Email Verification: Free vs Pro Versions Compared

Pro Features · https://wpfactory.com/docs/pro-vs-free-distinctions/

The free version of Customer Email Verification for WooCommerce already handles the core job: it sends activation emails, blocks unverified users from logging in, verifies guest checkout emails and lets admins verify users by hand. Pro adds editable email text, link expiry, deeper blocking of checkout, cart, products and order emails, and third-party integrations.

Where to find the settings

Go to **WPFactory > Email Verification** (also reachable at **WooCommerce > Settings > Email Verification**). The table below follows the sub-tabs in the order they appear there.

Free vs Pro at a glance

Feature	Free	Pro
General sub-tab		
Block unverified login (stop unverified users from logging in)	Yes	Yes
Login on activation (log the user in after verifying)	Yes	Yes
Guest users (verify the billing email of guest checkouts, with optional token check)	Yes	Yes
Pre-plugin users and Ignore user roles	Yes	Yes
Verification parameter (rename the URL parameter in the activation link)	No	Yes
Password reset (verify the user when they reset their password)	No	Yes

Feature	Free	Pro
Paying customers (verify customers automatically once a non-free order is paid)	No	Yes
Email changing (unverify, log out and resend the link when a user changes email)	No	Yes
Required user meta (require user meta before verification)	No	Yes
Verification info on the My Account page and as a widget	Yes	Yes
Verification info Customization (edit the info template)	No (default template)	Yes
One-time activation link	Yes	Yes
Activation link Expire time and Expire notice	No (links do not expire)	Yes
Redirect on success and Redirect on failure	Yes	Yes
Email sub-tab		
Activation email: send as a separate email, Customer new account email, Email sending trigger, Activation email delay	Yes	Yes
Activation email subject, content and heading (edit the text)	No (default text)	Yes
Email template: Plain, WooCommerce or Smart	No (Plain only)	Yes
Automatic resending of the activation email	No	Yes
Confirmation email (sent when an account is verified)	Yes	Yes
Confirmation email subject, content and heading (edit the text)	No (default text)	Yes
Admin email (notify the admin when a user verifies)	No	Yes
Messages sub-tab		
Success, error, failed, already verified, activate and resend messages	Yes	Yes

Feature	Free	Pro
Resend verification URL and guest checkout verification texts	Yes	Yes
Blocking sub-tab		
Block content: Blocked pages	Yes	Yes
Block content: Blocked products, Conditionals and Blocked URL(s)	No	Yes
Block content: custom Redirect URL and error notices	No (redirects to the home page with default notices)	Yes
Block checkout	No	Yes
Block adding products to cart (guests)	No	Yes
Block non-paying users, with Role checking	Yes	Yes
Block non-paying users: send the activation email only when the order is paid, and edit the error notice	No	Yes
Block order emails (hold WooCommerce order emails until the user verifies)	No	Yes
Block account verification by email (Email denylist)	No	Yes
Log out unverified users on the My Account page or on every page	Yes	Yes
Admin sub-tab		
Allowed user roles, Users filter, Verified column and manual verify/unverify actions	Yes	Yes
Bulk user actions: resend verification email, verify users, unverify users	Yes	Yes
Advanced sub-tab		
Authenticate filter, Block auth cookies, custom logout function, encoding options	Yes	Yes

Feature	Free	Pro
Prevent login after register and Prevent login after checkout	Yes	Yes
Block thank you page (after checkout)	No	Yes
Delete unverified users, manually or automatically on a schedule	Yes	Yes
REST API Verify endpoint	No	Yes
Shortcodes and Compatibility sub-tabs		
Shortcodes `[alg_wc_ev_custom_msg]` and `[alg_wc_ev_email_content_placeholder]`	Yes	Yes
Compatibility options (social login plugins, email customizers such as YayMail and WooMail, Polylang, Paid Memberships Pro, WoodMart and others)	No	Yes

Note: the free version shows every Pro option on the settings screen so you can see what is available. Pro checkboxes and dropdowns are greyed out and cannot be changed, and Pro text fields are read-only and show their default text. Installing Pro unlocks them in place, with no new settings screen to learn.

Related guides

- Restricting logins for unverified users
- Controlling user access with the Blocking sub-tab
- Restricting checkout and cart access for unverified users (Pro)
- Customizing the verification emails
- How to verify guest users at checkout
- Email Verification: Advanced settings reference



CUSTOMER EMAIL VERIFICATION FOR WOOCOMMERCE

The features marked Pro above are part of Email Verification Pro. If you are still on the free version, upgrading takes a couple of minutes and unlocks them along with the rest of the Pro toolkit.

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Related articles

- Advanced Configuration for Email Verification Pro
- Tailoring User Messages with Email Verification Pro
- Admin Controls for Customizing Email Verification in WooCommerce
- Email Verification: Developer Hooks, Filters and Shortcodes Reference
- Verification Email Button or Link Missing / Layout Broken