

# GETTING STARTED

Giveaway Ninja allows to run two custom scripts when these two events happen:

- **On Load Script** - fired when the campaign shows up on the screen
- **Conversion Script** - fired right after sign-up

Those scripts can be useful to send events to Facebook and/or Google Analytics.

For instance, you can track an event on Facebook to retarget users that joined a specific giveaway.

Tracking scripts are optional, and setting them up makes only sense if you are running a very well-structured marketing funnel.

## IMPORTANT:

If you are looking to track events on Facebook and/or Google Analytics, make sure that the **Facebook Pixel** and **Google Analytics** SDKs are installed on the page, but most likely you already configured them when you launched your shop 😊

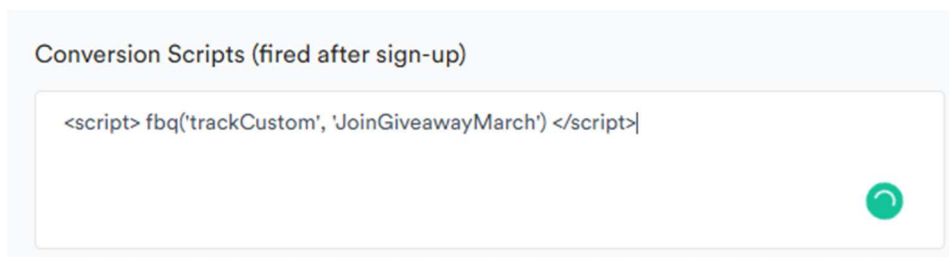
# USAGE CASES

## Conversion Script and Facebook

The "Conversion Script" fires when a user joins the giveaway by entering the email or clicking on the "Login with Facebook" button.

For instance, the following script could be used to track a "JoinGiveawayMarch" event:

```
fbq('trackCustom', 'JoinGiveawayMarch')
```



Once tracked, the event can be used in many ways on the Facebook platform:

<https://developers.facebook.com/docs/facebook-pixel/implementation/conversion-tracking/>

On the following example, we can see that the **Facebook Event Manager** is tracking our custom event called "PopUp"

The screenshot shows the Facebook Event Manager interface. On the left, a sidebar lists data sources, with 'Drop-a-Deal' selected. The main area displays an 'Important Changes Affecting Web Events' notification, followed by a line graph titled 'All Activity' for 'Drop-a-Deal' from Feb 5 to Feb 27. Below the graph, there are tabs for 'Pixel/Conversion API' and 'Aggregated Event Measurement'. A table lists events received through Pixel and Conversions API:

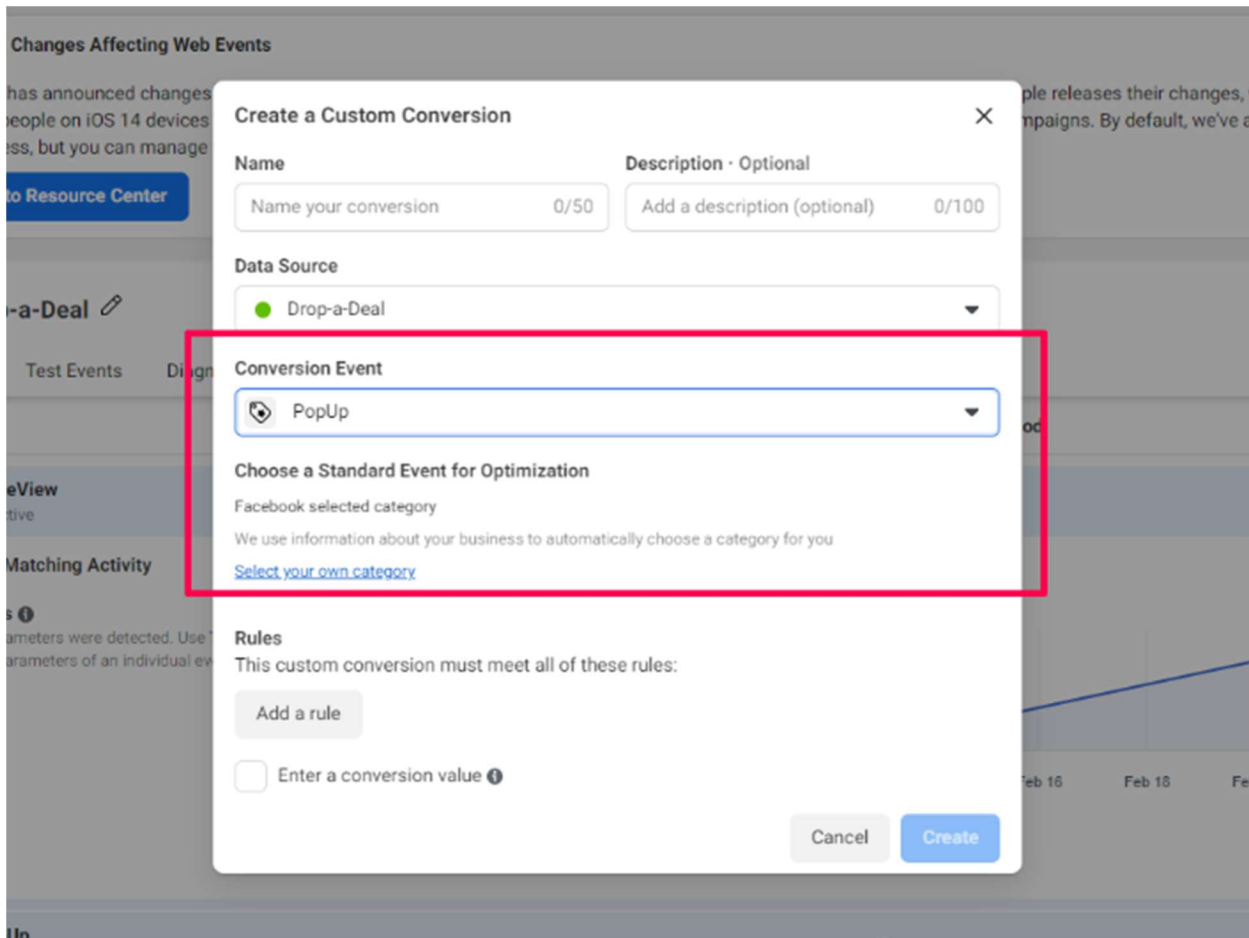
Events	Used by	Connection Met
PageView Active		Browser
PopUp No Recent Activity		Browser

A red box highlights the 'PopUp' event in the table. A red text annotation says: "we are tracking a custom event called 'POPUP' here:"

This event can be easily used to create and target an audience in Facebook:

The screenshot shows the 'Create a Website Custom Audience' dialog in Facebook. It includes a date range selector (Feb 5, 2021 - Mar 2, 2021) and a 'Create' button. A dropdown menu is open, showing options: 'Create Ad', 'Create Custom Audience', 'Create Lookalike Audience', and 'Create Custom Conversion'. The 'Create Custom Audience' option is selected. The dialog fields are: 'Source' (Drop-a Deal), 'Events' (PopUp), 'Retention' (30 days), 'Refine by' (dropdown), 'Include More People' (radio button), 'Exclude People' (radio button), 'Audience Name' (0/50), and 'Description - Optional' (0/100). 'Back' and 'Create Audience' buttons are at the bottom.

If you are running Ads to promote your giveaway, the event can be used to track a conversion important to understand the Ads performance.



## TESTING

Once you setup the giveaway make sure to check the event gets tracked correctly.

- Enter the giveaway with different emails to emulate new signups
- Check the **Facebook Event Manager** to make sure it is collecting data

**Please note:** the event manager does not update immediately and might take some minutes (or even an hour) to show up initially.

The browser's console log can be very useful to check if the scripts are firing and sending data to the desired tracking service (Facebook Pixel or Analytics).

This requires some technical skill though, just reach out for our support and we'll double check the tracking.

## OTHER EXAMPLES

### Example #1 - Track Pop-up on Google Analytics

```
<script>  
ga("send", "event", "CTA Button", "Click", "giveaway-popup");  
</script>
```

### Example #2 - Track Sign-up on Google Analytics

```
<script>  
ga("send", "event", "Signup", "Submit", "Giveaway Sign-up");  
</script>
```

### Example #3 - Track form registration event on Facebook

```
<script>  
fbq("track", "CompleteRegistration", {content_name: "giveaway-campaign-xmas"});  
</script>
```

## REFERENCE

Sending Data to Google Analytics

<https://developers.google.com/analytics/devguides/collection/analyticsjs/sending-hits>