Shopify checkout events

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> ⚠ Shopify has deprecated checkout.liquid and moved to Checkout Extensibility.
>
> For information on migration, see Shopify's guide on upgrading and replacing your Thank you and Order status pages.

Shopify uses Checkout Extensibility and the Web Pixels API to track customer actions during checkout.

The Bluecore Shopify app integrates with the Web Pixels API to securely capture first-party checkout events, such as new customer identification, Customer Profile updates, and purchases.

You can use this information to target these customers in Bluecore campaigns.

To get started with Bluecore and Shopify, see Integrate with Shopify.

Bluecore and Shopify events

The following table outlines which Bluecore events are triggered by Shopify events.

Multiple Bluecore events may be created from the same Shopify event, and multiple Shopify events can create the same Bluecore event.

Bluecore event	Shopify event
Customer identified and updated	• `checkout_started` • `checkout_contact_info_submitted` • `checkout_address_info_submitted` • `checkout_completed`
Customer opt-in	`checkout_completed`
Purchase made	`checkout_completed`

Customer identified and updated

As a customer goes through the checkout flow on your Shopify storefront, Bluecore identifies them and creates or updates their Customer Profile.

Customers can be created and updated during the following Shopify events:

- `checkout_started`
  - A customer begins the checkout process.
  - This event triggers every time a customer enters checkout.
  - This event captures the customer's email.
- `checkout_contact_info_submitted`

    - A customer submits the checkout form.
- `checkout_address_info_submitted`
    - A customer updates their address.
    - This event will capture the customer's name and location.
- `checkout_completed`
    - A customer completes the checkout workflow and makes their purchase.
    - This event triggers once for each checkout, typically on the Thank you page.

Customer opt-in

Customers are given the option to opt in to marketing communication during checkout.

Bluecore captures the opt-in status in `checkout_completed` events when the `buyerAcceptsEmailMarketing` field is set to `true`.

Purchase made

Bluecore receives purchase information from the `checkout_completed` Shopify event when a customer completes their purchase.

Configure which events you receive

If you are already capturing events via webhook, you can choose to capture only certain events or none at all via the Bluecore Shopify app Pixel integration.

The following events are captured by default:

- Customer identified and updated
    - `checkout_started`
    - `checkout_contact_info_submitted`
    - `checkout_address_info_submitted`
    - `checkout_completed`
- Customer opt-in
    - `checkout_completed`
- Purchase made
    - `checkout_completed`

To change which events you capture, contact your Customer Success Manager (CSM).