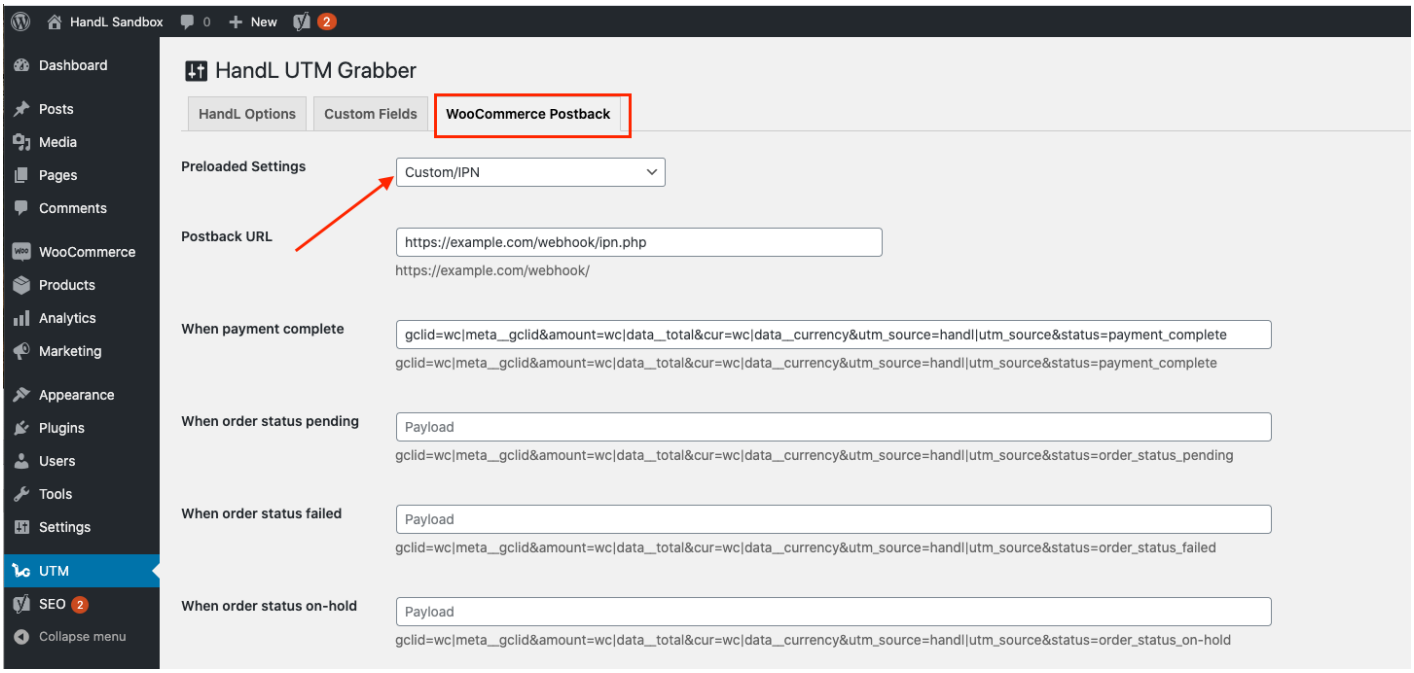
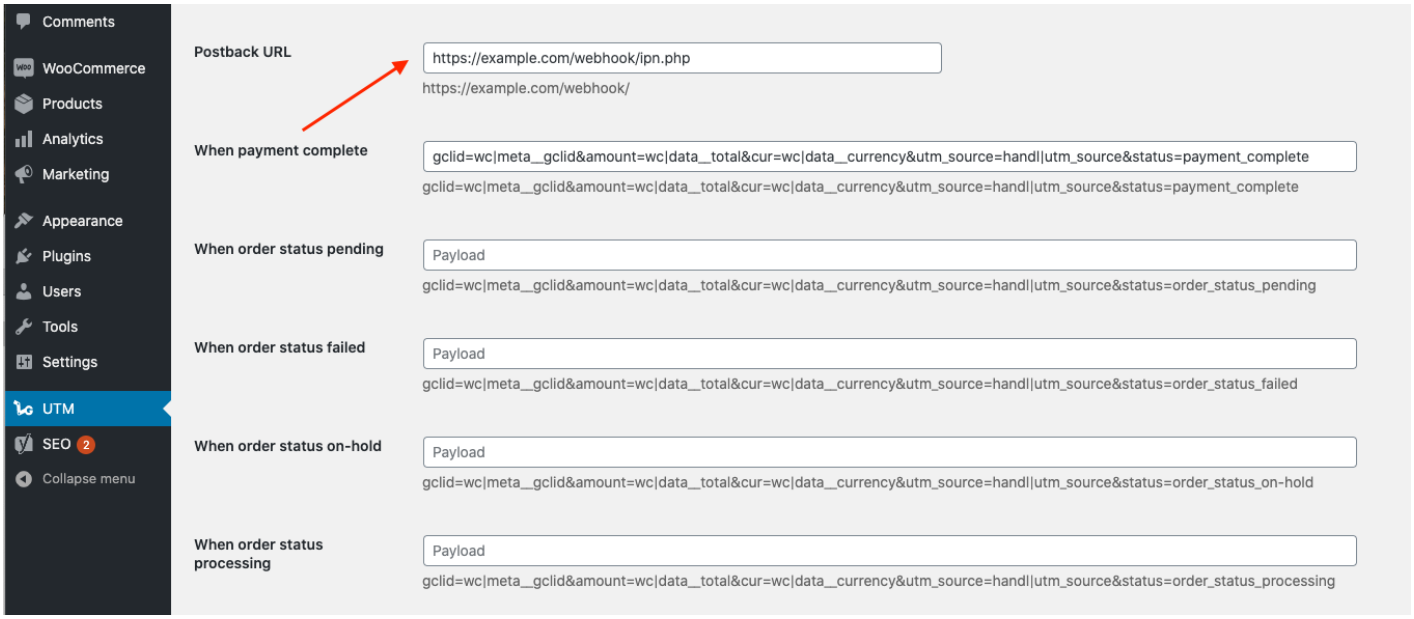
WooCommerce to Webhook/Postback/IPN

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



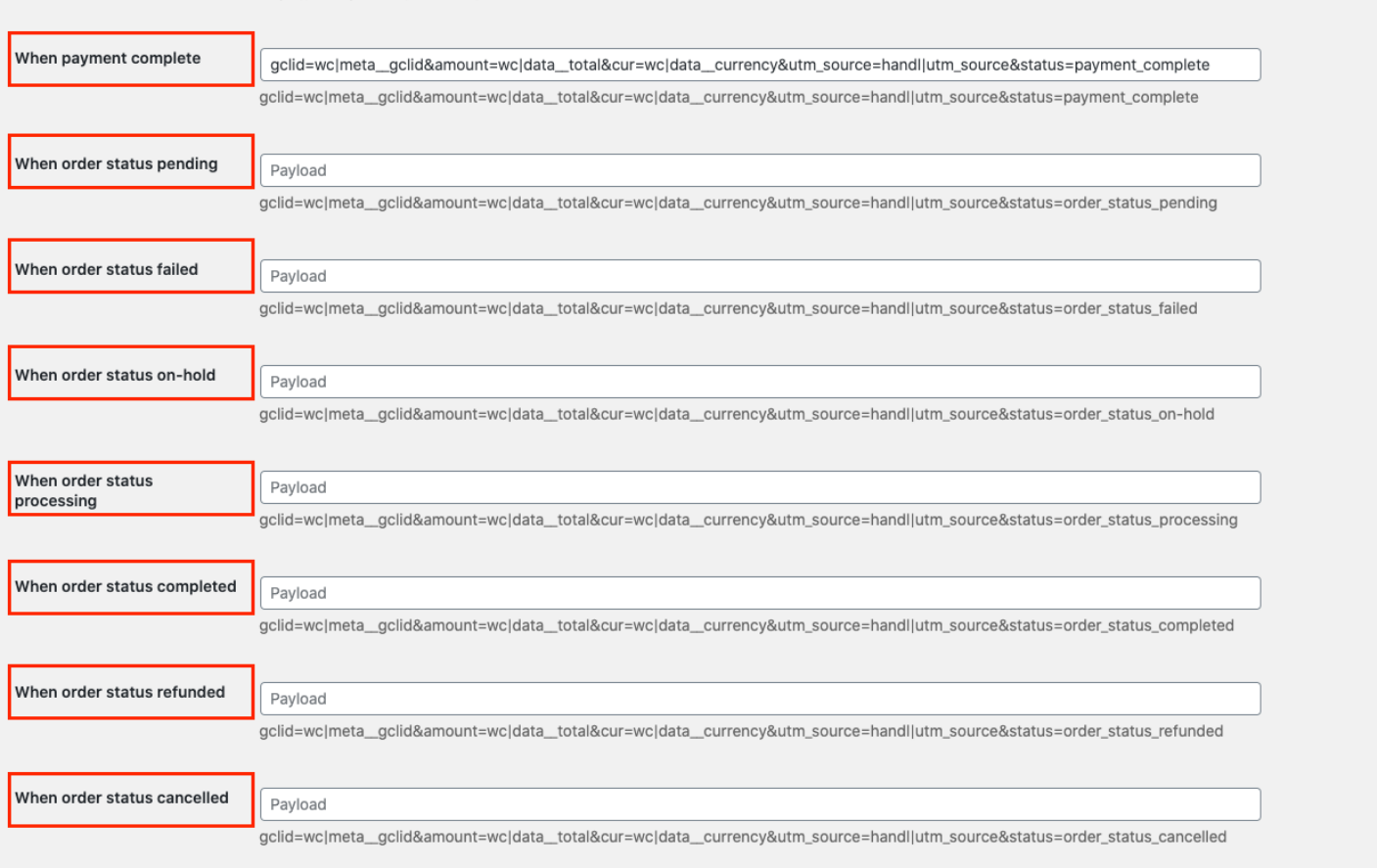
2. Insert your postback URL



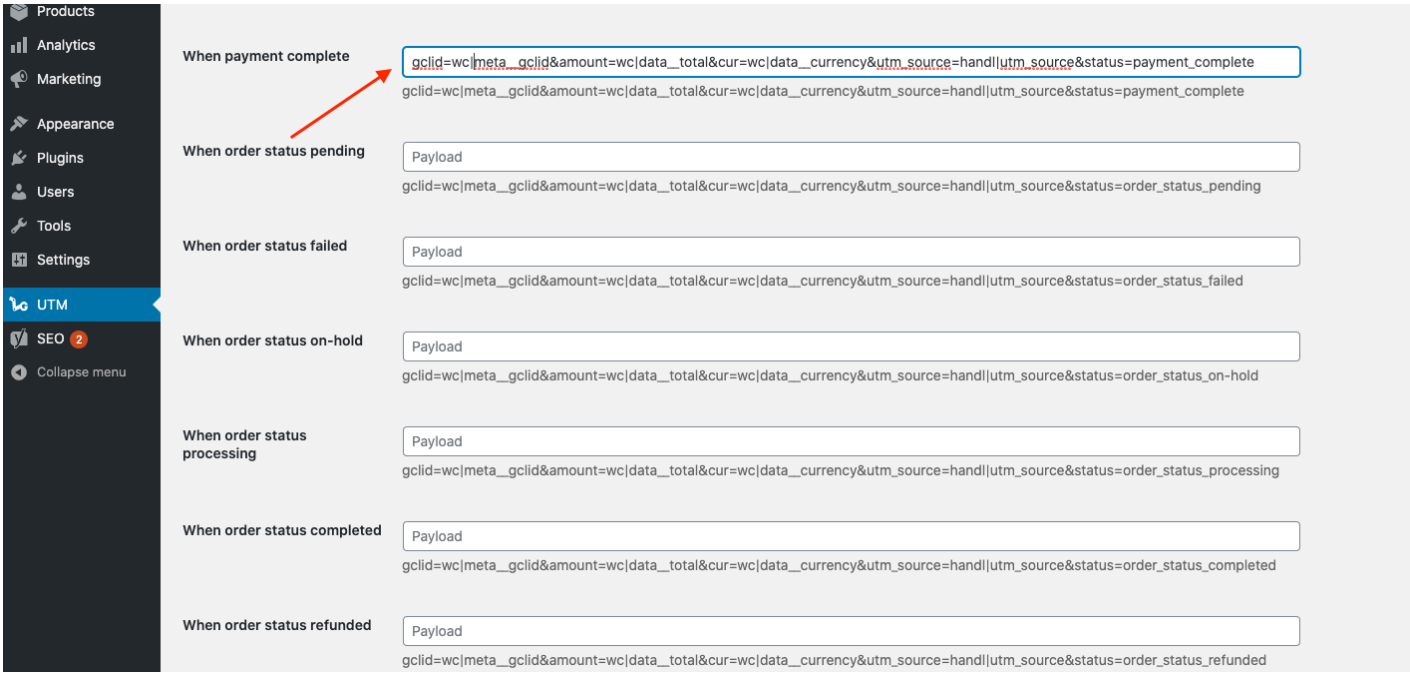
3. Select when to trigger the webhook

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
```



4. Build the payload you want to send



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

```
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 foolows:

```
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 foolows:

```
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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