About CodifyCore sGTM for FluentCart

Getting Started · https://codifycore.com/docs/about-codifycore-sgtm-for-fluentcart/

CodifyCore sGTM for FluentCart is an advanced, lightweight WordPress addon that bridges your FluentCart ecommerce checkout activity with Server-Side Google Tag Manager (sGTM) using the GA4 Measurement Protocol.

By moving event tracking from the browser to the server, this plugin helps store owners securely transmit key ecommerce events and improves attribution with first-party checkout data.

Key Features

- **Server-Side Tracking:** Routes FluentCart ecommerce events directly to your sGTM endpoint.
- **Supported Events:** Accurately tracks Purchase, InitiateCheckout, AddToCart, PageView, ViewContent, and Search events.
- **Guarded Purchases:** Purchase events are deduplication-protected and only fire after reliable order signals (e.g., status changes to Paid, Processing, Shipped, or Delivered).
- **Data Privacy (PII Hashing):** Automatically applies SHA-256 hashing to selected customer matching fields before data leaves your server, ensuring compliance with privacy policies.
- **Value Controls:** Options to report either Gross or Net order values to align with your ROAS calculations.