

# 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.

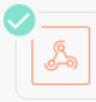
Let's get started!

## 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

HandL Sandbox 0 + New 2

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Products

Analytics

Marketing

Appearance

Plugins

Users

Tools

Settings

UTM

SEO 2

Collapse menu

#### 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

When order status pending

When order status failed

When order status on-hold

### 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
```

<b>When payment complete</b>	<input type="text" value="gclid=wc meta_gclid&amp;amount=wc data__total&amp;cur=wc data__currency&amp;utm_source=handl utm_source&amp;status=payment_complete"/> gclid=wc meta_gclid&amount=wc data__total&cur=wc data__currency&utm_source=handl utm_source&status=payment_complete
<b>When order status pending</b>	<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
<b>When order status failed</b>	<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
<b>When order status on-hold</b>	<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
<b>When order status processing</b>	<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
<b>When order status completed</b>	<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
<b>When order status refunded</b>	<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
<b>When order status cancelled</b>	<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

## 6. 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

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"

The screenshot shows the Zapier Trigger setup interface for "1. Catch Hook (Legacy)". The interface is divided into three sections: "Choose app & event", "Set up trigger", and "Test trigger", each with a green checkmark indicating completion. Below the "Test trigger" section, a message states "We found a request!" and provides a URL: "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 first request, "Request J", is selected and highlighted. Below it, several other requests are listed, including "Request I", "Request H", "Request G", "Request F", "Request E", and "Request D". A "Load More" button is visible at the bottom of the dropdown menu.

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 sucessfully.

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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