

Advanced Matching

Advanced matching allows Whop to match events to users more accurately by sending customer identifiers alongside the event.

Important: Unlike TikTok and Meta, Whop expects customer fields in **plain text**. HandL sends them unhashed by design. Do not hash emails or phone numbers before passing them.

How It Works

- Data Collection:** When users fill out forms, HandL automatically captures customer details. Data is stored in localStorage with keys such as `em` (email) and `ph` (phone).
- Automatic Merging:** Every call to `HandL.sendWhopEvent()` merges any stored customer values into the event payload. Fields you pass directly always override the stored values.
- External ID:** Uses the `first_handlID` cookie as `external_id`. This is automatically generated on first visit.
- Full Name:** When a first or last name is available, HandL composes `name` automatically.

Manual Data Collection

You can pass customer fields directly on any event:

```
HandL.sendWhopEvent('lead', {
  event_id: 'lead_8f21c0',
  email: 'visitor@example.com',
  first_name: 'Jane',
  last_name: 'Doe',
  phone: '+15551234567'
});
```

Advanced Matching Parameters

Whop supports the following identifiers (all sent as plain text):

Parameter	Description	Source
<code>email</code>	User's email address	<code>localStorage.getItem('em')</code>
<code>first_name</code>	User's first name	<code>localStorage.getItem('fn')</code>
<code>last_name</code>	User's last name	<code>localStorage.getItem('ln')</code>

Parameter	Description	Source
<code>name</code>	Full name	Composed from first and last name
<code>phone</code>	User's phone number	<code>localStorage.getItem('ph')</code>
<code>city</code>	User's city	<code>localStorage.getItem('ct')</code>
<code>state</code>	User's state	<code>localStorage.getItem('st')</code>
<code>postal_code</code>	User's postal code	<code>localStorage.getItem('zp')</code>
<code>country</code>	User's country	<code>localStorage.getItem('country')</code>
<code>external_id</code>	Unique identifier	<code>Cookies.get('first_handlID')</code>

Empty fields are dropped automatically and never sent.

Verification

To verify advanced matching is working:

- 1. Open browser DevTools (F12)
- 2. Go to the Network tab
- 3. Filter for `t.whop.tw`
- 4. Inspect the request payload and confirm your customer fields are present

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