Accepted Offer Email Link Missing or Not Working

Troubleshooting · https://wpfactory.com/docs/accepted-offer-email-link-not-working/

If the link in an accepted or counter offer email from Name Your Price: Make Your Own Offer for WooCommerce is missing or says "The link is no longer valid", check that the email content contains `%add_to_cart_url%` and that the offer is still Accepted or Counter. Templates are under **WPFactory > Price Offers > Actions**.

Symptoms

- The accept or counter email arrives with no link, or with the words "this link" but nothing clickable.
- Clicking the link shows the notice "The link is no longer valid."
- Clicking the link shows "Product is already in the cart." or "Product not found."
- The link opens a 404 page or the wrong domain.

How the link works

When you choose **Accept** or **Counter** on an offer, Name Your Price creates a one-off token and replaces `%add_to_cart_url%` in the email with a link to your site containing `alg_wc_price_offer_id` and `alg_wc_price_offer_token`. When the customer opens it, the product (or variation) is added to the cart at the accepted or counter price, with the offered quantity, and the customer is sent to the cart page. The link works only while the offer status is **Accepted** or **Counter**.

Cause 1: The placeholder is missing from the email content

The link exists only if `%add_to_cart_url%` is in the email content. The defaults include it ("You can buy ... by clicking this link").

1. Go to **WPFactory > Price Offers** (also reachable at **WooCommerce > Settings > Price Offers**) and open the **Actions** tab.

2. Check the default content for the accept and counter actions. It should contain a link such as `<a href="%add_to_cart_url%">this link</a>`.
3. Also check the text in the offer's **Actions** box before you click **Update**: the email content there can be edited per offer, and a removed placeholder means no link.

Other placeholders you can use in action emails: `%counter_price%`, `%offered_price%`, `%currency_code%`, `%quantity%`, `%product_title%`, `%product_url%`, `%customer_name%` and `%customer_phone%`. There is no `%offer_link%` placeholder. Full list: Email Placeholders Reference for Name Your Price.

Cause 2: The offer is no longer Accepted or Counter

"The link is no longer valid" appears when the token does not match or the offer status has changed, for example:

- The customer already bought the product and the offer was set to **Completed**, manually or by the **Auto-Complete Options** on the **Automation** tab. See How to Auto-Complete Offers After Purchase.
- You rejected, cancelled or reopened the offer after sending the email.
- You accepted or countered the same offer again: this creates a new token, so only the newest email's link works.

To send a fresh link, open the offer in **Offers**, choose **Accept** or **Counter** again and click **Update**.

Cause 3: The product is already in the cart or no longer exists

- "Product is already in the cart." means the same offer item is already in the customer's cart. The customer can go straight to the cart.
- "Product not found." means the product or variation was deleted after the offer was made.

Cause 4: Something changes the link on the way

- **Wrong domain or http instead of https:** the link is built from the **WordPress Address (URL)** in **Settings > General**. Make sure it uses your live domain and https.
- **Click tracking:** some SMTP or email marketing services rewrite links for tracking. Turn off click tracking for transactional emails and send a new accept email.

- **Security rules or caching:** a firewall that blocks unknown query strings, or a page cache serving the home page, can stop the link from being processed. Allow the `alg_wc_price_offer_id` and `alg_wc_price_offer_token` parameters and exclude them from caching.

Confirm the fix

Make a test offer with a customer email you can read, accept it from **Offers**, and open the link in a private window. The product should be added to the cart at the accepted price and the cart page should open.



See every feature and the pricing on the Name Your Price plugin page.

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Need a hand? Our team answers every ticket on the Name Your Price support forum.

Related articles

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