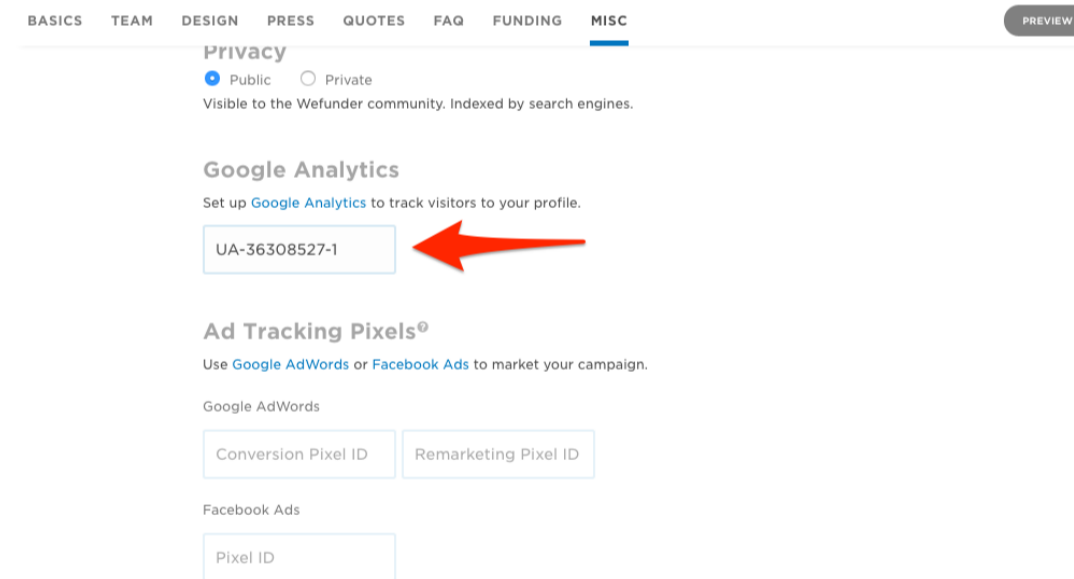
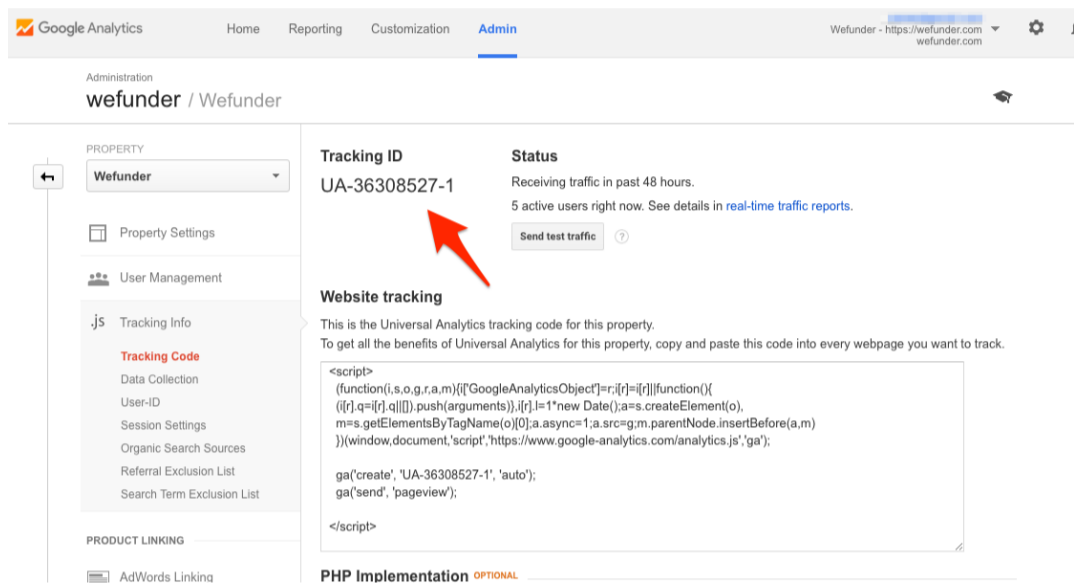
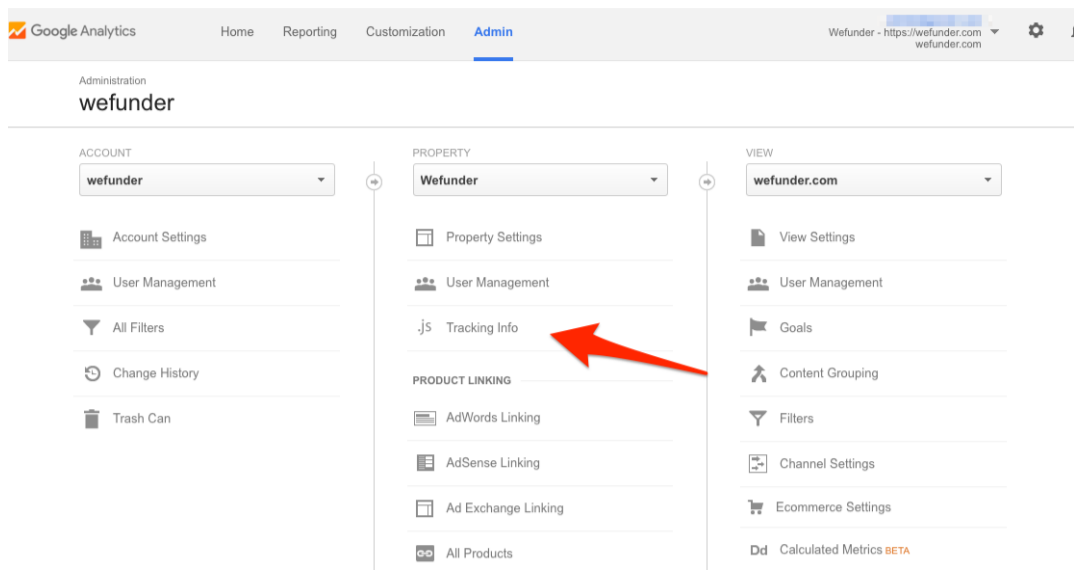


Google Analytics Installation Guide

If you use GA then all we need is your Tracking ID. You can find that by going to your Google Analytics Admin page, click Tracking Info, then click Tracking Code, then copy your Tracking ID., then edit your company profile and paste it into Misc > Google Analytics.



Easy Peasy.

You can verify that the tracking pixel is working correctly by returning to your profile and looking at your Real-Time traffic.

We'll send you the following traffic:

/wefunder-analytics//viewed_profile

Triggered when someone visits your profile.

/wefunder-analytics//viewed_invest

Triggered when someone clicks the Invest button.

/wefunder-analytics//completed_invest

Triggered when someone submits an investment application.

Note: You may see more completed_invest actions than what's in your founder dashboard. Sometimes investors cancel their investment, sometimes our system hides the investment because it does not look legitimate, sometimes the investor needs to take further action before the investment is truly complete.

Pro Tip: Create a new GA Property just for your Wefunder campaign if you want to separate your crowdfunding analytics from your website analytics.