

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 in the top 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. The 'Shipping Address' section has input fields for First Name, Last Name, Address Line 1, and Address Line 2 (optional). On the right, a product summary for 'Logo Patch Padded Jacket' (Red, Medium) is shown with a price of £1,015.00. Below this is a discount code field and an 'Apply' button. 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. This can be done by adding the following code to the project's `AppServiceProvider` `boot` method:

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

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

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

```

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

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

```

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>

```

This will result in the checkbox showing on the first step of the checkout. We now need to ensure that the checkbox choice is remembered and stored against the order. Add the following code to the `AppServiceProvider::boot` method just below the code that was added above.

```

\Aero\Checkout\Http\Responses\CheckoutCustomerSet::extend(function ($page) {
    $data = \Illuminate\Support\Facades\Validator::make($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);
    }
});

```

The checkbox value will now be stored against the order as an additional attribute, which we can pick up once the customer has ordered using an event listener. Finally, add the following code into the `AppServiceProvider`boot` method to listen to the `OrderPlaced` event:

```
\Illuminate\Support\Facades\Event::listen(\Aero\Cart\Events\OrderPlaced::class, function
($event) {
    if ($event->order->additional('opted_in')) {
        $email = $event->order->email;
        // send $email to a third party...
    }
});
```

Within this event listener, you can add your code to send information about the order, such as the email address of the customer, to a third party system.

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