Leveraging Your me&u Database

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Setting Up The FB Pixel

How to set up a FB Pixel?

There are two key ways to set up your FB Pixel with me&u.

Use An Existing FB Pixel	Create A New FB Pixel

WHEN TO USE

Use An Existing FB Pixel	Create A New FB Pixel
• You already have an existing FB pixel and your audience will be the same across all site in use (eg; pixel is installed on venue sites). • **Note:** If you use an existing pixel already installed on your site, then you will not be able to separate page views/events from me&u vs. your own site in **events manager.** *(slide 6-7 details a workaround for this).*	• If you do not already have an existing FB pixel, then you will need to create one. Instructions to do this are here. • You may also choose to create a new FB Pixel if your current FB pixel is installed on a site with a very different audience to your venue customers (eg; you have an ecomm store which differs to your venue customers).

KEY BENEFITS

Use An Existing FB Pixel	Create A New FB Pixel
• Faster learnings • Larger audience pools • Greater efficiencies from past learnings	• Easier distinction between different domains • Streamlined conversion tracking

Once you have your FB Pixel set up, click Here for instructions on how to **install the FB pixel on your me&u Operator Portal.**

Event Configuration

Once your FB pixel is installed in Operator Portal, the next step is setting up event tracking. This will ensure you're reporting on the correct events and pulling accurate data.

Facebook event to use	**Page Views** (**Note**: Please only use this event on the me&u domain. You won't receive accurate data on any other event).	Event ⓘ PageView
What it fires on	A 'page view' fires whenever a customer taps on to me&u at your venue.	*Eg;* if there are 100 page view events fired, this means 100 customers have tapped on to me&u.
Domain	me&u views will fire on *app.meandu.com.* This will help differentiate traffic coming to any of your business' domain/s.	Websites ✕ This pixel is installed on 4 websites. View the total events being received from each website this pixel is installed on. app.meandu.com Total Events

How To Leverage Your FB Pixel Data

Remarket To Your me&u Customers

1. Create Your Audience

Firstly, you'll need to create an audience for customers who have been to your venue and tapped on to me&u:

1. Go to FB Audience Manager

2. Select **create audience** > **custom audience** > **source: website**

3. a) If you are using a unique FB pixel for me&u, then select **event > page view** as the event or select "**all website visitors".**

   b) If you have a shared FB pixel on me&u and other domains, you will need to use a custom conversion as the event. Refer to slide 9 for instructions.

This will ensure you can separate me&u customers from visitors to your other domains.

For more info, see here.

2. Launch Remarketing Campaign

Once your audience has populated, you can now add them to a remarketing campaign. See below for recommended initiatives:

- Retarget this audience with ads driving past customers to return to your venue to increase your ROI.

- Potential to offer users an exclusive offer to return to your venues.

- Leverage me&u as a USP to drive customers back into venue. *Eg; "less wait times with me&u", "The fasted way to get a drink".*

- Retarget this audience with ads enticing them to sign up to grow your email database.

Find More Potential Customers

1. Create A Lookalike

Once you've created a remarketing audience for your me&u customers, you can use this list to **create a lookalike.**

This will allow you to find more potential customers to drive into your venues. Leveraging lookalikes helps you find high-value customers faster and more efficiently, **improving the ROI** of your ads.

Instructions below:

1. Go to FB Audience Manager

2. Select **create audience** > **lookalike audience** > **select your me&u remarketing audience as the source.**

3. Select audience location and lookalike size (recommend between 1% - 5%).

You have now created a lookalike of your me&u customers.

For more info, see here.

2. Launch Key Initiatives

You can then launch a campaign to drive new customers into your venues:

- Target LaLs with ads promoting your venue to drive them to visit

- Leverage me&u as a USP to drive new customers into your venue: Eg; "less wait times with me&u", "The fasted way to get a drink".

How To Track Return Visitors - Option 1

When you launch a campaign leveraging me&u, you will want to ensure you can **measure** customers **returning** to your venue and tapping onto me&u. There will be different instructions to set up tracking, based on the way your FB pixel has been set up.
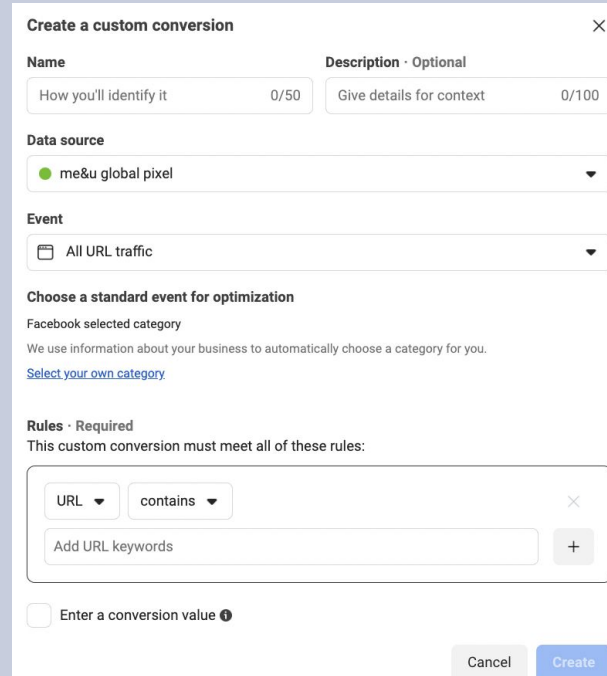
Your FB Pixel is installed across multiple domains

To distinguish between events firing on your me&u platform vs. your other domains, you will need to create a **custom conversion.**

Instructions

- Go to **events manager** > **custom conversions**
- Select **all URL traffic** under "event"
- Set the URL rule as: URL contains "meandu.com"
- Name the custom conversion *(eg; me&u tap on)*

Example

Create a custom conversion ✕

Name

How you'll identify it   0/50

Description · Optional

Give details for context   0/100

Data source

🟢 me&u global pixel   ▼

Event

🗓 All URL traffic   ▼

Choose a standard event for optimization

Facebook selected category

We use information about your business to automatically choose a category for you.

Select your own category

Rules · Required

This custom conversion must meet all of these rules:

URL ▾   contains ▾   ✕

Add URL keywords   +

☐ Enter a conversion value ⓘ

Cancel   Create

How To Track Return Visitors - Option 2

When you launch a campaign leveraging me&u, you will want to ensure you can **measure** customers **returning** to your venue and tapping onto me&u. There will be different instructions to set up tracking, based on the way your FB pixel has been set up.

Your FB Pixel is unique and installed only on the me&u domain

If your pixel is only firing on the me&u Operator Portal, then there are no additional steps required!

Instructions

- Once the FB Pixel has been installed on Operator Portal you can use the "page view" event to track how many customers "tap on" at your venue.

Example

Event ⓘ

PageView