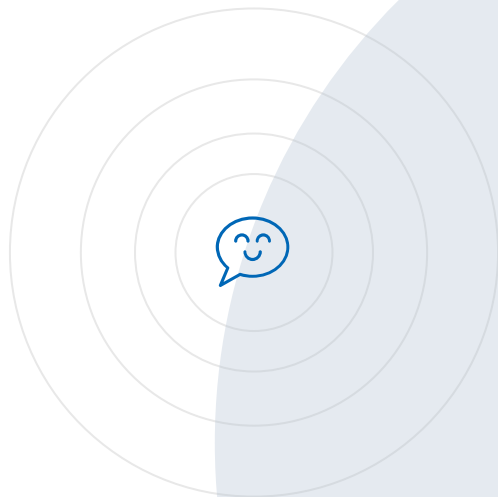




*Completed  
Order is the  
beginning,  
not the end*





# Heya!

I'm the Head of Product at SkyVerge.

Our team has built over 70 eCommerce apps for **WooCommerce, Shopify, & Easy Digital Downloads** in the past 6 years.

[Jilt.com](http://Jilt.com) | [SkyVerge.com](http://SkyVerge.com)  
[slideshare.net/bekarice](https://slideshare.net/bekarice)

# What will we cover?

- **Why** transactional emails are a huge opportunity for online stores
- **Which** transactional emails should you send & customize?
- What are some **best practices** to customize these emails?

And your questions! Type them as we go. 😊





1

# A huge opportunity

Why transactional emails matter



**70% open rates**

Highest out of any email type

**4 to 8x opens + clicks**

Compared to bulk marketing emails

**5-20x \$ per email**

When compared to email averages

# Order email metrics

	Open rate (%)	Unique open %	Click rate (%)	Txn <sup>1</sup> rate (%)	\$ per email	AOV
<b>Order confirmation</b>	146.3	46.7	15.7	1.0	\$0.78	\$112.55
<b>Order cancellation</b>	145.2	50.3	15.5	1.9	\$3.17	\$165.14
<b>Return confirmation</b>	129.7	50.1	8.7	0.4	\$0.69	\$177.32
<b>Shipping confirmation</b>	149.4	44.6	25.8	0.7	\$0.59	\$104.80
<b>[Comparison] Overall</b>	23.4	16.6	3.3	0.1	\$0.09	\$171.22

<sup>1</sup> Transaction rate (orders per email sent)

# Interpreting the data

## Transaction rates

Despite being sent for a new order, these emails *still* drive additional sales at rates ~1-2%.

→ The purchase may not be done! Sell again.

## Cancellation emails

With the highest transaction rate near 2%, you likely can win back some of these sales.

→ Retention is possible, seize the opportunity.

## Transaction AOV

Cancellation and return emails have the highest AOV – customers might want a replacement.

→ Help the customer find what they need.





2

# What can I change?

What can you include in order emails?





# Know your laws

Be aware of regulations! (Also, IANAL.)



**If [the email] contains only transactional or relationship content, its primary purpose is transactional or relationship. In that case, it may not contain false or misleading routing information, but is otherwise exempt from most provisions of the CAN-SPAM Act.**

*- USA CAN-SPAM Act*

# Other regulations

## CASL

Doesn't apply to email sent due to an existing business relationship (purchase of goods = business relationship).

## GDPR

Allowed if customers have a way to opt out of transactional emails that contain marketing.

***Again,*** I am not a lawyer. Consult your own. 😊

# Rules to follow

## Order details first

Show transactional elements of the email before any marketing message.

## Limit sales pitches

The primary focus must remain on transaction details; use only ~20% marketing content.

 Ensure transactional emails remain transactional, not commercial, with a primary focus.





3

# Order email guidebook

How to optimize your emails





# Which emails?

Notifications you should optimize

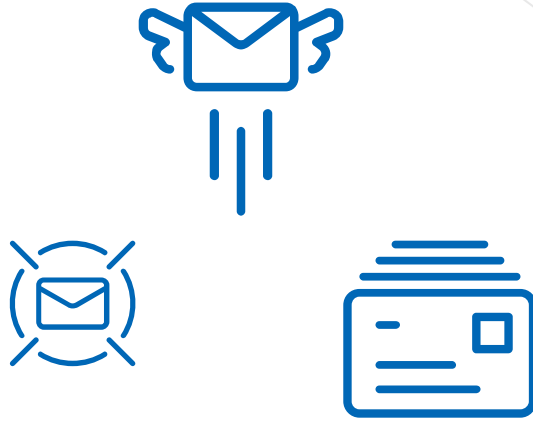
# Triggered order emails



# Triggered order emails







# Email content

Changes to optimize your emails

# 1. Brand your subject

Include your store or brand name in subject lines for transactional emails – this makes for easy recognition and improved open rates.

## Subject line

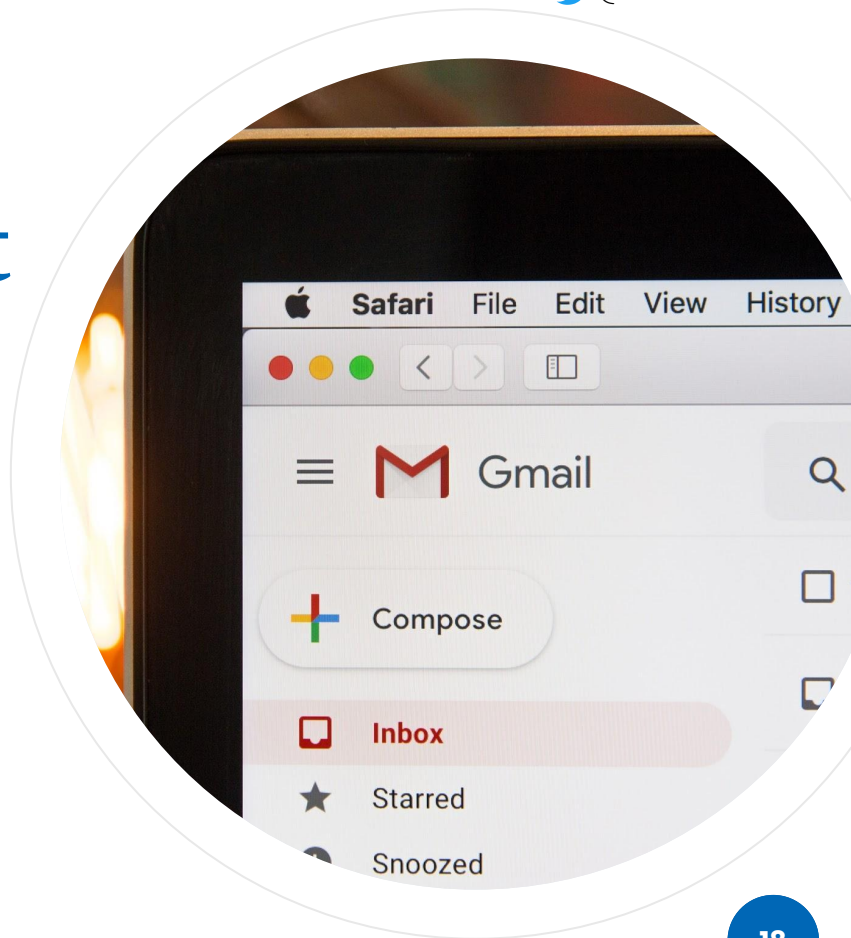
Your {{ shop.name }} order has shipped!

Increase open rates by customizing your email subject with [liquid merge tags](#).

## Preview text

This order has left our warehouse and is speeding towards you! 🚚

Preview text is shown after the subject line in some inboxes. Recommended: 150 characters. [Learn more](#).





**Including the brand name in the subject line of shipping confirmation emails boosted open rates by 7 percent.**

*- Experian Marketing Services*

## 2. Sharing is caring

Encourage customers to tell their friends about their purchase! Referred customers spend **13.4% more** than non-referred customers.

Let's get social!

Share your purchase with #iLoveJilt



Follow us to see these items in action.



{{ shop.name }} © All rights reserved

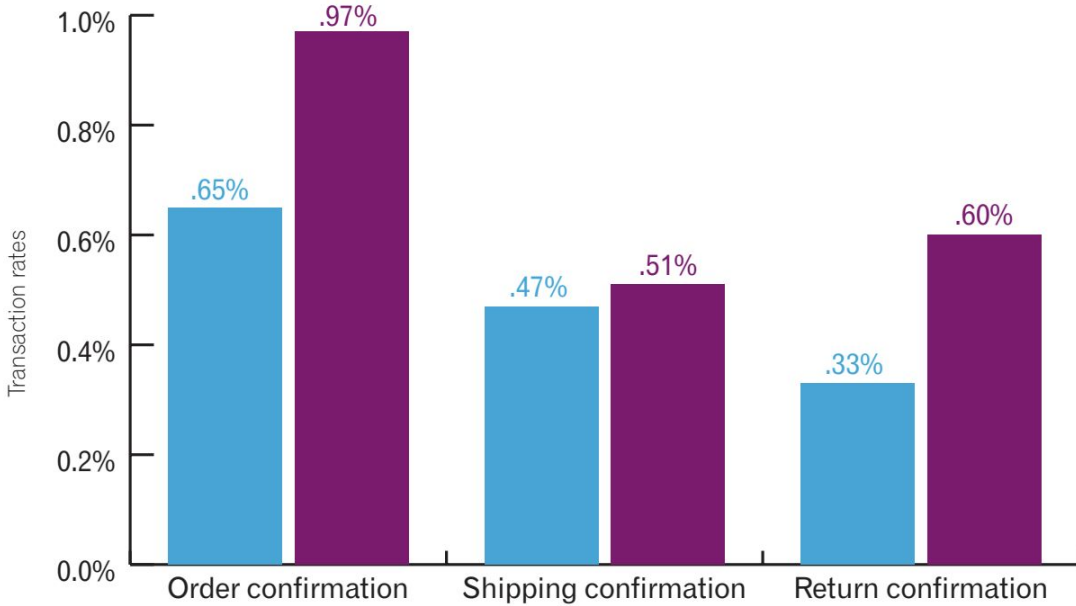



# 3. Always be closing

Order emails are still a **sales opportunity!**

Include cross-sells to increase transaction rates.

Mailings with cross-sell sections had higher transaction rates



Item	Qty	Total
 Woo ninja	2	\$0.00
Subtotal:		\$0.00
Tax:		\$0.00
Fees:		\$0.00
Shipping:		\$0.00
<b>TOTAL:</b>		\$0.00

Looking for something else?



Woo Album #4  
\$9.99

[View Product](#)



Woo Logo  
\$15.00

[View Product](#)

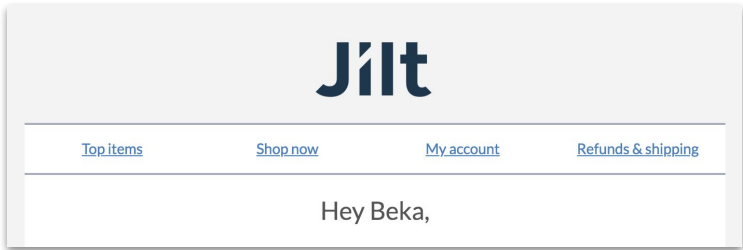


Ninja Silhouette  
\$35.00

[View Product](#)

# 4. Personalize away

Include **customer** and **order** details to further boost email open rates.



	Percent increase	Sample	Unique click rates	
			With	Without
			Personalization	
Personalization in the body of the email	↑ 26%	"Dear _____"	8.8%	7%
A navigation bar	↑ 23%	Women   Men   Kids	9.5%	7.7%
<b>Order tracking links</b>				
Order confirmations	↑ 46%	"Check order status online"	11.6%	7.9%
Shipping confirmations	↑ 62%		13.5	8.3%

## 5. Make a deal

Include a discount or coupon for a future purchase — most helpful in shipment confirmations, recommended for any emails aside from order confirmations or receipt emails (don't send a coupon *right* after the customer has purchased).




**SPECIAL  
DEAL**

Limited time offer!

\*term and conditions apply



Item	Qty	Total
 Woo ninja	2	\$0.00
Subtotal:		\$0.00
Tax:		\$0.00
Fees:		\$0.00
Shipping:		\$0.00
<b>TOTAL:</b>		<b>\$0.00</b>

## Your discount code

Hey Beka, here's a coupon for 10% off your next purchase!

**A B C D - 1 2 3 4 - E F G H**

Shop Now

Expires in: 14 days




Email campaigns with coupons outperformed other promotional mailings on open, click, and transaction rates, and had **48 percent higher** revenue per email...

– *Experian Marketing Services*

# 6. Embrace holidays

Use seasonal content when it's appropriate – humanize your brand & have fun.

Don't forget to update it after the holiday is over!



**H&M**

SHOP ONLINE NEW ARRIVALS SALE STORE LOCATOR

**Your order is on its way!**

██████, your order is packed and on it's way to you.

You can follow the journey [here](#) or by logging in to [My H&M](#).

Your tracking number: U168497725151125005186.  
It may take up to 24 hours before tracking is activated

**Enjoy your delivery!**  
**H&M**

You are always welcome to get in touch with us at 855-466-7467.

### Order summary - shipped Nov 25, 2015

#### Expected delivery:

Item	Qty.	Price
Art.No: 215368	1	\$5.99
Desc.: 4-pack bracelets		



4

# Put it together

Let's recap, shall we?



# For all emails...

- Include **brand name** in the subject line
- Use the **customer's name** in the email body when relevant
- Include **store navigation links** (main shop, top products, return policy, shipping policy, support, etc)
- Offer **social sharing / following**
- Consider adjusting content for **upcoming holidays**



# Order receipts

**Sent when:** Order is placed

**Recommended changes:**

- don't include discounts
- always show order details first
- include shipping timelines (set expectations for the order)
- link to customer service & refund policies
- cross-sell items in case they forgot something



# Welcome email

**Sent when:** Contact subscribes or makes first purchase

**Recommended changes:**

- *great* to share discounts
- Include top or featured products
- set expectations for how often contacts will hear from you
- advertise loyalty programs, membership clubs, etc



# Shipment notification

**Sent when:** Items have shipped

**Recommended changes:**

- cross-sell or promote additional products
- include order tracking numbers or status links
- include FAQs or expectations
- offer a discount (e.g., free shipping) on next purchase





# Order cancellation & order refunds

**Sent when:** Customer cancels or requests a refund

**Recommended changes:**

- win-back the sale! offer discount, or
- suggest related items
- link to refund & support policies
- share refund timelines (set expectations)



# Thank you

**Sent when:** 1st purchase or its anniversary, LTV threshold hit, etc

**Recommended changes:**

- great for discounts or free gifts
- include photos of you or your team (humanize your brand)
- ask for social sharing / follows, or testimonials / reviews



# Product education

**Sent when:** Before or after items are received

**Recommended changes:**

- include product guides or instructions
- ask for social share (e.g., use Instagram hashtag)
- include recommended items



# Feedback request

**Sent when:** Items are received

**Recommended changes:**

- ask for product reviews
- cross-sell items
- point to support resources and guarantee satisfaction
- link to return policies





# Thanks!

Let's dig into questions!

[Jilt.com](http://Jilt.com) | [SkyVerge.com](http://SkyVerge.com)

[slideshare.net/bekarice](http://slideshare.net/bekarice)

# Keep learning

Our blog has several helpful articles on transactional emails:

- [Grow your email receipts](#)
- [Engage with customers post-sale](#)
- [Get the most from shipping confirmations](#)
- [Drive more sales with thank you emails](#)



# Quick reference

	Sent when	Recommendations
<b>Order receipt</b>	Order placed	Don't include discounts; always show order details; include shipping timelines; link to customer service & refund policies
<b>Welcome</b>	Contact subscribes or makes first purchase	<i>Great</i> for discounts; set expectations for how often contacts will hear from you; advertise popular products or loyalty programs
<b>Order shipment</b>	Items shipped	Cross-sell or promote additional products; include order tracking or status links; offer a discount
<b>Order cancelled Order refunded</b>	Customer cancels or requests a refund	Win-back the sale! Offer a discount; link to refund policies and customer support; share refund timelines; suggest related items
<b>Thank you</b>	1 <sup>st</sup> purchase / its anniversary, LTV threshold hit, etc	Also great for discounts or free gifts; include photos of your or your team; ask for social sharing / follows
<b>Feedback request</b>	After order shipment	Ask for reviews, point to support resources and guarantee satisfaction; link to return policies; cross-sell items
<b>Education</b>	After items received	Include product guides, instructions, or ask for social share (e.g., use Instagram hashtag)



# Credits

Special thanks to the people who made and released these resources for free:

- Template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)

