



Global-e for WooCommerce

User Guide

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Introduction

As the chosen partner of hundreds of global brands and retailers worldwide, Global-e is the leading provider of cutting-edge cross-border e-commerce solutions.

Our comprehensive technology-based solutions make global brand expansion effective and risk-free for online merchants. By connecting people with brands worldwide, Global-e creates a boundless ecommerce world in which selling globally is as simple as selling locally.

The Global-e Extension for WooCommerce allows you to start boosting your international sales within days.

By implementing our smart cross-border solution and giving shoppers a truly localized experience, Global-e merchants see an immediate and continuous increase in conversion rates and international revenues.

This Document

This document provides instructions on how to set up the Global-e Extension for WooCommerce and some details on the functionality available after setup. This document is for the personnel in charge of installing and configuring the extension; it assumes familiarity with the terminology and technology.

Prerequisites

The extension setup requires:

- A user on your server with permissions to run CLI commands.
- A WordPress administrator account
- A Global-e merchant account

Overview

Together with your merchant account configuration in the Global-e System, the Global-e Extension for WooCommerce provides the following capabilities:

- **Browsing and buying in local currencies:** Shoppers can browse and buy in their local currency; more than 160 currencies are supported.
- **Local pricing:** Prices are rounded and formatted according to local conventions and adjusted per country.
- **Local and alternative payment methods:** Shoppers can pay with their preferred local payment method; over 75 methods are supported.
- **Duty and tax calculation:** Shoppers can view and prepay all duties and taxes at checkout to prevent unpleasant surprises upon delivery.
- **Multiple shipping options:** Shoppers can choose from a variety of international shipping methods at competitive rates.
- **Convenient returns portal:** Transparent and easy returns process; pre-paid returns option.
- **Localized welcome and checkout:** Complete shopping experience with a localized welcome message and checkout process, available in 26 languages.

Global-e Extension for WooCommerce - Main Functionality

The Global-e extension provides the following functionality in WooCommerce:

- **Shopper's Geo Location**

When the shopper accesses the store, the Global-e extension detects the shopper's location (IP address) and uses that location to predefine the relevant country's currency settings.

- **Shipping switcher**

A shopper can use the shipping switcher to change the order delivery to a different country by clicking the flag at the top of the page, and changing the shipping destination.

- **International checkout page**

The International checkout page is powered by Global-e and opens in an iFrame on the merchant's site.

This page is translated in 26 languages and offers more than 75 local payment methods in more than 160 currencies.

In addition, it provides the ability to pre-pay duties and taxes for the relevant shipping methods.

See [Checking out, Creating, and Viewing Orders](#) for more information.

- **Global-e cookie**

The Global-e GEM cookie collects basic user information allowing to identify the user, the culture, the cart, and the relevant store instance. See [Viewing the Global-e Cookie Information in the Browser](#) for more information.

- **Price conversion by Global-e**

Global-e converts the value of the merchant's products prices to the shopper's local currency. This conversion includes, if applicable, VAT calculation, rounding rules, and more.

- **Fixed prices**

Global-e supports fixed prices in WooCommerce, in case you wish to keep online pricing aligned with local stores. This requires configuring the merchant's website to support fixed prices. See [Configuring Your Site to Support Fixed Prices](#).

**NOTE**

At this stage, the Global-e's extension does not support customer-related discount settings (such as Allowed emails or Usage limit per User).

Installing the Global-e Extension for WooCommerce

Preparing the Installation

During the integration process, Global-e provides you with a zipped file of the extension for WooCommerce.

Download the file to the server on which WordPress is installed and unzip it, as detailed below.

To prepare the installation:

1. Extract the zip file.
2. Go to the location where you extracted the file
3. Copy: `woocommerce-globale-pro/`.

To: `<wp_root>/wp-content/plugins/`

Configuring the Global-e Settings

You can view or change the default Global-e settings in WooCommerce.

To view or edit the Global-e default settings:

1. In WordPress admin, navigate to:

WooCommerce → Settings → Integration → GlobalE PRO Integration

The Global-e Settings screen is displayed.

WooCommerce / Settings / Integration

General Products Tax Shipping Payments Accounts & Privacy Emails **Integration** Advanced Zone Pricing

MaxMind Geolocation | GlobalE PRO Integration

GlobalE PRO Integration

GlobalE PRO Integration.

Global-E API Settings

Enable JS/CSS include ☒ Enable JS/CSS include

Merchant ID

Merchant GUID

API path

Products

Extra product attributes ⓘ

Order

Skip Cart Validation ☐ Skip Cart Validation

[Save changes](#)

Configuration Screen - Global-e Default Settings

2. Review the fields or configure them according to your needs, as detailed in the following tables.

The following table details the parameters in the Global-e API Settings section.

Parameters	Description and Settings
Enable JS/CSS Include	ON/OFF switcher of the Global-e extension Values: yes (default), no If set to no, the system does not include the Global-e CSS and JavaScript. If set to yes, the Global-e script appears on your website. However, this script only becomes functional after the extension has been activated by Global-e. While waiting for activation, you can view the solution by adding the following query string to the site's url: ?showpro=true
Merchant ID	Merchant Account ID in the Global-e system (provided by Global-e, as part of the merchant's onboarding process).
Merchant GUID	Private key of the Merchant Account ID in Global-e (provided by Global-e, as part of the merchant's onboarding process).
API Path	Path to the Global-e API QA environment: //glite.bglobale.com/ Staging environment: //stglite.bglobale.com/ Production environment: //gex.global-e.com/

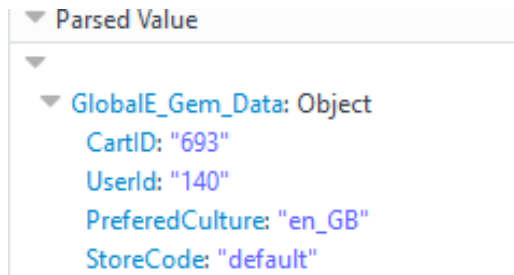
The following table details the parameters in the Products section.

Parameter	Description
Extra Product Attributes	You can create product attributes using the standard WooCommerce functionality. By default, the Global-e extension gets and supports the Size and Color attributes. These attributes are displayed in the Global-e checkout screen, transactional emails, the Merchant Portal View Orders interface, next to the related products. If you create additional attributes in WooCommerce, these must also be configured in the extension's Configuration screen. In the Extra Product Attributes field, add the attributes slugs as comma separated values.

Viewing the Global-e Cookie Information in the Browser

The Global-e extension includes a cookie that enables to recognize the user, the cart, and the relevant store instance.

The cookie is populated with the required data in json format. The following figure shows an example of the Global-e cookie in a browser.



GlobalE_Gem_Data Cookie (Example)

Cookie data:

Data	Description
CartID	WooCommerce Cart ID
UserID	The ID of the registered user. If the user is a guest, this field is set to 0.
PreferredCulture	Store culture code
StoreCode	Store code (technical field, for compatibility)

Checking out, Creating, and Viewing Orders

This section provides information on the Global-e extension's API endpoints used during order placement and on the details of the order after placement.

Checking Out and Creating Orders

When the shopper adds items to the cart, the Global-e extension uses the `CartInfo` API to get the content of the cart .

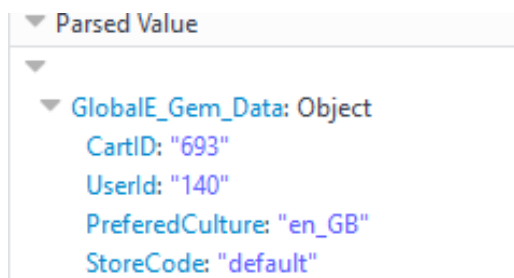
<base_host>/?wc-api=pro-cart-info

When the shopper clicks the checkout button, the extension redirects from the native environment to the Global-e checkout.

Viewing the Global-e Cookie Information in the Browser

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GlobalE_Gem_Data Cookie (Example)

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PreferredCulture	Store culture code
StoreCode	Store code (technical field, for compatibility)

Viewing Orders after Creation

After the order was created, you can view the list of orders or the details of each order.

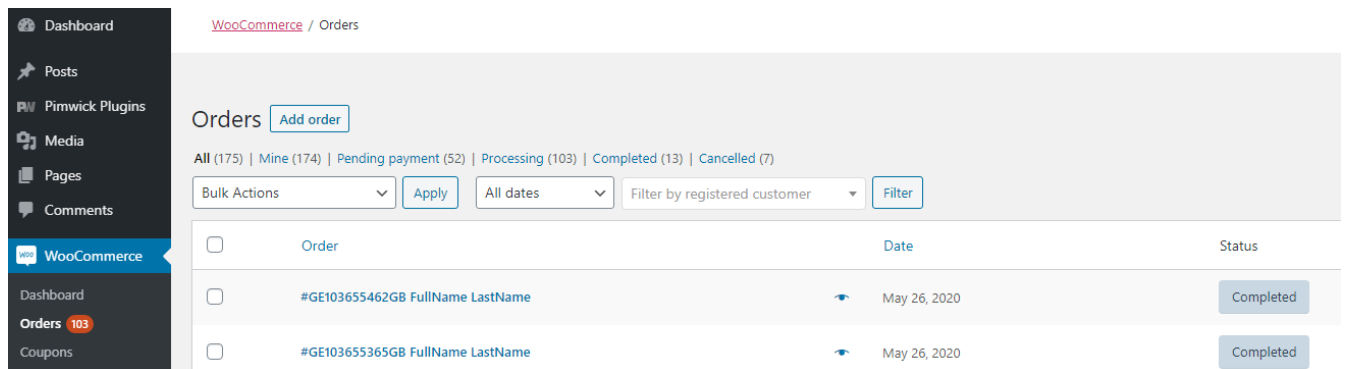
Viewing the List of Orders

To view the list of orders and order information:

- Navigate to:

WooCommerce → Orders

The Orders screen is displayed, showing the list of Orders.



Orders Screen - Order List - Global-e Order ID

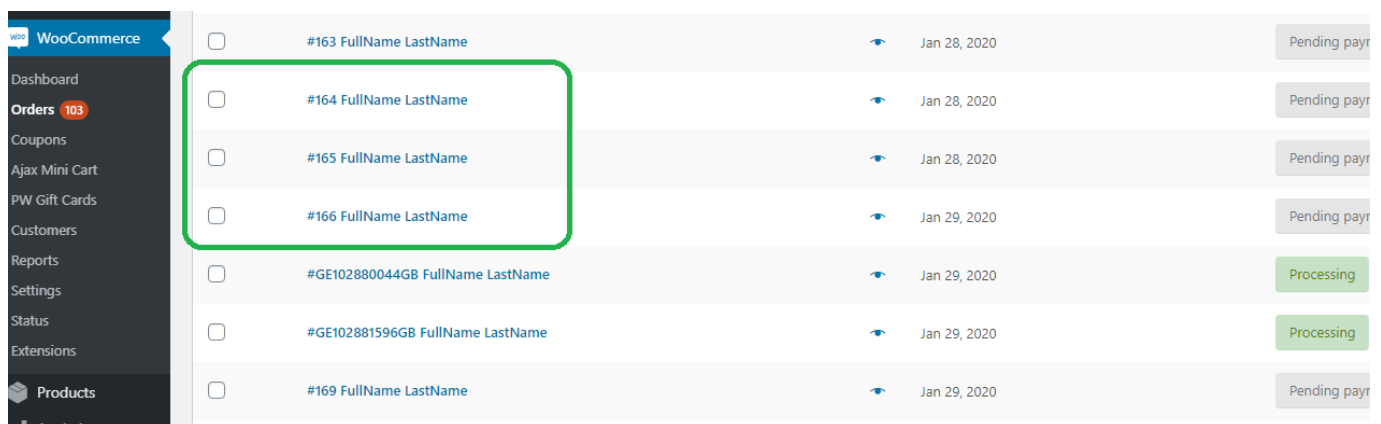
GLOBAL-E ORDER ID

Before the order is injected into WooCommerce, it is created in the Global-e system and given a Global-e Order ID.

The Orders screen shows the internal order ID replaced by Global-e Order ID. See the example in the figure above (Order List Screen with the Global-e ID). This ID is also displayed when opening an order and Viewing Order Details.

The Global-e Order ID is preceded by GE and ends with the merchant country code initials. Global-e ID format example: GE11053927GB.

Note that when orders are placed in the native application, the internal order ID is shown.



Order placed in the native application

To cross-reference the order on the Global-e Merchant Portal, you can use either the internal Order ID or the Global-e Order ID.

Viewing Order Details

To view Global-e Order details:

- Click a Global-e Order.

The Global-e Order View is displayed, showing the Global-e order information, including the Global-e order ID, order status, payment information.

ORDER AND ACCOUNT INFORMATION

The screenshot displays the WooCommerce 'Edit Order' interface. The left sidebar contains navigation links for Dashboard, Posts, Pimwick Plugins, Media, Pages, Comments, and WooCommerce. The main content area shows the order details for a Global-e order. The 'General' tab is active, showing the order date (2020-05-26), status (Completed), and customer information (vitali.kashyn@global-e.com). The 'Billing' and 'Shipping' tabs are also visible. The 'Item' section shows a single item with a cost of £6.01 and a total of £7.21. The 'Custom Fields' section at the bottom shows two fields: 'globle' with a value containing JSON data and 'globle_OrderId' with the value GE103655462GB. The 'Order notes' section on the right shows a status change from Processing to Completed.

Order Details

Order Statuses

The following table describes the order statuses in WooCommerce.

Status	Description
Pending	Global-e injects the order in "Pending" status. Fulfillment is not performed at this stage. Status is "Pending" until the payment is cleared.
Processing	Once the payment is processed successfully and the order is cleared by the fraud engines (or via manual fraud team review), the status changes to "Processing" and fulfillment starts. Once the order is in "Processing" status, the order can be prepared for international shipping and dispatched to the end customer.
Processed	Once the order was shipped to the customer and an email notification was sent on behalf of the merchant, the order's status will be set to "Processed".
Canceled	Orders canceled via the Global-e merchant portal are in "Canceled" status.

Shipping and Handling Information

The shipping price field always shows 0.00. You can view the actual shipping price paid by the customer on the Global-e Merchant Portal.

ITEMS ORDERED

Product Prices

Prices of order's items placed via Global-e are shown *both* in the merchant's base currency and in the currency used by the customer in the Global-e checkout.

Tip

To verify the actual amounts paid by customers for shipping, refer to the Global-e Merchant Portal:

GlobaleAdmin → Orders → View Orders

The Merchant Orders screen is displayed.

In the Order Details Area, select an order to view the order details, including payment and shipping details.

/GlobeAdmin/Orders/Order?orderId=GE

Payment Details		Merchant Details	
Order Total	€ 85.31	Merchant	
Paid Total	€ 85.31	Merchant Order ID	
Payment Status	Settled	Merchant Internal Order ID	
Payment Method	iDeal	Confirmed by Merchant	Yes
D&T Threshold Exceeded	Yes	☒ Create notification	11/02/2020 12:19:53
D&T Prepaid	N/A	☒ Payment notification	11/02/2020 12:20:04
Is 3D Protected	No		
		Full Merchant Details	

Shipping Details		Comments	
Total Shipping Price	€ 12.89		
Clearance Fee	€ 0.00		
D&T Paid By Customer	€ 0.00		
US Sales Tax	€ 0.00		
Shipped by	DHL European Road... 		
Shipped from	Global-e Hub (GB)		
Prepayment possible	No		
To	dor Decline Damstraat 2 Amsterdam, 1012 JM Netherlands		
Phone Number	0000000000		
Shipping email	dor.wattenberg@global-e.com		
Return Local Tracking Number		 Save	

Customer Local Currency Prices

Viewing Invoice Information

The merchant can use this screen to review invoice information.

However, note that this is not the formal invoice and it should not be shared with the customer. The formal invoice is available on the Global-e Merchant's Portal; it is sent by Global-e to customers or customs clearance agencies.

Configuring your Site to Support Fixed Prices

Global-e supports fixed prices on WooCommerce with some setup on the merchant's site.

To set up support for fixed prices in WooCommerce:

1. Define the countries for which you wish to set fixed prices.
2. Install and configure the 3d-party extension: **WooCommerce Price Based on Country**.
3. Set the products prices for each pricing zone.
4. Contact <ProSupport@global-e.com> with the request to add fixed prices support and provide the list countries.

This information is added to your Global-e account settings.

These pricing zones are now set to fixed prices, as defined in [step 3](#) above. The Global-e extension will not calculate the price conversion for these zones, and the prices remain as you defined them in the currency of the pricing zone.