



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 × \$3.79

\$15.16

BEVERAGES



Buchi Kombucha, Organic, Avonlea (12 oz)
4 × \$3.79

\$15.16



GT's Organic Kombucha Gingerade (48 oz)
2 × \$7.99

\$15.98



365 Ginger Sparkling Water (12 ct)
1 × \$3.99

\$3.99



365 Grapefruit Sparkling Water (12 x 12 x 12 fl oz)
2 × \$3.99

\$7.98



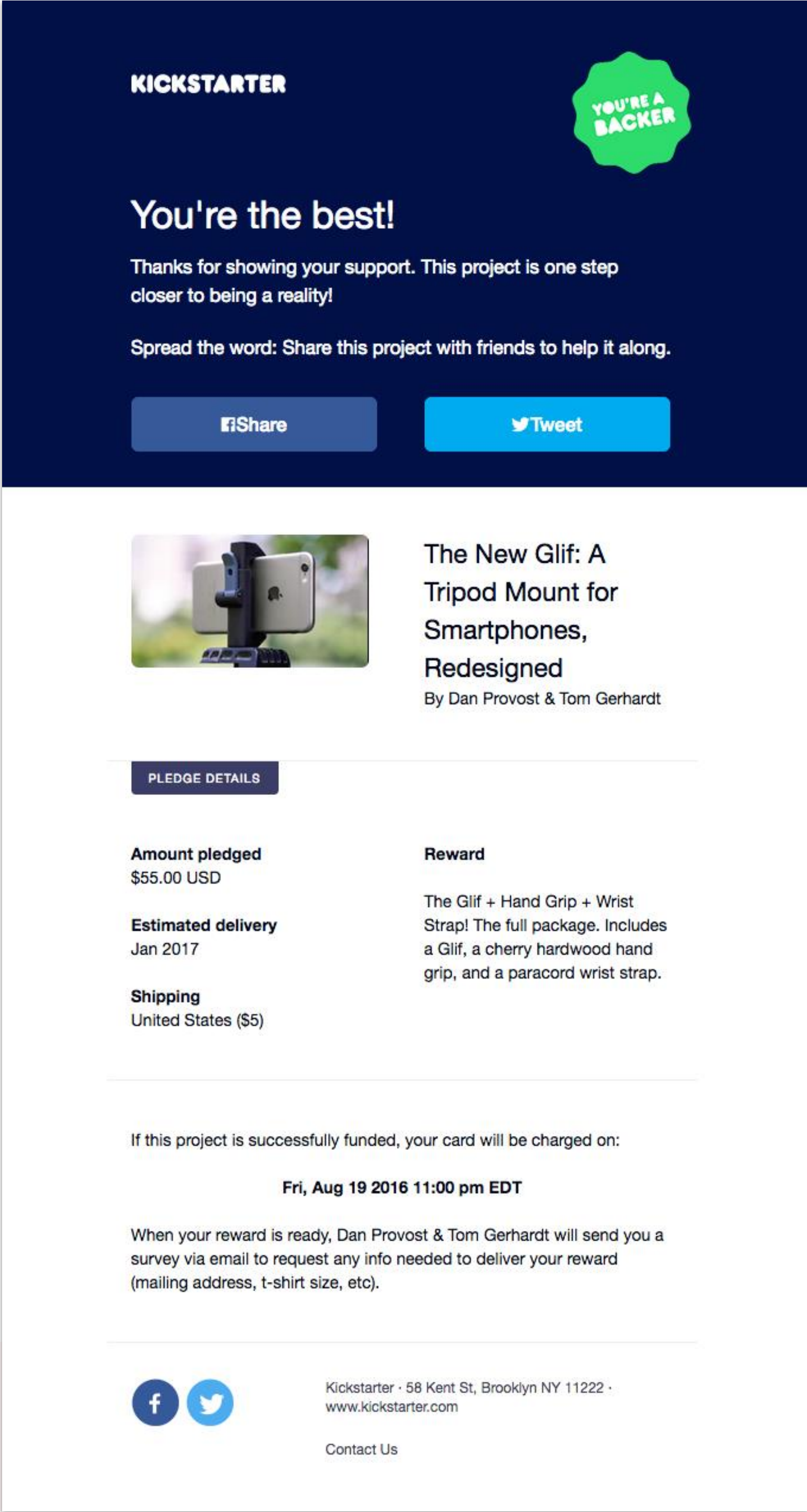
LaCroix Sparkling Water Grapefruit - 12 CT (12 x 12 x 12 fl oz)
1 × \$5.99

\$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



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

Reservation confirmed

Thanks for using OpenTable!



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.

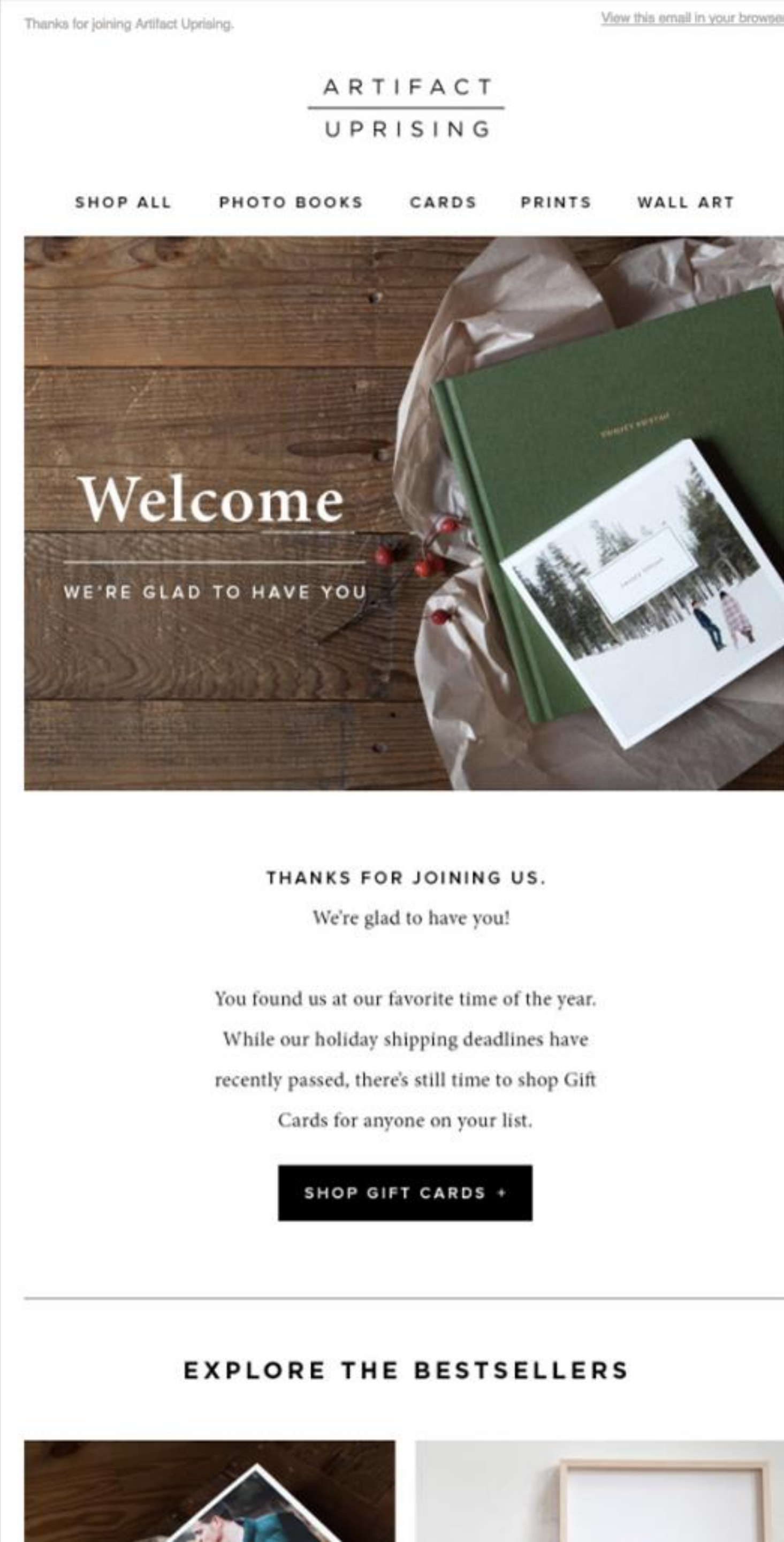
All members of the party must be present at reservation time and we will hold your table for 15 minutes.

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 County, Delaware 19801, USA
Sales tax: 80-0555431

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

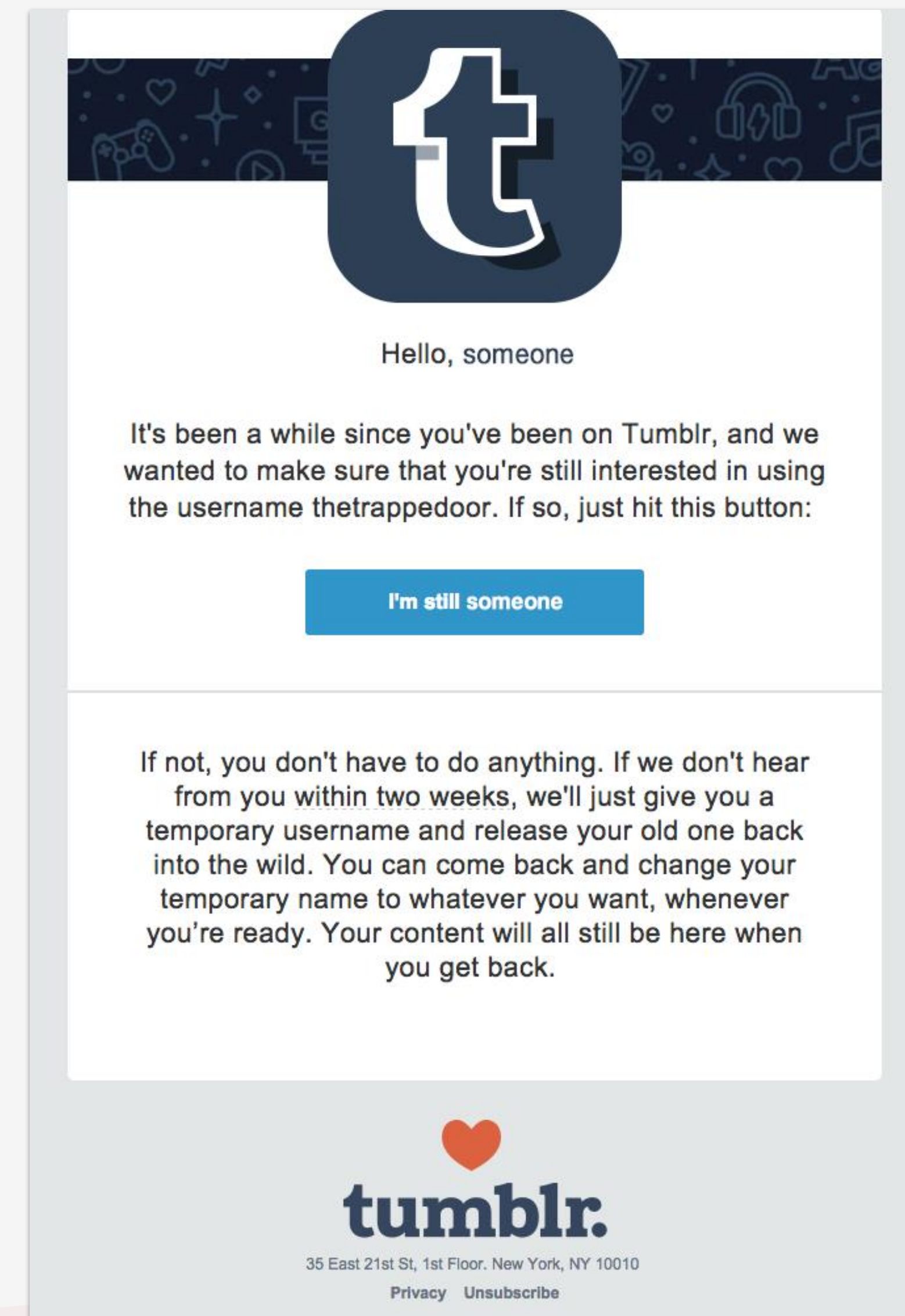




Tumblr

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

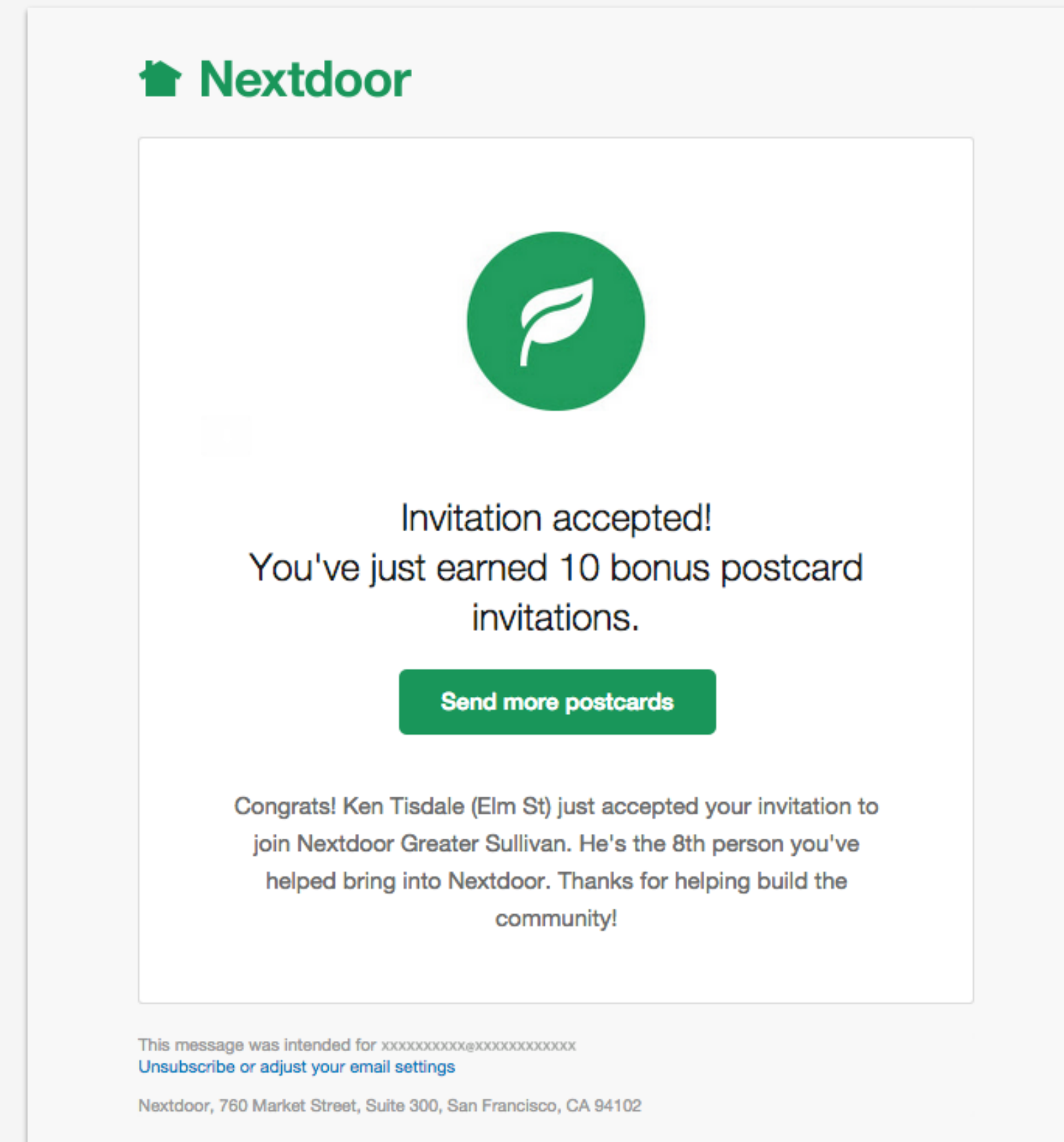




Nextdoor

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 XXXXXXX XXXXXXX XXXX XXXXXXX XXXX XXXXXXX XXX XXXXXXX
XXXX XXXXXX XXXXXX"

Shipping Address

Really Good Emails
XXXX X XXXXX XXX,
XXXXXX XX XXXXXX

Details

Subtotal

\$90

Standard Shipping

\$14.89

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



© 2019 TWILIO INC. ALL RIGHTS RESERVED.