

Developer Guide

This document is intended for website and mobile developers who want to extend Anowave Magento 2 Google Tag Manager Enhanced Ecommerce module for Magento 2.x. It describes a few events dispatched by our module. You can hook to these events from your own module and extend the functionality without modifying the module thus keeping it updatable.

EVENTS

ec_get_visitor_data	Allows 3rd party modules to modify visitor array [] params: array transport[visitor]
ec_get_update_quantity_attributes	Allows 3rd party modules to modify quantity update attributes params: array transport[response]
ec_get_checkout_products	Allows 3rd party modules to modify products array generated at checkout push params: array transport[products]
ec_get_purchase_push_after	Allows 3rd party modules to modify purchase payload params: transport[response]
ec_get_detail_data_after	Allows 3rd party modules to product detail parameters params: transport[response], transport[product]
ec_order_products_get_after	Allows 3rd party modules to modify products array generated at purchase push [] params: transport[products]
ec_get_purchase_attributes	Allows 3rd party modules to modify purchase attributes params: transport[attributes]
ec_get_widget_click_attributes	Allows 3rd party modules to modify widget click attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_widget_add_list_attributes	Allows 3rd party modules to modify widget add to cart attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_click_attributes	Allows 3rd party modules to modify product click attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_add_list_attributes	Allows 3rd party modules to modify add to cart from categories attributes e.g. data-attributes="{[]}" params: transport[attributes]

ec_get_click_list_attributes	Allows 3rd party modules to modify category click attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_remove_attributes	Allows 3rd party modules to modify remove click attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_add_attributes	Allows 3rd party modules to modify add to cart attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_search_click_attributes	Allows 3rd party modules to modify search list attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_checkout_attributes	Allows 3rd party modules to modify checkout step attributes e.g. data-attributes="{[]}" params: transport[attributes]
ec_get_impression_item_attributes	Allows 3rd party modules to modify single item from impressions params: transport[attributes], transport[entity], transport[product]
ec_get_impression_data_after	Allows 3rd party modules to modify impressions array [] params: transport[response]
ec_get_detail_attributes	Allows 3rd party modules to modify detail attributes array [] params: transport[attributes], transport[product]
ec_get_impression_related_attributes	Allows 3rd party modules to modify related attributes params: transport[attributes], transport[product]
ec_get_impression_upsell_attributes	Allows 3rd party modules to modify upsell attributes params: transport[attributes], transport[product]
ec_get_detail_data_after	Allows 3rd party modules to modify detail array [] params: transport[response], transport[product]
ec_order_products_product_get_after	Allows 3rd party modules to modify single transaction product []

	params: transport[quote_item], transport[product]
ec_order_products_get_after	Allows 3rd party modules to modify transaction products array params: transport[products]
ec_get_search_attributes	Allows 3rd party modules to modify search array attributes params: transport[attributes]
ec_api_measurement_protocol_purchase	Allows 3rd party modules to modify payload for measurement protocol params: [order_id]
ec_get_purchase_push_after	Allows 3rd party modules to modify the purchase push params: transport[response]

AEC.EventDispatcher()

As of version 100.5.5, we have included a simple event dispatcher to allow third party scripts to modify dataLayer[] payload push via Javascript. It's a simple interface that dispatches an event and passes the push payload as event parameter. You can hook your own listeners to those events and add more parameters to the data being pushed in dataLayer object or modify it as per your requirements.

```
AEC.EventDispatcher.on('ec.cookie.impression.data', (data) =>
{
    data['customData'] = 'sample data';
});
```

AEC.EventDispatcher() EVENT LIST

- ~ ec.add.data
- ~ ec.add.swatch.data
- ~ ec.add.list.data
- ~ ec.remove.data
- ~ ec.remove.item.data
- ~ ec.update.item.data
- ~ ec.click.data
- ~ ec.checkout.step.data
- ~ ec.checkout.step.option.data
- ~ ec.cookie.click.data
- ~ ec.cookie.add.data
- ~ ec.cookie.remove.data
- ~ ec.cookie.visitor.data
- ~ ec.cookie.purchase.data
- ~ ec.cookie.impression.data
- ~ ec.cookie.checkout.step.data
- ~ ec.cookie.checkout.step.option.data
- ~ ec.cookie.promotion.data
- ~ ec.cookie.remarketing.data