

Why is there no union_id in the file exported from order management?



There may be the following three reasons:

1. The Official Account is not bound to the WeChat Open Platform.

The union_id is based on the WeChat Open Platform. For users to have a union_id, the prerequisite is that the Official Account authorized by the merchant to elink is bound to a WeChat Open Platform account.

2. The Official Account is already bound to the WeChat Open Platform, but the user registered before the Official Account was authorized to elink.

This is the case for old users. Users' union_id can only be obtained through WeChat login. In this case, users only need to log in to the store again. After going through the authorization login process once, the union_id will be supplemented.

3. The Official Account was first authorized to elink and then bound to the WeChat Open Platform after some time. The user registered during this time window.

Restricted by WeChat's login rules and considering the user experience, the union_ids of these users will not be automatically supplemented.

If it is confirmed that this is the case, merchants can unbind the Service Account and Mini Program on the elink Management Console. After re - authorizing the Service Account/Mini Program, users can automatically supplement their union_id by accessing the H5/Mini Program in WeChat again.

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