Recipients and Sender Options

How to · https://wpfactory.com/docs/recipients-and-sender-options/

Every custom email in Additional Custom Emails & Recipients for WooCommerce controls exactly who receives it and what the "From" and "Reply-to" details look like. This page covers the recipient field, the customer placeholder, the sender fields, and the exclude-recipients filter. All of these fields live on the email's own screen at **WooCommerce > Settings > Emails**.

Recipients

The **Recipients** field (option ID `recipient`, in the **Email Data** section) sets who the email goes to.

- **Comma-separated addresses.** Enter one or several fixed addresses, for example `warehouse@example.com, manager@example.com`.
- **The `%customer%` placeholder.** Use `%customer%` to send to the order's billing email. This is how you email the customer rather than staff.
- **Default.** If you leave the field empty, the email goes to your site's admin email (the WordPress **Administration Email Address**).

You can combine them. `%customer%, sales@example.com` sends to the customer and to your sales inbox on the same order. When the field is exactly `%customer%`, WooCommerce treats the email as a customer-facing email; when it contains `%customer%` alongside other addresses, the placeholder is replaced with the billing email at send time.

`%customer%` only resolves for order emails, where there is a billing email to read. For product or user triggers there is no order, so use a fixed address there.

Sender options: From and Reply-to

The **Email Sender Options** section overrides the default WooCommerce sender for this email only. All four fields accept shortcodes, so the sender can be built from the order.

Field	Option ID	Default (when left empty)

"From" name	`alg_wc_ce_from_name`	WooCommerce's configured "From" name.
"From" address	`alg_wc_ce_from_address`	WooCommerce's configured "From" address.
"Reply-to" name	`alg_wc_ce_reply_to_name`	The "From" name.
"Reply-to" address	`alg_wc_ce_reply_to_address`	The "From" address.

Because these fields accept shortcodes, you can, for example, set the Reply-to name to the customer's own name so replies read naturally:

```
"Reply-to" name:
"Reply-to" address:
```

If you set only the Reply-to fields and leave From empty, the email keeps WooCommerce's normal sender but adds your Reply-to header. If you set nothing, the email uses WooCommerce's standard sender throughout.

Exclude recipients

The **Exclude recipients** field (option ID `exclude_recipients`, in the **Advanced Options** section) blocks the email from going to certain addresses. It is most useful with `%customer%`: you send to the customer generally, but suppress a handful of addresses or a whole domain.

- Separate addresses with a comma or a new line.
- Wildcards are supported: `*` matches any run of characters and `?` matches a single character.
- Leave it empty to exclude no one.

Example: `*@example.com, one.person@example.net` blocks the whole `example.com` domain plus one specific address. If the resolved recipient matches any pattern, the email is not sent, and the reason is written to the debug log when debugging is enabled.

How the pieces work together

1. The **Recipients** field decides the target addresses (or defaults to the admin email).
2. `%customer%` is replaced with the order's billing email.
3. **Exclude recipients** can then suppress the send if the final recipient matches a blocked pattern.

4. The **Sender options** set the From and Reply-to headers on whatever is sent.

Route every email precisely

Additional Custom Emails & Recipients for WooCommerce Pro lets you give each of your unlimited emails its own recipients and sender identity. Get the plugin to send the right message from the right address to the right people.



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