CodifyCore sGTM for FluentCart Options Overview

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

Once the plugin is activated, you can access the configuration settings by navigating to **FluentCart > CodifyCore sGTM** in your WordPress dashboard.

The settings area is divided into several key sections to help you configure your tracking setup securely and accurately.

1. Global Tracking Settings

This section controls the master behavior of the tracking functionality.

- **Master Switch:** Must be set to Enable Server-Side Tracking to allow the plugin to dispatch data. If disabled, no tracking payloads will be sent, acting as a quick kill-switch.
- **Environment Mode:**
  - **Staging / Test Mode:** Use this during setup to verify payloads in the sGTM preview container or to send Meta test event codes.
  - **Production Mode:** Switch to this mode when your site is live and actively taking real orders.

2. Endpoint Configuration

This tells the plugin *where* to route your ecommerce event data.

- **Google sGTM Settings (Available in Free):**
  - **sGTM Server URL:** The URL of your Server-Side GTM container (e.g., https://tracking.yourstore.com). *Do not include a trailing slash.*

- **GA4 Measurement ID:** Your Google Analytics 4 Measurement ID, found in your GA4 data stream (starts with G-).
- **GA4 API Secret:** An optional secret for authenticating via the Measurement Protocol.

- **Meta Conversions API (CAPI) Settings (Requires Pro):**
  - **Meta Pixel ID:** Your standard Meta Pixel ID found in the Events Manager.
  - **Conversions API Access Token:** The generated token used to authorize server-to-server data sharing with Meta.
  - **Meta Test Event Code:** Used in combination with "Staging / Test Mode" to validate server events directly in the Meta Events Manager's testing tab.

3. Event Management

Control exactly which ecommerce actions are dispatched to your server.

- **Events to Track:** Toggle the specific events you wish to record, including:
  - Purchase: Fires after a reliable order signal (e.g., order status becomes Paid, Processing, Shipped, or Delivered).
  - InitiateCheckout: Fires when a user lands on the checkout page.
  - AddToCart: Fires when a product is added to the cart.
  - PageView, ViewContent, and Search are also available.
  - *Additional Pro Events:* Pro users gain access to specialized events like AddPaymentInfo and Subscribe.

- **Value Modifier:**
  - **Gross:** Sends the order value *including* taxes and shipping.
  - **Net:** Sends the order value *excluding* taxes and shipping. This is highly useful for aligning ad platform ROAS (Return On Ad Spend) with your actual profit margins.

4. Data Privacy & PII Control (Hashing)

Server-side tracking is powerful because it transmits first-party customer data to help platforms match purchases to specific users. To ensure compliance with privacy regulations (like GDPR and CCPA):

- **Selectable Fields:** You choose exactly which customer data points you are permitted to share (e.g., email, phone, name, address).
- **Automatic Hashing:** The plugin automatically applies **SHA-256 hashing** to all selected personally identifiable information (PII) before it ever leaves your server. Ad platforms receive an irreversible alphanumeric string, not plain text data.

5. Pro Feature Tabs

If you have **CodifyCore sGTM for FluentCart Pro** activated, additional tabs will appear in the interface:

- **Event Logs:** View raw server payloads and endpoint HTTP response codes. This is crucial for troubleshooting 400/403 errors, which usually indicate invalid credentials or malformed payloads.
- **Diagnostics:** Run checks on server health, connection status, and verify that your WordPress environment can successfully reach your designated tracking endpoints.
- **License:** Manage your CodifyCore Pro license key to receive automatic updates and support.