COMPREHENSIVE LIST OF MAGENTO TRANSACTIONAL EMAILS AND THEIR DESIGNS

MAGENTO TRANSACTIONAL EMAILS AND THEIR DESIGNS

Magento comes pre-loaded with a wide range of transactional email templates. These emails are triggered by a variety of actions that can occur on a Magento website. These actions can be anything from a new order being placed on your online store to RMA (Return Merchandise Authorization) comments for registered and guest customers respectively. Unfortunately, there isn't much documentation out there on the various transactional emails in Magento, so we thought we'd write a blog post and create an accompanying ebook to help our fellow merchants out! We've curated about 95% of the transactional email possibilities within Magento (the items excluded were some minor administrative emails that very rarely get triggered) to showcase what they look like and how they're triggered.

On the next page, you'll find a list of all the transactional emails available in Magento (again, with the exception of a few administrative emails). Click each link to see their standard design template of each email, and find out how the email is triggered.

Enjoy!

MAGENTO TRANSACTIONAL EMAILS

1. Contact Form

2. Credit Memo Update

3. Credit Memo Update for Guest

4. Forgot Admin Password

5. Forgot Password

6. Gift Registry Sharing

7. Gift Registry Update

8. Invoice Update

9. Invoice Update for Guest

10. New Credit Memo

11. New Credit Memo for Guest

12. New Invoice

13. New Invoice for Guest

14. New Order

15. New Order for Guest

16. New RMA

17. New RMA for Guest

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19. New Shipment for Guest

20. New Account

21. New Account Confirmation Key

22. New Account Confirmed

23. Newsletter Subscription Confirmation

24. Newsletter Subscription Success

25. Newsletter Unsubscribe Success

26. Order Update

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MAGENTO TRANSACTIONAL EMAILS

30. Remind Password

31. Rewards Points Balance Update

32. Rewards Points Expiry Warning

33. Send Product to a Friend

34. Share Wish List

35. Shipment Update

36. Shipment Update for Guest

37. Store Credit Update

1. CONTACT FORM

Owner

6 August, 2013 1:26 PM

Hide Details

To: jcover <jcover@demacmedia.com>

Reply-To: jcover@demacmedia.com

Contact Form

1

Name: Jim Cover

E-mail: jcover@demacmedia.com

Telephone:

Comment: CONTACT US COMMENT BOX.

When it's triggered:

This email is sent to your Customer Service or Support department when a customer contacts your company through the "Contact Us" link on your website.

2. CREDIT MEMO UPDATE

Sales   24 July, 2013 3:56 PM
To: Jim Cover <jcover@demacmedia.com>
Fabiolus Store: Credit Memo # 100000002 update

Magento®

Dear Jim Cover,

Your order # 100000332 has been
Closed.

You can check the status of your order by logging into your account.

CREDIT MEMO UPDATE

If you have any questions, please feel free to contact us at support@example.com or by phone at
6137347229.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that is sent to a registered customer of your website when a
credit memo is updated in the Magento backend.

3. CREDIT MEMO UPDATE FOR GUEST

Sales   24 July, 2013 3:58 PM

To: James William <jcover@demacmedia.com>

Fabiolus Store: Credit Memo # 100000003 update

Magento®

Dear James William,

Your order # 100000333 has been
Closed.

CREDIT MEMO UPDATE FOR GUEST

If you have any questions, please feel free to contact us at support@example.com or by phone at
6137347229.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that is sent to a guest customer when a credit memo is updated
in the Magento backend.

4. FORGOT ADMIN PASSWORD

Owner   23 July, 2013 12:18 PM
To: Jim Cover <jcover@demacmedia.com>
Password Reset Confirmation for Jim Cover

Magento®

Dear Jim Cover,

There was recently a request to change the password for your account.

If you requested this password change, please click on the following link to reset your password:
http://cpee1202.demacmedia.com/index.php/admin/index/resetpassword/?

If clicking the link does not work, please copy and paste the URL into your browser instead.

If you did not make this request, you can ignore this message and your password will remain the same.

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that an administrator of your Magento backend will receive if they have forgotten their password. The email contains the proper links for an administrator to change their password.

5. FORGOT PASSWORD

CustomerSupport <support@example.com>   22 July, 2013 4:04 PM
To: Jim Cover <jcover@demacmedia.com>
Password Reset Confirmation for Jim Cover   1

Magento®

Dear Jim Cover,

There was recently a request to change the password for your account.

If you requested this password change, please click on the following link to reset your password:
http://cpee1202.demacmedia.com/customer/account/resetpassword/?

If clicking the link does not work, please copy and paste the URL into your browser instead.

If you did not make this request, you can ignore this message and your password will remain the same.

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a customer will receive if they have clicked on the "forgot password?" link when logging into your website. The email contains the proper links for the customer to change their password.

6. GIFT REGISTRY SHARING

Jim Cover <jcover@demacmedia.com>   23 July, 2013 3:21 PM
To: Jeff Brown <jcover@demacmedia.com>
Gift Registry shared at Fabiolus Store

Magento®

Hello, Jeff Brown

Hey, check out the gift registry for Jim's birthday! There is a lot of great stuff, so go check it out and spread the word.

You can view and purchase items from this gift registry at Fabiolus Store:

Gift registry: Jim Covers Birthday
Created for: Jim Cover, James Cover
Gift registry ID:

Gift registry location:
http://cpee1202.demacmedia.com/giftregistry/view/index/id

You can create your own gift registry on Fabiolus Store and share it with friends and family.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that people will get when a customer shares their gift registry from your website via email.

7. GIFT REGISTRY UPDATE

Owner   24 July, 2013 4:13 PM
To: jcover <jcover@demacmedia.com>
Gift Registry shared at Fabiolus Store

Magento®

Hello,

GIFT REGISTRY UPDATE

You can view and purchase items from this gift registry at Fabiolus Store:

Gift registry: Jim Covers Birthday
Created for: Jim Cover, James Cover
Gift registry ID:

Gift registry location:
http://cpee1202.demacmedia.com/giftregistry/view/index/id/

You can create your own gift registry on Fabiolus Store and share it with friends and family.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that recipients will receive when a gift registry is updated from a customer account on your websites. Recipients for these messages are determined while the customer is performing the update.

8. INVOICE UPDATE

Sales <sales@example.com>
To: Jim Cover <jcover@demacmedia.com>
Fabiolus Store: New Order # 100000330

23 July, 2013 4:16 PM

1

Magento®

Hello, Jim Cover

Thank you for your order from Fabiolus Store. Once your package ships we will send an email with a link to track your order. You can check the status of your order by logging into your account. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.
Your order confirmation is below. Thank you again for your business.

Your Order #100000330 (placed on July 23, 2013 12:29:06 PM PDT)

Billing Information:	Payment Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
8100 Pearl		1	$349.99
		Subtotal	$349.99
		Shipping & Handling	$5.00
		Grand Total	**$354.99**

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a registered customer of your website will receive if the details of their invoice(s) are edited from the Magento backend.

9. INVOICE UPDATE FOR GUEST

Magento®

Hello, James Cover

Thank you for your order from Fabiolus Store. Once your package ships we will send an email with a link to track your order. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.

Your order confirmation is below. Thank you again for your business.

Your Order #100000331 (placed on July 23, 2013 12:33:40 PM PDT)

Billing Information:	Payment Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
Universal Camera Case		1	$34.00
		Subtotal	$34.00
		Shipping & Handling	$5.00
		Grand Total	$39.00

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a guest customer will receive if the details of their invoice(s) are edited from the Magento backend.

10. NEW CREDIT MEMO

Sales   24 July, 2013 3:54 PM

To: Jim Cover <jcover@demacmedia.com>
Fabiolus Store: Credit Memo # 100000002 for Order # 100000332

Magento®

Hello, Jim Cover

Thank you for your order from Fabiolus Store. You can check the status of your order by logging into your account. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.

Your Credit Memo #100000002 for Order #100000332

Billing Information:	Payment Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
SLR Camera Tripod		1	$99.00
		Subtotal	$99.00
		Shipping & Handling	$5.00
		Grand Total	**$104.00**

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a registered customer of your website will receive if a new credit memo is created under their account.

11. NEW CREDIT MEMO FOR GUEST

Magento®

Hello, James Cover

Thank you for your order from Fabiolus Store. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.

Your Credit Memo #100000001 for Order #100000331

Billing Information:	Payment Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
Universal Camera Case		1	$34.00
		Subtotal	$34.00
		Shipping & Handling	$5.00
		Grand Total	**$39.00**

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a guest customer will receive if a new credit memo is created under their account.

12. NEW INVOICE

Magento®

Hello, Jim Cover

Thank you for your order from Fabiolus Store. You can check the status of your order by logging into your account. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.

Your Invoice #100000012 for Order #100000330

Billing Information:	Payment Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
8100 Pearl		1	$349.99
		Subtotal	$349.99
		Shipping & Handling	$5.00
		Grand Total	**$354.99**

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a registered customer of your website will receive when a new invoice is created for them.

13. NEW INVOICE FOR GUEST

![Magento]

Hello, James Cover

Thank you for your order from Fabiolus Store. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.

Your Invoice #100000011 for Order #100000331

Billing Information:	Payment Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
Universal Camera Case		1	$34.00
		Subtotal	$34.00
		Shipping & Handling	$5.00
		Grand Total	**$39.00**

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a guest customer will receive when a new invoice is created for them.

14. NEW ORDER

Magento®

Hello, Jim Cover

Thank you for your order from Fabiolus Store. Once your package ships we will send an email with a link to track your order. You can check the status of your order by logging into your account. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.
Your order confirmation is below. Thank you again for your business.

Your Order #100000330 (placed on July 23, 2013 12:29:06 PM PDT)

Billing Information:	Payment Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
		1	$349.99
		Subtotal	$349.99
		Shipping & Handling	$5.00
		Grand Total	**$354.99**

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a registered customer of your website will receive when a new order is placed on their account.

15. NEW ORDER FOR GUEST

Sales <sales@example.com>
To: James Cover <jcover@demacmedia.com>
Fabiolus Store: New Order # 100000331

23 July, 2013 3:52 PM

Magento®

Hello, James Cover

Thank you for your order from Fabiolus Store. Once your package ships we will send an email with a link to track your order. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.

Your order confirmation is below. Thank you again for your business.

Your Order #100000331 (placed on July 23, 2013 12:33:40 PM PDT)

Billing Information:	Payment Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty	Subtotal
Universal Camera Case		1	$34.00
	Subtotal		$34.00
	Shipping & Handling		$5.00
	Grand Total		**$39.00**

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a guest customer will receive when a new order is placed on your website.

16. NEW RMA

Magento®

Hello, Jim Cover

Your Return request has been received. You will be notified when your request is reviewed. If you have any questions about your Return, please contact us at support@example.com
Thank you for your business.

Your Return #100000012 - Pending (placed on July 23, 2013 1:09:21 PM PDT)

Shipping Address:	Return Address:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Fabiolus Store 75 King street east Toronto, Ontario, K2K0B1 Canada

Product Name:	SKU	Condition	Resolution	Requested Qty	Qty	Status
Pearl	8100	Unopened	Store Credit	1	1	Pending

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a registered customer of your website will receive when they have requested an RMA (Return Merchandise Authorization). The email will indicate that their return has been received and is being reviewed.

17. NEW RMA FOR GUEST

Sales <sales@example.com>   24 July, 2013 3:25 PM
To: James William <jcover@demacmedia.com>
Fabiolus Store: New Return # 100000014

Magento®

Hello, James William

Your Return request has been received. You will be notified when your request is reviewed. If you have any questions about your Return, please contact us at support@example.com
Thank you for your business.

Your Return #100000014 - Pending

Shipping Address:	Return Address:
James William Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	

Product Name:	SKU	Condition	Resolution	Requested Qty	Qty	Status
SLR Camera Tripod		Unopened	Refund	1	1	Pending

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a guest customer will receive when they have requested an RMA. The email will indicate that their return has been received and is being reviewed.

18. NEW SHIPMENT

Magento®

Hello, Jim Cover

Thank you for your order from Fabiolus Store. You can check the status of your order by logging into your account. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.

Your shipping confirmation is below. Thank you again for your business.

Your Shipment #100000229 for Order #100000330

Billing Information:	Payment Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
Jim Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty
8100 Pearl		1

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a logged in customer will receive when a new shipment is created against an order.

19. NEW SHIPMENT FOR GUEST

Magento®

Hello, James Cover

Thank you for your order from Fabiolus Store. If you have any questions about your order please contact us at support@example.com or call us at 6137347229 Monday - Friday, 8am - 5pm PST.
Your shipping confirmation is below. Thank you again for your business.

Your Shipment #100000230 for Order #100000331

Billing Information:	Payment Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Check / Money order

Shipping Information:	Shipping Method:
James Cover Demac Media 71 King Street East Toronto, Ontario, M5C 1G3 Canada T: 1-888-860-0364	Flat Rate - Fixed

Item	Sku	Qty
Universal Camera Case		1

Thank you, **Fabiolus Store**

When it's triggered:

This is the email that a guest customer will receive when a new shipment is created against an order.

20. NEW ACCOUNT

Magento®

Dear Jim Cover,

Welcome to Fabiolus Store. To log in when visiting our site just click Login or My Account at the top of every page, and then enter your e-mail address and password.

Use the following values when prompted to log in:
E-mail: jcover@demacmedia.com
Password:

When you log in to your account, you will be able to do the following:

– Proceed through checkout faster when making a purchase
– Check the status of orders
– View past orders
– Make changes to your account information
– Change your password
– Store alternative addresses (for shipping to multiple family members and friends!)

If you have any questions about your account or any other matter, please feel free to contact us at support@example.com

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a new customer will receive when they have created an account on your website. This email will provide the new user with their account details.

21. NEW ACCOUNT CONFIRMATION KEY

Owner   22 July, 2013 4:36 PM
To: Jim Cover <demac.media.cs@gmail.com>
Account confirmation for Jim Cover   2

Magento®

Dear Jim Cover,

Your e-mail demac.media.cs@gmail.com must be confirmed before using it to log in to our store.

To confirm the e-mail and instantly log in, please, use this confirmation link. This link is valid only once.

> Use the following values when prompted to log in:
> **E-mail:** demac.media.cs@gmail.com
> **Password:**

If you have any questions about your account or any other matter, please feel free to contact us at support@example.com

Thank you again, **Fabiolus Store**
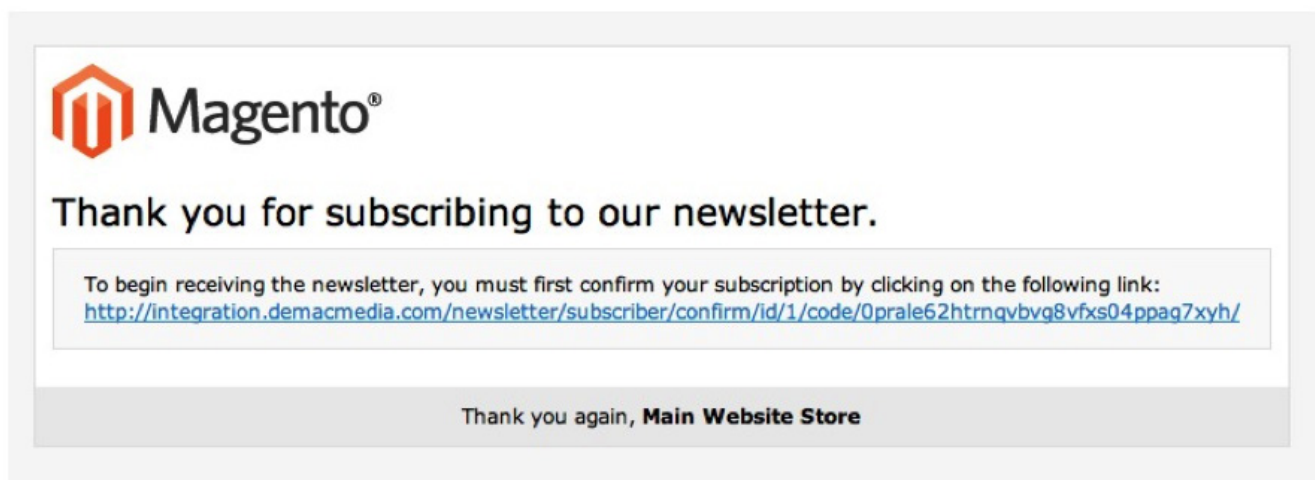
When it's triggered:

This is the email that a new customer will receive if you have enabled the need for a new customer to confirm the creation of their account.

22. NEW ACCOUNT CONFIRMED

Owner   22 July, 2013 3:40 PM
To: Jim Cover <demac.media.cs@gmail.com>
Welcome, Jim Cover!   3

Magento®

Dear Jim Cover,

Welcome to Fabiolus Store. To log in when visiting our site just click Login or My Account at the top of every page, and then enter your e-mail address and password.

When you log in to your account, you will be able to do the following:

– Proceed through checkout faster when making a purchase
– Check the status of orders
– View past orders
– Make changes to your account information
– Change your password
– Store alternative addresses (for shipping to multiple family members and friends!)

If you have any questions about your account or any other matter, please feel free to contact us at support@example.com

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email a new customer will receive once they have confirmed the creation of their new account.

23. NEWSLETTER SUBSCRIPTION CONFIRMATION

---------- Forwarded message ----------
From: **CustomerSupport** <support@example.com>
Date: Tue, Aug 6, 2013 at 2:10 PM
Subject: Newsletter subscription confirmation
To: jimmiecover <jimmiecover@gmail.com>

When it's triggered:

This is the email that a customer will receive if you have enabled the need for that customer to confirm the subscription to your newsletter.

24. NEWSLETTER SUBSCRIPTION SUCCESS

Owner   22 July, 2013 4:36 PM
To: demac.media.cs <demac.media.cs@gmail.com>
Newsletter subscription success   4

Newsletter subscription success

When it's triggered:

This is the email that a customer will receive when they have successfully subscribed to your newsletter whether or not confirmation was required.

25. NEWSLETTER UNSUBSCRIBE SUCCESS

CustomerSupport <support@example.com>　　　　　　　　22 July, 2013 3:27 PM
To: jcover <jcover@demacmedia.com>
Newsletter unsubscription success　　　　　　　　　　　　　　　　　　1

Newsletter unsubscription success

When it's triggered:

This is the email that a customer will receive when they have successfully unsub-scribed from your newsletter.

26. ORDER UPDATE

Sales <sales@example.com>   23 July, 2013 4:05 PM
To: Jim Cover <jcover@demacmedia.com>
Fabiolus Store: Order # 100000330 update

Magento®

Dear Jim Cover,

Your order # 100000330 has been
Pending.

You can check the status of your order by logging into your account.

Hi Jim, I see that you placed an order for the BlackBerry 8100 Pearl, but we are currently out of stock of that item. A new one can be delivered to you in as little as 3 days at which time you will receive an update from us. Our apologies for any inconvenience. All the best.

If you have any questions, please feel free to contact us at support@example.com

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email your customer will receive is an order needs to be updated in any way. The email will contain a link to the customers order on your website as well as the details of the update.

27. ORDER UPDATE FOR GUEST

Sales <sales@example.com>   23 July, 2013 4:08 PM
To: James Cover <jcover@demacmedia.com>
Fabiolus Store: Rewards Points Expiry Warning

Magento®

Hello,

There are 2 days remaining to use your Reward Point(s).
After 2 days this amount will be expired.
You have pts that can be used in our store .

If you have any questions about your account or any other matter, please feel free to contact us at
sales@example.com or by phone at 6137347229.

You can unsubscribe from such notifications.

Thank you again,

When it's triggered:

This is the email your customer will receive is an order needs to be updated in any
way. The email will contain the details of the update.

28. RMA ADMIN COMMENTS

Sales   24 July, 2013 3:41 PM
To: Jim Cover <jcover@demacmedia.com>
Fabiolus Store: Return # 100000013 update   1

Magento®

Dear Jim Cover,

You can check the status of your Return by logging into your account.

RMA ADMIN COMMENTS

If you have any questions, please feel free to contact us at support@example.com or by phone at 6137347229.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email your customer will receive if the administrator updates the comments on an RMA in the Magento backend. The email will contain a link to their account profile, and the admin comments for the RMA.

29. RMA ADMIN COMMENTS FOR GUEST

Sales   24 July, 2013 3:43 PM

To: James William <jcover@demacmedia.com>

Fabiolus Store: Return # 100000014 update

Magento®

Dear James William,

To check the status of your Return please go to http://cpee1202.demacmedia.com/ and select the Return.

RMA ADMIN COMMENTS FOR GUEST

If you have any questions, please feel free to contact us at support@example.com or by phone at 6137347229.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email your guest customers will receive if the administrator updates the comments on an RMA in the Magento backend. The email will contain information about the order that the RMA is being processed against, and contain information for further discussion.

30. REMIND PASSWORD

CustomerSupport <support@example.com>   22 July, 2013 4:04 PM
To: Jim Cover <jcover@demacmedia.com>
Password Reset Confirmation for Jim Cover

Magento®

Dear Jim Cover,

There was recently a request to change the password for your account.

If you requested this password change, please click on the following link to reset your password:
http://cpee1202.demacmedia.com/customer/account/resetpassword/?
id=33&token
If clicking the link does not work, please copy and paste the URL into your browser instead.

If you did not make this request, you can ignore this message and your password will remain the same.

Thank you, **Fabiolus Store**

When it's triggered:

This is the email sent to a customer if they need to be reminded of their password.

31. REWARDS POINTS BALANCE UPDATE

Owner   26 July, 2013 2:15 PM
To: jcover <jcover@demacmedia.com>
Reward Points Balance Updated at Fabiolus Store

Magento®

Hello, Jim Cover

You have 100 pts that can be used in our store Fabiolus Store.

If you have any questions about your account or any other matter, please feel free to contact us at sales@example.com or by phone at 613734

You can unsubscribe from such notifications.

Thank you again, **Fabiolus Store**

When it's triggered:

This is an email sent to customers reminding them of their current inventory of rewards points. This action is configurable in the Magento back-end for automated email updates.

32. REWARDS POINTS EXPIRY WARNING

Sales <sales@example.com>
To: James Cover <jcover@demacmedia.com>
Fabiolus Store: Rewards Points Expiry Warning

23 July, 2013 4:08 PM

Magento®

Hello,

There are 2 days remaining to use your Reward Point(s).
After 2 days this amount will be expired.
You have pts that can be used in our store .

If you have any questions about your account or any other matter, please feel free to contact us at sales@example.com or by phone at 6137347229.

You can unsubscribe from such notifications.

Thank you again,

When it's triggered:

This is an email sent to customers reminding them of when their current inventory of rewards points is set to expire. This action is configurable in the Magento back-end for automated email warnings.

33. SEND PRODUCT TO A FRIEND

Jim Cover <jcover@demacmedia.com>   22 July, 2013 3:59 PM
To: Alaina <demac.media.cs@gmail.com>
Welcome, Alaina

Welcome, Alaina

Please look at BlackBerry 8100 Pearl

Here is message:
Hey! I know that you are in the market for a new phone, so check this one out! This store has a great price too, better than anywhere else that I have seen.

Hope you like it!

When it's triggered:

This is the format of the email sent to a specified recipient when a customer/potential customer emails a product to a friend from your website via email.

34. SHARE WISH LIST

When it's triggered:

This is the email sent if one of your customers shares their wish-list with others.

35. SHIPMENT UPDATE

Sales   24 July, 2013 4:27 PM

To: Jim Cover <jcover@demacmedia.com>

Fabiolus Store: Shipment # 100000229 update

Magento®

Dear Jim Cover,

Your order # 100000330 has been
Complete.

You can check the status of your order by logging into your account.

SHIPMENT UPDATE

If you have any questions, please feel free to contact us at support@example.com or by phone at
6137347229.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a registered customer of your website will receive when an
order is complete and the item is shipped.

36. SHIPMENT UPDATE FOR GUEST

Sales   24 July, 2013 4:27 PM
To: James William <jcover@demacmedia.com>
Fabiolus Store: Shipment # 100000232 update

Magento®

Dear James William,

Your order # 100000333 has been
Closed.

SHIPMENT UPDATE FOR GUESTS

If you have any questions, please feel free to contact us at support@example.com or by phone at
6137347229.

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a registered customer of your website will receive when an order is complete and the item is shipped.

37. STORE CREDIT UPDATE

Owner   24 July, 2013 4:46 PM
To: Jim Cover <jcover@demacmedia.com>
Store Credit update

Magento®

Jim Cover

We have updated your account on http://cpee1202.demacmedia.com/ and you have credit which you can use for future purchase.
Your Store Credit balance is now $604.99
We appreciate your business.
Thanks

Thank you again, **Fabiolus Store**

When it's triggered:

This is the email that a customer receives when any updates are made to their existing store credit(s).

TRANSACTIONAL EMAILS

Real Time Responses

As you can see these transactional emails cover a wide variety of actions within Magento and can work wonders to provide your customers with real-time responses, confirmations and information. The best part is that the majority of these emails are configured in Magento right out of the box, so there is very little setup work required to trigger these emails. It is all very simple, and the emails can even be easily reconfigured in the Magento backend if some customization is required.

DEMAC MEDIA

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