

# 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/

**When 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**

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**

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**

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**

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&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
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
```

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