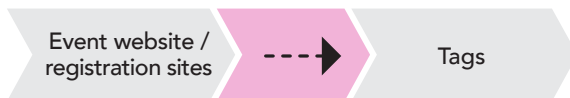## Introduction

Google Tag Manager

Place your Google Tag Manager code within your iVvy event website and track your event's webpage activity and integrate your digital advertising tools.

Key features

- Track your goals, conversion rates and social interactions.
- Maximise web traffic to your event through retargeting pixels.

Google Analytics

Place your Google Analytics code and view traffic reports in your Google Analytics account of your iVvy Event webpage.

- View, analyse, track and report web traffic to your Event's webpage.
- Transparent view of your webpage performance.

How it works

iVvy.   **Data direction**   Google

| Event website / registration sites | ---> | Tags |

| Event website / registration sites | ---> | Analytics |

View, Track and Maximise your Event's Webpage

MORE INFORMATION

sales@iVvy.com