement	200,231	5,537	36.31	$0.00
3	Push_Notifications_Register	59,187	3,389	18.06	$0.00
4	session_start	31,313	5,566	6.02	$0.00
5	Switch_Tab	16,395	2,539	6.48	$0.00
6	Tasks_Sponsor_Check_In	4,488	552	8.17	$0.00
7	Contest_Enter	2,803	1,403	2.01	$0.00
8	Game_Check_In	2,653	1,316	2.08	$0.00

GA GOALS

Once Events are flowing into Google Analytics you can create Conversion Goals that can be used to measure and optimize your marketing campaigns.

Conversion Name	CONVERSIONS			
	Category	Action	Label	Value
Ticketmaster Click	Ticketing Click	Ticketmaster Click		
Spinzo Click	Ticketing Click	Spinzo Click		
Download App	Download App	App Click		
Contact Form Submission	Contact	Form Submit		
Email Opt-In	Email Opt In	Email Subscribe		
Game Reminder (email)	Event Reminder	Email Me Click		
Game Reminder (sms)	Event Reminder	Text Me Click		
iCal Subscription (game)	iCal	Game iCal Click		
iCal Subscription (season)	iCal	Season iCal Click		
Watch	Broadcast	Watch Click		
Listen	Broadcast	Listen Click		

1 **Goal description**

Name

Ticketmaster Click   Goal ID 3 / Goal Set 1

Type

○ Destination   ex: thanks.html
○ Duration   ex: 5 minutes or more
○ Pages/Screens per session   ex: 3 pages
● Event   ex: played a video
○ Smart Goal   Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. Learn more

[Continue]   [Cancel]

2 **Goal details**

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. *You must have at least one Event set up to create this type of Goal.* Learn more

Category	Equals to ▾	Ticketing Click
Action	Equals to ▾	Ticketmaster Click
Label	Equals to ▾	Label
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

[YES]

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal   See how often this Goal would have converted based on your data from the past 7 days.

[Save]   [Cancel]

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FACEBOOK CONVERSION EVENTS

Google Partner | Marketing Partner

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DOMAIN VERIFICATION

Before you begin make sure you have verified your Domain with Facebook.

Add a domain

Add the correctly formatted domain you want to associate with your business.

You can only verify the root domain (example.com), not a subdomain (store.example.com) or subpage (example.com/store). Do not add prefixes (http:// or https://) at the beginning.

Your domain   cycloneshockey.com

Domains can only be added to one business but can be shared with designated partners.

Cancel   Add

cycloneshockey.com   **Verified**
Owned by: Patchboard ID: 593076465466273   Remove

Assign Partners   Add Assets

Partners   Connected Assets   **Domain access**

Cincinnati Cyclones's Pixel

Overview   Test events   Diagnostics   History   Settings

Feb 18   Feb 21   Feb 24   Feb 26   Mar 1   Mar 4   Mar 7

Add Events

Pixel/Conversions API   Aggregated Event Measurement   New

Shows all web events received through the Meta Pixel and Conversions API, except those from people

Events	⚠	Used by	Connection
PixelInitialized ● Active			Browser
PageView ● Active			Browser
View content ● Active			Browser
Purchase ● Active			Browser
Initiate checkout ● Active			Browser
__missing_event ● Active			Browser
Subscribe ● Active			Browser
Contact ● Active			Browser

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FACEBOOK EVENTS

	FACEBOOK EVENTS			
Trigger Name	**Button / URL**	**FB Standard Event**		
Add to Calendar (season)	Button	Subscribe	Button text is	subscribe
Add to Calendar (single game)	Button	Subscribe	Button text is	add to calendar
Contact Form Submit	Button	Contact	Button text is	submit
Download App Click (android)	Button	Subscribe	Button text is	download for android
Download App Click (iOS)	Button	Subscribe	Button text is	download for iPhone
Flo Sports Click	Button	Subscribe	Button text is	video
Game Reminder (email)	Button	Subscribe	Button text is	email me
Game Reminder (sms)	Button	Subscribe	Button text is	text me
Listen Click	Button	Subscribe	Button text is	audio
Spinzo Clicks	Button	Initiate Checkout	Button text is	order online
Ticketmaster Click	Button	Initiate Checkout	Button text is	buy now, get tickets

Connect server-side Google Tag Manager to Facebook quickly and easi

Set Up Events   ✕

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

Only use this tool on websites that you manage. The website that you connect to will have access to your ad account configurations.

Website URL

cycloneshockey.com   🔗 **Open Website**

Give feedback   Cancel

⠿ Facebook Event Setup Tool   ⬚ Finish Setup

Events on This Page   All Events

🛒 **Initiate Checkout**   🗑 ✏ ⌄
   Button text is: "buy now"

📶 **Subscribe**   🗑 ✏ ⌄
   Button is an image

➕ Track New Button   🔗 Track a URL

Give Feedback   ❓

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CONFIGURE EVENTS

Edit Web Event Configurations

To change this domain's configuration schema, select the desired pixel or custom conversion and the event you want configured on the domain. Place the events in order from highest to lowest priority so Facebook receives the event that's highest in priority when a customer takes several actions during a web session. Learn more

Domain: **cycloneshockey.com**

Last edited Mar 14, 2022, 6:12 AM.

Events slots filled: 4 of 8   **Add Event**

Priority ⓘ	Pixel/Custom Conversion	Event Name ⓘ	Value Optimization ⓘ	Configured Event Usage ⓘ	Owned By ⓘ
Highest priority	Cincinnati Cyclones's Pixel	Purchase	Off	1 Event	This Account
	Cincinnati Cyclones's Pixel	Initiate checkout		1 Event	This Account
	Cincinnati Cyclones's Pixel	Contact		1 Event	This Account
Lowest priority	Cincinnati Cyclones's Pixel	Subscribe		1 Event	This Account

NEXT STEPS:

Download our Conversion Tracking Worksheet with step-by-step instructions to implement Conversion Goals on Google Analytics (via GTM) and Facebook (via the Facebook Event Setup Tool).

APRIL 21: LANDING PAGE OPTIMIZATION

- Discuss best practices for landing pages
- Discuss importance of having unique landing pages / event detail pages
- Improving calls to action & the use of gated content
- Technical aspects of a landing page
- A/B Testing

MAY: HOW TO CREATE CUSTOM AUDIENCES

- Step-by-step instructions on how to create custom audiences
- Recommendations for evergreen audiences
- Recommendations for Game Specific audiences

JUNE (LEAGUE MEETINGS): DIGITAL MARKETING PLAYBOOKS

Learn how to implement digital marketing campaigns that have a proven track-record.

- 14-Day Facebook/Instagram Retargeting Campaign
- Previous + Potential Group Leader Campaign
- Field Trip Day Campaign Targeting Educators
- Game Day FAQ Email / Post-Game Thank You Email

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