**EventBrite integration Google Analytics Directly**

By using direct method. Eventbrite connects with google analytics by generating tracking ID of google analytics, then saving them in eventbrite’s pixel tools. All analytics move to google analytic account within 24 hours. All data stores in google analytic account, where Business analytic can see and marketing policy can made.

**EventBrite integration Google Analytics Using Third Party Zapier**

By using third party integration like Zapier business owners can analyse the data more deeply. Zapier has some extra features which can be accomplished by using Zapier events and Triggers. Zapier provides automatic backup of attendee lists, Register them to your webinars and can create bridges between your marketing software and eventbrites account. Provide analytics in exportable csv files.