GTM Integration Setup

Configurations · https://codifycore.com/docs/gtm-integration-setup/

What this does

The GTM Integration Setup connects your store to your external Server-Side Google Tag Manager (sGTM) endpoint via the Google Analytics 4 (GA4) Measurement Protocol. It specifies exactly where your server-side payloads will be sent. It also provides a downloadable pre-configured GTM container (.json) to streamline your setup process in Google Tag Manager.

How to configure

1. Navigate to your WordPress admin dashboard.
2. Go to **FluentCart > CodifyCore sGTM**.
3. Open the **GTM Integration** tab.
4. In the **sGTM Server URL** field, enter your custom tracking domain (e.g., https://tracking.yourdomain.com).
5. In the **GA4 Measurement ID** field, enter your ID starting with G- (found in your GA4 Web Stream settings).
6. In the **GA4 API Secret** field, paste the secret generated from your GA4 Measurement Protocol API secrets page.
7. (Optional) Click **Download JSON Container** to get the pre-configured setup for your GTM account.
8. Click **Save Changes**.

Dependencies

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

- An external Server-Side Google Tag Manager (sGTM) server.
- A Google Analytics 4 (GA4) account.