

# WooCommerce Integration

HandL UTM Grabber / Tracker WooCommerce Integration step by step

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# Collect UTMs in WooCommerce OrderPage

## No configuration required :)

HandL UTM Grabber V3 makes UTM collection very easy in WooCommerce. There is no settings/adjustments required. Once you receive order, all the UTM variables and other custom parameters will be available in HandL UTM Grabber meta box and custom fields (see the images below).

[woocommerce-custom-fields-utms4.png](#)

Image not found or type unknown

[woocommerce-custom-fields-utms2.png](#)

Or same data can be accessible in Custom Fields: Image not found or type unknown

[woocommerce-custom-fields-utms1.png](#)

Image not found or type unknown

# 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

[1-select-woocommerce-postback-from-UTM-menu-and-select-custom.png](#)

Image not found or type unknown

## 2. Insert your postback URL

[2-insert-your-post-back-url.png](#)

Image not found or type unknown

## 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
```

[3-select-when-to-trigger-webhook.png](#)

Image not found or type unknown

## 4. Build the payload you want to send

[4-build-payload.png](#)

Image not found or type unknown

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
```

# Send UTMs from WooCommerce to Google Analytics

## Enable Ecommerce Tracking in Google Analytics

You should enable this in your Google Analytics account. Information how to do it can be found [here](#)

## Configure Google Analytics Webhook in HandL UTM Grabber

We have a preloaded configuration that will allow you to send UTMs or event data to Google Analytics as soon as a status of order change in WooCommerce (payment\_complete, order\_status\_pending, order\_status\_failed, order\_status\_on-hold, order\_status\_processing, order\_status\_completed, order\_status\_refunded, order\_status\_cancelled)

[configure-woocommerce-google-analytics-webhook.png](#)

Image not found or type unknown

## Select WHEN to send data to Google Analytics

We recommend sending the data to Google Analytics as soon as payment complete. That's why we auto-populate that hook out of the box. You can configure the other fields the same way.

[select-when-to-fire-the-event.png](#)

Image not found or type unknown

## Setup the data you want to send it to Google Analytics

You can use HandL URL builder to configure your fields easier. Click the icon next to the input field shown in the image below.

[handl-url-builder-icon.png](#)

Image not found or type unknown

To remove a paramater from the payload, click the red remove icon. To add a new parameter click "+ Add New Parameter" button at the bottom. To save the progrees, click "Save" like shown in the image below.

[handl-url-builder-remove-add-save.png](#)

Image not found or type unknown

## Replace tid to your tracking ID

First replace tid to your tracking ID (UA-XXXXX-X)

[replace-tid-to-your-trackingid.png](#)

Image not found or type unknown

## Configure your data

You can send almost any data that generated in WooCommerce to Google Analytics. There are few

rules to follow. We configured the few fields out of the box for you. However you can add your own field in addition to this.

Pay attention to the value key pairs that is specific to Google Analytics. You can find more information [here](#)

If you need to cast/format a variable into string, integer or float simply add `(int)`, `(str)` or `(float)` before your variable. This is especially required for Event Value field as shown below.

```
v=1&
t=event&
tid=UA-XXXXX-X&
cid=wc|data__customer_id&
ti=wc|data__order_key&
tr=wc|data__total&
tt=wc|data__total_tax&
ts=wc|data__shipping_total&
tcc=COUPON&
pa=purchase&
prlid=wc|product__id&
prlnm=wc|product__name&
prlqt=1&
prlpr=wc|data__total&
ni=1&
cu=USD&
cn=wc|meta__utm_campaign&
cs=wc|meta__utm_source&
cm=wc|meta__utm_medium&
ck=wc|meta__utm_keyword&
cc=wc|meta__utm_content&
ec=HandleEventCat&
ea=HandleEventAction&
el=HandleEventLabel&
ev=(int)wc|data__total
```

In addition to that;



You can send/track/collect any WooCommerce order data 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 id
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 number
wc|data__payment_method //order method of payment (e.g. card, cash etc)
```

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
```

## The data will be populated in your Google Analytics

Once an order placed and an event satisfied (payment completed), HandL UTM Grabber post the order data (configured above) to Google Analytics. You will be able to access the data in Google Analytics like this.

You can measure the performance of the campaign (based on revenue)

[google-analytics-campaign-view.png](#)

Image not found or type unknown

You can measure the performance of the campaign based on Source/Medium

[google-analytics-source-medium.png](#)

Image not found or type unknown

Transaction information is available under user explorer for each user

[google-analytics-report.png](#)

Image not found or type unknown

UTM data is also available under sales performance

[google-analytics-sales-performance.png](#)

Image not found or type unknown

If you have sent event parameters (such as Event Category, Event Action, Event Label, Event Value) shown above, you will see them populated in Google Analytics

[google-analytics-event-category-table-value.png](#)

Image not found or type unknown

# 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

[1-select-woocommerce-postback-from-UTM-menu-and-select-custom.png](#)

Image not found or type unknown

### 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
```

[3-select-when-to-trigger-webhook.png](#)

Image not found or type unknown

### 6. Build the payload you want to send

[4-build-payload.png](#)

Image not found or type unknown

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"



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 successfully.

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

# Capture UTM/Gclid in registration form

You can add any UTM fields and handl\_ fields [Native WP Shortcodes](#) to your registration form.


Here we explain how to add gclid, but this can be extended to adding any utm or other fields.

```
function handl_woocommerce_add_fileds_to_register() {?><input type="hidden" class="input-  
text" name="gclid" id="reg_gclid" value="<?php esc_attr_e( $_COOKIE['gclid'] ); ?>" />  
<?php  
}  
add_action( 'woocommerce_register_form_start', 'handl_woocommerce_add_fileds_to_register' );
```

You can add this code to your template file or functions.php

# WooCommerce to Facebook Conversion API (FB CAPI) - v3.1

Click Facebook CAPI menu in UTM and enter Facebook pixel id and access token

 HandL UTM Grabber

HandL Options

Custom Fields

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

FB Pixel ID

122345640235768

FB Access Token

EAAo7kmrsTXgBAMCVjGYnGoZC7CUFuFYasdasdHzfDySZAYMxJMuGDZB  
asdaskXasdasdApYJUsm3QHISXZA9YSjiTRNqeVaHQzK3ISutxdHgKxZ  
CkcztOF8l12YUymasdasdEkc8LPJVMqvpOxzbJE6agkfZAZA9CEhC  
0ZD

Save Changes

How to generate Access Token: Go to your pixel, click Settings, scroll down to the Conversion API and click Generate Access Token.



Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. [Learn More](#)

▼ [Show Options](#)

### Event Setup

View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

[Open Event Setup Tool](#)

### Track Events Automatically Without Code

OFF 

Your Facebook Pixel can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. [Learn More](#).

### Conversions API

Send web events directly from your server. [Learn More](#)

#### Set up manually

You can set up the Conversions API by following our step-by-step guide.

[Get Started](#)

[Generate access token](#)

#### Set up through a partner integration

Easily connect your web activity through a partner integration - no coding required. Choose from Wordpress, Tealium, Segment and more.

[Choose a Partner](#)

### Traffic Permissions




Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. [Learn More](#)

**Allow list:** Only domains added to the allow list can send events to Facebook through this pixel. Domains not on the allow list will be blocked from sending events.

**Block list:** Only domains added to the block list will be blocked from sending events to Facebook through this pixel. Domains not on the block list will be allowed to send events.

Once you set it up everything, keep monitoring your events and watch your event match increases

to high 8-9s.

 <b>Lead</b> ● Active	Browser • Server	8.0/10	13.3K Last received 42 minutes ago	▼
 <b>Initiate Checkout</b> ● Active	Browser • Server	8.5/10	1.7K Last received 56 minutes ago	▼
 <b>Purchase</b> ● Active	Browser • Server	9.0/10	1K Last received 1 hour ago	▼

When you are ready, enable the feature by checking the "Enable Facebook Conversion API (CAPI)" functionality.

HandL UTM Grabber

HandL Options

Custom Fields

GDPR

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

Support Coverage/Disclaimer

Currently only WooCommerce is supported for FB CAPI. [Check here](#) for details

Enable Facebook CAPI

☒ Enable Facebook Conversion API (CAPI) functionality

FB Pixel ID

3934216015206782

FB Access Token

EAAB0sT881z8BO5knhMZAwr3K4IXNBqjVQ49EDAOUbZB9C0DxMZCGZA8qkzD0VoR94ZBEIs7JwQib2cHljUe5KDI0Idzv2AK95B6QJrJKZB4Que9tMJUf9bBhRefTw07ypAdvIUgeasYIVoG167Mfm3BO3wWjcwZDZD

Save Changes

You can check the events in the Facebook Conversion API Logs after they are sent. If there is any failure, it will be reported there, detailing what went wrong.

Support Coverage/Disclaimer

Currently only WooCommerce is supported for FB CAPI. [Check here](#) for details

Enable Facebook CAPI

☒ Enable Facebook Conversion API (CAPI) functionality

FB Pixel ID

3934216015206782

FB Access Token

EAABoSt881z8B0SknhMZAW3K4dXNBqVQ49EDA0UbZB9C0dMZCGZA8qkzD0VoR94Z8Eik7JwQib2chijJJe6KDl0ldzv2AK9S8B6QJrJKZ84Que9HMJUF96BhrRefTw07ypAdvUgeastYVoG167Mfm3BC3wWjcwZDZD

Save Changes

Facebook Conversion API Logs (Last 100)

Timestamp	Event Name	Status	Error	Details
2024-09-16 02:37:37	Lead	✓ Success	N/A	<div>Hide Details</div> <div>Payload:<pre>{  "event_name": "Lead",  "user_data": {    "em": [      "asdad@asdad.com"    ],    "ph": [],    "fn": "asdad",    "ln": "",    "fb": "fb.1.1723844688636.fb.1.1554763741285.AbcDEFghIJKlMnopQrStUvWxYz1234567890",    "fbp": "fb.1.1711637964771.1218381298",    "client_id_address": "123",    "client_user_agent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko)"  }</pre></div>
2024-09-16 02:36:09	Lead	✗ Failed	Invalid parameter (The browser ID (_fbp) parameter is not formatted correctly. See the browser ID parameter field for guidelines on formatting this parameter.)	<div>Show Details</div>
2024-09-16 02:34:21	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 02:18:34	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 00:42:05	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 00:40:28	Lead	✓ Success	N/A	<div>Show Details</div>



# Access all the UTM data in Order Page

You can see all the UTMs associated with your sales in the Order list page. It will be like this

Orders Inbox Finish setup

Orders [Add order](#)

All (1,245) | On hold (10) | Shipped (1,233) | Failed (2)

Bulk actions ▼ [Apply](#) All dates ▼ Filter by registered customer ▼ Filter by shipping provider ▼ [Filter](#)

1,245 items « < 1 of 63 > »

[Search orders](#)

<input type="checkbox"/> Order	Date	Status	Total Spent	Total	Campaign	Source	Medium	Shipment Tracking
<input type="checkbox"/> #3172 K...	Sep 17, 2021	Shipped	\$29.90   1 order	\$29.90				
<input type="checkbox"/> #3171 Y...	Sep 15, 2021	Shipped	\$59.91   1 order	\$59.91				
<input type="checkbox"/> #3168 L...	Sep 14, 2021	Failed	-	\$54.91	abo	woofunnel	10discount	
<input type="checkbox"/> #3166 L...	Sep 13, 2021	Shipped	\$71.83   2 orders	\$29.90	lab	Newsletter	email	
<input type="checkbox"/> #3165 L...	Sep 13, 2021	Failed	-	\$54.91				
<input type="checkbox"/> #3163 J...	Sep 12, 2021	Shipped	\$79.80   2 orders	\$29.90	lab	Newsletter	email	
<input type="checkbox"/> #3162 R...	Sep 11, 2021	Shipped	\$29.90   1 order	\$29.90	lab	Newsletter	email	
<input type="checkbox"/> #3158 C...	Sep 10, 2021	Shipped	\$123.75   2 orders	\$56.87 WooFunnels: \$9.95	lab	Newsletter	email	
<input type="checkbox"/> #3157 S...	Sep 10, 2021	Shipped	\$71.83   2 orders	\$29.90	lab	Newsletter	email	
<input type="checkbox"/> #3146 J...	Sep 9, 2021	Shipped	\$29.95   1 order	\$29.95				
<input type="checkbox"/> #3126 P...	Sep 5, 2021	Shipped	\$59.90   1 order	\$59.90	ABC		Instagram_Feed	
<input type="checkbox"/> #3125 H...	Sep 4, 2021	Shipped	\$79.96   1 order	\$79.96	ABC		Instagram_Feed	
<input type="checkbox"/> #3124 M...	Sep 4, 2021	Shipped	\$49.95   1 order	\$49.95	ABC	Facebook_Ads	Facebook_Desktop_Feed	
<input type="checkbox"/> #3123 D...	Sep 4, 2021	Shipped	\$99.97   1 order	\$99.97	ever	Newsletter	email	
<input type="checkbox"/> #3115 A...	Sep 3, 2021	Shipped	\$49.95   1 order	\$49.95	not		Facebook_Mobile_Feed	
<input type="checkbox"/> #3081 a...	Sep 2, 2021	Shipped	\$36.90   1 order	\$36.90	not	Facebook_Ads	Facebook_Desktop_Feed	

# Export all WooCommerce data with UTMs

Go to UTM > WooCommerce Postback and click [Download All WooCommerce HandL Report \(CSV\)](#) to download the data.

HandL UTM Grabber

HandL Options

Custom Fields

Predefined Variables

WooCommerce Postback

Facebook CAPI

[Download All WooCommerce HandL Report \(CSV\)](#)

Preloaded Settings

Facebook Ads (Offline Conversion) ▾

Postback URL

Postback URL

https://example.com/webhook/

Method

GET ▾

When payment complete

user[email]=wc[data\_\_billing\_\_email]&user[city]=wc[data\_\_billing\_\_city]&user[country\_code]=wc[data\_\_bil

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

# WooCommerce Report for UTM data

We are happy to announce that we released report utility for WooCommerce

You can access via WP Dashboard > WooCommerce > Reports > UTM Stats

Dashboard

Posts

Media

Pages

Comments

Contact

WooCommerce

Home

Orders28

Customers

Reports

Settings

Status

Extensions

Products

Analytics

Marketing

Elementor

Templates

Appearance

Plugins

Users

Tools

Settings

WP Mail SMTP

WooCommerce / Reports / UTM Stats

Orders

Customers

Stock

UTM Stats

HandL Campaign

HandL Source

HandL Medium

UTM Campaign

Year

Last month

This month

Last 7 days

Custom: yyyy-mm-dd – yyyy-mm-dd

Go

Export CSV

1 item

UTM Campaign	Number Sales	Total	Ad Spend	ROAS	Order IDs
BlackFriday2021	95	£6283.22	<div>£15</div>	418.88	1632, 1637, 1661, 1668, 1701, 1705, 1725, 1738, 1767, 1776, 1782, 1809, 1813, 1814, 1815, 1869, 1871, 1876, 1909, 1979, 1987, 1993, 2009, 2012, 2041, 2066, 2103, 2106, 2112, 2120, 2123, 2151, 2153, 2161, 2176, 2178, 2220, 2221, 2223, 2242, 2243, 2276, 2282, 2288, 2291, 2300, 2306, 2309, 2329, 2331, 2362, 2364, 2370, 2392, 2437, 2438, 2464, 2465, 2473, 2482, 2483, 2489, 2504, 2537, 2546, 2548, 2549, 2552, 2575, 2578, 2580, 2587, 2594, 2607, 2616, 2620, 2626, 2627, 2648, 2650, 2652, 2667, 2669, 2676, 2689, 2714, 2716, 2717, 2718, 2719, 2725, 2728, 2800, 2803, 2823
CyberMonday2021	89	£6174.14	<div>£0</div>	NA	1419, 1435, 1446, 1463, 1484, 1510, 1550, 1570, 1594, 1611, 1640, 1644, 1672, 1673, 1674, 1676, 1690, 1697, 1698, 1723, 1745, 1751, 1771, 1773, 1774, 1777, 1793, 1823, 1847, 1868, 1900, 1906, 1942, 1997, 2017, 2027, 2044, 2058, 2137, 2146, 2194, 2228, 2247, 2254, 2257, 2258, 2260, 2269, 2281, 2289, 2294, 2305, 2330, 2377, 2380, 2406, 2443, 2452, 2515, 2531,

You can also easily calculate ROAS by typing your Ad Spend for the given period.

Also see this insightful video:

# Send UTMs via Admin Emails in WooCommerce

If you want to include the UTM paramters in your Admin email for WooCommerce.

Simply click "Woo Admin Emails" under UTM > HandL Options settings

The screenshot shows the WordPress dashboard with the 'HandL UTM Grabber' plugin settings. The left sidebar lists various WordPress sections, with 'UTM' highlighted. The main content area shows the 'HandL UTM Grabber' settings page, with the 'HandL Options' tab selected. The settings include:

- Append UTM:** A checkbox labeled 'Append UTM variables to all the links, CTAs automatically.' which is currently unchecked.
- Zapier Webhook URL:** A text input field containing 'https://hooks.zapier.com/hooks/catch/4665641/3bbqwnq/'. To the right is a link 'View Zapier Log (Latest Call Made)' with a plus icon.
- Cookie Duration:** A text input field containing '364' followed by 'days'.
- Domain:** A text input field. Below it is a note: 'If you are using subdomains and lock all the cookies to parent domain. You can do so here. e.g. `..domain.com`'.
- Enable GDPR:** A checkbox labeled 'Check if you'd like to be complaint with EU's GDPR. This will display HandL's consent bar in your website. Our plugin won't collect any data until consent is given. If you are using other consent plugins, you...' which is currently unchecked.
- Integromat Webhook URL:** A text input field.
- Woo Admin Emails:** A checkbox labeled 'Click here to append order meta to WooCommerce admin emails' which is checked.

A 'Save Changes' button is located at the bottom of the settings page.

# WooCommerce to Facebook Conversion API (FB CAPI) [Deprecated as of 3.1]

**Deprecated as of v3.1 (See  
[details](#))**

Go to UTM > WooCommerce Postback and select Facebook  
Ads

HandL UTM Grabber

HandL Options

Custom Fields

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

[Download All WooCommerce HandL Report \(CSV\)](#)

Preloaded Settings

Facebook Ads (Offline Conversion)

Postback URL

Not needed for FB

https://example.com/webhook/

Method

GET

When payment complete

user[email]=wc[data\_\_billing\_\_email]&user[city]=wc[data\_\_billing\_\_city]&user[country\_code]=wc[data\_\_bil

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

You don't need any other change here...

Click Facebook CAPI menu in UTM and enter Facebook pixel id and access token

## HandL UTM Grabber

HandL Options

Custom Fields

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

FB Pixel ID

122345640235768

FB Access Token

EAAo7kmrsTXgBAMCVjGYnGoZC7CUFuFYasdasdHzfDySZAYMxJMuGDZB  
asdasdkXasdasdasdApYJUsm3QHiSXZA9YSjiTRNqeVaHQzK3ISutxdHgKxZ  
Ckcztof8I12YUymasdasdasdasdEkc8LPJVMqvpOxzbJE6agkfZAZA9CEhC  
0ZD

Save Changes

How to generate Access Token: Go to your pixel, click Settings, scroll down to the Conversion API and click Generate Access Token.

## HandL UTM Grabber Ads Acc's Pixel

[Overview](#)[Test Events](#)[Diagnostics](#)[History](#)[Settings](#)

Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. [Learn More](#)

▼ [Show Options](#)

### Event Setup

View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

[Open Event Setup Tool](#)

### Track Events Automatically Without Code

OFF 

Your Facebook Pixel can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. [Learn More](#).

### Conversions API

Send web events directly from your server. [Learn More](#)

#### Set up manually

You can set up the Conversions API by following our step-by-step guide.

[Get Started](#)

[Generate access token](#)

#### Set up through a partner integration

Easily connect your web activity through a partner integration - no coding required. Choose from Wordpress, Tealium, Segment and more.

[Choose a Partner](#)

### Traffic Permissions

Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. [Learn More](#)

**Allow list:** Only domains added to the allow list can send events to Facebook through this pixel. Domains not on the allow list will be blocked from sending events.

**Block list:** Only domains added to the block list will be blocked from sending events to Facebook through this pixel. Domains not on the block list will be allowed to send events.

Once you set it up everything, keep monitoring your events and watch your event match increases



to high 8-9s.



Lead

● Active



Initiate Checkout

● Active



Purchase

● Active

Browser • Server

8.0/10

13.3K  
Last received 42 minutes ago



Browser • Server

8.5/10

1.7K  
Last received 56 minutes ago



Browser • Server

9.0/10

1K  
Last received 1 hour ago

