Conditional Email Content with [if]

How to · https://wpfactory.com/docs/conditional-email-content-if/

Additional Custom Emails & Recipients for WooCommerce ships an `[if]` shortcode that shows or hides a block of email content based on a comparison. Use it to add a line only for large orders, greet customers who paid with a specific gateway, or drop a note when a piece of order metadata matches a value, all inside a single email instead of maintaining several.

`[if]` is a general shortcode: it works in the Subject, Email heading, and Email content fields of any custom email, configured under **WooCommerce > Settings > Emails**.

The syntax

```
[if value1="A" operator="equal" value2="B"]Shown only when A equals B[/if]
```

All three attributes are required, and the enclosed content must not be empty; if any is missing, the shortcode outputs nothing. When the comparison is true, the enclosed content is rendered (and its own shortcodes are processed); when false, it produces an empty string.

Operators

Operator	True when
`equal`	value1 equals value2
`not_equal`	value1 does not equal value2
`less`	value1 is less than value2
`less_or_equal`	value1 is less than or equal to value2
`greater`	value1 is greater than value2
`greater_or_equal`	value1 is greater than or equal to value2

Operator	True when
`in`	value1 is one item in the comma-separated list value2
`not_in`	value1 is not in the comma-separated list value2
`find`	value1 appears somewhere inside value2
`not_find`	value1 does not appear inside value2

The `less`, `less_or_equal`, `greater`, and `greater_or_equal` comparisons follow PHP's loose comparison rules, so two numeric strings are compared as numbers. That is what you want for order totals and quantities.

Using shortcodes inside the comparison

You will usually want to compare a live value from the order, not a fixed string. Because `value1` and `value2` are attribute values, you cannot put square-bracket shortcodes directly inside them (the nested brackets would break the outer shortcode). Instead, write the inner shortcode with **curly braces**, and the plugin converts `{ }` to `[ ]` and runs it before comparing:

```
[if value1="{order_total}" operator="greater" value2="100"]
Thanks for your large order! Here is a gift for you.
[/if]
```

Here `{order_total}` is evaluated to the order's total, then compared against `100`. Any shortcode from the plugin's set can be used this way, for example `{order_payment_method_id}` or `{order_meta key="_some_key"}`.

Case-insensitive matching

Add `case_insensitive="true"` to compare text without regard to letter case. Both sides are lowercased before the operator runs:

```
[if value1="{order_payment_method_title}" operator="find" value2="paypal" case_insensitive="true"]
You paid with PayPal.
[/if]
```

More examples

Show a block only for specific payment gateways:

```
[if value1="{order_payment_method_id}" operator="in" value2="bacs,cheque"]
Please complete your bank transfer or send your cheque to finish the order.
[/if]
```

Add a note when a metadata flag is set:

```
[if value1="{order_meta key='_is_gift'}" operator="equal" value2="yes"]
Your order will be gift-wrapped.
[/if]
```

Note the single quotes around the inner attribute value: use single quotes inside a curly-brace shortcode so they do not clash with the double quotes of the outer `value1` attribute.

Notes and limits

- All of `value1`, `operator`, and `value2` must be present, and the content between the tags must not be empty, or the shortcode renders nothing.
- The rendered content is filtered with WordPress's post-safe filter, so standard HTML survives but disallowed markup is stripped.
- `[if]` can be nested: because the true branch is run through the shortcode processor again, you can place another `[if]` inside it.
- When an order value is empty (for example an order shortcode used in a non-order email), the comparison still runs against the empty string. Account for that when using `equal` or `find`.

Build smarter emails

Conditional content keeps your template count down. Combine `[if]` with the full shortcode set in Additional Custom Emails & Recipients for WooCommerce to tailor a single email to every order. Get the plugin to start building.



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