

1.15 ▾

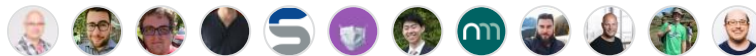
...

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ajtatum feat(additional date time data): Added additional post day name &amp; pos... ..

[History](#)

12 contributors



Executable File | 1058 lines (886 sloc) | 40.8 KB

...

```
1 <?php
2 define( 'GTM4WP_WPFILTER_COMPILE_DATA_LAYER', 'gtm4wp_compile_data_layer' );
3 define( 'GTM4WP_WPFILTER_COMPILE_REMARKETING', 'gtm4wp_compile_remarketing' );
4 define( 'GTM4WP_WPFILTER_AFTER_DATA_LAYER', 'gtm4wp_after_data_layer' );
5 define( 'GTM4WP_WPFILTER_GETTHEGTM_TAG', 'gtm4wp_get_the_gtm_tag' );
6 define( 'GTM4WP_WPFILTER_ADDGLOBALVARS', 'gtm4wp_add_global_vars' );
7
8 $GLOBALS['gtm4wp_container_code_written'] = false;
9
10 // check for empty is needed to prevent error in WP CLI
11 // bugfix by Patrick Holberg Hesselberg
12 if ( empty( $GLOBALS['gtm4wp_options'] ) || ( $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_DATA_LAYER ]
13     $GLOBALS['gtm4wp_data_layer_name'] = 'dataLayer';
14 } else {
15     $GLOBALS['gtm4wp_data_layer_name'] = $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_DATA_LAYER_NAME ];
16 }
17
18 // Setting Global Variable to Store JSON based DataLayer for Integrations
19 $GLOBALS['gtm4wp_data_layer_json'] = '';
20 $GLOBALS['gtm4wp_data_layer_globalvars'] = '';
21
22 // Moving include to top due to hierarchy of includes
23 if ( isset( $GLOBALS['gtm4wp_options'] ) && ( ' != $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_INTE
24     require_once dirname( __FILE__ ) . '/../integration/amp.php';
25 }
26 if ( ! function_exists( 'gtm4wp_amp_running' ) ) {
27     function gtm4wp_amp_running() {
28         return false;
29     }
```

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30 }
31
32 /**
33  * Converts bool false to string false for JS
34  *
35  * @author Vincent Koc <https://github.com/koconder/>
36  * @return mixed Returns object or string false
37  */
38 function gtm4wp_escjs_boolean( $obj ) {
39     if ( empty( $obj ) || is_null( $obj ) || ! $obj ) {
40         return 'false';
41     } else {
42         return $obj;
43     }
44 }
45
46 /**
47  * Original copyright:
48  * By Grant Burton @ BURTONTECH.COM
49  *
50  * Code improved by Thomas Geiger
51  */
52 function gtm4wp_get_user_ip() {
53     if ( ! empty( $_SERVER['HTTP_X_FORWARDED_FOR'] ) ) {
54         foreach ( explode( ',', $_SERVER['HTTP_X_FORWARDED_FOR'] ) as $ip ) {
55             if ( filter_var( $ip, FILTER_VALIDATE_IP, FILTER_FLAG_NO_PRIV_RANGE | FILTER_FLAG_NO_R
56                 return $ip;
57         }
58     }
59 }
60
61 $possible_ip_variables = array(
62     'HTTP_CLIENT_IP',
63     'HTTP_X_FORWARDED',
64     'HTTP_X_CLUSTER_CLIENT_IP',
65     'HTTP_FORWARDED_FOR',
66     'HTTP_FORWARDED',
67     'REMOTE_ADDR'
68 );
69
70 foreach( $possible_ip_variables as $one_ip_variable ) {
71     if (
72         ! empty( $_SERVER[ $one_ip_variable ] )
73         && ( filter_var( $_SERVER[ $one_ip_variable ], FILTER_VALIDATE_IP, FILTER_FLAG_NO_PRIV_R
74     ) {
75         return $_SERVER[ $one_ip_variable ];
76     }
77 }
78

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79     return '';
80 }
81
82 if ( ! function_exists( 'getallheaders' ) ) {
83     function getallheaders() {
84         $headers = array();
85         foreach ( $_SERVER as $name => $value ) {
86             if ( substr( $name, 0, 5 ) == 'HTTP_' ) {
87                 $headers[ str_replace( ' ', '-', ucwords( strtolower( str_replace( '_', ' ', substr
88             )
89         }
90
91     return $headers;
92 }
93 }
94
95 function gtm4wp_add_basic_datlayer_data( $dataLayer ) {
96     global $wp_query, $gtm4wp_options, $gtm4wp_entity_ids;
97
98     if ( $gtm4wp_options[ GTM4WP_OPTION_DONOTTRACK ] ) {
99         if ( ! empty( $_SERVER['HTTP_DNT'] ) ) {
100             $dataLayer['visitorDoNotTrack'] = (int) ( $_SERVER['HTTP_DNT'] );
101         } else {
102             $dataLayer['visitorDoNotTrack'] = 0;
103         }
104     }
105
106     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_SITEID ] || $gtm4wp_options[ GTM4WP_OPTION_INCLUDE
107         $dataLayer['siteID'] = 0;
108         $dataLayer['siteName'] = '';
109
110         if ( function_exists( 'get_blog_details' ) ) {
111             $gtm4wp_blogdetails = get_blog_details();
112
113             $dataLayer['siteID'] = $gtm4wp_blogdetails->blog_id;
114             $dataLayer['siteName'] = $gtm4wp_blogdetails->blogname;
115         }
116     }
117
118     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_LOGGEDIN ] ) {
119         if ( is_user_logged_in() ) {
120             $dataLayer['visitorLoginState'] = 'logged-in';
121         } else {
122             $dataLayer['visitorLoginState'] = 'logged-out';
123         }
124     }
125
126     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_USERROLE ] || $gtm4wp_options[ GTM4WP_OPTION_INCLU
127         $current_user = wp_get_current_user();

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128
129     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_USERROLE ] ) {
130         $dataLayer['visitorType'] = ( $current_user->ID == 0 ? 'visitor-logged-out' : implode(
131     }
132
133     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_USEREMAIL ] ) {
134         $dataLayer['visitorEmail'] = ( empty( $current_user->user_email ) ? '' : $current_user
135         $dataLayer['visitorEmailHash'] = ( empty( $current_user->user_email ) ? '' : hash( 'sh
136     }
137
138     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_USERREGDATE ] ) {
139         $dataLayer['visitorRegistrationDate'] = ( empty( $current_user->user_registered ) ? ''
140     }
141
142     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_USERNAME ] ) {
143         $dataLayer['visitorUsername'] = ( empty( $current_user->user_login ) ? '' : $current_u
144     }
145 }
146
147 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_USERID ] ) {
148     $_gtm4wp_userid = get_current_user_id();
149     if ( $_gtm4wp_userid > 0 ) {
150         $dataLayer['visitorId'] = $_gtm4wp_userid;
151     }
152 }
153
154 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_VISITOR_IP ] ) {
155     $dataLayer['visitorIP'] = esc_js( gtm4wp_get_user_ip() );
156 }
157
158 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTITLE ] ) {
159     $dataLayer['pageTitle'] = strip_tags( wp_title( '|', false, 'right' ) );
160 }
161
162 if ( is_singular() ) {
163     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTYPE ] ) {
164         $dataLayer['pagePostType'] = get_post_type();
165         $dataLayer['pagePostType2'] = 'single-' . get_post_type();
166     }
167
168     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_CATEGORIES ] ) {
169         $_post_cats = get_the_category();
170         if ( $_post_cats ) {
171             $dataLayer['pageCategory'] = array();
172             foreach ( $_post_cats as $_one_cat ) {
173                 $dataLayer['pageCategory'][] = $_one_cat->slug;
174             }
175         }
176     }

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177
178     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_TAGS ] ) {
179         $_post_tags = get_the_tags();
180         if ( $_post_tags ) {
181             $dataLayer['pageAttributes'] = array();
182             foreach ( $_post_tags as $_one_tag ) {
183                 $dataLayer['pageAttributes'][] = $_one_tag->slug;
184             }
185         }
186     }
187
188     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_AUTHORID ] || $gtm4wp_options[ GTM4WP_OPTION_I
189         $postuser = get_userdata( $GLOBALS['post']->post_author );
190
191         if ( false !== $postuser ) {
192             if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_AUTHORID ] ) {
193                 $dataLayer['pagePostAuthorID'] = $postuser->ID;
194             }
195
196             if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_AUTHOR ] ) {
197                 $dataLayer['pagePostAuthor'] = $postuser->display_name;
198             }
199         }
200     }
201
202     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTDATE ] ) {
203         $dataLayer['pagePostDate'] = get_the_date();
204         $dataLayer['pagePostDateYear'] = get_the_date( 'Y' );
205         $dataLayer['pagePostDateMonth'] = get_the_date( 'm' );
206         $dataLayer['pagePostDateDay'] = get_the_date( 'd' );
207         $dataLayer['pagePostDateDayName'] = get_the_date( 'l' );
208         $dataLayer['pagePostDateHour'] = get_the_date( 'H' );
209         $dataLayer['pagePostDateMinute'] = get_the_date( 'i' );
210         $dataLayer['pagePostDateIso'] = get_the_date( 'c' );
211         $dataLayer['pagePostDateUnix'] = get_the_date( 'U' );
212     }
213
214     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTERMLIST ] ) {
215         $dataLayer["pagePostTerms"] = array();
216         $object_taxonomies = get_object_taxonomies( get_post_type() );
217         foreach( $object_taxonomies as $one_object_taxonomy ) {
218             $post_taxonomy_values = get_the_terms( $GLOBALS[ "post" ]->ID, $one_object_taxonomy
219             if ( is_array( $post_taxonomy_values ) ) {
220                 $dataLayer["pagePostTerms"][$one_object_taxonomy] = array();
221                 foreach( $post_taxonomy_values as $one_taxonomy_value ) {
222                     $dataLayer["pagePostTerms"][$one_object_taxonomy][] = $one_taxonomy_value-
223                 }
224             }
225         }

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226     }
227 }
228
229 if ( is_archive() || is_post_type_archive() ) {
230     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTYPE ] ) {
231         $dataLayer['pagePostType'] = get_post_type();
232
233         if ( is_category() ) {
234             $dataLayer['pagePostType2'] = 'category-' . get_post_type();
235         } elseif ( is_tag() ) {
236             $dataLayer['pagePostType2'] = 'tag-' . get_post_type();
237         } elseif ( is_tax() ) {
238             $dataLayer['pagePostType2'] = 'tax-' . get_post_type();
239         } elseif ( is_author() ) {
240             $dataLayer['pagePostType2'] = 'author-' . get_post_type();
241         } elseif ( is_year() ) {
242             $dataLayer['pagePostType2'] = 'year-' . get_post_type();
243
244             if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTDATE ] ) {
245                 $dataLayer['pagePostDateYear'] = get_the_date( 'Y' );
246             }
247         } elseif ( is_month() ) {
248             $dataLayer['pagePostType2'] = 'month-' . get_post_type();
249
250             if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTDATE ] ) {
251                 $dataLayer['pagePostDateYear'] = get_the_date( 'Y' );
252                 $dataLayer['pagePostDateMonth'] = get_the_date( 'm' );
253             }
254         } elseif ( is_day() ) {
255             $dataLayer['pagePostType2'] = 'day-' . get_post_type();
256
257             if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTDATE ] ) {
258                 $dataLayer['pagePostDate'] = get_the_date();
259                 $dataLayer['pagePostDateYear'] = get_the_date( 'Y' );
260                 $dataLayer['pagePostDateMonth'] = get_the_date( 'm' );
261                 $dataLayer['pagePostDateDay'] = get_the_date( 'd' );
262             }
263         } elseif ( is_time() ) {
264             $dataLayer['pagePostType2'] = 'time-' . get_post_type();
265         } elseif ( is_date() ) {
266             $dataLayer['pagePostType2'] = 'date-' . get_post_type();
267
268             if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTDATE ] ) {
269                 $dataLayer['pagePostDate'] = get_the_date();
270                 $dataLayer['pagePostDateYear'] = get_the_date( 'Y' );
271                 $dataLayer['pagePostDateMonth'] = get_the_date( 'm' );
272                 $dataLayer['pagePostDateDay'] = get_the_date( 'd' );
273             }
274         }

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275     }
276
277     if ( ( is_tax() || is_category() ) && $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_CATEGORIES ]
278         $_post_cats
279         = get_the_category();
280         $dataLayer['pageCategory'] = array();
281         foreach ( $_post_cats as $_one_cat ) {
282             $dataLayer['pageCategory'][] = $_one_cat->slug;
283         }
284     }
285
286     if ( ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_AUTHORID ] ) && ( is_author() ) ) {
287         global $authordata;
288         $dataLayer['pagePostAuthorID'] = isset( $authordata->ID ) ? $authordata->ID : 0;
289     }
290
291     if ( ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_AUTHOR ] ) && ( is_author() ) ) {
292         $dataLayer['pagePostAuthor'] = get_the_author();
293     }
294
295     if ( is_search() ) {
296         $dataLayer['pagePostType'] = 'search-results';
297
298         $dataLayer['siteSearchTerm'] = get_search_query();
299         $dataLayer['siteSearchFrom'] = '';
300         if ( ! empty( $_SERVER['HTTP_REFERER'] ) ) {
301             $referer_url_parts = explode( '?', $_SERVER['HTTP_REFERER'] );
302             if ( count( $referer_url_parts ) > 1 ) {
303                 $dataLayer['siteSearchFrom'] = $referer_url_parts[0] . '?' . rawurlencode( $refere
304             } else {
305                 $dataLayer['siteSearchFrom'] = $referer_url_parts[0];
306             }
307         }
308         $dataLayer['siteSearchResults'] = $wp_query->post_count;
309     }
310
311     if ( is_front_page() && $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTYPE ] ) {
312         $dataLayer['pagePostType'] = 'frontpage';
313     }
314
315     if ( ! is_front_page() && is_home() && $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTYPE ] ) {
316         $dataLayer['pagePostType'] = 'bloghome';
317     }
318
319     if ( is_404() ) {
320         $dataLayer['pagePostType'] = '404-error';
321     }
322
323     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_BROWSERDATA ] || $gtm4wp_options[ GTM4WP_OPTION_IN

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324     spl_autoload_register(
325         function( $class ) {
326             $class_parts = explode( '\\', $class );
327             if ( 'WhichBrowser' == $class_parts[0] ) {
328                 include dirname( __FILE__ ) . '/../integration/whichbrowser/' . str_replace( a
329             }
330         }
331     );
332
333     require_once dirname( __FILE__ ) . '/../integration/whichbrowser/src/Parser.php';
334
335     $gtp4wp_headers = getallheaders();
336     if ( ( false === $gtp4wp_headers ) && isset( $_SERVER['HTTP_USER_AGENT'] ) ) {
337         $gtp4wp_headers = $_SERVER['HTTP_USER_AGENT'];
338     }
339     if ( false !== $gtp4wp_headers ) {
340         $detected = new WhichBrowser\Parser( $gtp4wp_headers );
341
342         if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_BROWSERDATA ] ) {
343             $dataLayer['browserName'] = isset( $detected->browser->name ) ? $detected->brow
344             $dataLayer['browserVersion'] = isset( $detected->browser->version->value ) ? $dete
345
346             $dataLayer['browserEngineName'] = isset( $detected->engine->name ) ? $detected-
347             $dataLayer['browserEngineVersion'] = isset( $detected->engine->version->value ) ?
348         }
349
350         if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_OSDATA ] ) {
351             $dataLayer['osName'] = isset( $detected->os->name ) ? $detected->os->name : '';
352             $dataLayer['osVersion'] = isset( $detected->os->version->value ) ? $detected->os->
353         }
354
355         if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_DEVICEDATA ] ) {
356             $dataLayer['deviceType'] = isset( $detected->device->type ) ? $detected->d
357             $dataLayer['deviceManufacturer'] = isset( $detected->device->manufacturer ) ? $det
358             $dataLayer['deviceModel'] = isset( $detected->device->model ) ? $detected->
359         }
360     }
361 }
362
363 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTCOUNT ] ) {
364     $dataLayer['postCountOnPage'] = (int) $wp_query->post_count;
365     $dataLayer['postCountTotal'] = (int) $wp_query->found_posts;
366 }
367
368 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTID ] && is_singular() === true ) {
369     $dataLayer['postID'] = (int) get_the_ID();
370 }
371
372 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTFORMAT ] && is_singular() === true ) {

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373     $dataLayer['postFormat'] = get_post_format() ?: 'standard';
374 }
375
376 if ( $gtm4wp_options[ GTM4WP_OPTION_BLACKLIST_ENABLE ] > 0 ) {
377     $_gtmrestrictlistitems = array();
378
379     // because of security reasons, we loop through each stored entity in the options and vali
380     // to make sure nobody has entered some 'funny' item manually
381     $valid_entity_ids = array_merge(
382         array_keys( $gtm4wp_entity_ids[ 'tags' ] ),
383         array_keys( $gtm4wp_entity_ids[ 'triggers' ] ),
384         array_keys( $gtm4wp_entity_ids[ 'variables' ] )
385     );
386     foreach( $gtm4wp_options[ GTM4WP_OPTION_BLACKLIST_STATUS ] as $listed_entity ) {
387         if ( in_array( $listed_entity, $valid_entity_ids ) ) {
388             $_gtmrestrictlistitems[] = $listed_entity;
389         }
390     }
391
392     $_gtmwhitelist = array();
393     $_gtmblacklist = array();
394     if ( $gtm4wp_options[ GTM4WP_OPTION_BLACKLIST_ENABLE ] == 1 ) {
395         $_gtmblacklist = array_merge( $_gtmblacklist, $_gtmrestrictlistitems );
396     } else {
397         $_gtmwhitelist = array_merge( $_gtmwhitelist, $_gtmrestrictlistitems );
398     }
399
400     $dataLayer['gtm.whitelist'] = $_gtmwhitelist;
401     $dataLayer['gtm.blacklist'] = $_gtmblacklist;
402 }
403
404 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_MISCGEOCF ] && isset( $_SERVER['HTTP_CF_IPCOUNTRY'] )
405     $dataLayer['geoCloudflareCountryCode'] = $_SERVER['HTTP_CF_IPCOUNTRY'];
406 }
407
408 if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_WEATHER ] || $gtm4wp_options[ GTM4WP_OPTION_INCLUD
409     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_WEATHER ] ) {
410         $dataLayer['weatherCategory'] = __( '(no weather data available)', 'duracelltomi-go
411         $dataLayer['weatherDescription'] = __( '(no weather data available)', 'duracelltomi-go
412         $dataLayer['weatherTemp'] = 0;
413         $dataLayer['weatherPressure'] = 0;
414         $dataLayer['weatherWindSpeed'] = 0;
415         $dataLayer['weatherWindDeg'] = 0;
416         $dataLayer['weatherDataStatus'] = 'Initialized with empty data';
417     }
418
419     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_MISCGEO ] ) {
420         $dataLayer['geoCountryCode'] = __( '(no geo data available)', 'duracelltomi-google-tag
421         $dataLayer['geoCountryName'] = __( '(no geo data available)', 'duracelltomi-google-tag

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422     $dataLayer['geoRegionCode'] = __( '(no geo data available)', 'duracelltomi-google-tag
423     $dataLayer['geoRegionName'] = __( '(no geo data available)', 'duracelltomi-google-tag
424     $dataLayer['geoCity']       = __( '(no geo data available)', 'duracelltomi-google-tag
425     $dataLayer['geoZipcode']    = __( '(no geo data available)', 'duracelltomi-google-tag
426     $dataLayer['geoLatitude']   = __( '(no geo data available)', 'duracelltomi-google-tag
427     $dataLayer['geoLongitude']  = __( '(no geo data available)', 'duracelltomi-google-tag
428 }
429
430 $client_ip = gtm4wp_get_user_ip();
431
432 if ( '' !== $client_ip ) {
433     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_WEATHER ] ) {
434         $weatherdata = get_transient( 'gtm4wp-weatherdata-' . esc_attr( $client_ip ) );
435
436         if ( false !== $weatherdata ) {
437             $dataLayer['weatherCategory']      = $weatherdata->weather[0]->main;
438             $dataLayer['weatherDescription']    = $weatherdata->weather[0]->description;
439             $dataLayer['weatherTemp']          = $weatherdata->main->temp;
440             $dataLayer['weatherPressure']       = $weatherdata->main->pressure;
441             $dataLayer['weatherWindSpeed']      = $weatherdata->wind->speed;
442             $dataLayer['weatherWindDeg']        = ( isset($weatherdata->wind->deg) ? $wea
443             $dataLayer['weatherFullWeatherData'] = $weatherdata;
444             $dataLayer['weatherDataStatus']     = 'Read from cache';
445         } else {
446             $dataLayer['weatherDataStatus'] = 'No weather data in cache ( ' . esc_attr( $cl
447         }
448     }
449
450     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_MISCGEO ] ) {
451         $geodata = get_transient( 'gtm4wp-geodata-' . esc_attr( $client_ip ) );
452
453         if ( false !== $geodata ) {
454             $dataLayer['geoFullGeoData'] = $geodata;
455
456             if ( isset( $geodata->latitude ) ) {
457                 $dataLayer['geoCountryCode'] = $geodata->country_code;
458                 $dataLayer['geoCountryName'] = $geodata->country_name;
459                 $dataLayer['geoRegionCode']  = $geodata->region_code;
460                 $dataLayer['geoRegionName']  = $geodata->region_name;
461                 $dataLayer['geoCity']        = $geodata->city;
462                 $dataLayer['geoZipcode']     = $geodata->zip;
463                 $dataLayer['geoLatitude']    = $geodata->latitude;
464                 $dataLayer['geoLongitude']   = $geodata->longitude;
465             }
466         }
467     }
468 }
469 }
470

```

```

471     return $dataLayer;
472 }
473
474 function gtm4wp_wp_loaded() {
475     global $gtm4wp_options;
476
477     if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_WEATHER ] || $gtm4wp_options[ GTM4WP_OPTION_INCLUDE
478         $client_ip = gtm4wp_get_user_ip();
479         $geodata = get_transient( 'gtm4wp-geodata-' . esc_attr( $client_ip ) );
480
481         if ( false === $geodata ) {
482             $gtm4wp_geodata = @wp_remote_get( sprintf( 'http://api.ipstack.com/%s?access_key=%s&fo
483
484             if ( is_array( $gtm4wp_geodata ) && ( 200 == $gtm4wp_geodata['response']['code'] ) ) {
485                 $gtm4wp_geodata = @json_decode( $gtm4wp_geodata['body'] );
486
487                 if ( is_object( $gtm4wp_geodata ) ) {
488                     set_transient( 'gtm4wp-geodata-' . esc_attr( $client_ip ), $gtm4wp_geodata, 60
489
490                     $weatherdata = get_transient( 'gtm4wp-weatherdata-' . esc_attr( $client_ip ) )
491                     if ( false === $weatherdata && isset( $gtm4wp_geodata->latitude ) ) {
492
493                         $weatherdata = wp_remote_get( 'http://api.openweathermap.org/data/2.5/weat
494
495                         if ( is_array( $weatherdata ) && ( 200 == $weatherdata['response']['code'] ]
496                             $weatherdata = @json_decode( $weatherdata['body'] );
497
498                             if ( is_object( $weatherdata ) ) {
499                                 set_transient( 'gtm4wp-weatherdata-' . esc_attr( $client_ip ), $we
500                                 setcookie( 'gtm4wp_last_weatherstatus', 'Weather data loaded.', 0,
501                             } else {
502                                 setcookie( 'gtm4wp_last_weatherstatus', 'Openweathermap.org did no
503                             }
504                         } else {
505                             if ( is_wp_error( $weatherdata ) ) {
506                                 setcookie( 'gtm4wp_last_weatherstatus', 'Openweathermap.org reques
507                             } else {
508                                 setcookie( 'gtm4wp_last_weatherstatus', 'Openweathermap.org return
509                             }
510                         }
511                     }
512                 } else {
513                     setcookie( 'gtm4wp_last_weatherstatus', 'ipstack.com did not return lat-lng da
514                 }
515             } else {
516                 if ( is_wp_error( $gtm4wp_geodata ) ) {
517                     setcookie( 'gtm4wp_last_weatherstatus', 'ipstack.com request error: ' . $gtm4w
518                 } else {
519                     setcookie( 'gtm4wp_last_weatherstatus', 'ipstack.com returned status code: ' .

```

```

520         }
521     }
522 }
523 }
524 }
525
526 function gtm4wp_get_container_placement_string() {
527     global $gtm4wp_options;
528
529     switch($gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ]) {
530         case GTM4WP_PLACEMENT_FOOTER: return "footer";
531         case GTM4WP_PLACEMENT_BODYOPEN: return "manual";
532         case GTM4WP_PLACEMENT_BODYOPEN_AUTO: return "automatic";
533         case GTM4WP_PLACEMENT_OFF: return "off";
534         default: return "unknown (" . $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] . ")";
535     }
536 }
537
538 function gtm4wp_get_the_gtm_tag() {
539     global $gtm4wp_options, $gtm4wp_datalayer_name, $gtm4wp_container_code_written;
540
541     $has_html5_support = current_theme_supports( 'html5' );
542     $add_cookiebot_ignore = $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_COOKIEBOT ];
543
544     $_gtm_tag = '
545 <!-- GTM Container placement set to ' . gtm4wp_get_container_placement_string() . ' -->
546 <!-- Google Tag Manager (noscript) -->';
547
548     if ( GTM4WP_PLACEMENT_OFF == $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] ) {
549         $gtm4wp_container_code_written = true;
550
551         $_gtm_tag .= '
552 <script' . ( $has_html5_support ? '' : ' type="text/javascript"' ) . ( $add_cookiebot_ignore ? ' d
553     const console_cmd = console.warn || console.log;
554     console_cmd && console_cmd("[GTM4WP] Google Tag Manager container code placement set to OFF !!
555     console_cmd && console_cmd("[GTM4WP] Data layer codes are active but GTM container must be loa
556 </script>';
557     }
558
559     if ( ( $gtm4wp_options[ GTM4WP_OPTION_GTM_CODE ] != '' ) && ( ! $gtm4wp_container_code_written
560         $_gtm_codes = explode( ',', str_replace( array( ';', ' ' ), array( ',', ' ' ), $gtm4wp_opti
561
562         if ( ( '' != $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] ) && ( '' != $gtm4wp_options[ G
563             $_gtm_env = '&gtm_auth=' . $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] . '&gtm_previ
564         } else {
565             $_gtm_env = '';
566         }
567
568     $_gtm_domain_name = 'www.googletagmanager.com';

```

```

569         if ( $gtm4wp_options[ GTM4WP_OPTION_GTMDOMAIN ] != '' ) {
570             $_gtm_domain_name = $gtm4wp_options[ GTM4WP_OPTION_GTMDOMAIN ];
571         }
572
573         foreach ( $_gtm_codes as $one_gtm_code ) {
574             $_gtm_tag .= '
575 <noscript><iframe src="https://" . $_gtm_domain_name . '/ns.html?id=' . $one_gtm_code . $_gtm_env
576 height="0" width="0" style="display:none;visibility:hidden" aria-hidden="true"></iframe></noscript
577         }
578
579         $_gtm_tag .= '
580 <!-- End Google Tag Manager (noscript) -->';
581
582         $_gtm_tag = apply_filters( GTM4WP_WPFILTER_GETTHEGTMTAG, $_gtm_tag );
583         $gtm4wp_container_code_written = true;
584     }
585
586     return $_gtm_tag;
587 }
588
589 function gtm4wp_the_gtm_tag() {
590     echo gtm4wp_get_the_gtm_tag();
591 }
592
593 function gtm4wp_enqueue_scripts() {
594     global $gtm4wp_options, $gtp4wp_plugin_url;
595
596     if ( $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_WPCF7 ] ) {
597         $in_footer = apply_filters( 'gtm4wp_' . GTM4WP_OPTION_INTEGRATE_WPCF7, true );
598         wp_enqueue_script( 'gtm4wp-contact-form-7-tracker', $gtp4wp_plugin_url . 'js/gtm4wp-contac
599     }
600
601     if ( $gtm4wp_options[ GTM4WP_OPTION_EVENTS_FORMMOVE ] ) {
602         $in_footer = apply_filters( 'gtm4wp_' . GTM4WP_OPTION_EVENTS_FORMMOVE, true );
603         wp_enqueue_script( 'gtm4wp-form-move-tracker', $gtp4wp_plugin_url . 'js/gtm4wp-form-move-t
604     }
605
606     if ( $gtm4wp_options[ GTM4WP_OPTION_EVENTS_YOUTUBE ] ) {
607         require_once dirname( __FILE__ ) . '/../integration/youtube.php';
608     }
609
610     if ( $gtm4wp_options[ GTM4WP_OPTION_EVENTS_VIMEO ] ) {
611         require_once dirname( __FILE__ ) . '/../integration/vimeo.php';
612     }
613
614     if ( $gtm4wp_options[ GTM4WP_OPTION_EVENTS_SOUNDCLOUD ] ) {
615         require_once dirname( __FILE__ ) . '/../integration/soundcloud.php';
616     }
617

```

```

618     if ( $gtm4wp_options[ GTM4WP_OPTION_SCROLLER_ENABLED ] ) {
619         $in_footer = apply_filters( 'gtm4wp_' . GTM4WP_OPTION_SCROLLER_ENABLED, false );
620         wp_enqueue_script( 'gtm4wp-scroll-tracking', $gtm4wp_plugin_url . 'js/analytics-talk-conte
621     }
622 }
623
624 function gtm4wp_wp_footer() {
625     global $gtm4wp_options, $gtm4wp_datalayer_name;
626
627     if ( GTM4WP_PLACEMENT_FOOTER == $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] ) {
628         gtm4wp_the_gtm_tag();
629     }
630
631     $has_html5_support = current_theme_supports( 'html5' );
632     $add_cookiebot_ignore = $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_COOKIEBOT ];
633
634     if ( $gtm4wp_options[ GTM4WP_OPTION_EVENTS_NEWUSERREG ] ) {
635         $user_logged_in = array_key_exists( "gtm4wp_user_logged_in", $_COOKIE ) ?
636             filter_var( $_COOKIE[ "gtm4wp_user_logged_in" ], FILTER_VALIDATE_INT )
637             : 0;
638
639         if ( $user_logged_in ) {
640             echo "
641 <script" . ( $has_html5_support ? '' : ' type="text/javascript"' ) . ( $add_cookiebot_ignore ? ' d
642             if ( window." . $gtm4wp_datalayer_name . " ) {
643                 window." . $gtm4wp_datalayer_name . ".push({
644                     'event': 'gtm4wp.userLoggedIn'
645                 });
646             }
647 </script>";
648
649             unset( $_COOKIE[ "gtm4wp_user_logged_in" ] );
650         }
651     }
652
653     if ( $gtm4wp_options[ GTM4WP_OPTION_EVENTS_USERLOGIN ] ) {
654         $user_registered = array_key_exists( "gtm4wp_user_registered", $_COOKIE ) ?
655             filter_var( $_COOKIE[ "gtm4wp_user_registered" ], FILTER_VALIDATE_INT )
656             : 0;
657
658         if ( $user_registered ) {
659             echo "
660 <script" . ( $has_html5_support ? '' : ' type="text/javascript"' ) . ( $add_cookiebot_ignore ? ' d
661             if ( window." . $gtm4wp_datalayer_name . " ) {
662                 window." . $gtm4wp_datalayer_name . ".push({
663                     'event': 'gtm4wp.userRegistered'
664                 });
665             }
666 </script>";

```

```

667         unset( $_COOKIE[ "gtm4wp_user_registered" ] );
668     }
669 }
670 }
671 }
672
673 function gtm4wp_wp_body_open() {
674     global $gtm4wp_options;
675
676     if ( ( GTM4WP_PLACEMENT_BODYOPEN == $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] ) || ( GTM4
677         gtm4wp_the_gtm_tag();
678     }
679 }
680
681 function gtm4wp_filter_visitor_keys( $dataLayer ) {
682     foreach ( $dataLayer as $dl_key => $dl_value ) {
683         if ( strpos( $dl_key, 'visitor' ) !== false ) {
684             unset( $dataLayer[ $dl_key ] );
685         }
686     }
687
688     return $dataLayer;
689 }
690
691 /**
692  * GTM4WP global JS variables WordPress filter
693  *
694  * @author Vincent Koc <https://github.com/koconder/>
695  * @link https://github.com/duracelltomi/gtm4wp/issues/34
696  * @return mixed returns the
697  */
698 function gtm4wp_add_global_vars( $vars, $return = false ) {
699     if ( ! $return ) {
700         if ( function_exists( $vars ) ) {
701             $vars = $vars();
702         }
703         $GLOBALS['gtm4wp_datalayer_globalvars'] = $GLOBALS['gtm4wp_datalayer_globalvars'] . ' ' .
704     }
705     return $GLOBALS['gtm4wp_datalayer_globalvars'];
706 }
707
708 function gtm4wp_wp_header_top( $echo = true ) {
709     global $gtm4wp_options, $gtm4wp_datalayer_name;
710
711     $has_html5_support = current_theme_supports( 'html5' );
712     $add_cookiebot_ignore = $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_COOKIEBOT ];
713
714     $_gtm_top_content = '
715 <!-- Google Tag Manager for WordPress by gtm4wp.com -->

```

```

716 <script data-cfasync="false" data-pagespeed-no-defer' . ( $has_html5_support ? ' type="text/javasc
717     var gtm4wp_datalayer_name = '' . $gtm4wp_datalayer_name . '';
718     var ' . $gtm4wp_datalayer_name . ' = ' . $gtm4wp_datalayer_name . ' || []';
719
720     // Load in the global variables from gtm4wp_add_global_vars / GTM4WP_WPFILTER_ADDGLOBALVARS fi
721     $_gtm_top_content .= apply_filters( GTM4WP_WPFILTER_ADDGLOBALVARS, '' );
722
723     if ( $gtm4wp_options[ GTM4WP_OPTION_SCROLLER_ENABLED ] ) {
724         $_gtm_top_content .= '
725
726         var gtm4wp_scrollerscript_debugmode         = ' . ( $gtm4wp_options[ GTM4WP_OPTION_SCROLLER_DE
727         var gtm4wp_scrollerscript_callbacktime       = ' . (int) $gtm4wp_options[ GTM4WP_OPTION_SCROLLE
728         var gtm4wp_scrollerscript_readerlocation     = ' . (int) $gtm4wp_options[ GTM4WP_OPTION_SCROLLE
729         var gtm4wp_scrollerscript_contentelementid   = '' . $gtm4wp_options[ GTM4WP_OPTION_SCROLLER_CON
730         var gtm4wp_scrollerscript_scannertime        = ' . (int) $gtm4wp_options[ GTM4WP_OPTION_SCROLLE
731     }
732
733     $_gtm_top_content .= '
734 </script>
735 <!-- End Google Tag Manager for WordPress by gtm4wp.com -->';
736
737     if ( ! gtm4wp_amp_running() ) {
738         if ( $echo ) {
739             echo $_gtm_top_content;
740         } else {
741             return $_gtm_top_content;
742         }
743     }
744 }
745
746 function gtm4wp_wp_header_begin( $echo = true ) {
747     global $gtm4wp_datalayer_name, $gtm4wp_datalayer_json, $gtm4wp_options, $woocommerce;
748
749     $has_html5_support = current_theme_supports( 'html5' );
750     $add_cookiebot_ignore = $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_COOKIEBOT ];
751
752     $_gtm_header_content = '
753 <!-- Google Tag Manager for WordPress by gtm4wp.com -->
754 <!-- GTM Container placement set to ' . gtm4wp_get_container_placement_string() . ' -->
755 <script data-cfasync="false" data-pagespeed-no-defer' . ( $has_html5_support ? ' type="text/javasc
756     const console_cmd = console.warn || console.log;';
757
758     if ( $gtm4wp_options[ GTM4WP_OPTION_GTM_CODE ] != '' ) {
759         $gtm4wp_datalayer_data = array();
760         $gtm4wp_datalayer_data = (array) apply_filters( GTM4WP_WPFILTER_COMPILE_DATA_LAYER, $gtm4wp
761
762         if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_REMARKETING ] ) {
763             // add Google Ads remarketing tags as suggested here:
764             // https://support.google.com/tagmanager/answer/3002580?hl=en

```



```

765     add_filter( GTM4WP_WPFILTER_COMPILE_REMARKTING, 'gtm4wp_filter_visitor_keys' );
766     $gtm4wp_remarketing_tags = (array) apply_filters( GTM4WP_WPFILTER_COMPILE_REMARKTING,
767
768         $_gtm_header_content                .= "\nvar google_tag_params = ";
769         $_gtm_header_content                .= json_encode( $gtm4wp_remarketing_tags );
770         $_gtm_header_content                .= ';;';
771         $gtm4wp_datalayer_data['google_tag_params'] = '~~-window.google_tag_params~~-';
772     }
773
774     if ( version_compare( PHP_VERSION, '5.4.0' ) >= 0 ) {
775         $gtm4wp_datalayer_json = json_encode( $gtm4wp_datalayer_data, JSON_UNESCAPED_UNICODE );
776     } else {
777         $gtm4wp_datalayer_json = json_encode( $gtm4wp_datalayer_data );
778     }
779
780     // Clean up and then push datalayer to AMP
781     $gtm4wp_datalayer_json = str_replace(
782         array( '"~~-', '~~-" ' ),
783         array( '', '' ),
784         str_replace( ' ', '-', $gtm4wp_datalayer_json )
785     );
786
787     $_gtm_header_content .= '
788 var dataLayer_content = ' . $gtm4wp_datalayer_json . ';;';
789
790     // fire WooCommerce order double tracking protection only if WooCommerce is active and use
791     if ( isset( $gtm4wp_options ) && ( $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_WCTRACKCLASSIC
792
793         $_gtm_header_content .= '
794 // if dataLayer contains ecommerce purchase data, check whether it has been already tracked
795 if ( dataLayer_content.transactionId || ( dataLayer_content.ecommerce && dataLayer_content.eco
796 // read order id already tracked from cookies
797 var gtm4wp_orderid_tracked = "";
798
799 if ( !window.localStorage ) {
800     var gtm4wp_cookie = "; " + document.cookie;
801     var gtm4wp_cookie_parts = gtm4wp_cookie.split( "; gtm4wp_orderid_tracked=" );
802     if ( gtm4wp_cookie_parts.length == 2 ) {
803         gtm4wp_orderid_tracked = gtm4wp_cookie_parts.pop().split(";").shift();
804     }
805 } else {
806     gtm4wp_orderid_tracked = window.localStorage.getItem( "gtm4wp_orderid_tracked" );
807 }
808
809 // check enhanced ecommerce
810 if ( dataLayer_content.ecommerce && dataLayer_content.ecommerce.purchase ) {
811     if ( gtm4wp_orderid_tracked && ( dataLayer_content.ecommerce.purchase.actionField.id =
812         delete dataLayer_content.ecommerce.purchase;
813     } else {

```

```

814         gtm4wp_orderid_tracked = dataLayer_content.ecommerce.purchase.actionField.id;
815     }
816 }
817
818 // check app+web ecommerce
819 if ( dataLayer_content.ecommerce && dataLayer_content.ecommerce.items ) {
820     if ( gtm4wp_orderid_tracked && ( dataLayer_content.ecommerce.transaction_id == gtm4wp_
821         delete dataLayer_content.ecommerce.affiliation;
822         delete dataLayer_content.ecommerce.value;
823         delete dataLayer_content.ecommerce.currency;
824         delete dataLayer_content.ecommerce.tax;
825         delete dataLayer_content.ecommerce.shipping;
826         delete dataLayer_content.ecommerce.transaction_id;
827
828         delete dataLayer_content.ecommerce.items;
829     } else {
830         gtm4wp_orderid_tracked = dataLayer_content.ecommerce.purchase.actionField.id;
831     }
832 }
833
834 // check standard ecommerce
835 if ( dataLayer_content.transactionId ) {
836     if ( gtm4wp_orderid_tracked && ( dataLayer_content.transactionId == gtm4wp_orderid_tra
837         delete dataLayer_content.transactionId;
838         delete dataLayer_content.transactionDate;
839         delete dataLayer_content.transactionType;
840         delete dataLayer_content.transactionAffiliation;
841         delete dataLayer_content.transactionTotal;
842         delete dataLayer_content.transactionShipping;
843         delete dataLayer_content.transactionTax;
844         delete dataLayer_content.transactionPaymentType;
845         delete dataLayer_content.transactionCurrency;
846         delete dataLayer_content.transactionShippingMethod;
847         delete dataLayer_content.transactionPromoCode;
848         delete dataLayer_content.transactionProducts;
849     } else {
850         gtm4wp_orderid_tracked = dataLayer_content.transactionId;
851     }
852 }
853
854 if ( gtm4wp_orderid_tracked ) {
855     if ( !window.localStorage ) {
856         var gtm4wp_orderid_cookie_expire = new Date();
857         gtm4wp_orderid_cookie_expire.setTime( gtm4wp_orderid_cookie_expire.getTime() + (36
858         var gtm4wp_orderid_cookie_expires_part = "expires=" + gtm4wp_orderid_cookie_expire
859         document.cookie = "gtm4wp_orderid_tracked=" + gtm4wp_orderid_tracked + ";" + gtm4w
860     } else {
861         window.localStorage.setItem( "gtm4wp_orderid_tracked", gtm4wp_orderid_tracked );
862     }

```

```

863     }
864
865     }';
866     }
867
868     $_gtm_header_content .= '
869     ' . $gtm4wp_dataLayer_name . '.push( dataLayer_content );';
870     }
871
872     $_gtm_header_content .= '
873 </script>';
874
875     $_gtm_header_content .= apply_filters( GTM4WP_WPFILTER_AFTER_DATA_LAYER, '' );
876
877     $output_container_code = true;
878     if ( GTM4WP_PLACEMENT_OFF == $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] ) {
879         $output_container_code = false;
880
881         $_gtm_header_content .= '
882 <script' . ( $has_html5_support ? '' : ' type="text/javascript"' ) . ( $add_cookiebot_ignore ? ' d
883         console_cmd && console_cmd("[GTM4WP] Google Tag Manager container code placement set to OFF !!
884         console_cmd && console_cmd("[GTM4WP] Data layer codes are active but GTM container must be loa
885 </script>';
886     }
887
888     $disabled_roles = explode( ',', $gtm4wp_options[ GTM4WP_OPTION_NOGTMFORLOGGEDIN ] );
889     if ( count( $disabled_roles ) > 0 ) {
890         $current_user = wp_get_current_user();
891         foreach( $current_user->roles as $user_role ) {
892             if ( in_array( $user_role, $disabled_roles ) ) {
893                 $output_container_code = false;
894
895                 $_gtm_header_content .= '
896 <script' . ( $has_html5_support ? '' : ' type="text/javascript"' ) . ( $add_cookiebot_ignore ? ' d
897         console_cmd && console_cmd("[GTM4WP] Google Tag Manager container code was disabled for this u
898         console_cmd && console_cmd("[GTM4WP] Logout or login with a user having a different user role!
899         console_cmd && console_cmd("[GTM4WP] Data layer codes are active but GTM container code is omi
900 </script>';
901
902                 break;
903             }
904         }
905     }
906
907     if ( ( $gtm4wp_options[ GTM4WP_OPTION_GTM_CODE ] != '' ) && $output_container_code ) {
908         $gtm_codes = explode( ',', str_replace( array( ';' ), array( ',' ), $gtm4wp_opti
909         $add_cookiebot_ignore = $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_COOKIEBOT ];
910
911         $_gtm_tag = '';

```

```

912     foreach ( $_gtm_codes as $one_gtm_code ) {
913         if ( ( '' != $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] ) && ( '' != $gtm4wp_option
914             $_gtm_env = "'&gtm_auth=" . $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] . '&gtm
915         } else {
916             $_gtm_env = '';
917         }
918
919         $_gtm_domain_name = 'www.googletagmanager.com';
920         if ( $gtm4wp_options[ GTM4WP_OPTION_GTMDOMAIN ] != '' ) {
921             $_gtm_domain_name = $gtm4wp_options[ GTM4WP_OPTION_GTMDOMAIN ];
922         }
923
924         $_gtm_tag .= '
925 <script data-cfasync="false"' . ( $add_cookiebot_ignore ? ' data-cookieconsent="ignore"' : '' ) .
926 (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'\>tm.start\':
927 new Date().getTime(),event:'\>tm.js'\});var f=d.getElementsByTagName(s)[0],
928 j=d.createElement(s),dl=l!='dataLayer'?'&l=\'+l:\'\';j.async=true;j.src=
929 '\/' . $_gtm_domain_name . '/gtm.\'' . '+\>js?id=\'+i+dl' . $_gtm_env . ';f.parentNode.insertBefo
930 })(window,document,\>script\',' . $gtm4wp_datatlayer_name . '\',' . $one_gtm_code . '\');
931 </script>';
932     }
933
934     $_gtm_tag .= '
935 <!-- End Google Tag Manager -->';
936
937     $_gtm_tag
938         = apply_filters( GTM4WP_WPFILTER_GETTHEGTM_TAG, $_gtm_tag );
939     $_gtm_header_content .= $_gtm_tag;
940 }
941
942 $_gtm_header_content .= '
943 <!-- End Google Tag Manager for WordPress by gtm4wp.com -->';
944
945 if ( ! gtm4wp_amp_running() ) {
946     if ( $echo ) {
947         echo $_gtm_header_content;
948     } else {
949         return $_gtm_header_content;
950     }
951 }
952
953 function gtm4wp_wp_login() {
954     setcookie(
955         "gtm4wp_user_logged_in",
956         "1",
957         0,
958         "/",
959         "",
960         (false !== strstr( get_option( 'home' ), 'https:' )) && is_ssl(),

```

```

961         true
962     );
963 }
964
965 function gtm4wp_user_register() {
966     setcookie(
967         "gtm4wp_user_registered",
968         "1",
969         0,
970         "/",
971         "",
972         (false !== strstr( get_option( 'home' ), 'https:' )) && is_ssl(),
973         true
974     );
975 }
976
977 function gtm4wp_rocket_excluded_inline_js_content( $pattern ) {
978     $pattern[] = 'dataLayer';
979     $pattern[] = 'gtm4wp';
980
981     return $pattern;
982 }
983
984 function gtm4wp_wp_init() {
985     if ( array_key_exists( "gtm4wp_user_logged_in", $_COOKIE ) ) {
986         setcookie(
987             "gtm4wp_user_logged_in",
988             "",
989             -10000,
990             "/",
991             "",
992             (false !== strstr( get_option( 'home' ), 'https:' )) && is_ssl(),
993             true
994         );
995     }
996
997     if ( array_key_exists( "gtm4wp_user_registered", $_COOKIE ) ) {
998         setcookie(
999             "gtm4wp_user_registered",
1000             "",
1001             -10000,
1002             "/",
1003             "",
1004             (false !== strstr( get_option( 'home' ), 'https:' )) && is_ssl(),
1005             true
1006         );
1007     }
1008 }
1009

```

```

1010 add_action( 'wp_enqueue_scripts', 'gtm4wp_enqueue_scripts' );
1011 $gtm4wp_header_begin_prior = 10;
1012 if ( isset( $GLOBALS['gtm4wp_options'] ) && $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_LOADEARLY ]
1013     $gtm4wp_header_begin_prior = 2;
1014 }
1015 add_action( 'wp_head', 'gtm4wp_wp_header_begin', $gtm4wp_header_begin_prior, 0 );
1016 add_action( 'wp_head', 'gtm4wp_wp_header_top', 1, 0 );
1017 add_action( 'wp_footer', 'gtm4wp_wp_footer' );
1018 add_action( 'wp_loaded', 'gtm4wp_wp_loaded' );
1019 add_filter( GTM4WP_WPFILTER_COMPILE_DATA_LAYER, 'gtm4wp_add_basic_data_layer_data' );
1020 add_action( 'init', 'gtm4wp_wp_init' );
1021
1022 // to be able to easily migrate from other Google Tag Manager plugins
1023 add_action( 'body_open', 'gtm4wp_wp_body_open' );
1024
1025 // compatibility with existing themes that natively support code injection after opening body tag
1026 add_action( 'genesis_before', 'gtm4wp_wp_body_open' ); // Genesis theme
1027 add_action( 'generate_before_header', 'gtm4wp_wp_body_open', 0 ); // GeneratePress theme
1028 add_action( 'elementor/page_templates/canvas/before_content', 'gtm4wp_wp_body_open' ); // Elementor
1029 add_action( 'ct_before_builder', 'gtm4wp_wp_body_open', 0 ); // Oxygen Builder
1030 add_action( 'fl_before_builder', 'gtm4wp_wp_body_open', 0 ); // Beaver Builder Theme
1031
1032 // standard WP theme support for body open tags
1033 add_action( 'wp_body_open', 'gtm4wp_wp_body_open' );
1034
1035 add_filter( 'rocket_excluded_inline_js_content', 'gtm4wp_rocket_excluded_inline_js_content' ); //
1036 if (
1037     isset( $GLOBALS['gtm4wp_options'] )
1038     && (
1039         $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_INTEGRATE_WCTRACKCLASSICEC ]
1040         || $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_INTEGRATE_WCTRACKENHANCED ]
1041     )
1042     && isset( $GLOBALS['woocommerce'] )
1043     && version_compare( WC()->version, '3.2', '>=' ) // only activate WooCommerce integration for
1044 ) {
1045     require_once dirname( __FILE__ ) . '/../integration/woocommerce.php';
1046 }
1047
1048 if ( isset( $GLOBALS['gtm4wp_options'] ) && ( $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_INTEGRATE_
1049     require_once dirname( __FILE__ ) . '/../integration/google-optimize.php';
1050 }
1051
1052 if ( isset( $GLOBALS['gtm4wp_options'] ) && ( $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_EVENTS_USE
1053     add_action( 'wp_login', 'gtm4wp_wp_login' );
1054 }
1055
1056 if ( isset( $GLOBALS['gtm4wp_options'] ) && ( $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_EVENTS_NEW
1057     add_action( 'user_register', 'gtm4wp_user_register' );
1058 }

```

