

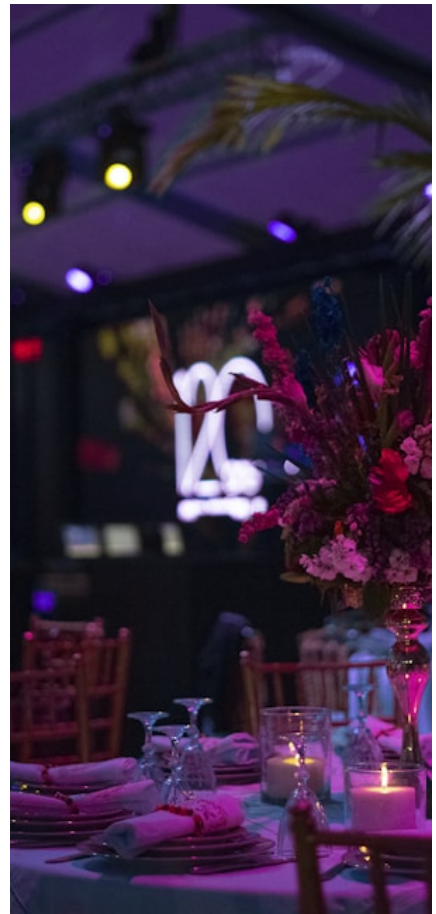


Stop Guessing: The Event Ticket Sales Tracking Playbook

Discover which marketing channels actually fill your events (Eventbrite and beyond).

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About This Guide

This guide was created to help event organizers understand how to track and improve ticket sales across different platforms. It simplifies key concepts like tracking links, promo codes, and pixels, so you can make sense of your data and use it to grow your results.

Every ticketing platform works a little differently, and that's okay.

Whether you're new to digital tracking or refining an existing process, this guide is here to make it easier.

Before You Start: The Power of Presentation

Before diving into the first chapter, take a moment to consider how people experience your event online. The quality of your content shapes the results you track.

Strong presentation draws people in. Clear tracking helps you understand what brought them there.

Together, they create a full picture of how your marketing efforts connect and convert.

Included in this ebook is a **Bonus Chapter** that gives insight on how you can ensure your flyer and creative assets meet design standards for greater success.



Chapter 1 – Why Tracking Matters

If you've ever asked, "Where are my ticket sales coming from?" you're not alone. Many event organizers promote across multiple platforms but still struggle to identify which efforts actually generate sales.

Tracking helps you stop guessing. It shows which ads, posts, and partners drive real results, so you can invest more in what works and adjust what doesn't.

You don't need complex analytics or extra software. Most ticketing platforms already include simple tracking tools that show where your sales originate.

A few small steps, using unique links and reviewing your reports, can completely change how you plan and promote your events. Tracking isn't about data overload or adding extra work. It's about clarity, confidence, and measurable results.

Summary

Tracking ticket sales eliminates guesswork and shows you exactly which promotional efforts drive real results. You don't need complex analytics. Most ticketing platforms already include simple tracking tools and reports. A few small steps now can completely transform how you plan and promote your events with clarity and confidence.

Next Step

Now that you understand why tracking matters, let's look at how to start tracking ticket sales, and the three main ways to do it effectively.

Chapter 2 – Tracking Ticket Sales

There are three main ways to track ticket sales: platform-specific tracking links, affiliate links, and UTM links. Each helps identify where your ticket sales are coming from so you can focus on what works best.

1. Tracking Links

Most ticketing platforms like [Eventbrite](#), [Brushfire](#), or [iTickets](#), allow you to create unique tracking links for each campaign, ad, or partner.

These links record where sales come from and appear in your reporting dashboard. Tracking links provide clear data about which promotions are most effective.

Some platforms also offer "promo links" (or promo codes) as part of their tracking tools. Promo links function like tracking links but are often used to connect sales to specific campaigns, partners, and their discount offers.

2. Affiliate Links

Affiliate links work the same way as tracking links but can be used when you want to compensate or reward partners for helping sell tickets.

Implementing affiliate links is optional. The host decides whether or not to activate payouts or incentives.

Affiliate links are not required; they're simply a way to recognize or incentivize partner participation.

3. UTM Links

Urchin Tracking Module (UTM) links are special codes that you can add to the end of any URL to track the performance of your marketing activities. They are created with third-party tools and add small tags to a URL. However, **for tracking ticket sales, your platform's built-in tracking links are more reliable and easier to manage.**

If a partner provides a UTM link, confirm it connects correctly to your ticketing page before use.

For best results, the host should always generate and share official tracking links from the platform rather than relying on outside UTMs.

For more information about UTM links visit,
<https://www.copypress.com/kb/measurement/what-is-a-utm/#1>

Tip: Check your platform's settings to confirm whether affiliate or UTM links are supported before setting up your campaign

Using Pixels

Many advertising and ticketing platforms use tracking pixels (often called pixels) to measure what happens after someone interacts with an ad or visits your event page.

Pixels are small pieces of code that record actions, such as page visits or completed ticket purchases, without identifying the individual buyer.

When placed on event pages, landing pages, or confirmation pages, pixels can show which ads or campaigns lead to sales.

This data is helpful for understanding overall ad performance, but it doesn't replace your ticketing platform's own reporting tools.

Your platform's tracking links, promo links, or affiliate links remain the most reliable way to connect marketing efforts directly to confirmed ticket sales.

Pixels simply add another layer of insight to your broader advertising strategy

For more information about pixels visit:

Google Ads Tag (Google Pixel equivalent): <https://support.google.com/google-ads/answer/7548399>

Meta Pixel (Facebook & Instagram Ads):
<https://www.facebook.com/business/help/742478679120153>

For setup, refer to your advertising platform's documentation.

Platform Quick Check

Before you launch your first campaign, open your ticketing platform and check:

- **Tracking Links:** Can you create unique links for each campaign or partner?
- **Promo Codes:** Can promo codes or promo links be used to track specific groups or offers?
- **Affiliate Tools:** Does the platform support partner or referral links for promoters?
- **UTM Support:** Can you add UTM parameters to your event URLs?
- **Pixel Integration:** Does it allow Meta Pixel, Google Ads Tag, or Google Analytics tracking?
- **Reports:** Where does it show tracking results or let you export data?
- **Testing:** Have you tested your links or codes to confirm they report correctly?

Review your platform's online help center, or contact customer support for guidance.

Knowing what's supported ensures your tracking works correctly before launch.

Summary

There are three main ways to track ticket sales: platform tracking links, affiliate links, and UTM links. Your ticketing platform's built-in tracking links should be your primary method. They're reliable, easy to manage, and provide clear data. Decide early whether affiliate links fit your strategy, and always verify what your platform supports before launching your campaign.

Next Step

Choose which tracking method fits your event, confirm what your platform supports, and move on to setting up your links correctly.



Chapter 3 – Using Links to Track Ticket Sales

Now that you understand the main ways to track ticket sales, it's time to put those links to work. This chapter focuses on setting them up correctly so you can capture accurate sales data from every campaign and partner.

Decide Before You Begin (Eventbrite Users)

Before creating links, decide whether you'll use affiliate links. Affiliate links in Eventbrite work just like standard tracking links but can be used when you want to reward or compensate partners for the ticket sales they generate.

Make this decision early so you can set up your tracking in a consistent way from the start.

Create and Label Your Links

Use your ticketing platform to create unique links for each ad, campaign, or partner. Each link should represent a single promotional source, such as Facebook, email, or a church partner, so you can easily see which channels drive the most sales. Label every link clearly.

Examples:

- **Email campaigns** - add links to different campaigns to see how they perform
- **Promoters** - have speakers or people promote your event and track their sales, maybe they get a cut of the sales they produce!
- **Social Media** - add specific links to Twitter or Instagram to determine what platforms people are purchasing from
- **Print ads** - take your tracking link and turn it into a QR code for easy scanning in print ads

Once your links are created, test them to confirm they open the correct event page.

Tip: Create a separate tracking link or code for at-the-door ticket sales. This allows you to see how many people purchased tickets on the event day compared to online or pre-sales. If your ticketing platform allows it, generate a unique link or tag for day-of purchases, or use a QR code that points to a dedicated "door sales" link. This keeps all your sales organized and helps you plan better for future events.

Sharing Links with Partners

If others are helping to promote your event, share only the official links generated by your platform. This ensures that all activity is tracked accurately and reported in one place.

Important: If a partner creates their own UTM link or modifies the official link, it can affect how results appear in your reports. Always provide the correct links directly from your ticketing system to keep the data consistent.

Confirm Before Launch

Before promoting your event, take a final moment to confirm that everything is working as intended.

Double-check that your tracking links, promo codes, and pixels are all active and reporting correctly.

Testing your links before launch ensures that every sale is tracked from day one.

Summary

Accurate tracking starts with preparation. Decide whether to include affiliate links, create and label your links clearly, and make sure everyone uses the official platform-generated URLs. Once your campaign begins, your reports will clearly show where sales come from, making it easy to identify what's working and where to focus your efforts.

Next Step

Test every link before you launch your campaign. Accurate tracking starts with preparation, not guesswork.

Chapter 4 – Reading and Sharing Results

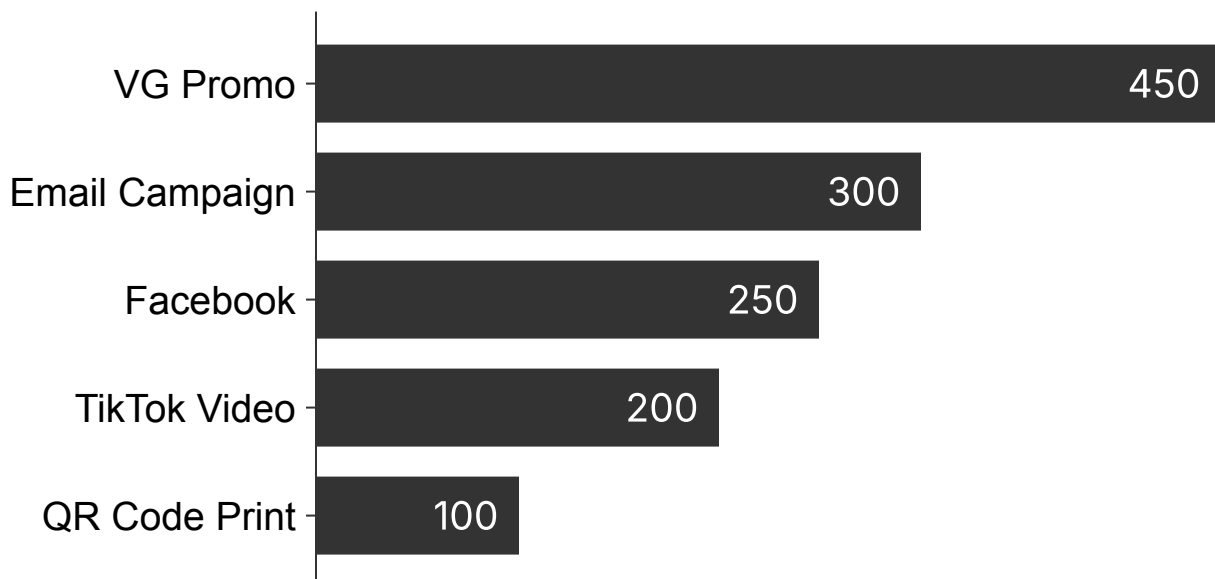
Once ticket sales begin, your tracking reports show where sales are coming from and how your promotions are performing. These reports help you see what’s working and where you might need to adjust.

Check Your Sources

Review your tracking results regularly to see which links or campaigns are performing best. If one source is driving stronger results, look for possible reasons. Timing, audience, duration or messaging, and make any necessary adjustments to improve your overall performance.

Your goal is to identify what’s working early so you can support your team and partners with accurate insights before the campaign ends.

Each link tells part of the story. You’ll see which channels are driving results. Know how to interpret the data and use the insights to strengthen your ticket sales.



Use What's Working

Your tracking results show what's connecting with your audience.

By reviewing your data regularly, you'll start to see patterns that can help you strengthen your campaign while it's live, and guide future promotions.

Look for insights like:

Top-Performing Channels: Which links or platforms lead to the most confirmed ticket sales.

→ Focus your time and budget on those sources.

Timing Patterns: When ticket sales increase, after posts, emails, or reminders.

→ Use this to plan your next promotions or boosts.

Message or Offer Response: Which visuals, wording, or offers generate more conversions.

→ Repeat what connects and adjust what doesn't.

Audience Behavior: How different audiences engage across channels.

→ Tailor content or timing to match how they respond.

These insights help you act on what's working in real time, improving your current results and giving you a stronger starting point for your next event.

Communicate Throughout the Campaign

Don't wait until the event is over to talk about results. Share regular updates with your partners so they can stay informed and adjust their efforts as needed. You don't have to share full reports, just highlights that show progress. This kind of feedback keeps everyone engaged and motivated. It also allows them to make necessary improvements and adjustments.

Summary

Reading your reports helps you understand what's working. Using what's working helps you stay focused. Sharing results keeps your team aligned and motivated. When everyone knows how their efforts contribute to ticket sales, the campaign becomes stronger and more effective.

Next Step

Check your reports regularly during your campaign, share updates with your team, and adjust your efforts based on what's working.

Chapter 5 – Turn Tracking into Growth

Create a Playbook for Next Time

Your tracking results become your best planning tool. Save your top-performing links, timing notes, and creative examples. Over time, you'll build a simple system you can repeat and refine with each event. Consistency keeps your marketing professional and effective.

Keep Learning and Keep Going

Every event gives you insight into your audience and what inspires them to buy. Use what you've learned to refine your timing, strengthen your partnerships, and make each promotion more effective than the last.

Summary

Every event you track teaches you something valuable about your audience, what works, when they buy, and which partners drive results. Save your top-performing strategies and use them as a playbook for future events. Tracking isn't just about one event's success. It's about building a system that grows stronger every time you use it.

Next Step

Stop guessing. Start tracking. Log into your ticketing platform today and create your first tracking link. Your next event deserves measurable results and a confident plan.



Bonus – The Power of Presentation (Design Best Practices)

Earlier, we talked about how presentation shapes results. This chapter builds on that reminder. Before anyone clicks a link or buys a ticket, your visuals speak for you. A clean, well-designed flyer or post communicates excellence and builds trust. Poor design can do the opposite. Use these simple standards to make sure your event materials reflect the quality of your message.

The Flyer Speaks

Your flyer represents your organization. Long before someone decides to attend your event, the flyer shapes their first impression of your quality, credibility, and attention to detail. Poorly designed flyers often signal disorganization or lack of excellence, leading potential attendees to assume the same about the event itself. A clean, professional, and visually appealing flyer communicates care and confidence. It tells people that your event will be worth their time and trust. Let your flyer speak for you, and let it say that you value excellence.

Flyer Design Essentials

- Focus on clarity: Every flyer should clearly present the event headline, date, time, venue, location, ticket details, and contact information.
- Keep text minimal: Use only what's necessary. Let design and imagery carry the message.
- Choose eye-catching visuals: Use professional, high-resolution images that fit your event's tone.
- Maintain a clean layout: The flyer should be balanced and visually organized. Every element should feel intentional.
- Brand consistency matters: Colors, fonts, and tone should match your overall event identity. Consistency builds recognition and trust.
- Tip: Design your flyer first, then adapt the same creative for your posts and ads to maintain visual consistency.

Follow Meta Creative Standards

Even if you promote your event across multiple platforms (TikTok, Google, Pinterest, etc.), Meta Creative Standards set the benchmark for professional ad design. Following these standards is half the battle. They emphasize clean layouts, visual clarity, and emotional connection. Use these principles as your creative foundation, and then adjust your assets to fit each platform's specific formats and requirements.

Reference Links:

Meta Creative Best Practices

<https://www.facebook.com/business/help/370852930116232>

Meta Creative Center (Inspiration) <https://www.facebook.com/business/inspiration>

Meta Reels Guide

<https://www.facebook.com/business/m/reels-storyboarding>

Meta Ads Guide (Ad Specs) <https://www.facebook.com/business/ads-guide> Reels and Dynamic

Reels and Dynamic Creative: The New Wave of Promotion

Meta's platforms now make it easier than ever to promote events through engaging, authentic short-form videos. Reels have become one of the most effective ways to reach new audiences, especially when combined with Meta's built-in caption and format variations. Here's why it matters for event promotion: Reels drive discovery. Your video content is automatically shared beyond your followers, reaching people who've never seen your page before. Meta now auto-generates caption and creative variations. This helps you test different text combinations and visuals without manually creating multiple ads. Videos build trust. A simple clip showing your event setup, a worship rehearsal, or a testimonial can often outperform a static flyer. Authenticity wins. You don't need high-end production, just clear visuals, good lighting, and honest excitement about your event.



Repurposing Across Platforms

Reels aren't the only short-form video format driving engagement. Facebook Stories, Instagram Stories, and YouTube Shorts all use similar vertical video formats and can help you reach different audience segments. While all these formats use 9:16 vertical video, each platform has specific length recommendations and technical requirements:

Meta Ads Guide (Facebook & Instagram Reels and Stories):

<https://www.facebook.com/business/ads-guide>

YouTube Shorts specifications: <https://support.google.com/youtube/answer/10059070>

TikTok Stories:

<https://support.tiktok.com/en/using-tiktok/creating-videos/tiktok-stories>

Tip: Create one master video following the most restrictive specs (9:16 aspect ratio, under 60 seconds, text in center safe zone), then adapt as needed for each platform.

Meta recommends Reels are no more than **15 seconds** for best AD Performance.

Always add your unique tracking link to measure which platform drives the most ticket sales.

Summary

Your flyer is your first impression, make it count. Follow Meta's creative standards, use professional visuals, and leverage Reels and short-form video to reach new audiences across platforms. Great design paired with smart tracking creates measurable success.

Next Step

Review your current event materials against the design essentials in this chapter, then explore the Resources section to find tools that fit your needs.

Resources & Tools for Event Hosts

These resources help you create professional event materials that drive ticket sales. Each one has been selected for its reliability, quality, and ease of use with the strategies outlined in this guide.

Affiliate Disclosure: Some links in this guide are affiliate links. Valley Gospel may earn a small commission if you sign up through them at no extra cost to you. These commissions help support future updates, research, events and sponsorships for organizers.

Template Marketplaces (DIY with Professional Templates):

Canva Pro – Thousands of customizable templates. Use "Magic Resize" to create versions for every platform. <https://www.canva.com>

Creative Market – Purchase professional, editable flyer templates. <https://creativemarket.com>

Envato Elements – Unlimited template downloads for a monthly fee. <https://elements.envato.com>

Freepik – "Gospel Music Night Flyer Templates"
<https://www.freepik.com/free-photos-vectors/gospel-flyer>

Pinterest – Gospel Concert Flyer Inspiration Board
<https://www.pinterest.com/search/pins/?q=gospel%20concert%20flyer>

Hire a Professional Designer

If design isn't your strength, hiring a professional is an investment in your event's success.

Affordable Freelance Platforms:

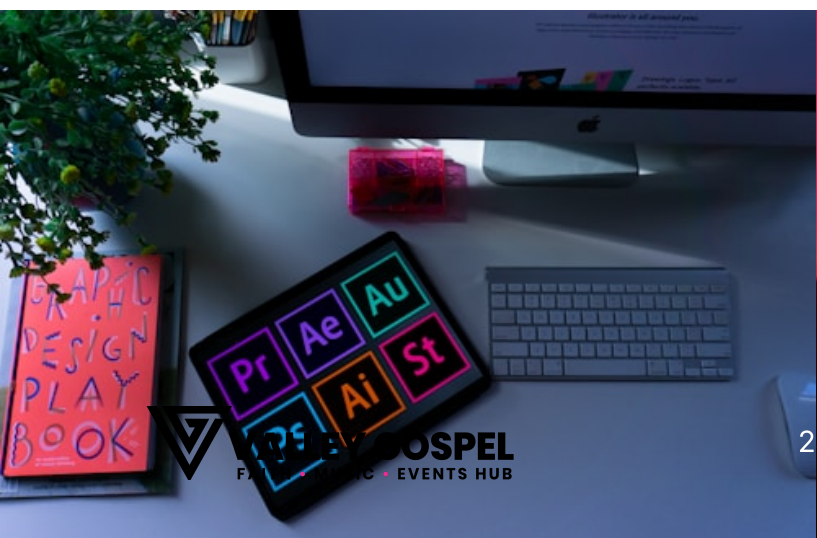
Fiverr – Find designers starting at \$5-\$50 for event flyers. Search "church flyer" or "gospel event design" for relevant portfolios. <https://www.fiverr.com/pe/o894yr8>

Upwork – Post your project and receive proposals from designers. Great for ongoing design needs. <https://join.upwork.com/m5lpY0H>



****Call for Featured Designers!****

If you're a skilled graphic artist and would like to be featured in a future edition of this e-book, please contact dawn@valleygospel.com and include a link to your portfolio.



Faith-Based Design Services:

MinistryDesigns.com – Specializes in church and ministry graphics, including event flyers. <https://www.ministrydesigns.com>

Etsy – Search "Christian event flyer designer" or "gospel concert flyer" for custom design services. <https://www.etsy.com>

Tip: Excellent creative is your best investment. Even the most advanced tracking can't fix weak visuals.

Social Media Image Sizes

Each platform has different image size requirements. Use these trusted resources for current, up-to-date dimensions:

Sprout Social's Social Media Image Size Guide (Updated regularly):
<https://sproutsocial.com/insights/social-media-image-sizes-guide/>

Hootsuite's Social Media Image Size Cheat Sheet: <https://blog.hootsuite.com/social-media-image-sizes-guide>

Buffer's Complete Guide to Social Media Image Sizes:
<https://buffer.com/library/social-media-image-sizes-guide/>

Tip: Bookmark one of these guides and check it before each campaign to ensure your graphics meet current platform requirements.

Ticketing Platforms with Built-In Tracking

Your ticketing platform is where tracking happens. Choose one that fits your event size and offers clear reporting.

Eventbrite – Industry standard with robust tracking features and partner links.

Eventbrite Training Links:

- **Your Traffic Conversion Report:** <https://www.eventbrite.com/help/en-us/articles/840658/>
- **Best Practices for Eventbrite Reports:** <https://www.eventbrite.com/blog/eventbrite-reports-ds00-pch/>
- **Set Up Promotional Tracking:** <https://www.eventbrite.com/help/en-us/articles/835126/> View

Other Faith-Based Options

iTickets – Ideal for faith-based concerts and ministry events <https://www.itickets.com/>

Brushfire – Robust features for church events <https://www.brushfire.com/>

Tithe.ly Events – Designed for church-based ticketing <https://get.tithe.ly/>

Additional Tracking Tools

Google Campaign URL Builder – Create UTM tracking links <https://ga-dev-tools.google/campaign-url-builder/>

QR Code Monkey – Generate free QR codes for print materials and door sales tracking <https://www.qrcode-monkey.co>

Need More Help?

Visit www.valleygospel.com for consultation and support with your event promotion strategy

Contact & Connect

Website: <https://www.valleygospel.com>

LinkHUB: <https://t.mtrbio.com/valley-gospel>

Email: promote@valleygospel.com

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