Email and Message Placeholders Reference

References · https://wpfactory.com/docs/email-verification-placeholders-reference/

These placeholders let you personalize the emails and on-screen messages produced by Customer Email Verification for WooCommerce. Type a placeholder into an email subject, email content, heading or message field, and Email Verification replaces it with the real value when the message is generated. The list below is taken from the plugin source for version 3.2.7.

All of these fields live under **WPFactory > Email Verification** (also reachable at **WooCommerce > Settings > Email Verification**), on the **Email**, **Messages** and **Blocking** sub-tabs.

Common placeholders

Available on any email subject or content field. If your emails are landing in spam, adding `%site_title%` and `%site_url%` to the subject or body often helps.

Placeholder	Replaced with
`%site_title%`	Your site title (the "Blog title" in WordPress settings)
`%site_url%`	Your site host name

User placeholders

Available on the email fields and on the message fields that list them. Each is filled from the account the message is about.

Placeholder	Replaced with
`%user_login%`	The account username
`%user_nicename%`	The URL-safe version of the name
`%user_email%`	The account email address

Placeholder	Replaced with
`%user_url%`	The account website URL
`%user_registered%`	The registration date
`%user_display_name%`	The public display name
`%user_roles%`	The account roles, comma separated
`%user_first_name%`	The first name
`%user_last_name%`	The last name
`%admin_user_profile_url%`	The wp-admin profile URL for the account

Verification-specific placeholders

Placeholder	Replaced with	Where it is available
`%verification_url%`	The unique activation link for the account	Activation email subject and content
`%resend_verification_url%`	A link that resends the activation email	Error, Failed, Activate and Block messages, and the expire notice
`%myaccount_url%`	The My Account page URL	Block content and Block add-to-cart notices
`%verification_status%`	The verified or unverified label	The `[alg_wc_ev_custom_msg]` shortcode content

Note: not every field accepts every placeholder. Each field's own description lists the placeholders it supports, and the table above records those limits. For example `%verification_url%` only resolves inside the activation email.

Adding your own placeholder



CUSTOMER EMAIL VERIFICATION FOR WOOCOMMERCE

See every feature and the pricing on the Customer Email Verification for WooCommerce plugin page.

View plugin →

Developers can register extra placeholders with the `alg_wc_ev_common_placeholders` and `alg_wc_ev_user_placeholders_args` filters. See the Email Verification developer hooks and filters reference for a code sample.

Need a hand?

If a placeholder is not rendering, our team answers every ticket on the Email Verification support forum.

Related articles

- Email Verification: Advanced Settings Reference
- Email Verification: Developer Hooks, Filters and Shortcodes Reference
- Tailoring User Messages with Email Verification Pro
- Large Number of Failed Emails: Server Troubleshooting
- Verification Email Button or Link Missing / Layout Broken