

# Enable third-party analytics for an event

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For more detailed metrics on viewer activity, you can use the Third-Party Analytics feature to send data such as page views, unique viewers, and more to your preferred analytics solution. This feature is available for individual events and portals.

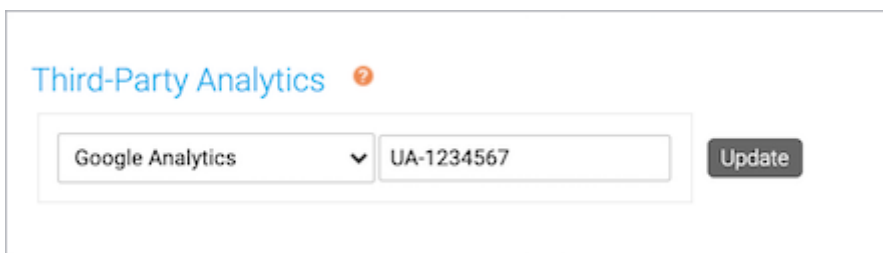
Supported analytics tools are:

- Google Analytics
- HubSpot Analytics
- Facebook Pixel
- Salesforce Pardot Tracking

Data options vary depending on your selected analytics platform. For more details on available data, contact the analytics provider.

## To enable third-party analytics for an event:

1. Sign in to the Webcast Admin portal and edit the event.
2. On the left panel, click the **Email & Marketing** tab.
3. Under Third-party Analytics, select your analytics tool, enter your tracking ID, and then click **Update**.

A screenshot of the 'Third-Party Analytics' configuration interface. At the top, the text 'Third-Party Analytics' is displayed in blue, followed by a small orange question mark icon. Below this, there is a form with two input fields: a dropdown menu showing 'Google Analytics' with a downward arrow, and a text box containing 'UA-1234567'. To the right of these fields is a dark grey button labeled 'Update'.

4. When finished, click **Save and Continue**.