Order Targeting: Send Custom Emails Only for Certain Orders

How to · https://wpfactory.com/docs/advanced-admin-order/

The **Order Options** on each custom email let you restrict a send to orders that match your criteria. With Additional Custom Emails & Recipients for WooCommerce you can target by products, categories, tags, order amount, payment gateway, shipping method, users, roles, and status, then combine those conditions with AND or OR. Every option here is available in the free version.

Open your custom email under **WooCommerce > Settings > Emails** and scroll to **Order Options**.

> **Note:** Order Options apply only to order-related emails. They are ignored for non-order emails such as the password reset or product published notifications.

Targeting conditions

Condition	Effect
Require / Exclude products	Send only if the order contains at least one selected product (Require), or block the send if it does (Exclude). Matches product or variation IDs.
Require / Exclude product categories	Same logic, by product category.
Require / Exclude product tags	Same logic, by product tag.
Minimum / Maximum amount	Send only when the order subtotal is at or above the minimum, or at or below the maximum. Note this is the subtotal, before discounts, shipping, and tax.
Require / Exclude payment gateways	Restrict by the payment method used on the order.

Condition	Effect
Require / Exclude shipping methods	Restrict by the shipping method instance on the order.
Require / Exclude users	Restrict to or exclude specific customer accounts.
Require / Exclude user roles	Restrict by role. Guests (logged-out buyers) are treated as the role **No role (guest)**, so add that role to target guest orders.
Require / Exclude order status	Built mainly for delayed emails: confirms the order is still (or is not) in a given status when the email finally sends.

Logical operator

The **Logical operator** (option `order_conditions_logical_operator`, default **AND**) decides how the conditions combine:

- **AND**: every condition you set must pass.
- **OR**: the email sends if at least one condition passes.

Conditions you leave empty are ignored either way.

Require WPML/Polylang language

On multilingual stores (WPML or Polylang active), a **WPML/Polylang language** field appears. Select one or more languages to send the email only for orders placed in those languages.

Admin Options: where the manual send appears

The **Admin actions** setting decides where the "Send email: [title]" action shows up. You can enable any of:

- **Edit order > Order actions**
- **Orders > Bulk actions**
- **Orders > Preview**
- **Orders > Actions column**

By default, Order actions and Bulk actions are enabled. See Send a custom email from the order screen for the full workflow.

Email Sender and Advanced options

Below Order Options you will also find:

- **Email Sender Options**: override the "From" and "Reply-to" name and address per email. These fields accept shortcodes.
- **Advanced Options**: **Stop emails** (suppress selected default WooCommerce emails when this one sends) and **Exclude recipients** (block addresses, wildcards allowed). Both are free.
- **Settings Tools**: reset this email to defaults, and in Pro, copy settings from another custom email.



CUSTOM EMAILS

All of this targeting works on your free custom email. Additional Custom Emails & Recipients for WooCommerce Pro lets you run separate, differently targeted emails for every scenario.

See what Pro unlocks →

Related articles

- Send a Custom Email from the Order Screen
- Custom Email Sends Too Early or at the Wrong Time
- How to Send Delayed and Scheduled Emails
- Crafting Custom Email Content: Subject, Type, and Body
- Understanding Custom Emails: Triggers, Delays, and Scheduling