Email Placeholders Reference for Name Your Price

References · https://wpfactory.com/docs/name-your-price-email-placeholders/

Email placeholders reference

The emails in Name Your Price: Make Your Own Offer for WooCommerce support placeholders that are replaced with real values when the email is sent. This reference lists every placeholder and where it works. All placeholders are available in the free version.

Notification email (Email section)

The notification you receive when an offer is submitted. The **Email recipient** field accepts:

- `%admin_email%` - your store administrator email.
- `%product_author_email%` - the email of the product's author.

The **Email subject** and **Email heading** accept `{site_title}` and `{site_url}`. The **Email template** accepts the full set below.

Placeholder	Replaced with
`{site_title}`	Your store name
`{site_url}`	Your store URL
`%product_title%`	The product name
`%product_sku%`	The product SKU
`%product_url%`	The product link
`%offered_price%`	The price the customer offered

Placeholder	Replaced with
`%currency_code%`	The currency code of the offer
`%quantity%`	The offered quantity
`%customer_name%`	The customer's name
`%customer_phone%`	The customer's phone
`%customer_email%`	The customer's email
`%customer_message%`	The customer's message
`%user_ip%`	The sender's IP address
`%user_agent%`	The sender's browser user agent

Action emails (Actions section)

The reject, accept, and counter emails share a common set and add a few of their own. The content fields accept: `{site_title}`, `{site_url}`, `%product_title%`, `%product_url%`, `%offered_price%`, `%currency_code%`, `%quantity%`, `%customer_name%`, and `%customer_phone%`.

Placeholder	Available in	Replaced with
`%add_to_cart_url%`	Accept, Counter	A link that adds the product to the cart at the agreed price
`%counter_price%`	Counter	The price you propose back to the customer

The subject and heading fields for each action accept `{site_title}` and `{site_url}`.

> **Tip:** the price input label in the **Form** section accepts one extra placeholder, `%currency_symbol%`, and the form header accepts `%product_title%`.

Related



NAME YOUR PRICE

See every feature and the pricing on the Name Your Price plugin page.

View plugin →

See Email options and Reject and accept options for where to use these.

Need a hand?

Our team answers every ticket on the Name Your Price support forum.

Related articles

- Name Your Price: Developer Hooks and Filters Reference
- HPOS & WooCommerce Object Storage with Name Your Price
- Getting Started with Name Your Price for WooCommerce
- Name Your Price: Shortcodes Guide
- Name Your Price: Troubleshooting Specific Issues