Convert Currency in Your Product Feed

How to · https://wpfactory.com/docs/convert-currency-in-your-product-feed/

To convert currency in your product feed, Product XML Feeds Manager for WooCommerce gives every price shortcode a set of currency attributes. You can pull a live daily rate from the European Central Bank, or set your own fixed rate, so the price you send a marketplace is in the currency that marketplace expects.

Where this runs

Currency conversion is done with shortcode attributes inside your feed template, under **WPFactory > Product XML Feeds** (also reachable at **WooCommerce > Settings > Product XML Feeds**), in the **Template Options** of the feed you are editing. It works on any shortcode that outputs a numeric value, such as `[alg_product_price]`.

The currency attributes

Attribute	Default	What it does
`convert_currency_from`	empty	Source currency code, for example `USD`. Usually your store currency.
`convert_currency_to`	empty	Target currency code, for example `EUR`.
`convert_currency_precision`	`2`	Decimal places the converted amount is rounded to.
`exchange_rate`	`0`	A fixed rate. When set to a non-zero value, it is used instead of the live rate.

Note: conversion only happens when the shortcode result is a number and both `convert_currency_from` and `convert_currency_to` are set. On a non-numeric value the attributes are ignored.

Option 1: live rate from the European Central Bank

Set the two currency codes and leave `exchange_rate` off. The plugin fetches the daily reference rates from the European Central Bank and converts using them:

```
[alg_product_price convert_currency_from="USD" convert_currency_to="EUR"]
```

This is the one external connection the plugin makes. It reads the public ECB daily rates file. Rates are cached during feed generation, and the ECB publishes rates on working days, so a weekend feed uses the most recent published rate.

Option 2: a fixed rate you control

If you would rather lock a rate, set `exchange_rate` to the multiplier you want. Here the price is multiplied by 0.92 and no external call is made:

```
[alg_product_price convert_currency_from="USD" convert_currency_to="EUR" exchange_rate="0.92"
convert_currency_precision="2"]
```

Show the currency code in the feed

To append the store currency code after a value, use the `append_currency` attribute (covered in the Global Shortcode Attributes Reference). Note it appends the store currency, so combine it thoughtfully with a converted amount.

Related articles

- Global Shortcode Attributes Reference
- Shortcodes Guide for Product XML Feeds



PRODUCT XML FEEDS MANAGER FOR WOOCOMMERCE

Currency conversion ships free with Product XML Feeds Manager for WooCommerce. Pro adds multiple feeds and per-feed filtering, so you can send each marketplace its own currency and product set.

See what Pro unlocks →

Related articles

- How to Add WooCommerce Brands to a Product XML Feed
- How to Create a WooCommerce Product XML Feed: Getting Started
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- Filter Products and Schedule a Product XML Feed
- Configure a Product XML Feed: Template and Basic Options