

PPCmate

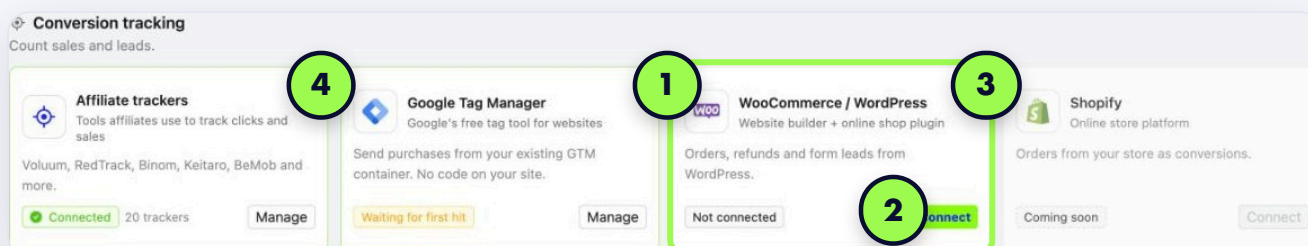
Track sales with the WordPress plugin

INTEGRATION GUIDE • WORDPRESS & WOOCOMMERCE

Step by step, with real screenshots of every screen

[PPCMATE.COM/GUIDES](https://ppcmate.com/guides)

In PPCmate, open Connected Apps. The WooCommerce / WordPress tile sits under Conversion tracking.



- 1 WooCommerce / WordPress**
Sends orders, refunds and form leads from WordPress to PPCmate.
- 2 Connect**
Shows how to connect, and gives you a site key if you prefer to paste one.
- 3 Shopify**
Coming soon, with the same one-click setup.
- 4 Google Tag Manager**
No WordPress? Send purchases from your existing GTM container instead.

Tip: Connecting is free and takes about two minutes. You don't need to change your ad links.

In WordPress, go to Plugins → Add New, search for "PPCmate Conversion Tracking", click Install Now, then Activate. Open PPCmate in the left menu.

PPCmate Conversion Tracking

Sends your orders and form leads to PPCmate so you see which ads sell.

1. Connect

1

[Connect with PPCmate](#)

opens PPCmate, you click Approve, you come back connected

2

Or paste a site key from PPCmate > Connected Apps:

[Use site key](#)

Nothing is sent to PPCmate until you connect.

1

Connect with PPCmate

Opens PPCmate. You click Approve and come back connected.

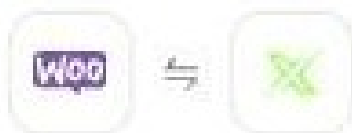
2

Or paste a site key

Can't use the button? Copy the site key from PPCmate → Connected Apps, paste it here and click Use site key.

Tip: Nothing is sent to PPCmate until an administrator connects the site.

PPCmate asks you to confirm the connection.



1

Connect shop.example.com to PPCmate?

Your site will send orders, refunds and form leads to PPCmate, so you see which ads bring sales. No names, e-mails or addresses are sent.

2

- Two trackers are created for you: WordPress · Orders and WordPress · Leads.
- Your campaigns' landing pages get the click ID added automatically.
- You can disconnect at any time, here or in WordPress.

Cancel

3

Approve

1

Connect your site

Your site sends orders, refunds and form leads. No names, e-mails or addresses are sent.

2

Set up for you

Two trackers are created (WordPress · Orders and WordPress · Leads), and your landing pages get the click ID added automatically.

3

Approve

Connects the site. You can disconnect at any time, in PPCmate or in WordPress.

Tip: WordPress then shows Connected.

Back in WordPress, choose what to report and check your consent setting.

1

2

3

4

1 • What to send

Source	Status	Counts as
☒ WooCommerce orders	Detected	Paid (processing / completed) · full refunds removed
☒ Contact Form 7	Detected	Lead
☒ WPForms	Detected	Lead
☒ Gravity Forms	Not installed	Lead
☒ Elementor Pro forms	Not installed	Lead

2

Order value sent:

Order total excluding tax and shipping ▾

3 • Privacy

✓

Cookie banner found: **Complianz**, **CookieYes** (WP Consent API). PPCmate waits for "marketing" consent.

Only a PPCmate click reference (pr_...) is stored in a first-party cookie. No customer name, email or address is sent.

4

Save settings

1 What to send

WooCommerce orders (paid, full refunds removed), and leads from Contact Form 7, WPForms, Gravity Forms or Elementor Pro forms. Installed tools are detected.

2 Order value sent

For example the order total excluding tax and shipping.

3 Privacy

Works with cookie banners like Complianz and CookieYes and waits for marketing consent. Only a click reference is stored.

4 Save settings

Saves your choices.

Tip: Untick any source you don't want counted as a conversion.

Under Health, click Send test conversion to check the connection.

Health

1

Last event sent: lead form:test:591c75e8-ba6f-4873-83da-e8a5f6fa5ab0 · 6 days ago (not_from_ad)

2

Retry queue: empty

1

Last event sent

The last order or lead the plugin sent. A test shows "not from an ad", which is expected.

2

Retry queue

Events waiting to be sent again if your site couldn't reach PPCmate.

Tip: Real sales show in your PPCmate reports next to the campaign and placement that brought them.

YOU'RE READY

Launch your first tracked store

GET STARTED AT PPCMATE.COM

More guides

ppcmate.com/guides

Video tutorials

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Help

Chat in your account

PPCmate