🏷 1.15 ▾
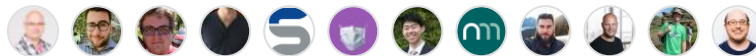
gtm4wp / public / frontend.php / <> Jump to ▾

ajtatum feat(additional date time data): Added additional post day name & pos... ⋯   🕐 History

👥 12 contributors

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

```php
1   <?php
2   define( 'GTM4WP_WPFILTER_COMPILE_DATALAYER', 'gtm4wp_compile_datalayer' );
3   define( 'GTM4WP_WPFILTER_COMPILE_REMARKTING', 'gtm4wp_compile_remarkering' );
4   define( 'GTM4WP_WPFILTER_AFTER_DATALAYER', 'gtm4wp_after_datalayer' );
5   define( 'GTM4WP_WPFILTER_GETTHEGTMTAG', '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_DATALAYER_
13      $GLOBALS['gtm4wp_datalayer_name'] = 'dataLayer';
14  } else {
15      $GLOBALS['gtm4wp_datalayer_name'] = $GLOBALS['gtm4wp_options'][ GTM4WP_OPTION_DATALAYER_NAME ]
16  }
17
18  // Setting Global Variable to Store JSON based Datalayer for Intergrations
19  $GLOBALS['gtm4wp_datalayer_json']       = '';
20  $GLOBALS['gtm4wp_datalayer_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      }
```

```php
30   }
31
32   /**
33    * Converts bool false to string false for JS
34    *
35    * @author Vincent Koc <https://github.com/koconder/>
36    * @return mixed Returs 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
```

```php
 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( '_', ' ', subst
 88                 }
 89             }
 90
 91             return $headers;
 92         }
 93     }
 94
 95     function gtm4wp_add_basic_datalayer_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();
```

```php
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          }
```

```php
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_taxonom
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                 }
```

```php
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              }
```

```php
			}

		if ( ( is_tax() || is_category() ) && $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_CATEGORIES ]
			$_post_cats                = get_the_category();
			$dataLayer['pageCategory'] = array();
			foreach ( $_post_cats as $_one_cat ) {
				$dataLayer['pageCategory'][] = $_one_cat->slug;
			}
		}

		if ( ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_AUTHORID ] ) && ( is_author() ) ) {
			global $authordata;
			$dataLayer['pagePostAuthorID'] = isset( $authordata->ID ) ? $authordata->ID : 0;
		}

		if ( ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_AUTHOR ] ) && ( is_author() ) ) {
			$dataLayer['pagePostAuthor'] = get_the_author();
		}
	}

	if ( is_search() ) {
		$dataLayer['pagePostType'] = 'search-results';

		$dataLayer['siteSearchTerm'] = get_search_query();
		$dataLayer['siteSearchFrom'] = '';
		if ( ! empty( $_SERVER['HTTP_REFERER'] ) ) {
			$referer_url_parts = explode( '?', $_SERVER['HTTP_REFERER'] );
			if ( count( $referer_url_parts ) > 1 ) {
				$dataLayer['siteSearchFrom'] = $referer_url_parts[0] . '?' . rawurlencode( $refere
			} else {
				$dataLayer['siteSearchFrom'] = $referer_url_parts[0];
			}
		}
		$dataLayer['siteSearchResults'] = $wp_query->post_count;
	}

	if ( is_front_page() && $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTYPE ] ) {
		$dataLayer['pagePostType'] = 'frontpage';
	}

	if ( ! is_front_page() && is_home() && $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTTYPE ] ) {
		$dataLayer['pagePostType'] = 'bloghome';
	}

	if ( is_404() ) {
		$dataLayer['pagePostType'] = '404-error';
	}

	if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_BROWSERDATA ] || $gtm4wp_options[ GTM4WP_OPTION_IN
```

```php
        spl_autoload_register(
            function( $class ) {
                $class_parts = explode( '\\', $class );
                if ( 'WhichBrowser' == $class_parts[0] ) {
                    include dirname( __FILE__ ) . '/../integration/whichbrowser/' . str_replace( a
                }
            }
        );

        require_once dirname( __FILE__ ) . '/../integration/whichbrowser/src/Parser.php';

        $gtp4wp_headers = getallheaders();
        if ( ( false === $gtp4wp_headers ) && isset( $_SERVER['HTTP_USER_AGENT'] ) ) {
            $gtp4wp_headers = $_SERVER['HTTP_USER_AGENT'];
        }
        if ( false !== $gtp4wp_headers ) {
            $detected = new WhichBrowser\Parser( $gtp4wp_headers );

            if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_BROWSERDATA ] ) {
                $dataLayer['browserName']    = isset( $detected->browser->name ) ? $detected->brow
                $dataLayer['browserVersion'] = isset( $detected->browser->version->value ) ? $dete

                $dataLayer['browserEngineName']    = isset( $detected->engine->name ) ? $detected-
                $dataLayer['browserEngineVersion'] = isset( $detected->engine->version->value ) ?
            }

            if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_OSDATA ] ) {
                $dataLayer['osName']    = isset( $detected->os->name ) ? $detected->os->name : '';
                $dataLayer['osVersion'] = isset( $detected->os->version->value ) ? $detected->os->
            }

            if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_DEVICEDATA ] ) {
                $dataLayer['deviceType']         = isset( $detected->device->type ) ? $detected->d
                $dataLayer['deviceManufacturer'] = isset( $detected->device->manufacturer ) ? $det
                $dataLayer['deviceModel']        = isset( $detected->device->model ) ? $detected->
            }
        }
    }

    if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTCOUNT ] ) {
        $dataLayer['postCountOnPage'] = (int) $wp_query->post_count;
        $dataLayer['postCountTotal']  = (int) $wp_query->found_posts;
    }

    if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTID ] && is_singular() === true ) {
        $dataLayer['postID'] = (int) get_the_ID();
    }

    if ( $gtm4wp_options[ GTM4WP_OPTION_INCLUDE_POSTFORMAT ] && is_singular() === true ) {
```

```php
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
```

```php
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
```

```php
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_INCLUD
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: ' .
```

```php
				}
			}
		}
	}
}

function gtm4wp_get_container_placement_string() {
	global $gtm4wp_options;

	switch($gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ]) {
		case GTM4WP_PLACEMENT_FOOTER: return "footer";
		case GTM4WP_PLACEMENT_BODYOPEN: return "manual";
		case GTM4WP_PLACEMENT_BODYOPEN_AUTO: return "automatic";
		case GTM4WP_PLACEMENT_OFF: return "off";
		default: return "unknown (" . $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] . ")";
	}
}

function gtm4wp_get_the_gtm_tag() {
	global $gtm4wp_options, $gtm4wp_datalayer_name, $gtm4wp_container_code_written;

	$has_html5_support = current_theme_supports( 'html5' );
	$add_cookiebot_ignore = $gtm4wp_options[ GTM4WP_OPTION_INTEGRATE_COOKIEBOT ];

	$_gtm_tag = '
<!-- GTM Container placement set to ' . gtm4wp_get_container_placement_string() . ' -->
<!-- Google Tag Manager (noscript) -->';

	if ( GTM4WP_PLACEMENT_OFF == $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] ) {
		$gtm4wp_container_code_written = true;

		$_gtm_tag .= '
<script' . ( $has_html5_support ? '' : ' type="text/javascript"' ) . ( $add_cookiebot_ignore ? ' d
	const console_cmd = console.warn || console.log;
	console_cmd && console_cmd("[GTM4WP] Google Tag Manager container code placement set to OFF !!
	console_cmd && console_cmd("[GTM4WP] Data layer codes are active but GTM container must be loa
</script>';
	}

	if ( ( $gtm4wp_options[ GTM4WP_OPTION_GTM_CODE ] != '' ) && ( ! $gtm4wp_container_code_written
		$_gtm_codes = explode( ',', str_replace( array( ';', ' ' ), array( ',', '' ), $gtm4wp_opti

		if ( ( '' != $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] ) && ( '' != $gtm4wp_options[ G
			$_gtm_env = '&gtm_auth=' . $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] . '&gtm_previ
		} else {
			$_gtm_env = '';
		}

		$_gtm_domain_name = 'www.googletagmanager.com';
```

```php
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
```

```php
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', $gtp4wp_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
668             unset( $_COOKIE[ "gtm4wp_user_registered" ] );
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 -->
```

```php
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_DATALAYER, $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            }

865        }';
866            }

868            $_gtm_header_content .= '
869    ' . $gtm4wp_datalayer_name . '.push( dataLayer_content );';
870        }

872        $_gtm_header_content .= '
873    </script>';

875        $_gtm_header_content .= apply_filters( GTM4WP_WPFILTER_AFTER_DATALAYER, '' );

877        $output_container_code = true;
878        if ( GTM4WP_PLACEMENT_OFF == $gtm4wp_options[ GTM4WP_OPTION_GTM_PLACEMENT ] ) {
879            $output_container_code = false;

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        }

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;

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>';

902                    break;
903                }
904            }
905        }

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 ];

911            $_gtm_tag = '';
```

```php
        foreach ( $_gtm_codes as $one_gtm_code ) {
            if ( ( '' != $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] ) && ( '' != $gtm4wp_option
                $_gtm_env = "+'&gtm_auth=" . $gtm4wp_options[ GTM4WP_OPTION_ENV_GTM_AUTH ] . '&gtm
            } else {
                $_gtm_env = '';
            }

            $_gtm_domain_name = 'www.googletagmanager.com';
            if ( $gtm4wp_options[ GTM4WP_OPTION_GTMDOMAIN ] != '' ) {
                $_gtm_domain_name = $gtm4wp_options[ GTM4WP_OPTION_GTMDOMAIN ];
            }

            $_gtm_tag .= '
<script data-cfasync="false"' . ( $add_cookiebot_ignore ? ' data-cookieconsent="ignore"' : '' ) .
(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({\'gtm.start\':
new Date().getTime(),event:\'gtm.js\'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!=\'dataLayer\'?\'&l=\'+l:\'\';j.async=true;j.src=
\'//' . $_gtm_domain_name . '/gtm.\'' . '+\'js?id=\'+i+dl' . $_gtm_env . ';f.parentNode.insertBefo
})(window,document,\'script\',\'' . $gtm4wp_datalayer_name . '\',\'' . $one_gtm_code . '\');
</script>';
        }

        $_gtm_tag .= '
<!-- End Google Tag Manager -->';

        $_gtm_tag              = apply_filters( GTM4WP_WPFILTER_GETTHEGTMTAG, $_gtm_tag );
        $_gtm_header_content .= $_gtm_tag;
    }

    $_gtm_header_content .= '
<!-- End Google Tag Manager for WordPress by gtm4wp.com -->';

    if ( ! gtm4wp_amp_running() ) {
        if ( $echo ) {
            echo $_gtm_header_content;
        } else {
            return $_gtm_header_content;
        }
    }
}

function gtm4wp_wp_login() {
    setcookie(
        "gtm4wp_user_logged_in",
        "1",
        0,
        "/",
        "",
        (false !== strstr( get_option( 'home' ), 'https:' )) && is_ssl(),
```

```php
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
```

```php
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_DATALAYER, 'gtm4wp_add_basic_datalayer_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' ); // Genisis 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' ); // Elemento
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_WCTRACKENHANCEDEC ]
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    }
```