



Introduction

Google Analytics

Track the leads that come to your iVvy Marketplace listing and/or the iVvy booking button on your website using Google's UTM Tags and Campaign URL Builder.

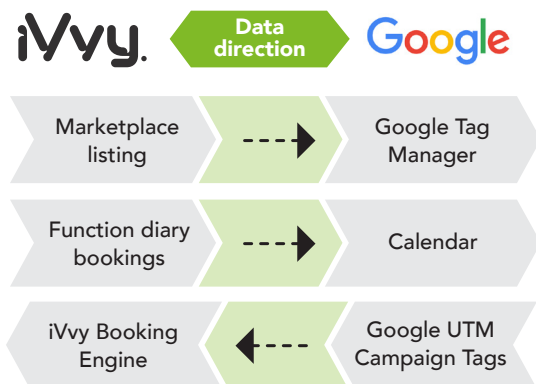
Google Calendar

Pull bookings from your function diary within iVvy Venues into your Google Calendar.

Google Tag Manager

By using your Google Tag Manager code on your iVvy Venues listing, you can easily embed any tracking codes without requiring a web developer.

How it works



Key features & benefits

- See which PPC, EDM and other campaigns are converting.
- Tracks conversions at any time, even months after the initial marketing campaign.
- Stay organised with your work day-to-day and have your function diary viewable in your Google Calendar.
- Easily manage your website tags (including analytics, Facebook and Adwords) in one place without requiring a web developer to embed these codes onto your website.

Maximising efficiencies with iVvy and Google

[MORE INFORMATION](#)

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