

Free Tools for Tracking Your Digital Marketing

- Google Analytics
 - analytics.google.com
- URL Builder
 - <https://bit.ly/3le8B1Z>
- Meta Pixel:
 - How To: <https://bit.ly/3PihQfs>
- Google Ad Conversions:
 - More Info:
<https://bit.ly/3Mpe2Hu>
- Helpful Google Chrome Extensions:
 - Google Tag Assistant:
get.google.com/tagassistant/
 - Meta Pixel Helper:
<https://bit.ly/3sEPGSg>

Questions to Ask Your Digital Ads Manager

To learn exactly what kind of results your digital ads are producing, ask your digital ads manager these questions:

- What do you track as a conversion?
- Do I have Google Analytics set up? If so, can I gain access?
- Is the Meta Pixel installed on my website/landing page?
- Do I have Google Ads tags installed on my website/landing page?
- Where are tracking numbers being used in my marketing?