

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.

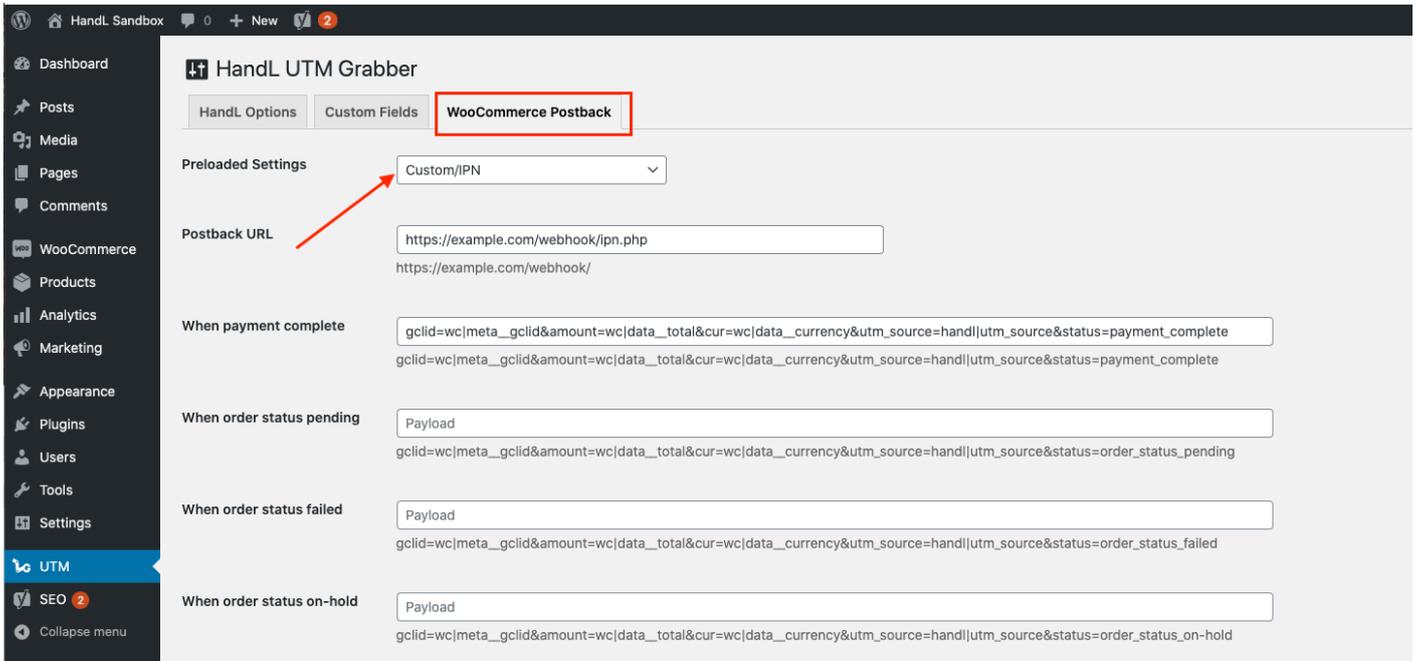
The screenshot displays a Zapier workflow configuration. The first step is a Trigger: "1. Catch Hook (Legacy)". The second step is an Action: "2. Send Offline Event in Facebook Offline Conversions". The action is expanded to show configuration options: "Choose app & event", "Choose account", and "Set up action", all of which are marked with green checkmarks. Below these options, a "Test action (skipped)" section is visible. It shows a preview of the event data to be sent to Facebook Offline Conversions. A message states: "Testing for this step was skipped. Try again anytime." The event data includes:

- 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



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	<code>gclid=wc meta__gclid&amount=wc data__total&cur=wc data__currency&utm_source=hand utm_source&status=payment_complete</code> 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
When order status completed	Payload gclid=wc meta__gclid&amount=wc data__total&cur=wc data__currency&utm_source=hand 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=hand 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=hand 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	<code>gclid=wc meta__gclid&amount=wc data__total&cur=wc data__currency&utm_source=hand utm_source&status=payment_complete</code> 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
When order status completed	Payload gclid=wc meta__gclid&amount=wc data__total&cur=wc data__currency&utm_source=hand 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=hand 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
ame&lname=wc|data__billing__last_name&email=wc|data__billing__email&phone=wc|data__billing__phone&c
ity=wc|data__billing__city&state=wc|data__billing__state&country=wc|data__billing__country&postcode
=wc|data__billing__postcode&order_id=wc|data__order_key&product_id=wc|product__product_id&event_tim
e=wc|data__date_created
```

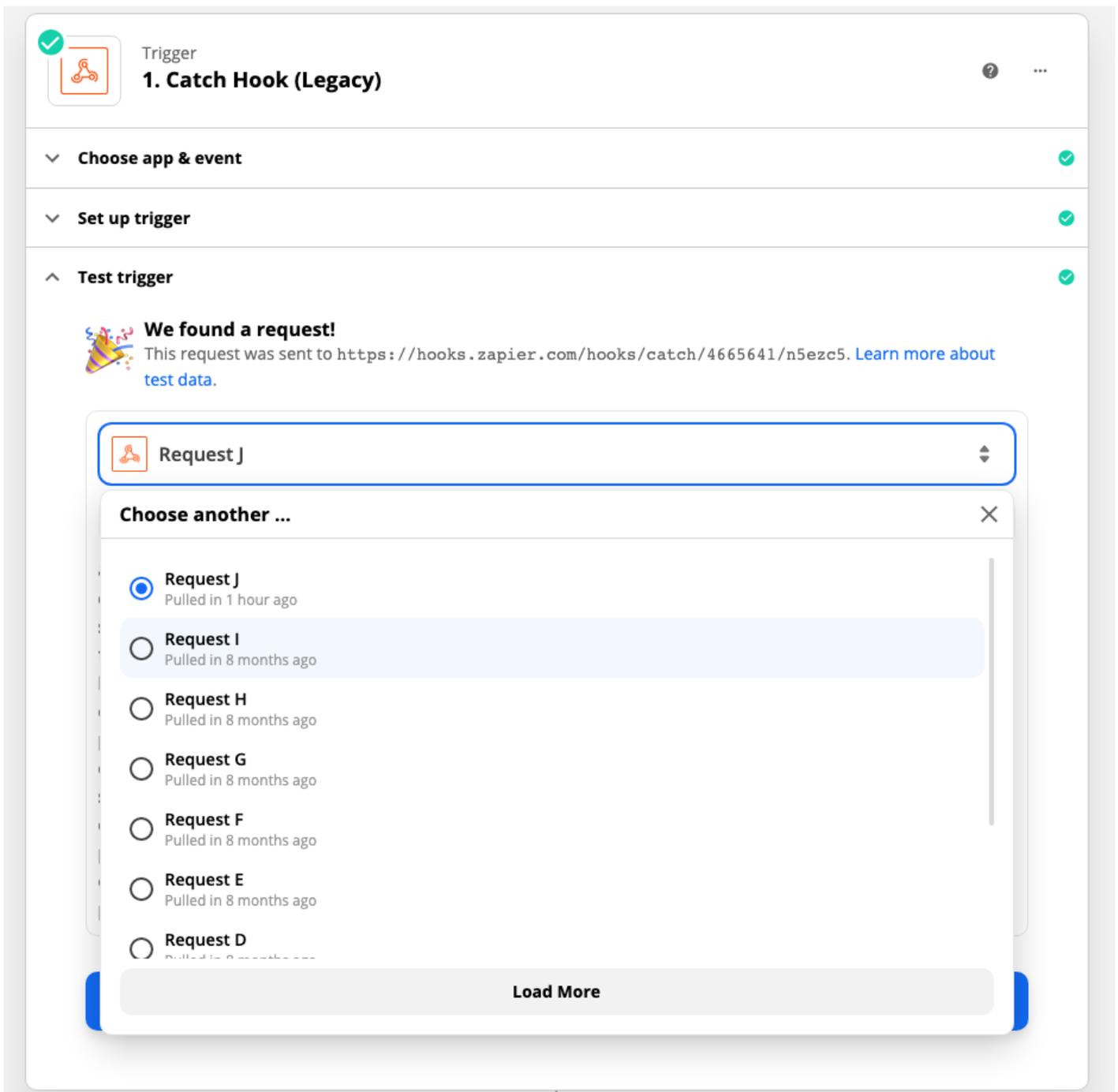
Save the form.

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 displays the Zapier Trigger configuration page for a 'Catch Hook (Legacy)'. The page is organized into three main sections, each with a dropdown arrow and a green checkmark on the right:

- Choose app & event**: Completed.
- Set up trigger**: Completed.
- Test trigger**: Completed.

Below the 'Test trigger' section, a notification reads: **We found a request!** This request was sent to <https://hooks.zapier.com/hooks/catch/4665641/n5ezc5>. [Learn more about test data.](#)

A dropdown menu is open, showing a list of requests. The selected request is 'Request J', which was pulled in 1 hour ago. Other requests listed include 'Request I' through 'Request D', all pulled in 8 months ago. A 'Load More' button is located at the bottom of the dropdown menu.

Make sure the payload looks exactly like you expect



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!

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