



Stop Bleeding Money with Ad Tracking

Lesson 3 of Facebook Ads for Haunted Houses

Facebook Ads for Haunted Houses

Our goal is to **sell more tickets while spending less money** on ads by making them more effective.

1. The dark magic behind Facebook Ads.
2. Summoning your Facebook Ad accounts.
3. Stop bleeding money with Ad Tracking.
4. Crafting ads with killer appeal.
5. Unleashing your first ad campaign.

** Advanced topics will be covered in another course.*



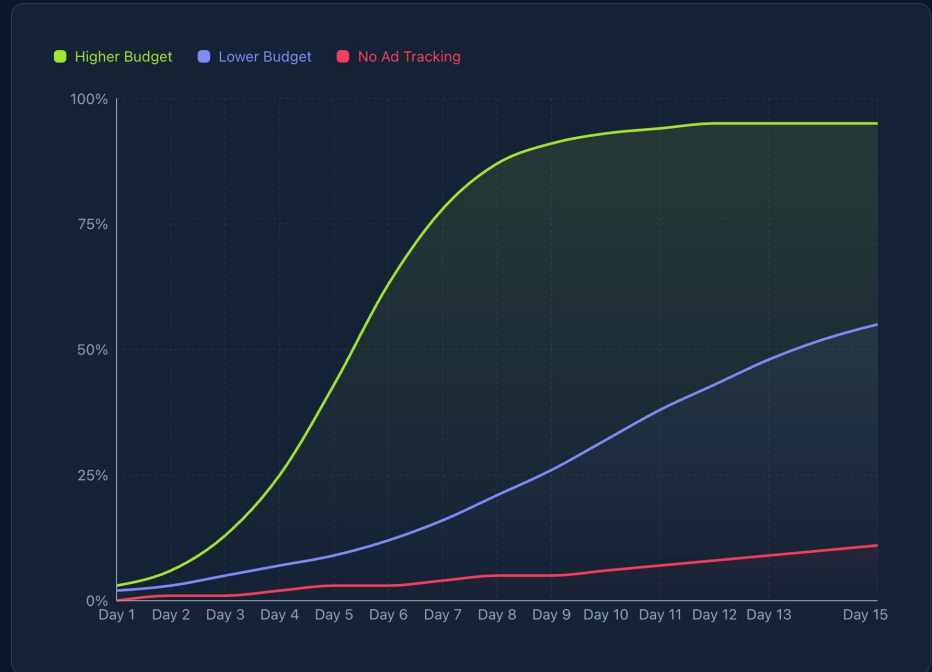
Part 3

Stop bleeding money with Ad Tracking



WARNING

Facebook needs correct Ad Tracking to learn who your ticket buyers are, *or your ads won't sell tickets.*



More boring stuff

“I don’t have time to understand this” is the same as “I don’t have time to increase my ticket sales.”

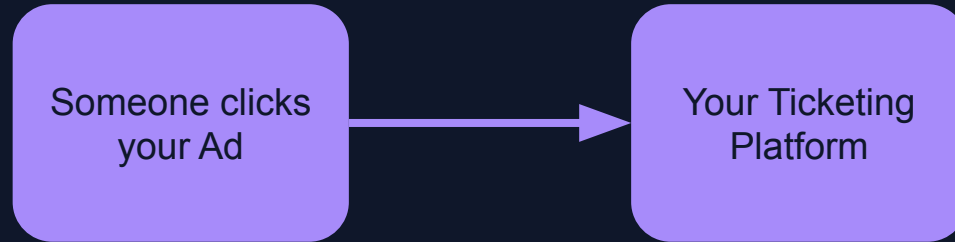
We’ll make sure you’re set up correctly from the start, or verify you already are.

If you have an ad agency, they’ve most likely already set this up, but confirm you’re using Conversions API too!!

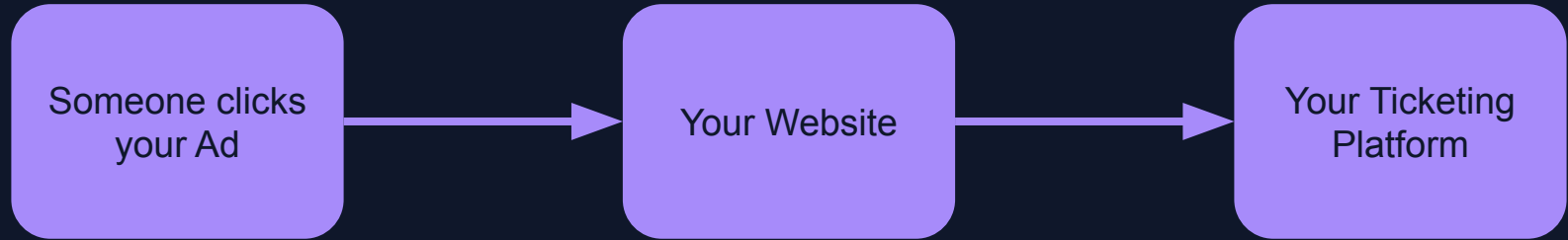
What we're going to do today

1. How does Ad Tracking work?
2. Get a Meta Pixel
3. Get a Conversions API Token
4. Adding your Pixel & Token to your ticketing platform
5. Adding your Pixel and ScaryGood AdFix to your website
6. How to test your Ad Tracking setup

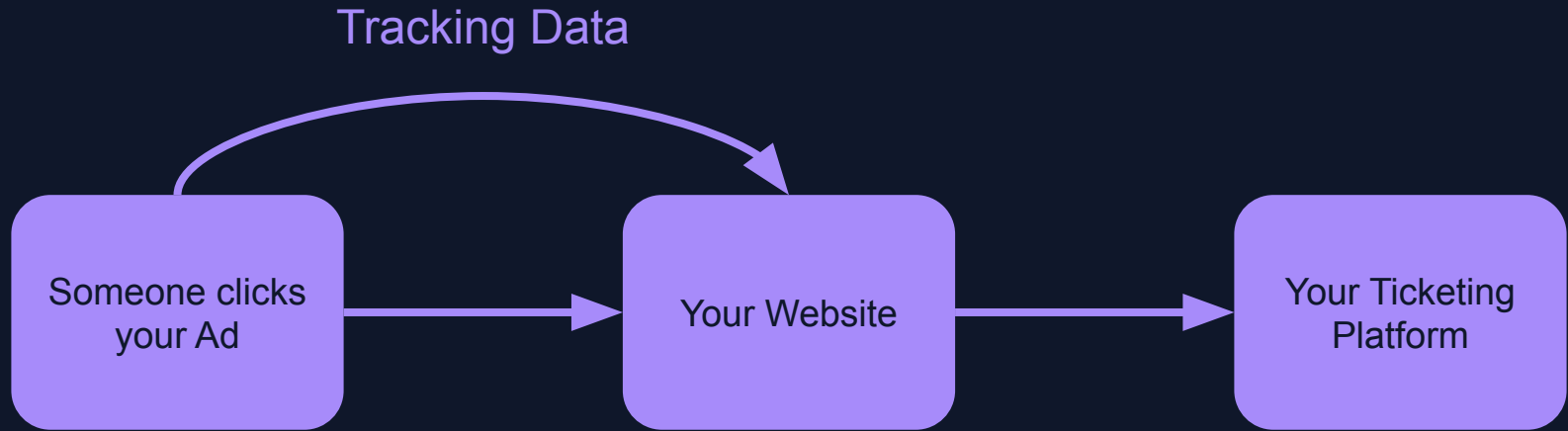
How does Ad Tracking work?



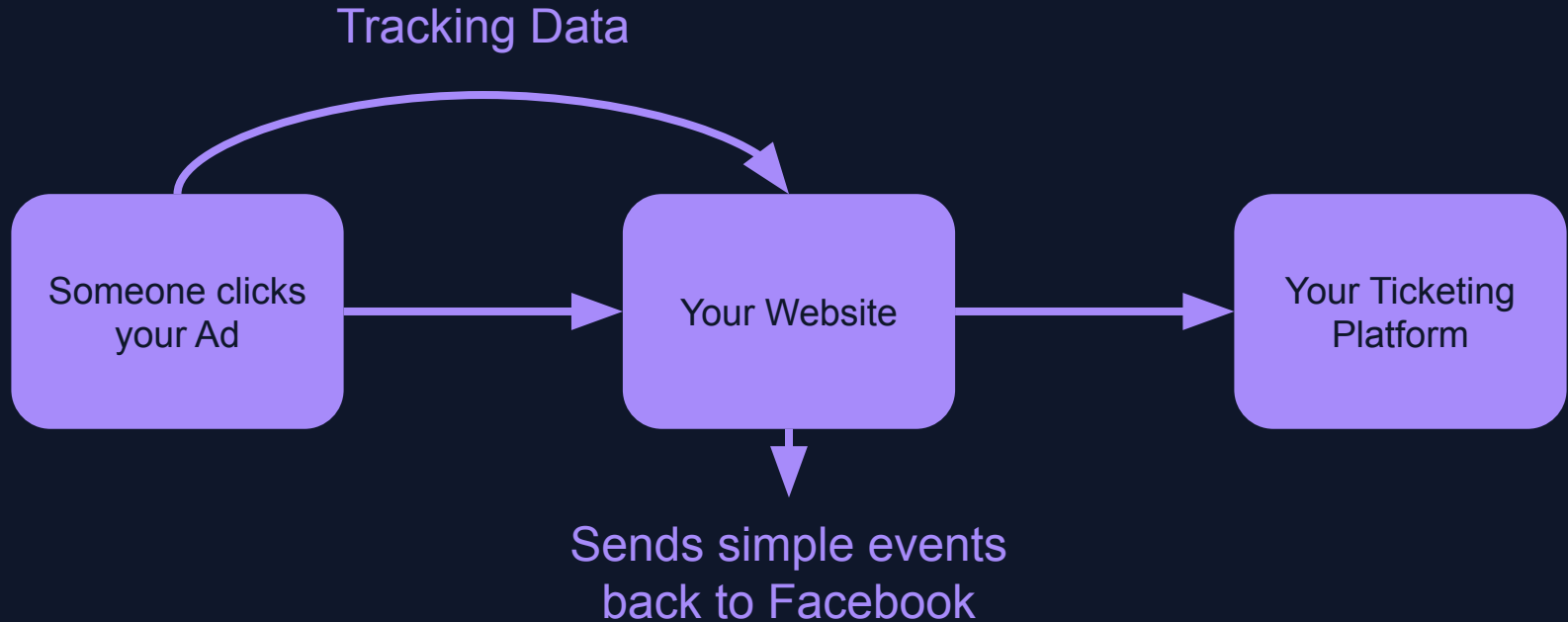
How does Ad Tracking work?



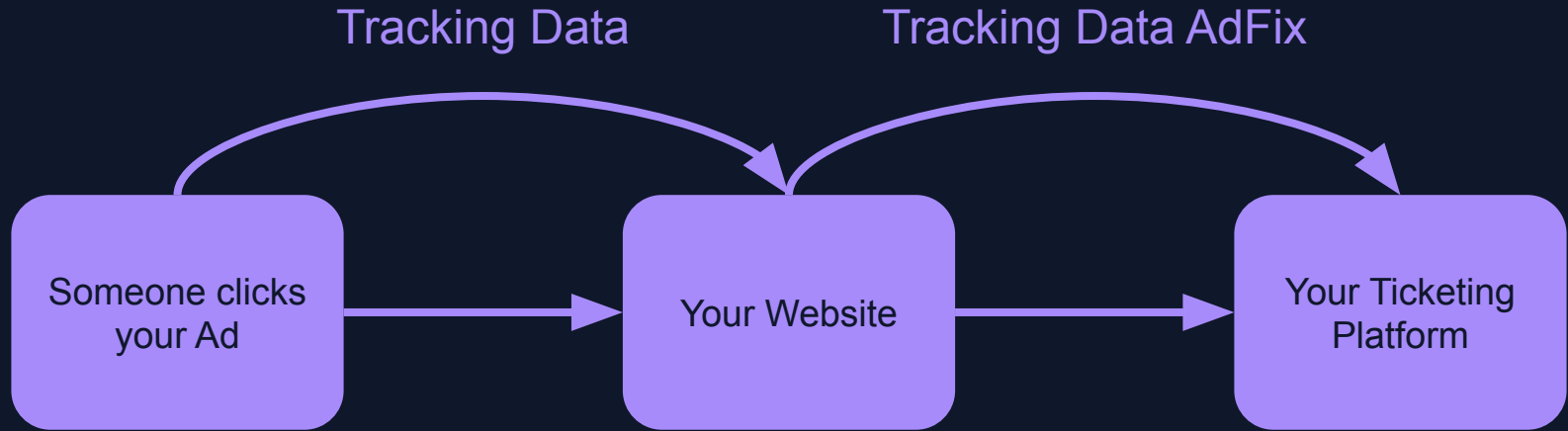
How does Ad Tracking work?



How does Ad Tracking work?



How does Ad Tracking work?



How does Ad Tracking work?



Ticket sales sent to Facebook, Facebook uses AI to find people who look like your ticket buyers: location, likes/dislikes, etc. **More ticket sales!**

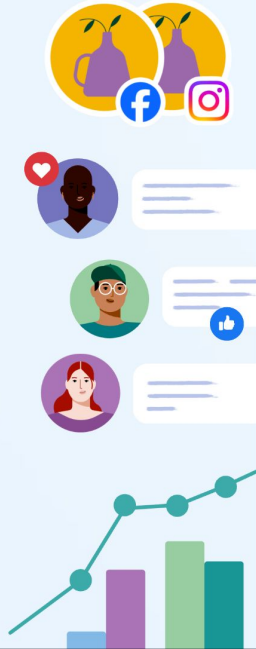


Get started with business tools from Meta

By logging in, you can navigate to all business tools like **Meta Business Suite**, **Ads Manager** and more to help you connect with your customers and get better business results.

Our business tools can help you:

- Save time by accessing everything you need to manage your business across Facebook, Instagram and Messenger all in one place
- Connect with the people who matter most to your business using a single inbox
- Track what's working best with performance insights across Meta technologies



Log into business tools from Meta

 Log in with Facebook

 Log in with Instagram

Create new account

Log in with a managed Meta account

 Meta

<https://business.facebook.com>

Adding your Pixel & Token to your ticketing platform

- Every platform manages Pixels & Tokens differently.
 - Not all will send tracking data correctly.
 - Preferably you want a Pixel **AND** Conversions API Token BOTH sending.
 - You want good extra information (like Purchase value) being sent too!
- [ScaryGood.com Ticketing](#)
- [FearTicket](#)
- [HauntPay](#)

Forsaken Souls Haunted Attr... ▾

Event is live

Preview Event

Dashboard

Event

Tickets

Marketing

Checkout Site

Off-Season Page

New Order Email

Order Update Email

Texts & Receipts

Ad Tracking

Policies

Analytics

Orders

Matt Kremer
matt@scarygood.com



Ad Tracking

Connect your ad platforms to track conversions from your haunt's checkout.

Use AdFix for Better Ad Tracking

AdFix improves the accuracy of your ad tracking by sending more data from your haunts website to your ticketing page. Install it on your site to get the most out of your ad spend.

[Learn more →](#)

Facebook Ads

Add your Facebook Pixel ID and Conversions API access token to track ad performance. Find these in [Meta Events Manager](#) under Data Sources.

Pixel ID

123456789012345

Conversions API Access Token (Recommended)

EAAX...

Google Ads

Add your Conversion ID and Label to track purchases from Google Ads. Find these in [Google Ads](#) → Goals → Conversions → your conversion action.

Google Analytics

Add your GA4 Measurement ID to track the full checkout funnel in Google Analytics. Find it in [GA4 Admin](#) → Data Streams.

Measurement ID

G-XXXXXXXXXX

API Secret for Server Events (Recommended)

Optional — enables server-side purchase tracking

Google Tag Manager

Add your GTM Container ID to load your own tags on the checkout pages. Your agency can manage all tracking from [Google Tag Manager](#) without requiring changes here.

Cancel

Save Changes

About ScaryGood AdFix

<https://www.ScaryGood.com/AdFix>

If you're sending people from your Ads to your website, AdFix makes sure that tracking data gets sent to your ticketing platform. ***It's free and works for any ticketing platform and ad platform. Without this you'll be burning money.***

Add this script tag to your haunt's website in the `<head>` section, or wherever your site lets you add custom scripts, and AdFix will start working automatically.

```
<script src="https://www.scarygood.com/embed/adfix.min.js" defer></script>
```

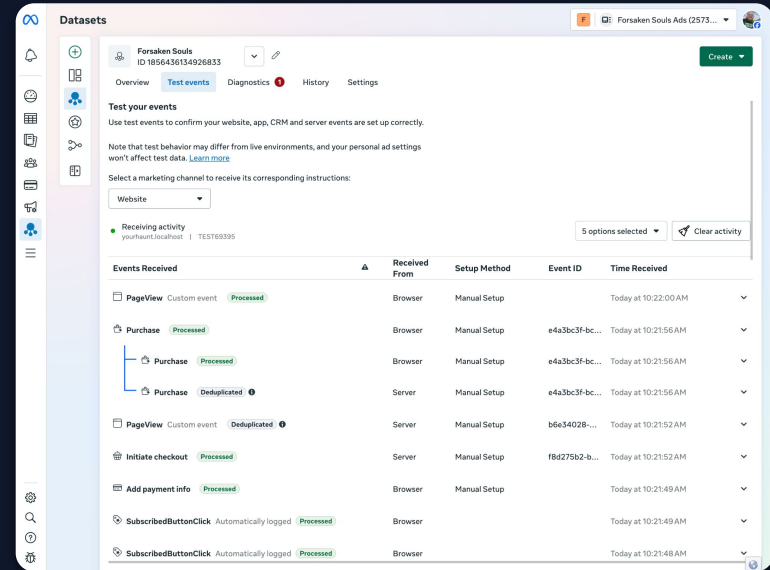
Copy

Adding your Pixel & ScaryGood AdFix to your website

- Every website platform is different.
- *If you have someone managing your website, they can set this up for you.*
- Pixel: Google → “Add Facebook pixel to _____.”
- AdFix: Google → “_____ custom script in head tag.”
- Example help articles for custom scripts:
 - Both of these also talk about tracking set up.
 - [Wix](#)
 - [GoDaddy](#)

Testing your Ad Tracking set up

- Are events getting sent?
 - Which events?
 - Browser?
 - Server if supported?
- Are browser & server events deduplicated?
- Is good information getting sent with events?
 - Parameters (like dollar value)?
 - Advanced person matching parameters?
- *Especially Purchase event!*



The screenshot shows the Facebook Events Manager interface for testing events. It displays a table of events received from a browser and a server. The table includes columns for Event ID, Time Received, Setup Method, and Received From. The events are categorized as 'Processed' or 'Deduplicated'.

Events Received	Received From	Setup Method	Event ID	Time Received
PageView Custom event Processed	Browser	Manual Setup		Today at 10:22:00 AM
Purchase Processed	Browser	Manual Setup	e4a3bc3f-bc...	Today at 10:21:56 AM
Purchase Processed	Browser	Manual Setup	e4a3bc3f-bc...	Today at 10:21:56 AM
Purchase Deduplicated	Server	Manual Setup	e4a3bc3f-bc...	Today at 10:21:56 AM
PageView Custom event Deduplicated	Server	Manual Setup	b6e3402b-...	Today at 10:21:52 AM
Initiate checkout Processed	Server	Manual Setup	f8d275d2-b...	Today at 10:21:52 AM
Add payment info Processed	Browser	Manual Setup		Today at 10:21:49 AM
SubscribedButtonClick Automatically logged Processed	Browser			Today at 10:21:49 AM
SubscribedButtonClick Automatically logged Processed	Browser			Today at 10:21:48 AM

<https://business.facebook.com>
or <https://eventsmanager.facebook.com>



Datasets



+ Connect data

Overview

Datasets

Custom conversions

Integrations

Search by name or ID

Demo Tokens
ID 958939193215011

Forsaken Souls
ID 1856436134926833

Demo Tokens

Create

Overview **Test events** Diagnostics History Settings

Purchase Processed Browser Manual Setup c240c243-... Today at 1:05:53 PM

Purchase Processed Browser Manual Setup c240c243-... Today at 1:05:53 PM

URL: <https://tickets.forsakensouls.com/>
 Event id: c240c243-4799-4508-b706-f072a40bca72
 Parameters: (7)
 value: 103.39
 currency: USD
 content_ids: ["VIP Admission","Escape Room"]
[More](#)

Action source: website
 Advanced matching parameters: IP address, User agent

Purchase Deduplicated Server Manual Setup c240c243-... Today at 1:05:53 PM

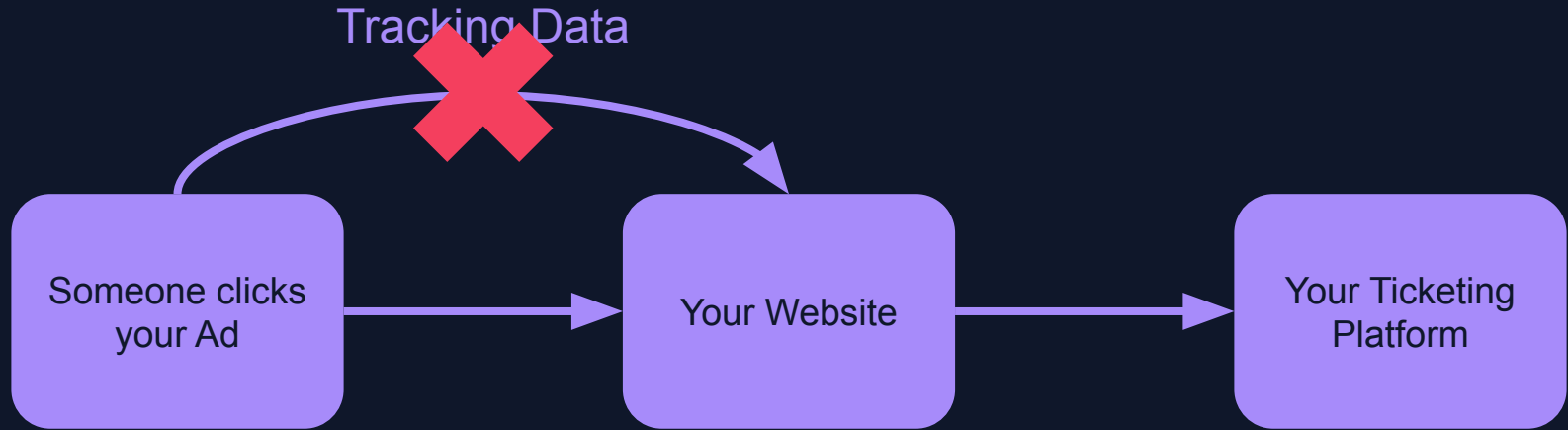
URL: <https://tickets.forsakensouls.com/>
 Event id: c240c243-4799-4508-b706-f072a40bca72
 Parameters: (8)
 value: 103.39
 currency: USD
 content_ids: ["VIP Admission","Escape Room"]
[More](#)

Action source: website
 User data keys: Email, External id, Browser id, First name, Last name, Phone, User agent

Add payment info Processed Browser Manual Setup Today at 1:05:52 PM



Ad Tracking can get blocked



New privacy settings can block 20-40% of conversion events.
Server events & first party tracking can help this, but not totally fix.

The reality & importance of first party tracking

- If a user denies tracking, you can still gather information yourself.
 - ** In ticketing platforms that support first party tracking data.*
 - Can give more accurate information than your ad platform.
- Can drive manual changes.
 - This data won't be sent to Facebook.
 - However you can use lookalikes.
- AdFix with ScaryGood can also track referrals & UTM parameters through your website.
- Also not bulletproof.

Ad content

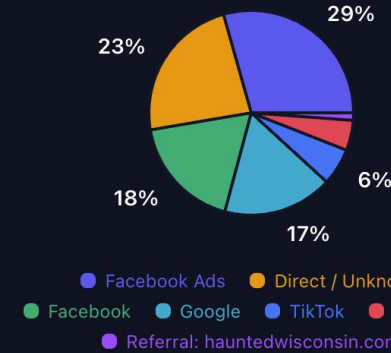
See which ad creatives drive sales.*

f last-3-nights	\$184,579.26	15%
f general-promo	\$152,627.30	12%
f early-bird-deal	\$21,500.13	2%
f opening-soon	\$12,972.47	1%
<i>Not set</i>	\$893,377.44	71%

* Based on ScaryGood's data, check your Ad Platform directly as well.

Traffic sources

See where your online orders come from



Ad campaigns

See which ad campaigns drive sales.*

f in-season-2026	\$337,206.56	27%
f pre-season-2026	\$34,472.60	3%
<i>Not set</i>	\$893,377.44	71%

* Based on ScaryGood's data, check your Ad Platform directly as well.

See you in Lesson 4!

Crafting ads with killer appeal

ScaryGood.com/courses/facebook

Like this course? Sign up for notifications.
Share it with your haunt friends!