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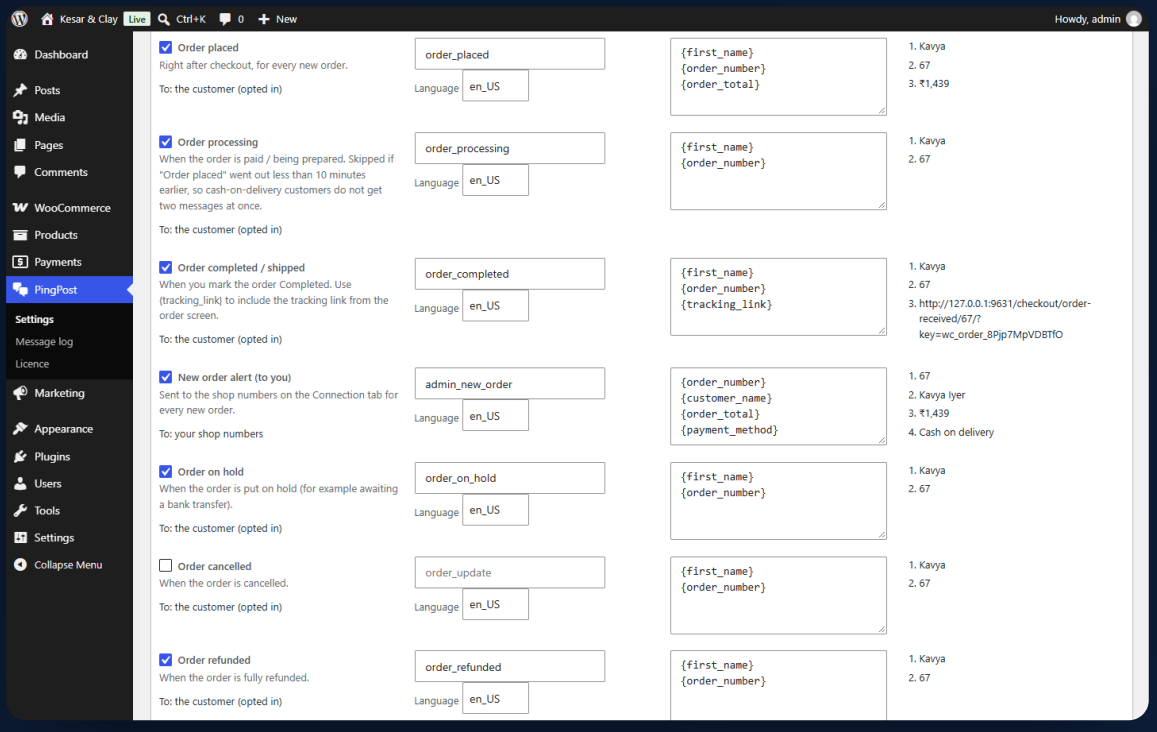
# PingPost — WooCommerce WhatsApp Notifications

Version 1.0.0 · Installation, licence activation, every setting explained, FAQ and troubleshooting.

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# PingPost — WooCommerce WhatsApp Notifications: user guide

PingPost sends WooCommerce order updates on WhatsApp through the **official WhatsApp Business Cloud API**, with **your own Meta account** and **your own approved message templates**. It never automates WhatsApp Web, never uses unofficial gateways and has no bulk-messaging feature. Customers only get messages after they tick the WhatsApp box at checkout, and they can stop them with one click.

- **Free:** Cloud API connection (masked token, connection check, test message), Order placed / Order processing / Order completed messages, new-order alert to up to 5 shop numbers, template variables with live preview, opt-in checkbox on the block and classic checkout, one-click opt-out page and opt-out list, per-number hourly limit, message log, order-screen box with tracking number and link.
- **Pro:** messages for every other order status (on hold, cancelled, refunded, failed and custom statuses), Shipping update button on the order screen, cash-on-delivery confirmation with Confirm / Cancel reply buttons, abandoned-cart reminders for opted-in shoppers, Twilio WhatsApp API as a second provider, and a signed webhook (STOP / START replies, COD answers, delivered and read statuses in the log).

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## 1. Requirements

- WordPress 6.4+, WooCommerce 8.0+ (8.9+ for the opt-in box on the block checkout), PHP 7.4+.
- A WhatsApp Business account on the Cloud API (Meta for Developers app with the WhatsApp product) and approved message templates. Meta bills template messages to you directly; PingPost adds no per-message fee.
- Pro with Twilio: a Twilio account with a WhatsApp sender and approved Content templates (Content SID `HX…`).

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## 2. Installation and licence

1. Plugins → Add New → Upload Plugin → choose the .zip → Install Now → Activate. WooCommerce must be active.
2. Pro: open **PingPost** → **Licence**, paste the key from your purchase email and click **Activate**. One key = one domain.
3. Free and Pro use the same folder, so installing Pro over Free keeps every setting.

When a monthly or yearly licence ends, the Pro messages (extra statuses, shipping updates, COD confirmation, cart reminders, Twilio, webhook) stop until you renew; everything you configured is kept

and the free features keep working. The Licence screen shows a renewal notice and an "I have paid — check again" button.

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## 3. Create your templates in WhatsApp Manager

Business-initiated WhatsApp messages must use an approved template. In WhatsApp Manager create one template per message, category **Utility**, for example:

| Template name | Body (example) |
|---|---|
| `order_placed` | Hi {{1}}, thanks for your order #{{2}} of {{3}}. We will message you when it ships. |
| `order_processing` | Hi {{1}}, order #{{2}} is being packed. |
| `order_completed` | Hi {{1}}, order #{{2}} is on its way: {{3}} |
| `admin_new_order` | New order #{{1}} from {{2}}: {{3}} ({{4}}) |

Add a footer variable such as "Stop messages: {{n}}" if you want to include the opt-out link.

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## 4. Connection tab (screenshot `pro-05-connection.png`)

PingPost → Settings → **Connection**

- **Phone number ID** — Meta app → WhatsApp → API Setup.
- **Access token** — a permanent System User token with the `whatsapp_business_messaging` permission. It is saved in a separate option that is not autoloaded and is only shown masked (last 4 characters). Leave the field empty to keep it, type a new one to replace it, or `-` to remove it.
- **WhatsApp Business account ID** — optional, for your reference.
- **Graph API version** — default `v21.0`.
- **Default country for phone numbers** — used for numbers typed without a country code when the order has no billing country. PingPost adds the calling code, removes a leading 0 and skips numbers that cannot be valid.
- **Shop numbers for new-order alerts** — up to 5, separated by commas.
- **Check connection** reads your business number, verified name and quality rating (nothing is sent).
- **Send a test message** sends one template to a number you own, filled with your latest order (or sample data).

Pro adds on this tab: **Send messages through** (Cloud API or Twilio), the Twilio Account SID / auth token (masked) / WhatsApp sender, and the **Webhook** section (callback URL, verify token, app secret).

## 5. Messages tab (screenshot `pro-06-messages.png`)

One row per message: switch it on, enter the **template name** and **language** exactly as in WhatsApp Manager (`en_US`, `hi`, `pt_BR` ...), and one line per template variable: line 1 fills `{{1}}`, line 2 fills `{{2}}` and so on. Each line can mix text and variables. The **Preview** column shows the values from your latest order.

Variables: `{first_name}` `{last_name}` `{customer_name}` `{order_number}` `{order_total}` `{order_status}` `{order_date}` `{payment_method}` `{shipping_method}` `{items}` `{item_count}` `{billing_city}` `{order_link}` `{tracking_number}` `{tracking_link}` `{optout_link}` `{store_name}`. Pro cart reminders also have `{cart_items}` `{cart_total}` `{cart_link}`.

When messages go out:

- **Order placed** — right after checkout (block and classic).
- **Order processing** — when the order becomes Processing; skipped if Order placed went out less than 10 minutes earlier, so cash-on-delivery customers do not get two messages at once.
- **Order completed / shipped** — when you mark the order Completed.
- **New order alert (to you)** — to your shop numbers for every new order.
- Pro: **Order on hold / cancelled / refunded / failed** and one row per custom status; **Shipping update** (button on the order screen); **COD confirmation request**; **Abandoned-cart reminder**.

Each message is sent at most once per order (the Shipping update button can be pressed again).

## 6. Consent & limits tab (screenshot `pro-11-consent.png`)

- **Opt-in** (on by default) — adds an unticked "Send me order updates on WhatsApp" box to the block checkout (contact section) and the classic checkout (under the billing fields). Customers who do not tick it get no messages; the log shows "No WhatsApp opt-in at checkout". Switch it off only if you collect WhatsApp consent another way.
- **Checkbox text** — your own wording.
- **Messages per number per hour** — safety limit (default 10), counted atomically in the database. Messages above it are skipped and logged.
- **Keep the message log for** — days (default 90).
- **Delete all plugin data when the plugin is deleted** — off by default.
- **Opt-out list** — numbers that never get customer messages again: added by the `{optout_link}` page, by you, or (Pro) by a STOP reply. Only a hash and a masked copy of each number are stored. "Remove" takes a number off the list.

## 7. The checkout (screenshots `pro-07-block-checkout-optin.png`, `pro-08-classic-checkout-optin.png`)

The opt-in box is never ticked in advance. On the classic checkout a logged-in customer who said yes before sees it ticked again. On the block checkout a logged-in customer can change the answer later under My Account → Account details.

## 8. Order screen (screenshot `pro-09-order-box.png`)

The **WhatsApp messages** box on the right shows the opt-in answer, an "Opted out" badge if the number is on the list, the **Tracking number** and **Tracking link** fields (saved with the order, used by `{tracking_number}` / `{tracking_link}`; tracking saved by the WooCommerce Shipment Tracking extension is read too) and every message for that order with its status. Pro adds **Send shipping update**.

## 9. One-click opt-out page (screenshot `pro-10-optout-page.png`)

`{optout_link}` opens a page that shows the shop name and the masked number with a **Stop messages** button. The button is needed (link previews in chat apps cannot opt people out by just opening the link). Links are signed; a changed link is refused.

## 10. Message log (screenshot `pro-14-message-log.png`)

PingPost → **Message log**: time, order, message, masked number, template, provider, status and the reason for failed or skipped messages. Filter by status or message. With the Pro webhook, sent messages move to Delivered and Read.

## 11. Pro: COD confirmation (screenshot `pro-12-cod-confirmation.png`)

1. Create a template with two **quick-reply buttons**, first "Confirm", second "Cancel".
2. Messages tab: switch on **COD confirmation request** with that template.
3. Connection tab: set up the webhook (section 13).
4. COD confirmation tab: tick **Ask cash-on-delivery customers to confirm**.

New cash-on-delivery orders from opted-in customers then wait **On hold** and get the template (instead of "Order placed"). Confirm moves the order to Processing, Cancel cancels it; both leave an order note. Taps are only accepted from the order's own number and with PingPost's signed button payload. Optional: release the order to Processing if the request cannot be sent.

## 12. Pro: abandoned-cart reminders (screenshot `pro-13-abandoned-carts.png`)

Switch on **Abandoned-cart reminder** under Messages and choose the delay on the Abandoned carts tab (default 60 minutes). A cart is recorded when an opted-in shopper with a valid phone number fills in the checkout; if no order follows within the delay, one reminder goes out with `{cart_link}`, which restores the cart and opens the checkout. Placing an order marks the cart "Ordered". Each cart gets at most one reminder; carts older than 30 days are deleted. Reminders are checked every 15 minutes by WP-Cron.

## 13. Pro: webhook

Meta app → WhatsApp → Configuration: callback URL = the URL shown on the Connection tab (`/wp-json/pingpost/v1/webhook`), verify token = the one you saved, subscribe to **messages**. Also save your **App secret**: every webhook call must carry a valid `X-Hub-Signature-256`, otherwise it is refused. Replies STOP / UNSUBSCRIBE put the number on the opt-out list, START takes it off.

## 14. Pro: Twilio

Choose **Twilio WhatsApp API**, enter Account SID, auth token and WhatsApp sender. In the Messages tab use each template's **Content SID** (`HX…`) as the template name; the variable lines fill `{{1}}`, `{{2}}` … COD buttons and the webhook need the Cloud API.

## 15. FAQ and troubleshooting

- **"WhatsApp is not connected yet"** in the log — fill in the phone number ID and token.
- **"(#132001) Template name does not exist in the translation"** — the template name or language does not match an approved template.
- **"No WhatsApp opt-in at checkout"** — the customer did not tick the box.
- **"Hourly message limit for this number reached"** — raise the limit on the Consent & limits tab if needed.
- **HTTP 401 / code 190** — the access token expired; create a permanent System User token.
- Messages are sent while the order is saved (one HTTPS request each, 12-second timeout). Failures never show to shoppers.
- Uninstall keeps everything unless you tick "Delete all plugin data".

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