magmodules




# Ondersteunde Checkouts

Facebook & Meta Marketing Suite for Magento 2

Overview of all checkout solutions compatible with the Facebook & Meta Marketing Suite module for event tracking.

## Overview

The module automatically detects and supports various checkout implementations. Events like `InitiateCheckout`, `AddPaymentInfo`, and `Purchase` are tracked across all supported checkouts.

| Checkout | Type | Support |
|---|---|---|
| Magento Luma Onepage | Native | Full |
| Hyvä Checkout | Hyvä | Full |
| Aheadworks One Page Checkout | Third-party | Full |
| IWD One Step Checkout | Third-party | Full |
| Mageplaza One Step Checkout | Third-party | Full |
| Swissup FireCheckout | Third-party | Full |
| Klarna Checkout (KCO) | Payment Provider | Full |
| Klarna Checkout (Legacy) | Payment Provider | Full |

## Native Magento Checkout

### Magento Luma Onepage Checkout

The default Magento checkout. No additional configuration required.

**Tracked Events:**

- `InitiateCheckout` - When customer enters checkout
- `AddPaymentInfo` - When payment method is selected
- `Purchase` - When order is placed

## Hyvä Checkout

### Hyvä Checkout

Full support for Hyvä's native checkout solution.

**Tracked Events:**

- `InitiateCheckout` - When customer enters checkout
- `AddPaymentInfo` - When payment method is selected
- `Purchase` - When order is placed

**Note:** Works with both Pixel (client-side) and Conversions API (server-side) tracking.

## Third-Party Checkouts

### Aheadworks One Page Checkout

Single-page checkout by Aheadworks.

**Tracked Events:**

- `InitiateCheckout` - When checkout page loads
- `AddPaymentInfo` - When payment method is selected
- `Purchase` - When order is placed

### IWD One Step Checkout

One-step checkout solution by IWD Agency.

**Tracked Events:**

- `InitiateCheckout` - When checkout page loads
- `AddPaymentInfo` - When payment method is selected
- `Purchase` - When order is placed

### Mageplaza One Step Checkout (OPC)

Popular one-step checkout by Mageplaza.

**Tracked Events:**

- `InitiateCheckout` - When checkout page loads
- `AddPaymentInfo` - When payment method is selected
- `Purchase` - When order is placed

### Swissup FireCheckout

Flexible checkout solution by Swissup.

**Tracked Events:**

- `InitiateCheckout` - When checkout page loads
- `AddPaymentInfo` - When payment method is selected
- `Purchase` - When order is placed

## Payment Provider Checkouts

### Klarna Checkout (KCO)

Full Klarna Checkout integration where Klarna handles the entire checkout process.

**Tracked Events:**

- `InitiateCheckout` - When Klarna checkout loads
- `Purchase` - When order is confirmed by Klarna

**Note:** `AddPaymentInfo` event may not fire as payment is handled within Klarna's iframe.

### Klarna Checkout (Legacy)

Alternative/legacy Klarna Checkout integration for older implementations.

**Tracked Events:**

- `InitiateCheckout` - When checkout page loads
- `Purchase` - When order is confirmed

## How Detection Works

The module uses route detection and layout handles to identify the active checkout:

1. **Route-based detection** - Checks the current URL/route
2. **Layout handle detection** - Identifies checkout-specific layout handles
3. **Observer-based tracking** - Uses Magento events for server-side tracking

This automatic detection means no manual configuration is needed for supported checkouts.

### Purchase Event

All supported checkouts use Magento's default checkout success page for the `Purchase` event. This ensures reliable tracking regardless of which checkout solution is used, as long as the order completes through Magento's standard success page flow.

## Unsupported Checkouts

If your checkout is not listed above, events may not track correctly. Common issues:

- Custom checkout routes not detected
- Non-standard order placement flow
- AJAX-based checkouts without proper events

**Solution:** Contact support for custom integration assistance.

## Custom Checkout Support

Using a checkout that's not listed? We're happy to add support for additional checkout solutions. Contact us with details about your checkout implementation and we'll evaluate adding native support.

**Request custom checkout support:** Contact Us

## Verifying Checkout Tracking

### Using Facebook Pixel Helper

1. Install the Facebook Pixel Helper browser extension
2. Navigate through your checkout process
3. Verify events fire at each step:
    - Checkout page → `InitiateCheckout`
    - Payment selection → `AddPaymentInfo`
    - Order success → `Purchase`

### Using Events Manager

1. Go to Facebook Events Manager
2. Select your Pixel
3. Click "Test Events"
4. Complete a test order
5. Verify all events appear in real-time

### Using Processing Queue (CAPI)

1. Go to **Marketing → Magmodules Meta → Processing Queue**
2. Complete a test order
3. Verify `Purchase` event appears in queue
4. Wait for cron (or process manually)
5. Confirm status changes to "success"

## Troubleshooting

### Events Not Firing

1. **Check module is enabled** - Verify Pixel/CAPI is enabled in configuration
2. **Check event selection** - Ensure checkout events are selected
3. **Clear cache** - Full page cache may affect JavaScript tracking
4. **Check for JS errors** - Browser console may show conflicts

### Purchase Event Missing

1. **Verify success page** - Some checkouts redirect externally
2. **Check CAPI** - Server-side tracking may capture what Pixel misses
3. **Review order flow** - Non-standard flows may need custom integration

## Need More Help?

**Documentation:**

- All Help Articles - Complete documentation overview

**Support:**

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Facebook & Meta Marketing Suite extension on magmodules.eu

# All articles for Facebook & Meta Marketing Suite

## Installation

| | |
|---|---|
| 1 | Installatie met Composer (aanbevolen) |
| 2 | Installatie via de Adobe Marketplace |
| 3 | Installatie via FTP en SSH |

## Configuration

| | |
|---|---|
| 1 | Snelstartgids |
| 2 | Feed Configuratie |
| 3 | Pixel & Conversions API Configuratie |

## Troubleshooting

| | |
|---|---|
| 1 | Probleemoplossing |

## Grids

| | |
|---|---|
| 1 | Data Feed Logs |
| 2 | Processing Queue |

## Background

| | |
|---|---|
| **1** | **Ondersteunde Checkouts (current)** |
| 2 | CLI Commando's |

