



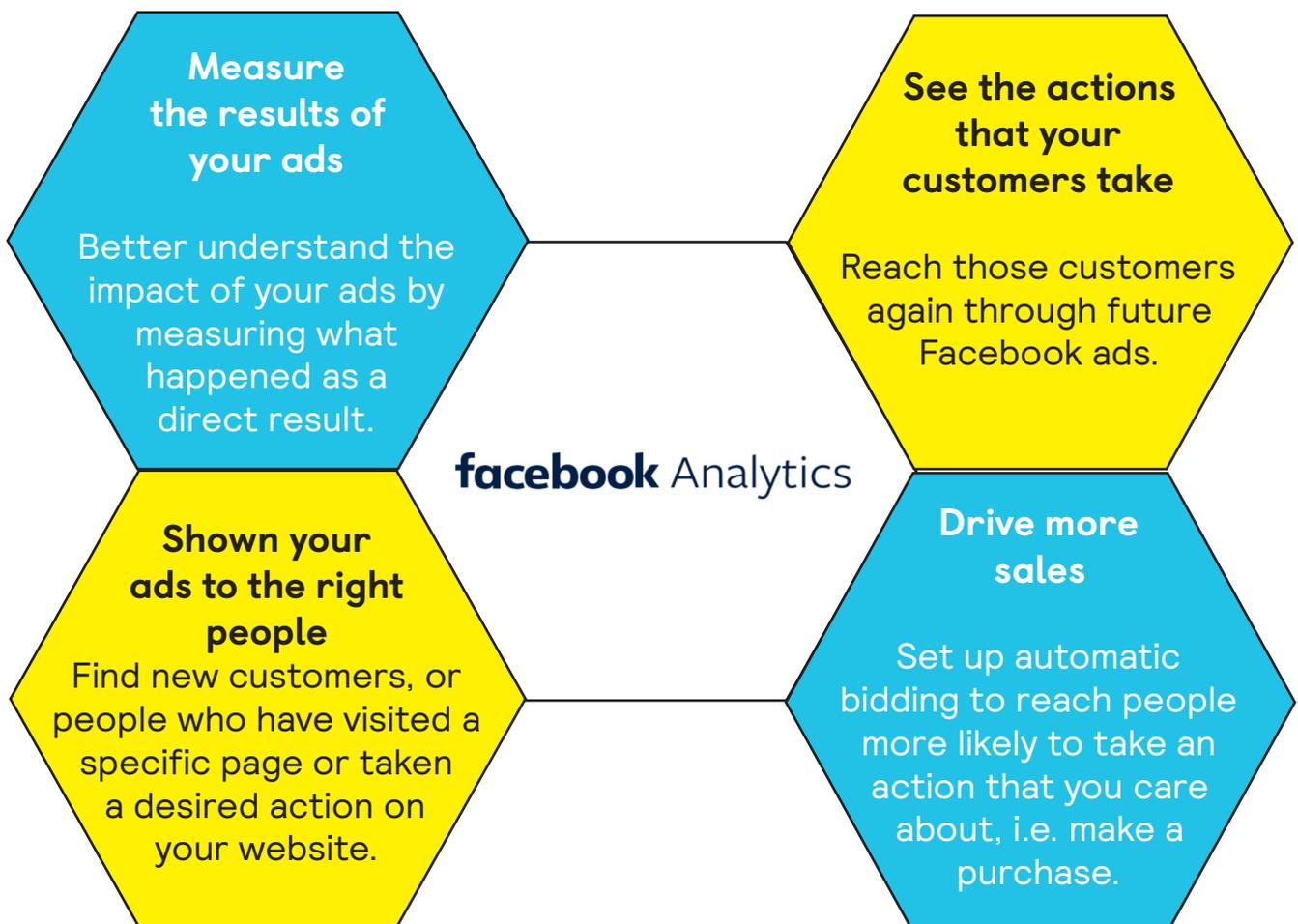
QikServe

# Facebook and Google Analytics integration



# Facebook Analytics

The Facebook pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions that people take on your website. Use it to target customers, after a sale, with adverts.





# Tracking web orders

Once you've set up the Facebook pixel, it will fire when someone takes an action on your website. Examples of actions include adding an item to their shopping basket or making a purchase.

The pixel receives these actions, or "events", which you can view on your Facebook pixel page in Events Manager. From there, you'll be able to see the actions that your customers take and have options to reach those customers again through future Facebook ads.

## What can you track?

Pixels let you know when a potential customer triggers the following events:

- Adds payment info
- Adds to basket
- Completes registration
- Initiates checkout
- Completes a purchase
- Views content / item

Once the User has completed an action, you can choose to re-target them through Facebook advertising.



# Event analysis with Facebook

After we have added the Facebook pixel base code and event code to your web ordering interface, you can see your pixel event data in Events Manager

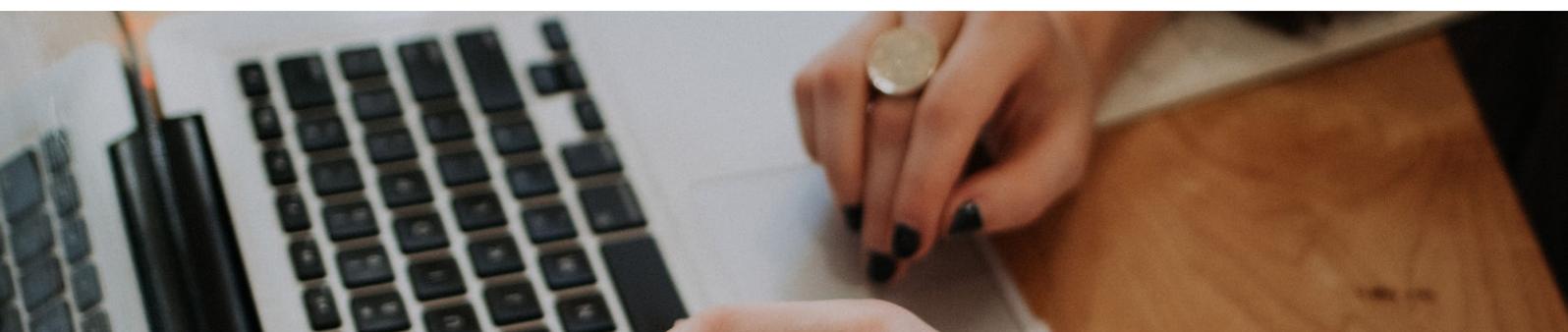
**Event analysis gives you deeper insight into customer purchasing behaviour, letting you take the actions you need to optimise future customer spend/purchases.**

## What event data is recorded?

**Total events:** The number of events fired on your website including organic traffic, events attributed to Facebook ads and traffic driven from other platforms

**Top events:** The top five events measured by volume.

**Activity:** Number of events fired on your website per day for the last seven days.





# Data sources for greater insight

On the Data sources page, select your pixel or click Details for more detailed insights. You'll then see a page with four tabs: Overview, Test events, Diagnostics and Settings.

	Description	Features
<b>Overview</b>	View your event activity Overview. It may take up to 20 minutes for your events to be displayed.	<p><b>Time frame:</b> Adjust your graph's timeframe in the drop-down menu above the graph.</p> <p><b>Graph:</b> This shows the number of raw, matched and attributed events we receive from your website.</p> <p><b>Table:</b> This shows the name of your events, if they're active and the total number of raw, matched and attributed events we receive from your website.</p>
<b>Diagnostics</b>	Use test events to check that your events are set up and firing correctly.	<p>Check whether you have set up your standard or custom events correctly for your app or website.</p> <p>Debug your events if you see any unusual activity.</p>
<b>Test events</b>	Discover and troubleshoot pixel issues.	<p>Find and resolve issues that are stopping your pixel from firing correctly.</p> <p>Get recommendations on ways to improve your events.</p>
<b>Settings</b>	View the details of your Facebook pixel.	<p>View your pixel ID, creator or owner.</p> <p>View Sharing controls.</p> <p>Select your cookie settings.</p> <p>Manage advanced matching.</p> <p>Use the event setup tool.</p> <p>Control traffic permissions.</p>



# Tracking app use

## What can you track?

- The user journey through the mobile app
- Comparative action of people using the app or web page at different times
- How many people are using the app over time

**As with web orders, you can choose to target app users through Facebook advertising**

## To view the analytics:

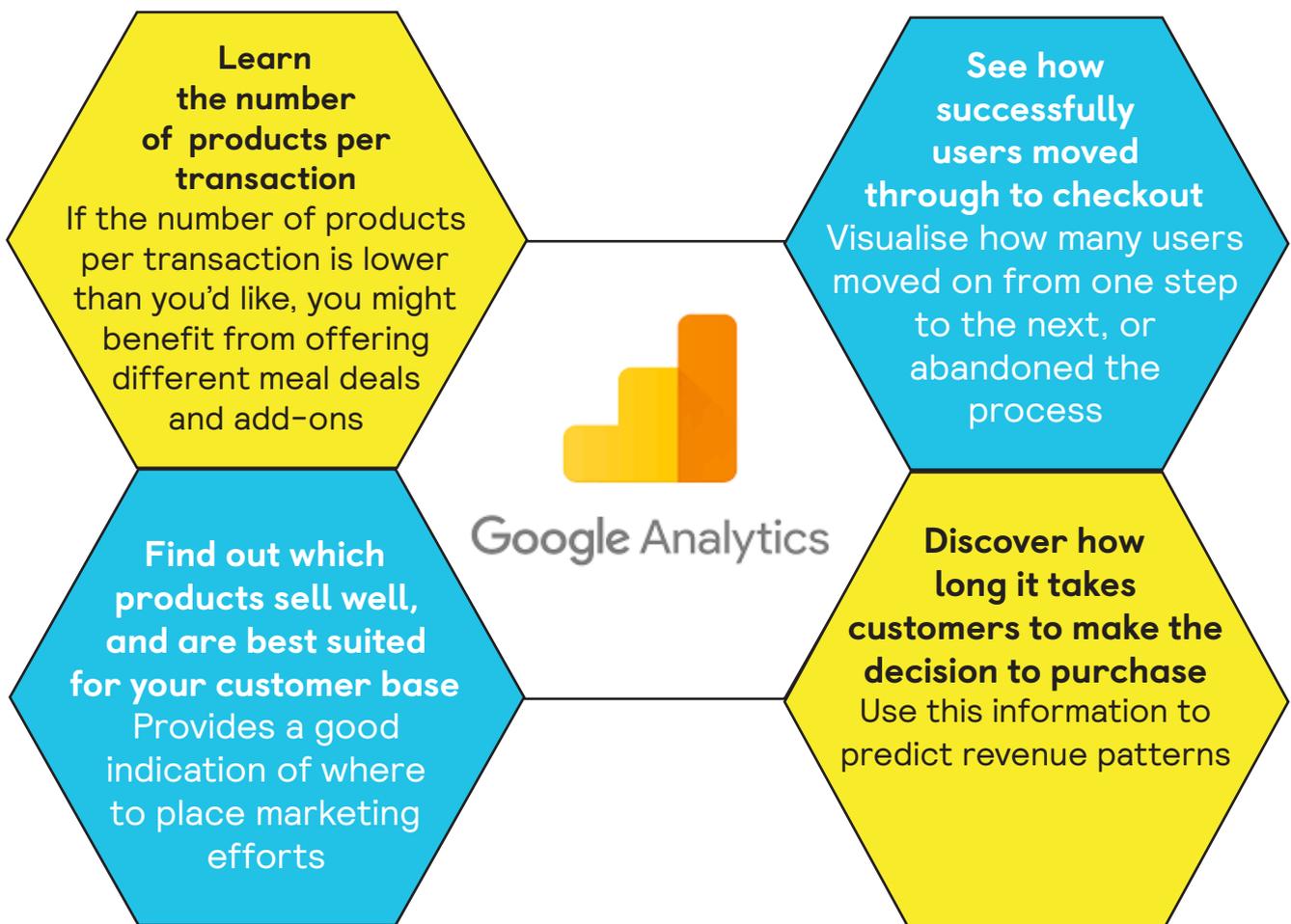
Return to the “Dashboard” and on the top right of the Dashboard page, click “View Analytics”. Here you can see an overview of the actions on the app.





# Google Analytics

Google Analytics' Enhanced Ecommerce plugin provides a number of insightful and actionable reports. Use Google Analytics for tracking website data and customer behaviour in the lead-up to a sale.





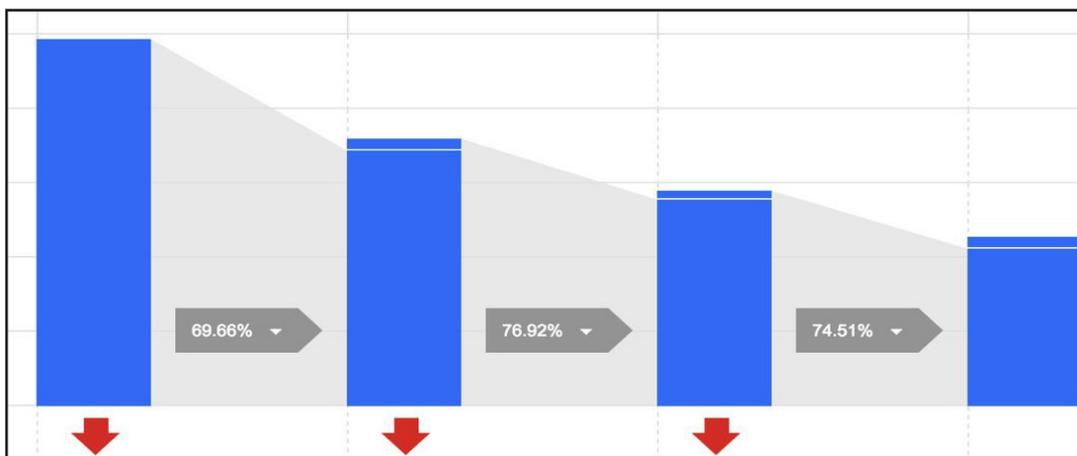
# Analyse customer behaviour with Google Analytics

After we have added the Facebook pixel base code and event code to your web ordering interface, you can see your pixel event data in Events Manager

**Using Google Analytics and its Enhanced Ecommerce plugin, you access reports that help you analyse purchase activity on your site.**

## What data is recorded?

- Product performance
- Sales performance
- Transaction information
- Checkout behaviour analysis
- Ecommerce conversion rate
- Time to purchase



# About QikServe

QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store and off-premise solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

[www.qikserve.com](http://www.qikserve.com)

