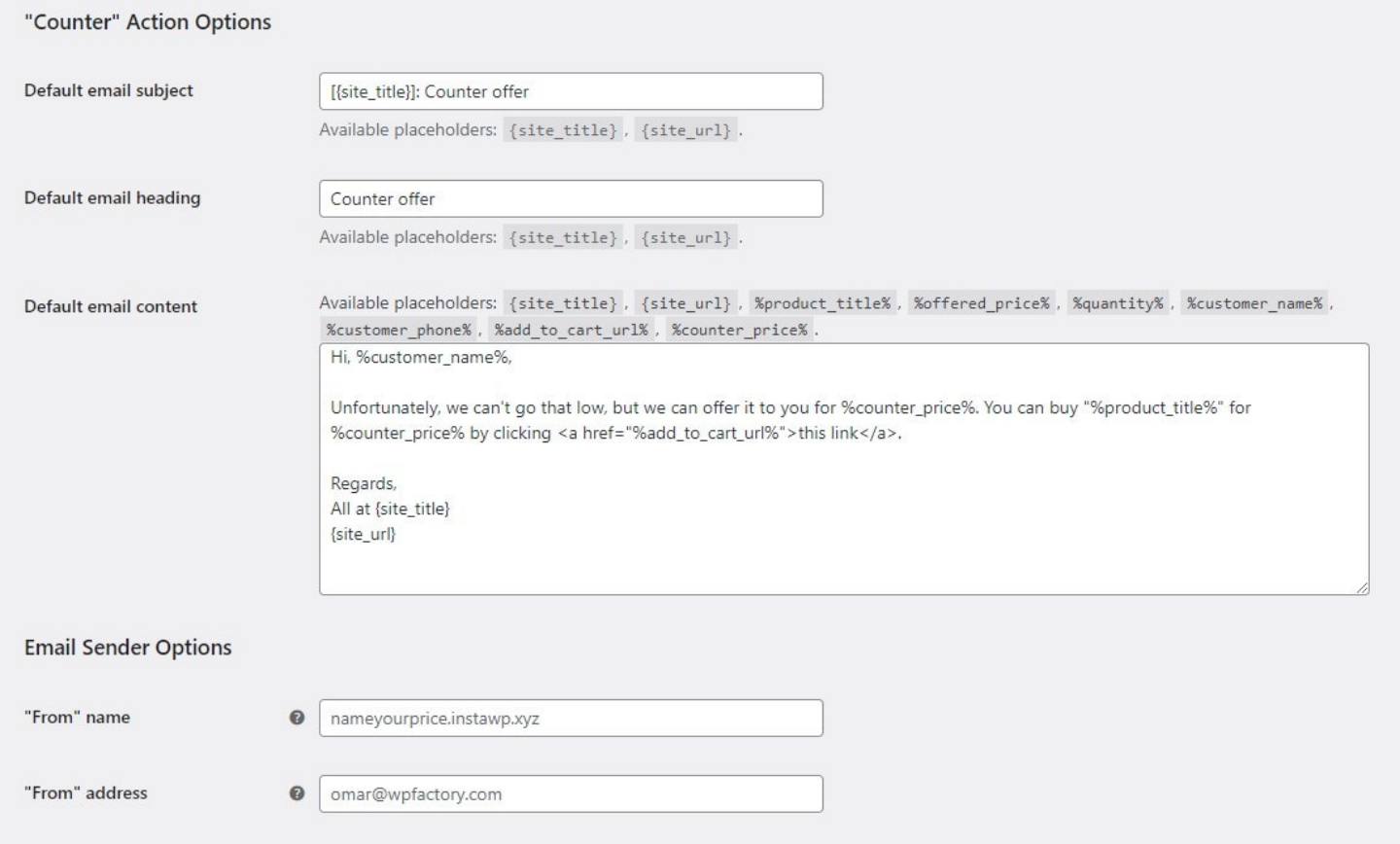
Counter Offers & Email Sender

How to · https://wpfactory.com/docs/counter-sender-options/

Counter offer email and sender options

To set up counter offer emails in Name Your Price: Make Your Own Offer for WooCommerce, go to WPFactory > Price Offers and open the Actions section. Write the counter subject, heading, and content, using %counter_price% and %add_to_cart_url%, and set the "From" name and "From" address used on all offer emails. These options are free.

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



Counter action options (free)

- **Default email subject** (`alg_wc_po_actions[counter_default_email_subject]`): default "[{site_title}]: Counter offer".
- **Default email heading** (`alg_wc_po_actions[counter_default_email_heading]`): default "Counter offer".
- **Default email content** (`alg_wc_po_actions[counter_default_email_content]`): the counter message body.

The counter content accepts all the standard placeholders plus two specific to this action:

- `%counter_price%` - the price you are proposing back to the customer.
- `%add_to_cart_url%` - a link that adds the product to the cart at your counter price.

> **Correction to an earlier version of this article:** `%add_to_cart_url%` is a **free** placeholder and is part of the default counter-offer content in the free version.

Email sender options (free)

- **"From" name** (`alg_wc_po_actions_email_from_name`): the sender name on outgoing offer emails. Leave blank to use your WooCommerce email sender name.
- **"From" address** (`alg_wc_po_actions_email_from_address`): the sender email address. Leave blank to use your WooCommerce email sender address.

When these fields are empty, Name Your Price falls back to the WooCommerce email settings, and then to your site title and admin email.



NAME YOUR PRICE

Countering offers and customizing the sender identity is free. Name Your Price: Make Your Own Offer for WooCommerce Pro adds automatic accept and reject rules on top of the manual actions.

See what Pro unlocks →

Related articles

- Accepted Offer Email Link Missing or Not Working
- Offer Email Notifications and Automation
- How to Restrict Payment Gateways for Accepted Offers
- How to Prevent Duplicate Price Offers
- How to Auto-Complete Offers After Purchase