Email Verification: Developer Hooks, Filters and Shortcodes Reference

Developers · https://wpfactory.com/docs/email-verification-developer-hooks-filters/

Customer Email Verification for WooCommerce exposes actions, filters and shortcodes so you can adjust the verification flow, the emails, and the blocking behavior in code without editing plugin files. Every hook listed here was read from the plugin source for Pro version 3.2.7, so the names are exact.

All settings referenced below live under **WPFactory > Email Verification** (also reachable at **WooCommerce > Settings > Email Verification**). Every hook and filter uses the `alg_wc_ev_*` prefix (a small number of older settings actions use `alg_wc_email_verification_*`).

The core verification filter

This is the single most useful filter. Email Verification decides whether a user counts as verified by running `alg_wc_ev_is_user_verified`. Return `true` or `false` to override the decision for any user.

Filter	Filtered value	Arguments
`alg_wc_ev_is_user_verified`	Whether the user is treated as verified	`$is_verified, $user_id`

```
// Treat every user with the "wholesale" role as verified.
add_filter( 'alg_wc_ev_is_user_verified', function ( $is_verified, $user_id ) {
    $user = get_user_by( 'ID', $user_id );
    if ( $user && in_array( 'wholesale', (array) $user->roles, true ) ) {
        return true;
    }
    return $is_verified;
}, 10, 2 );
```

The settings gate filter

`alg_wc_ev_settings` is how the plugin decides whether a Pro-only field is disabled. In the free version it returns the array `array( 'disabled' => 'disabled' )` (or `array( 'readonly' => 'readonly' )`), which locks the field. In Pro it returns the value unchanged, unlocking it. It is used across the settings screens and is not intended for store customization.

Email filters

These fire while the plugin builds and sends its activation, confirmation and admin emails. Whatever you return replaces the value the plugin would otherwise use.

Filter	Filtered value	Arguments
`alg_wc_ev_email_subject`	The email subject before placeholder replacement	`$subject, $args`
`alg_wc_ev_email_subject_final`	The email subject after placeholders are applied	`$subject, $args`
`alg_wc_ev_email_content`	The email body before placeholder replacement	`$content, $args`
`alg_wc_ev_email_content_final`	The email body after placeholders are applied	`$content, $args`
`alg_wc_ev_email_content_heading`	The email heading	`$heading, $args`
`alg_wc_ev_email_template`	The email template (plain / wc / smart)	`$template`
`alg_wc_ev_wc_email_template`	The WooCommerce email template mode	`$wc_template`
`alg_wc_ev_activation_email_recipient`	The activation email recipient address	`$recipient, $args`
`alg_wc_ev_confirmation_email_recipient`	The confirmation email recipient address	`$recipient, $args`

Filter	Filtered value	Arguments
`alg_wc_ev_allow_confirmation_email`	Whether the confirmation email is sent	`$allow, $args`
`alg_wc_ev_use_activation_wc_email`	Whether to route activation through a WooCommerce email object	`$use`
`alg_wc_ev_use_confirmation_wc_email`	Whether to route confirmation through a WooCommerce email object	`$use`
`alg_wc_ev_new_user_action`	The hook that triggers the activation email	`$action`
`alg_wc_ev_send_mail_message`	The final message passed to the mailer	`$message, $args`

```
// Send the activation email to a CRM inbox as well as the customer.
add_filter( 'alg_wc_ev_activation_email_recipient', function ( $recipient, $args ) {
    return $recipient . ',crm@example.com';
}, 10, 2 );
```

Placeholder filters

Use these to add your own placeholders to the emails and messages. See the Email Verification placeholders reference for the full built-in list.

- `alg_wc_ev_common_placeholders` - the `%site_title%` / `%site_url%` pair. Argument: `$placeholders`.
- `alg_wc_ev_user_placeholders_args` - the per-user placeholders such as `%user_email%` and `%resend_verification_url%`.
- `alg_wc_ev_verification_param` - the URL query argument used to carry the verification code. Default `alg_wc_ev_verify_email`.
- `alg_wc_ev_required_user_meta` - the list of user meta keys required before an account can verify.

```
// Register a custom placeholder for the emails.
add_filter( 'alg_wc_ev_common_placeholders', function ( $placeholders ) {
    $placeholders['%support_phone%'] = '+1 555 0100';
    return $placeholders;
```

```
} );
```

Redirect and blocking filters

Filter	Controls
`alg_wc_ev_redirect_on_registration`	The redirect target after registration
`alg_wc_ev_redirect_after_checkout`	The redirect target after checkout for an unverified user
`alg_wc_ev_block_content_notice`	The notice shown on blocked content
`alg_wc_ev_block_content_redirect_url`	The redirect URL used by the Block content feature
`alg_wc_ev_block_unverified_user_login_error_message`	The login error message shown to unverified users
`alg_wc_ev_block_nonpaying_users_activation_error_notice`	The notice shown when a non-paying user is blocked
`alg_wc_ev_block_nonpaying_users_activation_email_on_payment`	Whether the activation email is sent only on a paid order
`alg_wc_ev_resend_status_codes`	The order statuses that allow a resend
`alg_wc_ev_reset_and_mail_activation_link_validation`	Whether a reset-and-resend request is allowed to proceed

Advanced and processing filters

- `alg_wc_ev_verification_info_customization` - the My Account verification info block markup.
- `alg_wc_ev_bkg_process_email_params` - the email parameters sent when a background job finishes.
- `alg_wc_ev_delete_unverified_users_loop_args` - the query arguments used when deleting unverified users.

- `alg_wc_ev_html_replacement_params`, `alg_wc_ev_html_tags_converter_replacement_ids` - the "Replace HTML tags" advanced feature.

Actions

Action	Fires when	Arguments
`alg_wc_ev_core_loaded`	The plugin core has finished loading	`$core`
`alg_wc_ev_user_account_activated`	A user account is successfully verified	`$user_id`, `$args`
`alg_wc_ev_user_account_deactivated`	A user account is unverified	`$user_id`, `$args`
`alg_wc_ev_verify_email_error`	A verification attempt fails	-
`alg_wc_ev_activation_link_already_used`	A one-time activation link is reused	-
`alg_wc_ev_non_paying_user_blocked`	A non-paying user is blocked from activating	-
`alg_wc_ev_reset_and_mail_activation_link`	A fresh activation link is generated and sent	-
`alg_wc_ev_trigger_activation_wc_email`	The WooCommerce activation email object is triggered	-
`alg_wc_ev_trigger_confirmation_wc_email`	The WooCommerce confirmation email object is triggered	-
`alg_wc_ev_after_thankyou_logout`	An unverified user is logged out after checkout	-
`alg_wc_email_verification_after_save_settings`	The settings are saved	-
`alg_wc_email_verification_after_reset_settings`	A settings section is reset	-

```
// Add a user to a mailing group the moment their email is verified.
add_action( 'alg_wc_ev_user_account_activated', function ( $user_id, $args ) {
    update_user_meta( $user_id, '_newsletter_optin_ready', 'yes' );
}, 10, 2 );
```

Shortcodes

Email Verification registers the following shortcodes. They work in both the free and Pro versions. Two of them, `[alg_wc_ev_custom_msg]` and `[alg_wc_ev_email_content_placeholder]`, have an on/off toggle on the **Shortcodes** sub-tab (both enabled by default).

Shortcode	Purpose	Parameters
`[alg_wc_ev_custom_msg]`	Shows verification status or a resend link, with optional hide rules	`verified_status`, `unverified_status`, `hide_clauses`, `wrapper_template`, `content_template`
`[alg_wc_ev_resend_verification_url]`	Outputs a "resend verification email" link	`wrapper_template`, `hide_if_verified`, `hide_for_guests`, `content_template`
`[alg_wc_ev_resend_verification_form]`	Renders a form where a visitor can request a fresh link	`email_address`, `show_to_logged_in_users`, `template`, `submit_btn_template`, `wrapper_template`
`[alg_wc_ev_new_user_info]`	Prints a field from the current user's profile	`info_type` (default `user_email`), `not_found_msg`
`[alg_wc_ev_translate]`	Shows text conditionally on the active language	`lang`, `not_lang`, `lang_text`, `not_lang_text`

Shortcode	Purpose	Parameters
`[alg_wc_ev_email_content_placeholder]`	Marks where the activation email content is inserted into another email	none

Deprecated: `[alg_wc_ev_verification_status]` was replaced by `[alg_wc_ev_custom_msg]` in version 2.8.2. It still resolves (it forwards to the new shortcode and emits a deprecation notice), but new pages should use `[alg_wc_ev_custom_msg]`.

Need help?

If you are extending Customer Email Verification for WooCommerce and a hook does not behave as expected, contact our team on the Email Verification support forum with the hook name and a short code sample, and we will point you to the right extension point.



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