

WooCommerce to Webhook/Postback/IPN

Here we explain how you can send your WooCommerce order data to external servers (as postbacks or IPN)

1. Select WooCommerce Postback From UTM menu and select custom

The screenshot shows the HandL UTM Grabber plugin settings page within a WordPress dashboard. The left sidebar includes links for Dashboard, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, and UTM (which is highlighted). The main content area is titled 'HandL UTM Grabber' and has tabs for 'HandL Options', 'Custom Fields', and 'WooCommerce Postback' (the latter is highlighted with a red box). A red arrow points from the 'Preloaded Settings' dropdown, which is set to 'Custom/IPN', towards the 'Postback URL' input field. The 'Postback URL' field contains the value 'https://example.com/webhook/pn.php'. Below this, there are sections for 'When payment complete' and 'When order status pending', each with a 'Payload' input field containing specific URLs. Similar sections exist for 'When order status failed' and 'When order status on-hold'.

2. Insert your postback URL

The screenshot shows the UTM plugin settings page. On the left, there's a sidebar with various menu items: Comments, WooCommerce, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, and UTM (which is highlighted). Below the sidebar, there's a notification for SEO (2) and a 'Collapse menu' button. The main area is titled 'Postback URL' and contains a text input field with the value 'https://example.com/webhook/ipn.php'. A red arrow points from the 'Postback URL' title to this input field. Below this, there are several sections for different events, each with a 'Payload' input field and a corresponding URL template:

- When payment complete**: Payload: gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=payment_complete
URL: https://example.com/webhook/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
- When order status processing**: Payload: gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_processing

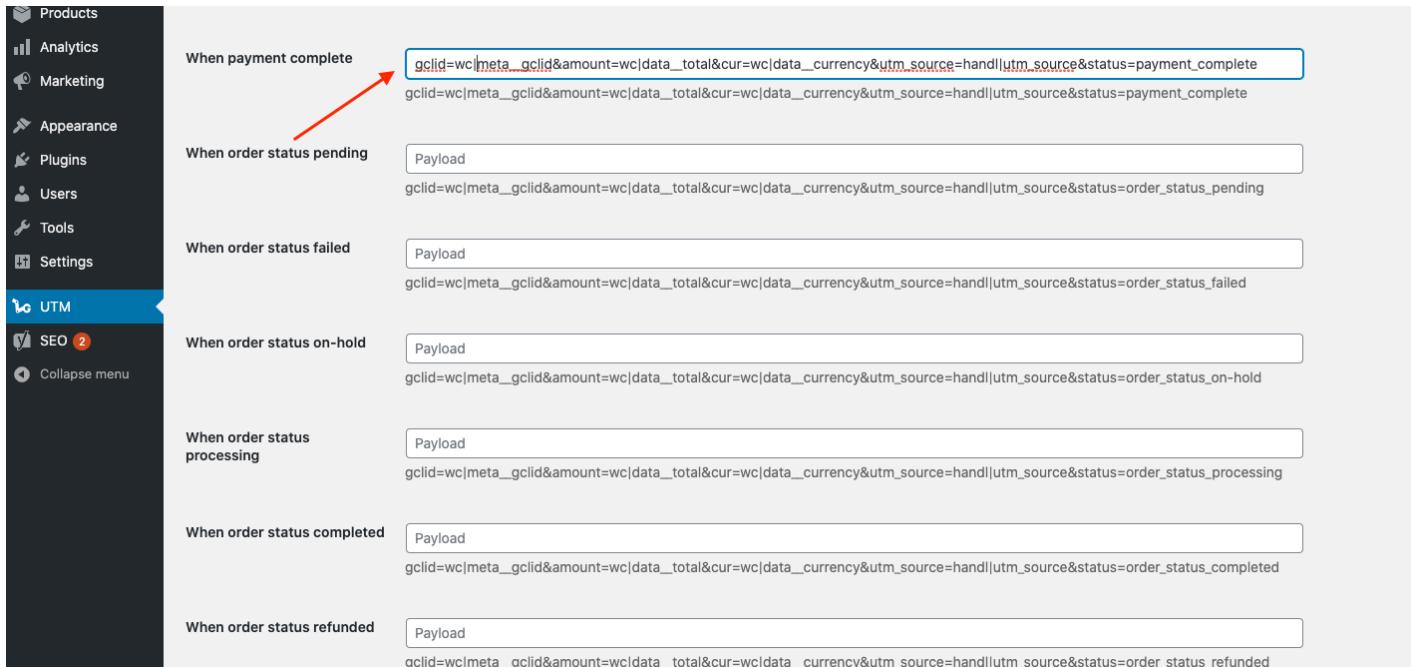
3. Select when to trigger the webhook

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	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
When order status processing	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	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	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	Payload gclid=wc meta__gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=order_status_cancelled

4. Build the payload you want to send



The screenshot shows the WooCommerce UTM settings page. On the left, there's a sidebar with navigation links: Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, and UTM. The UTM section is currently selected. Below the sidebar, there are several sections for tracking different order statuses:

- When payment complete:** Payload: 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
- When order status processing:** 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:** 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:** Payload: gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_refunded

You can send/track/collect any WooCommerce order parameters as follows:

```
wc|data__status //order status
```

```
wc|data__currency //order currencywc|data__discount_total //order total discount
wc|data__shipping_total //order total shipping
wc|data__total //order total
wc|data__total_tax //order total tax
wc|data__customer_id //order custom idwc|data__order_key //order key
wc|data__billing__first_name //order customer first namewc|data__billing__last_name //order
customer last name
wc|data__billing__address_1 //order customer addresswc|data__billing__city //order customer
city
wc|data__billing__state //order customer statewc|data__billing__postcode //order customer
postalcode
wc|data__billing__email //order customer email addresswc|data__billing__phone //order
customer phone numberwc|data__payment_method //order method of payment (e.g. card, cash etc)
wc|data__subtotal //order subtotal (as 3.0.57)
```

You can send/track/collect any WooCommerce order meta data parameters as follows:

```
wc|meta__gclid
wc|meta__utm_campaign
wc|meta__utm_source
wc|meta__utm_medium
wc|meta__utm_terms
wc|meta__utm_content
wc|meta__handl_original_ref
wc|meta__handl_landing_page
wc|meta__handl_ref
wc|meta__organic_source
wc|meta__first_gclid
wc|meta__first_utm_campaign
wc|meta__first_utm_source
wc|meta__first_utm_medium
wc|meta__first_utm_terms
wc|meta__first_utm_content
```

You can send/track/collect any WooCommerce product data parameters as follows:

```
wc|product__name
wc|product__product_id
wc|product__variation_id
```

```
wc|product_quantity  
wc|product_total  
wc|product_total_tax
```

You can get item from order too

```
wc|item_order_id //order_id
```

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