

Patron Behavior: Analytics & Google® Tag Manager Integration

MyProVenue supports the use of tracking tags or 'pixels' to collect data about patron behavior at your branded MyProVenue web pages. Clients with tracking capabilities can learn about visits to a particular web page, account sign-up behaviors, completed ticket sales ('conversions'), abandoned shopping carts, and related activity.

MyProVenue allows integration with Google® Tag Manager, a tool that simplifies the process of adding, updating, and removing tracking tags (without manual code edits). You can transmit your data to one or more of the third-party analytics services supported by Google Tag Manager. To include MyProVenue data in your analytics strategy, note the following:

- **Your Benefits** – Understanding patron behavior can help you improve your patron experience, target your marketing efforts, and increase your ticket sales.
- **Your Tools** – In addition to using Google Tag Manager to pinpoint activity of interest, the tool supports a variety of options to help you use behavioral data effectively, such as AdWords®, DoubleClick®, Google® Analytics, Mouseflow®, and comparable tools.
- **Your Expertise** - Interpreting the behavioral data collected through your tags requires you to have expertise with third-party analytics tools and/or support through a third party.

Note: *Tickets.com does not provide customer support for the operation of Google Tag Manager and related third-party analytics tools.*

- **Getting Started** – MyProVenue analytics data is an advanced feature that is not implemented by default. Integration requires you to provide Tickets.com with your Google Tag Manager credentials.

The image shows a screenshot of a ticket selection interface for a 'GREAT EVENT' on 'JAN 13, 2018 12:00AM | WINS FIELD'. The interface includes a price range slider from \$30.00 to \$951.00, a seat map, and a 'BEST SEATS AVAILABLE' section with an 'ADD TO CART' button. A Google Tag Manager overlay is positioned at the bottom, showing a 'Summary' of tags fired on the page, including 'Best Available', 'Seat Map', and 'Classic Google Analytics - Fired 5 time(s)'. Two red callout boxes with arrows point to specific elements: one points to the 'ADD TO CART' button with the text 'Preview & test activity in your web pages.', and the other points to the 'Seat Map' tag in the Google Tag Manager summary with the text 'Create tags for the activity you want to track.'

Client Configuration to setup Google Tracking

1. Review the Google Analytics Support Site to get everything configured. <https://support.google.com/tagmanager/answer/6103696?hl=en>
2. Tickets.com needs the Google Analytics Tracking ID (UI-XXXXXXXXXX) and the Container ID (GTM-XXXXXX) in order to configure tracking on MyProVenue.
 1. To find the tracking ID:
 1. Sign in to your Analytics account.
 2. Click Admin.
 3. Select an account from the menu in the ACCOUNT column.
 4. Select a property from the menu in the PROPERTY column.
 5. Under PROPERTY, click Tracking Info > Tracking Code. Your tracking ID is displayed at the top of the page.
 2. To find the container ID:
 1. In Tag Manager, click Workspace.
 2. Near the top of the window, find your container ID, formatted as "GTM-XXXXXX".
3. Import Tickets.com's baseline container for your GTM Container.
 1. Download the file (Attached).
 2. Import the container to GTM to automatically pick up the baseline tracking for MyProVenue so that you don't have to manually setup every click/item within the system.
4. Review the sample dataLayer document attached which will provide you details for the data elements that are available for tracking.