

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](#)

2. Insert your postback URL

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

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](#)

4. Build the payload you want to send

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

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
```

Revision #9

Created Sat, Aug 15, 2020 4:39 PM by [Leman](#)

Updated Sat, Jan 13, 2024 4:04 AM by [Leman](#)