



Transactional Emails

Examples and Best Practices

Delivery Confirmation Best Practices

- Leads with most important order and delivery info
- Itemizes delivered items with thumbnail photos and prices
- Includes a promotional offer that is very relevant to the order and does not compete with the main message



Smiles Davis delivered your order

Your order was placed on March 21 and delivered March 21 at 11:11 AM from Whole Foods Market

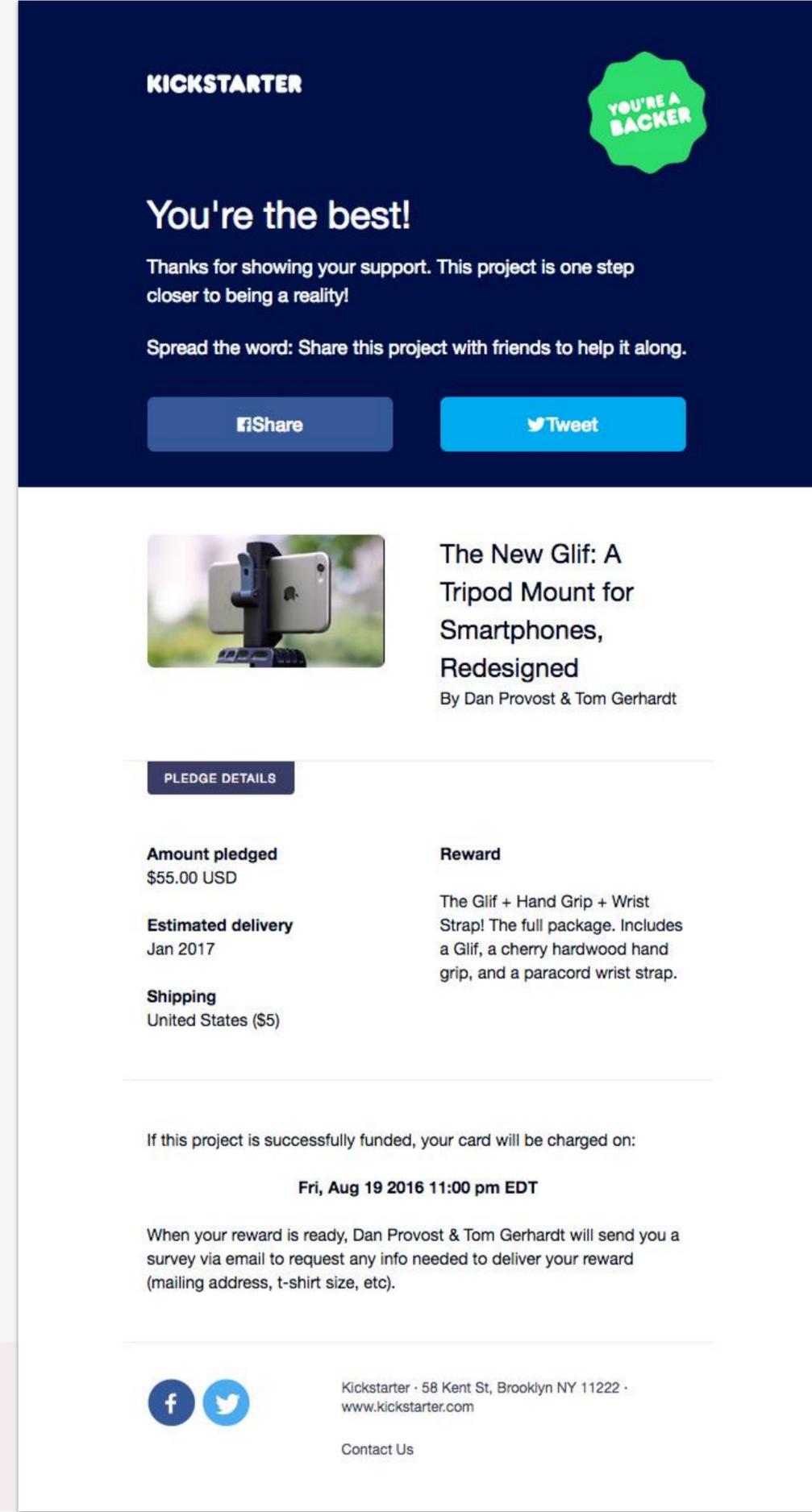
  Receive **FREE** delivery or pickup on orders over \$35 for a year. [Learn more about Instacart Express](#)  

13 Items Delivered **1** Adjustment

SHOPPED		13
ALCOHOL		
	Buchi Sovereign Frozen Organic Kombucha (12 fl oz) 4 x \$3.79	\$15.16
BEVERAGES		
	Buchi Kombucha, Organic, Avonlea (12 oz) 4 x \$3.79	\$15.16
	GT's Organic Kombucha Gingerade (48 oz) 2 x \$7.99	\$15.98
	365 Ginger Sparkling Water (12 ct) 1 x \$3.99	\$3.99
	365 Grapefruit Sparkling Water (12 x 12 x 12 fl oz) 2 x \$3.99	\$7.98
	LaCroix Sparkling Water Grapefruit - 12 CT (12 x 12 x 12 fl oz) 1 x \$5.99	\$5.99

Donation Confirmation Best Practices

- Includes a contextually relevant feel-good message and social CTA without muddying details of the confirmation
- Includes an image to help the user make a quick connection to their prior action
- Includes timing details for the next event to expect



OpenTable

Reservation Confirmation Best Practices

- Includes an image icon and restaurant details to help the user quickly recall their prior action
- Reflects earlier user input to show the user that their special requests were received
- Includes helpful links for common follow-up actions such as reservation calendaring or modification



Zambri's

Table for 6 on Sunday, August 26, 2018 at 10:30 am

Name: [redacted]
Confirmation #: [redacted]

[See menu](#) | [Get directions](#)

[820 Yates St](#)
[Victoria, BC V8W 1L8](#)
[\(250\) 360-1171](#)


Calendar


Modify


Cancel

Your special requirements

4 adults and 2 children. Can we get two booster seats please.

Get ready to dine out!
Here are a few messages from the restaurant.

You are confirmed
Thank you for choosing Zambri's.

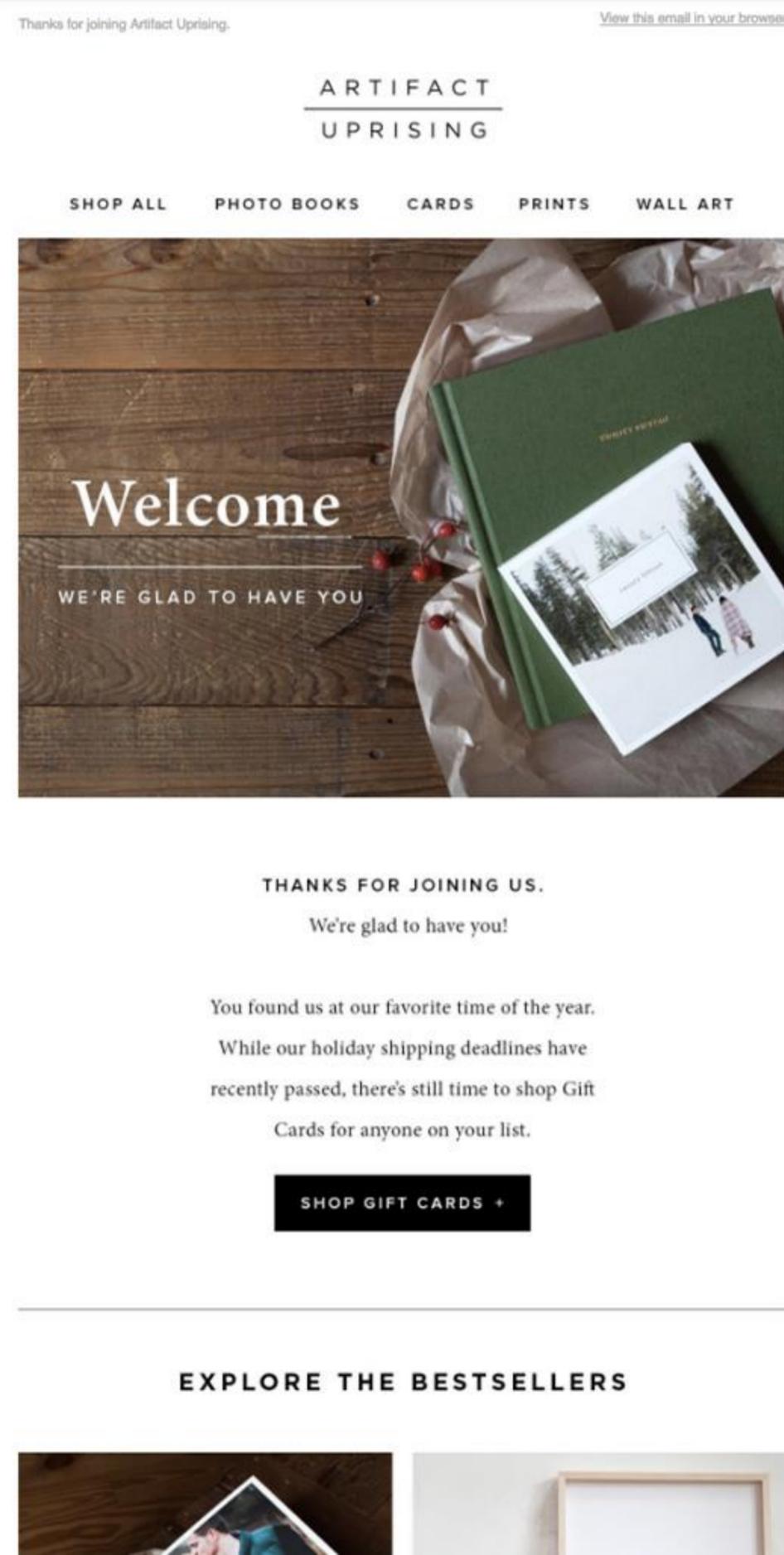
Please note that although we will try our best to accommodate your table request, we cannot guarantee seating preference.

All members of the party must be present at reservation time and we will hold your table for 15 minutes.
Please note our large group policy: for groups of 8 and more, an automatic 18% gratuity is added on the bill.

Artifact Uprising

Signup Confirmation Best Practices

- Uses creative and friendly language to convey that a new account was successfully created
- Themed for the season with subtle holiday imagery and gentle CTA
- Uses imagery throughout the email to convey the possibilities available in the user's new account



Spotify

Account Upgrade Confirmation Best Practices

- Takes a “just the facts” approach with subtle brand elements
- Includes key reference info such as order ID and credit card last 4 digits
- Sets expectations for recurring charges



Enjoy Spotify Premium

June 20, 2017

Order ID: 6500650000650

Spotify Premium 1 month	\$9.99
Sales tax 6.00%	\$0.60
Total	\$10.59

Payment Method

Card (#### #### #### 6500)

Username

Smiles Davis

You agree that you will automatically be charged the \$9.99 subscription fee for Spotify Premium every month until you cancel. You can cancel your Spotify Premium subscription at any time on your Account [page](#) following the instructions [here](#).

Important information for residents in the State of Alabama [here](#).



Get Spotify for: [iPhone](#) | [iPad](#) | [Android](#) | [Other](#)

This message was sent to hello@SmilesDavis.yeah. If you have questions or complaints, please [contact us](#).

[Terms of Use](#) | [Technical requirements](#) | [Contact Us](#)

Spotify USA Inc.. c/o RL&F Service Corp., One Rodney Square, 10th floor, Tenth and King streets, Wilmington, New Castle Country, Delaware 19801, USA
Sales tax: 80-0555431



Airbnb

Booking Confirmation Best Practices

- Creative approach where a highly relevant confirmation email is sent to a user based on another user's action
- Serves as both a confirmation and a call to action to opt into additional communications about the trip
- Elaborates with useful reference information below the fold



Get ready for Denver!

Hi Smiles Davis,

Smiles booked a place in Denver and added you as a guest. Sign up to view the trip details on Airbnb.

[Accept trip invitation](#)



Private Rooftop, Modern, LoHi Home,
Walk Downtown!

Entire home/apt hosted by Smiles Davis

Thursday
July 5, 2018

Check-in is anytime after
3PM

Sunday
July 8, 2018

11AM

Confirmation code

RGE650050

Meet your host

Smiles Davis

SmilesDavis@host.airbnb.com

House Manual





Tumblr

Account Re-Engagement Best Practices

- Special approach where email is triggered by user non-action, rather than by user action
- Uses a prominent call to action button to encourage the user to indicate they still value their Tumblr account
- Conveys the possibility of the user losing their username to heighten sense of urgency to re-engage

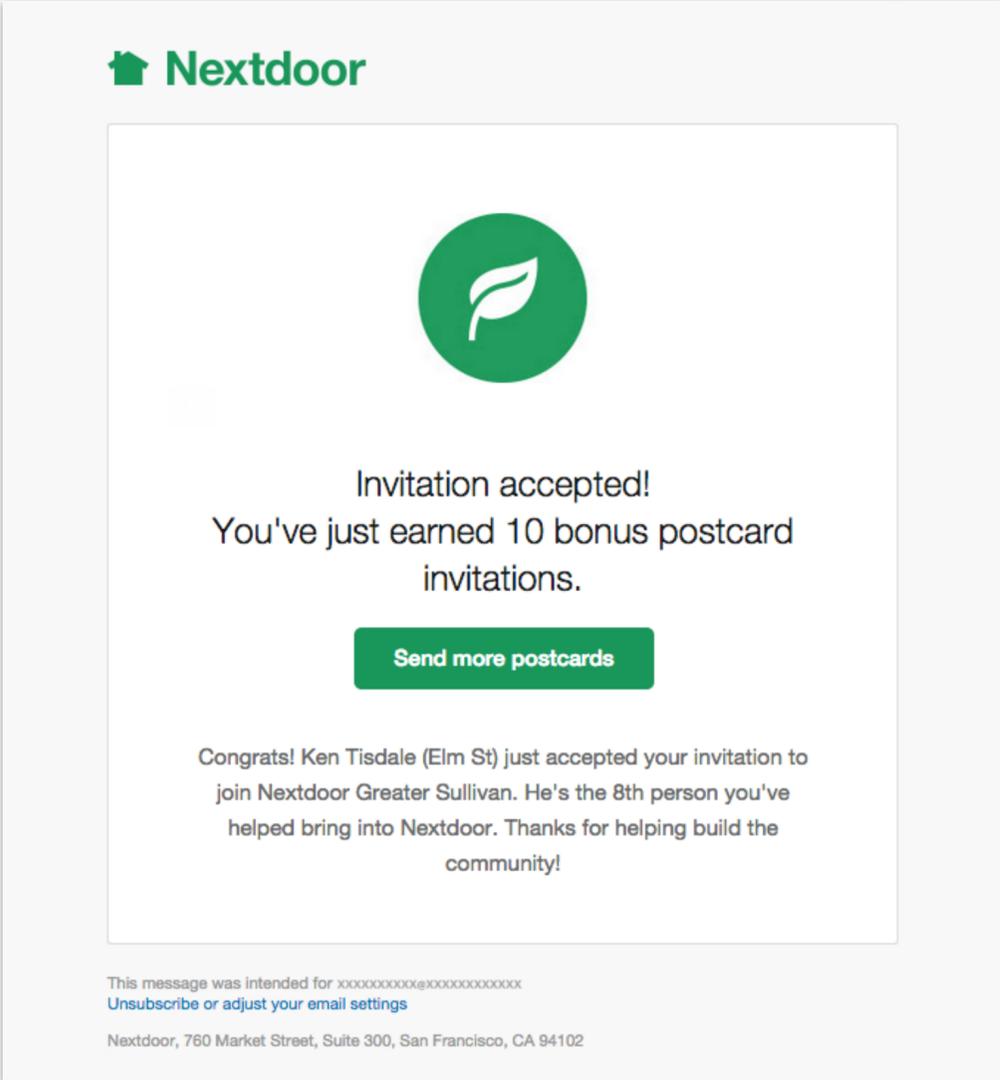
The image shows a screenshot of an email from Tumblr. At the top, there is a dark blue banner with a white 't' logo in a rounded square. Below the banner, the text reads: "Hello, someone". The main body of the email contains the following text: "It's been a while since you've been on Tumblr, and we wanted to make sure that you're still interested in using the username thetrappeddoor. If so, just hit this button:". Below this text is a blue button with the text "I'm still someone". The bottom section of the email contains the text: "If not, you don't have to do anything. If we don't hear from you within two weeks, we'll just give you a temporary username and release your old one back into the wild. You can come back and change your temporary name to whatever you want, whenever you're ready. Your content will all still be here when you get back." At the bottom of the email, there is the Tumblr logo (a red heart above the word "tumblr.") and the address "35 East 21st St, 1st Floor. New York, NY 10010". Below the address are the links "Privacy" and "Unsubscribe".



Nextdoor

Referral Reward Best Practices

- Supports a gamification program to encourage users to invite their neighbors to join Nextdoor
- Quantifies both the reward and the users invited to date
- Includes a clear call to action to invite even more neighbors to join Nextdoor



Order Confirmation Best Practices

- Stays on brand with clean layout and lots of white space
- Includes gift message typed by user at purchase to confirm it was received



Order Confirmation

We received your order and we'll let you know when we ship it out.

Your Order (#XXXXXXX):

1 x		Hario Buono Kettle	\$55
1 x		Drip Coffee Tote Set	\$35

Gift Details

To: Really Good Emails
From: Smiles Davis
"XXX XXXXXX XXXXXX XXXX XXXXXX XXX XXXXXX
XXX XXXXXX XXXXXX"

Shipping Address	Details	
Really Good Emails	Subtotal	\$90
XXXX X XXXXX XXX,	Standard Shipping	\$14.89
XXXXXX XX XXXXXX		

Payment
American Express - XXXX XXXX

Order Total
\$104.89

Keep in Touch

If you have any questions, concerns, or suggestions,
please email us: support@bluebottlecoffee.com



Uber

Mobile Purchase Receipt Best Practices

- Simple images with flat design, allowing small image file size for rapid mobile delivery
- Wide vertical spacing for easy scannability on a mobile device
- Virtually all content is individualized to the rider and the ride, even the friendly “this morning” message

Uber

Total: **A\$65.00**
Thu, Sep 13, 2018

Thanks for riding,
Smiles Davis

We hope you enjoyed your
ride this morning.



Total

A\$65.00

Trip Fare A\$63.31

Subtotal **A\$63.31**

Tolls, Surcharges, and Fees A\$1.65

Wait Time A\$0.04

Amount Charged

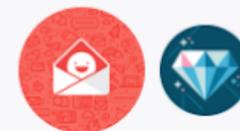
 6500 | [Switch](#) **A\$65.00**

[Visit the trip page](#) for more information, including invoices (where available)

[Download PDF](#)

Download link expires 10/13/18

You rode with Smiles Davis



4.68 ★ Rating

Top Driver Compliment

"Excellent Service"

How was your ride?

[RATE NOW →](#)

Booking Service Provider: RGE Pty Ltd

Vehicle Registration: RGE650

Driver Accreditation Number: 650050