Event Management

Configurations · https://codifycore.com/docs/event-management/

What this does

Event Management allows you to select which standard ecommerce interactions are tracked and sent to your server-side endpoints. Supported standard events include PageView, ViewContent (product views), Search, Purchase, InitiateCheckout, and AddToCart. The Purchase event is heavily guarded and deduplication-protected, only firing on reliable payment or processing signals. Additionally, you can choose a Value Modifier to report either the Gross order value (including tax/shipping) or the Net order value.

How to configure

1. Navigate to your WordPress admin dashboard.
2. Go to **FluentCart > CodifyCore sGTM**.
3. Open the **Event & Data** tab.
4. In the **Events to Track** section, check the boxes next to the standard events you want to fire (e.g., PageView, ViewContent, Search, Purchase, InitiateCheckout, AddToCart).
5. In the **Value Modifier** dropdown, select either "Gross (Includes taxes and shipping)" or "Net (Excludes taxes and shipping)".
6. Click **Save Changes**.

Dependencies

- **FluentCart** plugin must be installed and active.
- **CodifyCore sGTM for FluentCart** (Free) plugin must be installed and active.