

WooCommerce to Facebook Offline Conversion

With the latest privacy rules in place, Facebook Offline conversion has been very crucial to track the data accurately (especially for the leads coming from IOS devices).

In this tutorial, we'll show you how you can send your order data to Facebook, so your data required to adjust ads performance always up to date based on the recent conversion so your re-targeting works as smooth as it can get.

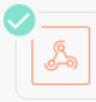
Let's get started!

1. Create a zapier webhook in Zapier


There are a lot of tutorials regarding to this. Please see the official tutorial here [Create Zapier Webhook](#) and keep your webhook URL handy. We'll use it in the next step.


2. Create your action right after your webhook

Select "Send Offline Event in Facebook Offline Conversions" as your next action. Image shown below.



Trigger
1. Catch Hook (Legacy)







Action
2. Send Offline Event in Facebook Offline Conversions


▼ Choose app & event

▼ Choose account

▼ Set up action

Test action (skipped)

 >  **Send Event to Facebook Offline Conversions**
To test Facebook Offline Conversions, we need to create a new event. This is what will be created:

 Testing for this step was skipped. Try again anytime.

Search event data...

Business Account: HandL UTM Grabber
Event Set: Default Offline Event Set For HandL UTM Grabber
Event Time: 2021-07-07T09:00:00-05:00
Email: test@utmgrabber.com
Phone:
1: 5121234567
First Name: Test
Last Name: Tets
City: Austin
U.S. State or Canadian Province: TX
Country: US
Zip Code: 78612
Gender:
Date of Birth (MM/DD/YYYY):
Event Name: Purchase
Content Type: Product
Value: 16.00
EMPTY FIELDS:
Gender: empty (optional)
Date of Birth (MM/DD/YYYY): empty (optional)

3. Select WooCommerce Postback From UTM menu and select custom

HandL Sandbox 0 + New 2

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Products

Analytics

Marketing

Appearance

Plugins

Users

Tools

Settings

UTM

SEO 2

Collapse menu

HandL UTM Grabber

HandL Options Custom Fields **WooCommerce Postback**

Preloaded Settings Custom/IPN

Postback URL <https://example.com/webhook/ipn.php>
<https://example.com/webhook/>

When payment complete `gclid=wc|meta_gclid&amount=wc|data_total&cur=wc|data_currency&utm_source=handl|utm_source&status=payment_complete`
`gclid=wc|meta_gclid&amount=wc|data_total&cur=wc|data_currency&utm_source=handl|utm_source&status=payment_complete`

When order status pending Payload
`gclid=wc|meta_gclid&amount=wc|data_total&cur=wc|data_currency&utm_source=handl|utm_source&status=order_status_pending`

When order status failed Payload
`gclid=wc|meta_gclid&amount=wc|data_total&cur=wc|data_currency&utm_source=handl|utm_source&status=order_status_failed`

When order status on-hold Payload
`gclid=wc|meta_gclid&amount=wc|data_total&cur=wc|data_currency&utm_source=handl|utm_source&status=order_status_on-hold`

4. Insert your postback URL

This is the webhook URL you created in Step 1. Please paste it here.

5. Select when to trigger the webhook

You can trigger the webhook on the following events

```
payment_complete
order_status_pending
order_status_failed
order_status_on-hold
order_status_processing
order_status_completed
order_status_refunded
order_status_cancelled
```

When payment complete	<input type="text" value="gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=payment_complete"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=payment_complete
When order status pending	<input type="text" value="Payload"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_pending
When order status failed	<input type="text" value="Payload"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_failed
When order status on-hold	<input type="text" value="Payload"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_on-hold
When order status processing	<input type="text" value="Payload"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_processing
When order status completed	<input type="text" value="Payload"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_completed
When order status refunded	<input type="text" value="Payload"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_refunded
When order status cancelled	<input type="text" value="Payload"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_cancelled

6. Build the payload you want to send

- Products
- Analytics
- Marketing
- Appearance
- Plugins
- Users
- Tools
- Settings
- UTM**
- SEO 2
- Collapse menu

When payment complete

gclid=wc|meta_gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=payment_complete

When order status pending

gclid=wc|meta_gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_pending

When order status failed

gclid=wc|meta_gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_failed

When order status on-hold

gclid=wc|meta_gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_on-hold

When order status processing

gclid=wc|meta_gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_processing

When order status completed

gclid=wc|meta_gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_completed

When order status refunded

gclid=wc|meta_gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_refunded

For the minimal data, you can copy/paste the payload below:

```
amount=wc|data__total&cur=wc|data__currency&status=payment_complete&fname=wc|data__billing__first_n
```

Save the form.

You are almost ready. Now, to make the next setup easier. Either wait for one order come through and trigger the webhook, or run one as test.

Please continue after you are sure an order is gone through Zapier.

7. Pull the latest order data into Zapier

Go to Trigger (Catch Hook) and Test Trigger. Click the "Request" dropdown and click "Load More"

The screenshot shows the Zapier Trigger setup interface for "1. Catch Hook (Legacy)". The interface is divided into three sections: "Choose app & event", "Set up trigger", and "Test trigger". The "Test trigger" section is expanded, showing a message "We found a request!" with a link to "Learn more about test data." Below this, a dropdown menu is open, displaying a list of requests. The first request, "Request J", is selected and highlighted. The other requests are "Request I", "Request H", "Request G", "Request F", "Request E", and "Request D". A "Load More" button is visible at the bottom of the dropdown menu.

Trigger
1. Catch Hook (Legacy)

✓ Choose app & event

✓ Set up trigger

^ Test trigger

We found a request!
This request was sent to <https://hooks.zapier.com/hooks/catch/4665641/n5ezc5>. [Learn more about test data.](#)

Request J


Choose another ...


- ☒ Request J
Pulled in 1 hour ago
- ☐ Request I
Pulled in 8 months ago
- ☐ Request H
Pulled in 8 months ago
- ☐ Request G
Pulled in 8 months ago
- ☐ Request F
Pulled in 8 months ago
- ☐ Request E
Pulled in 8 months ago
- ☐ Request D
Pulled in 8 months ago

Load More

Make sure the payload looks exactly like you expect

^ Test trigger

 **We found a request!**
This request was sent to <https://hooks.zapier.com/hooks/catch/4665641/n5ezc5>. [Learn more about test data.](#)

 Request J

Search...

amount: 16.00
cur: GBP
status: payment_complete
fname: Test
lname: Tets
email: test@utmgrabber.com
phone: 5121234567
city: Austin
state: TX
country: US
postcode: 78612
order_id: wc_order_pHB6kEbHT9jZ1
product_id:

8. Map webhook fields to Facebook Offline Conversion

Select "Send Offline Event in Facebook Offline Conversions" and click "Set up Action"

Map the fields as shown below... Make sure to fill as much as you can based on the data you collect.



Action

2. Send Offline Event in Facebook Offline Conversions



Choose app & event



Choose account



Set up action



Business Account

(required)



HandL UTM Grabber



[Create FB Business Account if you don't have one.](#)

Event Set

(required)



Default Offline Event Set For HandL UTM Grabber



Event Time 

today

The date and time of conversion. If left blank, defaults to run time of zap.

Email



1. Email: test@utmgrabber.com

At least one of the personally identifiable information is required for zap to work properly.

Phone



1. Phone: 5121234567



[Enter text or insert data...](#)

First Name



1. Fname: Test

Last Name



1. Lname: Tets

City



1. City: Austin

U.S. State Or Canadian Province



1. State: TX

Should be a two-letter code for [U.S states](#) or [Canadian provinces](#).

Country

9. Test & Review

Click test and review and your test data will be sent to Facebook sucessfully.

You are all set. If you have any trouble implementing the step, let us know. We'd be happy to help!

Revision #10

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