

SRLINES SOFTWARE HOUSE (SMC-PRIVATE) LIMITED

WhatsApp Business API Dynamic Variables Guide For Shopify App

Dynamic Variables in exampleArr - Complete Sequence

1. Order Created & Fulfillment Created Events

Proposed Template Names: `confirm_order` and `confirm_fulfill`

Sequence: `[customerName, orderName, trackingNumber, productNames, formattedAmount]`

Variables (5 total):

- **customerName** - Customer's first name or "Customer"
- **orderName** - Order number (like #1001)
- **trackingNumber** - Tracking number or "Not Found"
- **productNames** - Formatted product names (comma-separated)
- **formattedAmount** - Currency + amount (like "PKR 99.99")

Example: `["John", "#1001", "TRACK123", "T-Shirt and Jeans", "PKR 99.99"]`

2. Abandoned Cart Recovery Event

Hardcoded Template Name: `abandoned_cart`

Sequence: `[customerName, cartId, productNames, formattedAmount, recoveryUrl]`

Variables (5 total):

- **customerName** - Customer's first name or "Valued Customer"
- **cartId** - Cart ID prefixed with "CART-"
- **productNames** - Formatted product names (comma-separated)
- **formattedAmount** - Currency + amount (like "PKR 49.99")
- **recoveryUrl** - URL to recover the abandoned cart (e.g., "https://store.com/cart/abc123")

Example: `["Sarah", "CART-abc123", "Dress and Shoes", "PKR 49.99", "https://store.com/cart/abc123"]`

Template Setup for Meta WhatsApp Manager

1. Order Confirmation Template (`confirm_order`)

This template is for when a new order is created. It uses all 5 variables.

Template Name: `confirm_order`

Variables: `{{1}}`, `{{2}}`, `{{3}}`, `{{4}}`, `{{5}}`

Message Body:

Thank you for your order 2 with wCRM Test Store! We're thrilled to have you.

Your order is confirmed and we are getting it ready. Items: 4 Total Amount: 5 Tracking ID: 3

We are preparing your shipment. You will be notified as soon as it's dispatched!

JazakAllah Khair! Team wCRM Test Store

Note for Implementation: When the order is first created and a tracking number is not yet available, your system should pass "NOT FOUND" or "Not Available" as the value for variable `{{3}}`.

2. Fulfillment Confirmation Template (`confirm_fulfill`)

This template is for when the order is fulfilled and shipped.

Template Name: `confirm_fulfill`

Variables: `{{1}}`, `{{2}}`, `{{3}}`, `{{4}}`, `{{5}}`

Message Body:

Your order 2 from wCRM Test Store has been dispatched!

Tracking Number: 3 Shipped Items: 4 Total Amount: 5

You can track your shipment using the number above. We hope you love your items!

Shukriya, Team wCRM Test Store

3. Abandoned Cart Recovery Template (`abandoned_cart`)

Template Name: `abandoned_cart`

Variables: `{{1}}`, `{{2}}`, `{{3}}`, `{{4}}`, `{{5}}`

Message Body:

We noticed you were looking at some amazing products in your cart (2) but didn't complete the purchase.

Your Cart Items: 3 Total Price: 4

Complete your purchase now: 5

Is there anything holding you back? We are here to help if you have any questions! Complete your purchase before these items run out.

Best regards, Team wCRM Test Store

Note: Always test your templates in the WhatsApp Business Platform. Use the [SRLines Cloud API Onboarding](#) portal to set up and manage your templates effectively.

Final Dynamic Variables Summary

1. Order Created & Fulfillment Created Events

Proposed Template Names: confirm_order and confirm_fulfill

Sequence: [customerName, orderName, trackingNumber, productNames, formattedAmount]

Variables: 5 total

Template: {{1}}, {{2}}, {{3}}, {{4}}, {{5}}

2. Abandoned Cart Recovery Event

Hardcoded Template Name: abandoned_cart

Sequence: [customerName, cartId, productNames, formattedAmount, recoveryUrl]

Variables: 5 total

Template: {{1}}, {{2}}, {{3}}, {{4}}, {{5}}

Ready to implement? Contact us today! -thumbs-up

crm.srlines.net | cloudapi.srlines.net/onboarding/ | contact@srlines.net

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