Custom Emails: Free vs Pro Versions Compared

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

Difference between the free and Pro versions

The free and Pro versions of Additional Custom Emails & Recipients for WooCommerce share the same feature set for a single email. The one difference is how many custom emails you can create. That is worth stating plainly, because a lot of what people expect to be "Pro" is already free.

What the free version includes

The free version gives you **one** custom email, with the complete toolkit:

- All triggers: order status updated to, status change, new order, subscriptions, renewals, and the Extra group (refunds, customer notes, stock notices, product published/updated, customer created, address changes, password reset).
- Custom triggers, so you can fire from any WooCommerce or WordPress action.
- Delay and scheduling (WP Cron or Action Scheduler).
- Full order targeting: require or exclude products, categories, tags, users, roles, order status, payment gateways, and shipping methods, plus minimum and maximum order amount, combined with AND or OR.
- Recipients control, including the `%customer%` placeholder, "From"/"Reply-to" sender options, and Exclude recipients.
- Subject, heading, HTML/plain/multipart content, custom CSS, and attachments.
- All shortcodes, including `[if]` conditional content and `[translate]`.
- Multilingual support: WPML, Polylang, and TranslatePress.
- Manual and bulk sending from the order screens, and "Stop emails" to override standard WooCommerce emails.

- HPOS (High-Performance Order Storage) compatibility.

What Pro adds

Capability	Free	Pro
Number of custom emails	1	Unlimited
Copy settings from one email to another	-	Yes
Trash individual custom emails	-	Yes
All triggers, targeting, delay, shortcodes, multilingual	Yes	Yes

In practice, upgrade to Pro when one email is not enough: for example a shipping notice to customers, a warehouse alert to staff, and a follow-up a week later, each with its own trigger, recipients, and content. Everything each of those emails can do is the same in free and Pro; Pro just lets you have all three at once.



CUSTOM EMAILS

Sending more than one custom email is the Pro feature of Custom Emails. Upgrading takes a couple of minutes and unlocks unlimited custom emails plus copy-settings between them.

Get Custom Emails Pro →

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