

# Subscription advance emails

Last Modified on 26/09/2023 12:48 pm IST

## Advance emails

These Emails are sent 7 days in advance automatically:

- Upcoming Subscription Delivery Notification - If stock levels are ok and the subscription is active, then this is sent as a reminder.
- Expired Payment Method - 7 days before the subscription, if the saved card is due to expire, this email is sent as a warning.
- Low Stock Warning - 7 days before the subscription, if there is insufficient stock to satisfy the subscription, this email is sent, advising them to change their subscription.

If the subscription is working correctly, additional emails can be sent:

- Failed Subscription Payment - This email is sent if the subscription payment fails when the order was trying to be placed (insufficient funds, fraud, etc...)
- Subscription Cannot Be Fulfilled - A miscellaneous error email if for some reason, the order can't be made (Low in stock, unavailable payment method, or the product was removed from store etc.)
- Order Confirmation - this is the same template used for normal orders and is sent if the subscription succeeds.

The following emails are not sent automatically, but can be used by the store owner to inform a shopper if they change the subscription on the WSM:

- Subscription Paused - Subscription is paused. Can be resumed any time. If it is resumed and the next recurring date has already passed, then the new next recur date will be tomorrow.
- Subscription Cancelled - Subscription is cancelled. It can't be resumed, nothing can be changed on it.
- Item Substitution Notification - The store owner has changed the product in the subscription.

Note: All reminder emails will be sent to the customer 7 days in advance. If you would like to change the number of days contact our support team.

## Email templates

To use an email template, go to:

1. Login to your WebStore Manager.
2. Go to **Payments > Subscriptions**.
3. Select a subscription order and select **Send Email**.

Send Email (2 Records)

## Email Customers

Template: Item Substitution Notification

Custom comment for email:

An item has been substituted in your upcoming delivery!

Display subscriptions that were emailed

Send Email

Cancel

Hi Jane Doe,

You have successfully updated 1 of your **Subscribe and Save** order information. You have substituted your item in the upcoming delivery.

### Your Subscriptions

| ID  | PRODUCT         | SCHEDULE      | NEXT ARRIVAL DATE | QTY  | TOTAL   |
|-----|-----------------|---------------|-------------------|------|---------|
| 137 | Cat Food 30 lbs | Every 2 weeks | 2021-02-02        | 1.00 | \$19.94 |

### Store Comments

An item has been replaced in your upcoming delivery!

You can update your current Subscriptions at anytime.

Follow the link in the button below

MANAGE SUBSCRIPTIONS

## Configuring your email templates

To configure your email templates, go to:

1. **Design & Content > Edit Templates.**
2. Scroll to **Emails.**
3. Choose a template.

- Emails
- Customer Registration
  - Forgot Password
  - Reset Password
  - Abandoned Cart Followup Email
  - Back In Stock Notification Email
  - Order Confirmation
  - Gift Registry Purchase Notification
  - Review Request Email
  - Risk Review Notification Email
  - Risk Approval Email
  - Risk Cancellation Email
  - Order Processed
  - Failed Subscription Payment
  - Expired Payment Method
  - Upcoming Subscription Delivery Notification
  - Low Stock Warning
  - Subscription Paused
  - Subscription Cancelled
  - Subscription Cannot Be Fulfilled
- ✓ **Item Substitution Notification**

4. Edit the template to your preference.

Options Edit Current section: Defaultv2 | Item Substitution Notification

```

42 #subscription_info { text-align:center; font-size:17px; line-height:30px; margin-top:20px; background: #eee; padding:25px;}
43 .regards {font-style: italic; text-align:right; border-bottom:1px solid #ccc; padding-bottom:30px;}
44
45 </style>
46 </head>
47 <body>
48 <div id="content">
49   Hi <strong>{details['email_customername']}</strong>,<br/>
50
51   <div style="background-color:#eee; padding:5px 0 5px 20px; border:1px solid #ccc; border-radius:5px; margin-bottom:10px;">
52     You have succssfully updated <strong>{details['email_subscriptionCount']}</strong> of your <strong>Subscribe and Save</strong> order information.
53     You have substituted your item in the upcoming delivery.</div>
54
55   <h3>Your Subscriptions</h3>
56   <table cellpadding="0">
57     <thead>
58       <tr>
59         <td><strong>ID</strong></td>
60         <td><strong>Product</strong></td>
61         <td><strong>Schedule</strong></td>
62         <td><strong>Next Arrival Date</strong></td>
63         <td><strong>Qty</strong></td>

```

5. Click **Save Changes**.

Hi Jane Doe,

You have succssfully updated 1 of your **Subscribe and Save** order information. You have substituted your item in the upcoming delivery.

**Warning:** If you are not comfortable with editing HTML and do not have experience with web scripting languages, it is advisable to seek WebSell's assistance with changes to these templates.