

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

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`

2. Insert your postback URL

Comments

WooCommerce

Products

Analytics

Marketing

Appearance

Plugins

Users

Tools

Settings

UTM

SEO 2

Collapse menu

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=hand||utm_source&status=payment_complete`

`gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=hand||utm_source&status=payment_complete`

When order status pending

Payload

`gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=hand||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=hand||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=hand||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=hand||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	<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

4. 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

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
```

Revision #9

Created Sat, Aug 15, 2020 4:39 PM by [Leman](#)

Updated Sat, Jan 13, 2024 4:04 AM by [Leman](#)