How to Import WooCommerce Customers, Coupons and Reviews with Excel

How to · https://wpfactory.com/docs/store-migration-customers-coupons-reviews-excel/

To import WooCommerce customers, coupons or product reviews from Excel with All In One WooCommerce Migration: Import & Export to Excel, open the matching tab in **WPFactory > Store Migration**, download the sample, upload your .xlsx file, drag columns onto the fields and click **Upload**. Each tab also has an export screen.

Import customers

1. Open **Customers > Import Customers** and download the **Customers Excel Sample**.
2. Upload your .xlsx file.
3. Tick **Send Email to newly created Users** to email each new user a "Welcome!" message containing the password from the sheet (off by default).
4. Tick **Update Existing Users** to update users whose email already exists (off by default; otherwise they are skipped with "Wont update as chosen").
5. Map **EMAIL** and **USERNAME** (both required), plus PASSWORD, URL - WEBSITE and any user meta fields such as `billing_phone` or `shipping_city`.
6. Click **Upload** and wait for **JOB DONE!**.

- New users always get the **Customer** role. A ROLE column in your sheet is not used.
- The user meta fields offered for mapping are the meta keys on your own admin profile, so billing and shipping fields appear once your profile has them.
- Country fields accept a 2-letter code or the English country name.

Import coupons

1. Open **Coupons > Import Coupons** and download the **Coupons Excel Sample**.
2. Upload the file and map **COUPON TITLE** (the code) and **COUPON AMOUNT**. Both are required.

3. Map the optional fields: COUPON DESCRIPTION, COUPON STATUS (default `publish`), COUPON AUTHOR (user ID, default 1), DISCOUNT TYPE (`percent`, `fixed_cart` or `fixed_product`), INDIVIDUAL USE, PRODUCT IDS, EXCLUDE PRODUCT IDS, USAGE LIMIT, EXPIRY DATE, APPLY BEFORE TAX and FREE SHIPPING (`yes`/`no`).
4. Click **Upload**.

> **Note:** the coupon amount is stored as a whole number (decimals are dropped, so 7.5 becomes 7), and every row creates a new coupon. Re-importing the same file creates duplicate codes.

Import product reviews

1. Open **Reviews > Import Reviews** and download the **Reviews Excel Sample**.
2. Map **PRODUCT ID or TITLE** and the review **CONTENT** (both required).
3. Map AUTHOR, AUTHOR EMAIL, AUTHOR URL, DATE, RATING (1 to 5) and APPROVED (`1` approved, `0` pending; empty means approved).
4. Click **Upload**. Reviews for products that cannot be found are skipped.

Import product categories and attribute values

1. Open **Import Terms** and pick the taxonomy in **Select Taxonomy..** (for example `product_cat` or `pa_color`).
2. Use fixed columns: A term name, B description, C slug, D parent term name, and optionally E and F for the YITH color and label value and tooltip.
3. Upload the file and confirm "Are you sure you want to import the terms in the file?".

A missing parent term is created first. Terms that already exist are reported as "exists".

Export

Each tab has an export screen with filters and field checkboxes. See How to export WooCommerce products, orders and customers to Excel.

FAQ

Can I import customers with their existing passwords?

Only plain text passwords. The PASSWORD column is set as the user's new password, so an exported password hash would become the literal password. Leave passwords out and let customers reset them, or supply new ones.

Can I give imported users a role other than Customer?

No. The import always assigns the Customer role.

Does review import update the product rating?

Each review is inserted with its `rating` meta. WooCommerce recalculates the average rating shown on the product from these reviews.



STORE MIGRATION

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- Video: Migrate WooCommerce Products, Orders and Customers with Excel
- Store Migration Troubleshooting: Excel Import and Export Problems