Server & Data Requirements

Getting Started · https://codifycore.com/docs/server-data-requirements/

Before you begin configuring the **CodifyCore sGTM for FluentCart** plugins, it is important to ensure your hosting environment, WordPress setup, and data architecture meet the necessary requirements for server-side tracking.

1. System & Environment Requirements

To run the CodifyCore tracking ecosystem smoothly, your server must meet the following minimum specifications:

- **WordPress Version:** 5.6 or higher.
- **PHP Version:** 7.4 or higher (PHP 8.0+ is recommended for optimal performance).
- **Required Plugin:** The core **FluentCart** plugin must be installed and active. The tracking add-on will not function without it.
- **Network / Firewall Configuration:** Your WordPress server must be able to make outbound external HTTP/HTTPS requests. The plugin uses WordPress's native wp_remote_post() to send data payloads. If your host blocks outbound connections, server-side tracking will fail.

2. External Tracking Setup Requirements

Depending on whether you are using the Free or Pro version, you will need the following accounts and identifiers ready:

If using Server-Side GTM (Free & Pro):

- **sGTM Container:** A fully provisioned Server-Side Google Tag Manager container (hosted on Google Cloud, Stape, or another cloud provider).
- **sGTM URL:** The secure (HTTPS) URL of your tracking server (e.g., https://tracking.yourstore.com).
- **GA4 Measurement ID:** Your Google Analytics 4 Measurement ID (formatted as G-XXXXXXXXXX).

If using Direct Meta Conversions API (Pro Only):

- **Meta Pixel ID:** The standard numeric ID for your Meta Pixel.
- **CAPI Access Token:** A Conversions API Access Token generated from your Meta Events Manager.

3. Data Handling & Privacy Overview

Because this plugin transmits data from your server to third-party endpoints, understanding how data is handled is critical for GDPR, CCPA, and general privacy compliance.

- **First-Party Cookies & Sessions:** The plugin utilizes a lightweight frontend script to capture vital tracking parameters (like _fbp, _fbc, _gl, and _ga). These are stored securely in the user's PHP session during checkout so the server can append them to the final purchase payload.
- **PII Hashing (Personally Identifiable Information):** You have full control over which customer data fields (e.g., Email, Phone Number, Name, City) are transmitted. To ensure privacy compliance, **the plugin automatically applies SHA-256 hashing** to all selected PII before the data ever leaves your WordPress server. Platforms like Google and Meta receive an irreversible alphanumeric string rather than plain text data.
- **Order Values:** You can configure the plugin to transmit either the **Gross** order value (inclusive of tax and shipping) or the **Net** order value, ensuring your Return on Ad Spend (ROAS) data remains accurate.