Free vs. Pro: CodifyCore sGTM for FluentCart

Getting Started · https://codifycore.com/docs/free-vs-pro-codifycore-sgtm-for-fluentcart/

The CodifyCore tracking ecosystem for FluentCart is designed with a core **Free** base plugin and an advanced **Pro** extension. Depending on your marketing stack, technical expertise, and reporting needs, you can choose the setup that works best for your store.

Here is a detailed breakdown of what is included in each version.

The Free Version (Base Plugin)

The Free version is a powerful, standalone tool designed to move your eCommerce tracking from the browser to the server using Server-Side Google Tag Manager (sGTM).

Included Features:

- **sGTM Routing:** Send your tracking data to a centralized Server-Side GTM endpoint using the GA4 Measurement Protocol.
- **Core eCommerce Events:** Tracks essential shopping behaviors including:
  - Purchase (Protected by status guards: Paid, Processing, Shipped, Delivered)
  - InitiateCheckout
  - AddToCart
  - PageView
  - ViewContent
  - Search
- **Data Privacy (PII Hashing):** Automatically applies SHA-256 hashing to selected customer data (like email and phone number) before it leaves your server, ensuring GDPR and CCPA compliance.

- **Value Modifiers:** Choose to send either the **Gross** (includes tax/shipping) or **Net** (excludes tax/shipping) order value to your ad platforms.

The Pro Extension

The Pro version is an add-on that requires the Free version to be active. It is built for store owners and marketers who need direct API integrations, deeper debugging tools, and extended event coverage.

Included Features (Everything in Free, PLUS):

- **Direct Meta Conversions API (CAPI):** Bypass sGTM entirely for Meta. Send events directly to Facebook/Meta's servers using your Pixel ID and Access Token. This is often easier for marketers to set up and debug directly in the Meta Events Manager.
- **Extended Events:** Unlock specialized tracking events:
  - AddPaymentInfo
  - Subscribe
- **Event Logs:** A crucial troubleshooting tool. View raw server payloads and the exact HTTP response codes (e.g., 200 OK, 400 Bad Request) returned by Google or Meta.
- **Diagnostics Suite:** Run built-in server health and connection status checks to ensure your WordPress environment can successfully reach external tracking endpoints without firewall blocks.

Feature Comparison Matrix

Feature	Free Version	Pro Extension
Server-Side GTM Routing (GA4)		
PII Hashing (SHA-256)		
Gross / Net Value Control		
Core Events (Purchase, Cart, Checkout)		
Direct Meta Conversions API (CAPI)		

Feature	Free Version	Pro Extension
Advanced Events (AddPaymentInfo, Subscribe)		
Detailed Event Response Logs		
Server Diagnostics Tool		
Premium Support		

Which one should I choose?

- **Choose Free if:** You have a dedicated Server-Side GTM container set up by an analytics professional, and you prefer to use sGTM as your single, master data hub to distribute events to Google, Meta, TikTok, etc.
- **Choose Pro if:** You find sGTM setup too technical for Meta CAPI and prefer a direct, point-and-click Meta integration from WordPress. Pro is also highly recommended if you need to debug failed events using the Event Logs.