

Tutorials

- [How do I add a marketing opt-in to the checkout?](#)

How do I add a marketing opt-in to the checkout?

This article covers how to insert a checkbox into the checkout flow, that when ticked, will allow you to send information to a third party system.

The screenshot shows the AERO checkout interface. At the top, there's a progress bar with three steps: Customer, Shipping, and Review & Pay. A 'Secure' badge is on the right. The 'Customer Information' section is active, showing an email input field and a checkbox labeled 'Keep me up-to-date with news and special offers', which is highlighted with a red border. A link for 'Already have an account? Login' is present. Below this is the 'Shipping Address' section with fields for First Name, Last Name, Address Line 1, and Address Line 2 (optional). To the right, a product summary shows 'Logo Patch Padded Jacket' for £1,015.00. A discount code field with an 'Apply' button is also visible. The order summary at the bottom right shows a subtotal of £1,015.00, shipping calculated at the next step, and a total of £1,015.00 including taxes of £169.17.

In order to add a marketing optionally opt-in to the checkout we first need to extend the `CheckoutCustomerPage` to inject our custom view that will show the checkbox for the customer to interact with:

```
\Aero\Checkout\Http\Responses\CheckoutCustomerPage::extend(function
(\Aero\Checkout\Http\Responses\CheckoutCustomerPage $page, \Closure $next) {
    $sections = $page->getData('form_sections');

    $customerSectionIndex = $sections->keys()->search('customer', true);

    $sections = $sections->splice(0, $customerSectionIndex + 1)
        ->put('opt_in', 'checkout.opt-in')
        ->merge($sections);

    $page->setData('form_sections', $sections);
});
```

```

$order = $page->cart->order();

if ($order && ($optIn = $order->additional('opted_in'))) {
    $page->setData('opted_in', $optIn);
}

return $next($page);
});

```

We then need to create our Twig view file, which should be placed in `resources/views/checkout/opt-in.twig`:

```

<div class="checkout__section">
    <div class="checkout__list">
        <ul>
            <li>
                <label>
                    <input type="checkbox" name="opted_in" value="1" {{ old('opted_in',
opted_in) ? 'checked' : null }} />
                    <span><strong>Keep me up-to-date with news and special
offers</strong></span>
                </label>
            </li>
        </ul>
    </div>
</div>

```

We now need to ensure that the checkbox choice is remembered and stored against the order:

```

\Aero\Checkout\Http\Responses\CheckoutCustomerSet::extend(function
(\Aero\Checkout\Http\Responses\CheckoutCustomerSet $page \Closure $next) {
    $data = \Illuminate\Support\Facades\Validator::make($page->request->all(), [
        'opted_in' => 'sometimes|bool',
    ]->validate());

    $optedIn = $data['opted_in'] ?? null;

    if (($order = $page->cart->order()) && ($optedIn !== null || $order-
>additional('opted_in'))) {

```

```
        $order->additional('opted_in', $optedIn);
    }

    return $next($page);
});
```

Finally, now that the checkbox shows on the checkout and it saves against the order as an additional attribute, we can use this in our code, for example when an order is placed, we can send their email to a third party (if they opted in):

```
\Illuminate\Support\Facades\Event::listen(\Aero\Cart\Events\OrderPlaced::class, function
(\Aero\Cart\Events\OrderPlaced $event) {
    if ($event->order->additional('opted_in')) {
        $email = $event->order->email;

        // Send $email to a third party...
    }
});
```