Product Emails in PublishPress Cart

Products · https://publishpress.com/knowledge-base/product-emails-in-publishpress-cart/

PublishPress Cart sends emails to your customers when they buy. You can edit those emails, add your company branding, and send a test before a customer sees anything. You can also set up emails for individual products.

This feature is available in PublishPress Cart Free and Pro. Four of the emails need Pro. See the list below.

Before you start

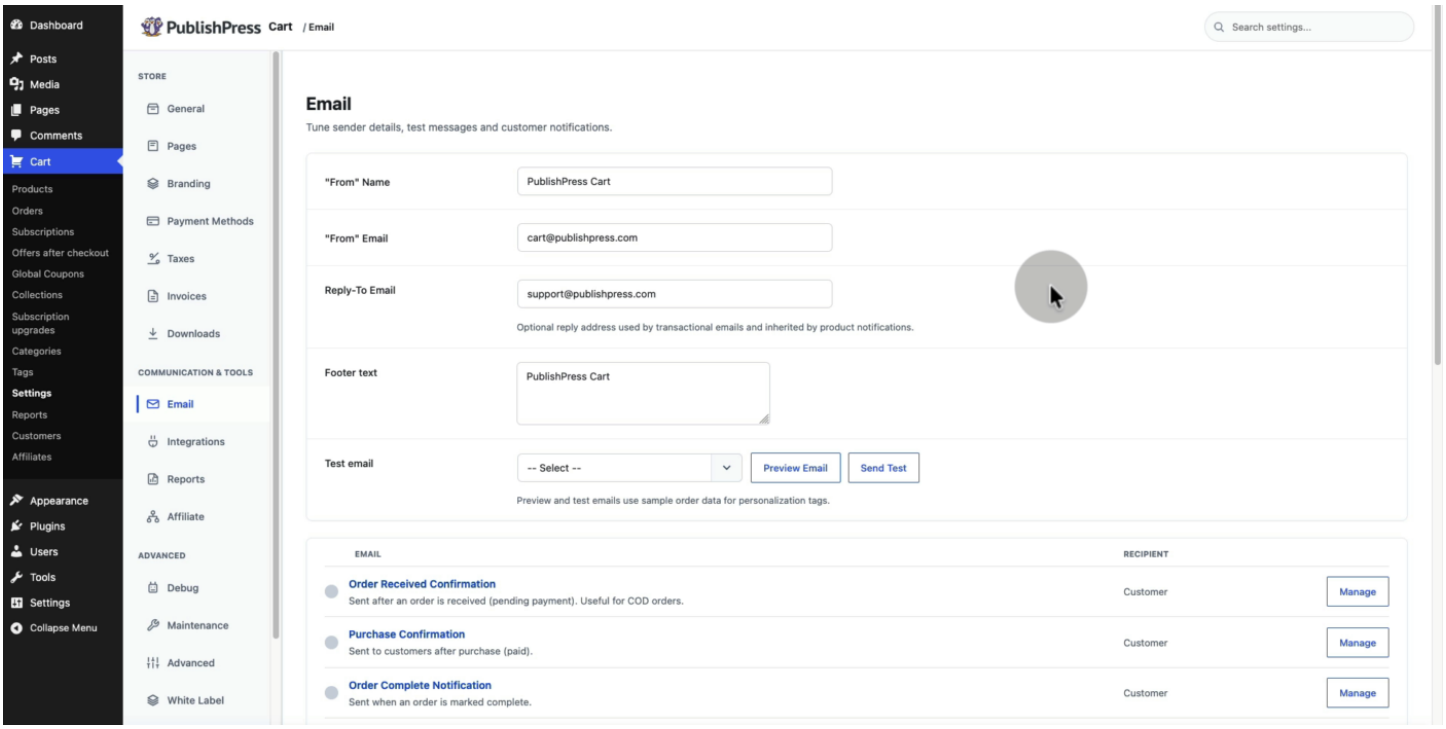
You need:

- PublishPress Cart Free or Pro installed and active.
- At least one product in Cart.

Set up your global email settings

1. Go to **Cart → Settings → Email**.
2. - **From name**: your company or store name.
   - **From email**: the address the emails come from.
   - **Reply-to email**: where customer replies go.
   - **Footer text**: text added to the bottom of each email.

   At the top of the page, fill in the details that apply to every email:
3. Click **Save changes**.



Below these settings is a list of the specific emails Cart sends when something happens, such as a purchase.

See which emails Cart sends

The **Email** screen lists every email Cart can send. All of them go to the customer. Click **Manage** next to an email to turn it on and edit it.

Email	Sent when	Version
Order Received Confirmation	After an order is received but not yet paid. Useful for cash on delivery orders.	Free and Pro
Purchase Confirmation	After a customer pays for an order.	Free and Pro
New User Welcome	When a new user account is created.	Free and Pro
Order Refunded	When an order is refunded.	Free and Pro

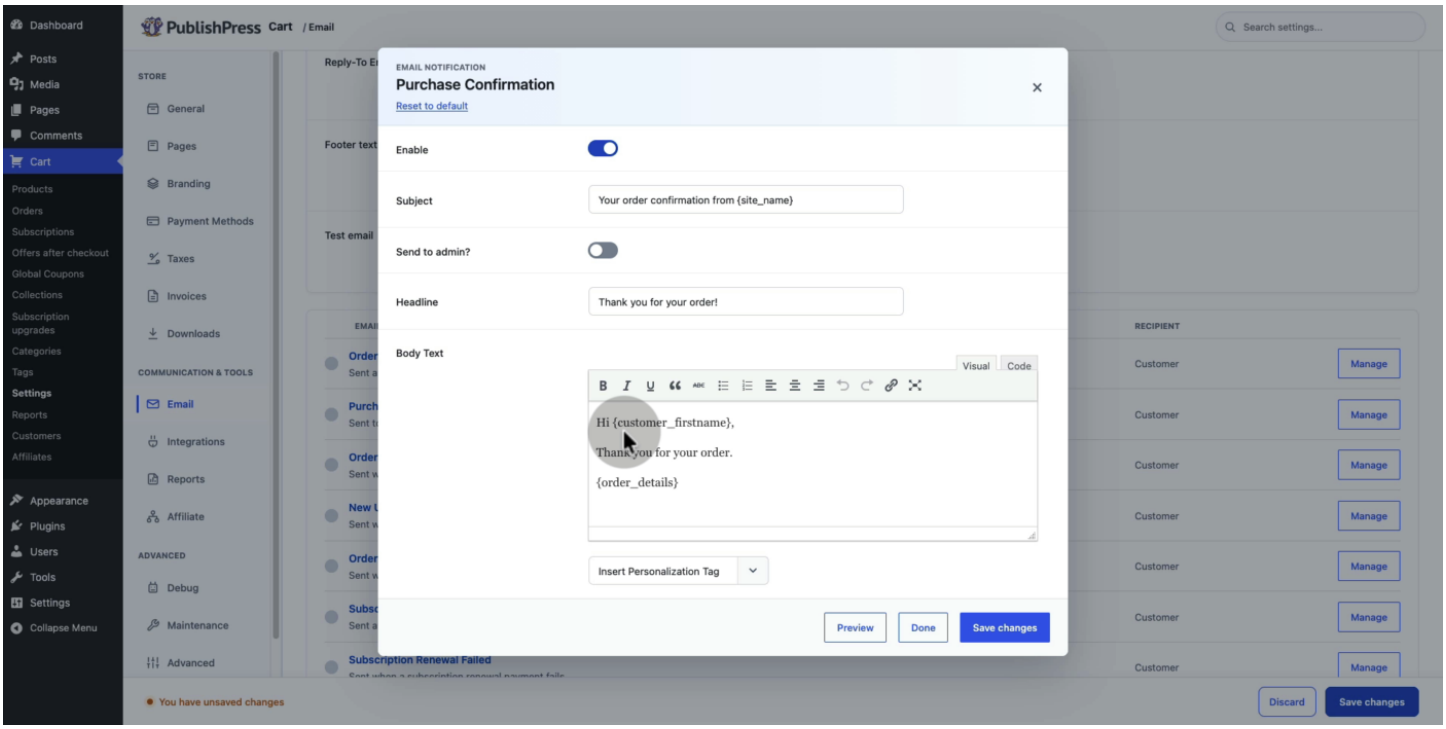
Email	Sent when	Version
Subscription Renewal Confirmation	After a subscription renews.	Free and Pro
Subscription Renewal Failed	When a subscription renewal payment fails.	Free and Pro
Subscription Canceled Confirmation	When a subscription is canceled.	Free and Pro
Order Complete Notification	When an order is marked complete.	Pro
Trial Ending Reminder	Before a subscription trial ends.	Pro
Upcoming Renewal Reminder	Before a subscription renews.	Pro
Subscription Paused Confirmation	When a subscription is paused.	Pro

The four Pro emails are shown with a Pro badge in the list. You can't turn them on in the Free version.

Customize an email

This example uses the **Purchase confirmation** email, which customers get after they buy.

1. Go to **Cart → Settings → Email**.
2. Find **Purchase confirmation** and click **Manage**.
3. Tick the box to enable the email. A green check next to the email in the list shows it's enabled.
4. Edit the **Subject**.
5. Edit the message. Use the personalization tags below the editor to add details such as the customer's first name, last name, country or order details.
6. Click **Save changes**.

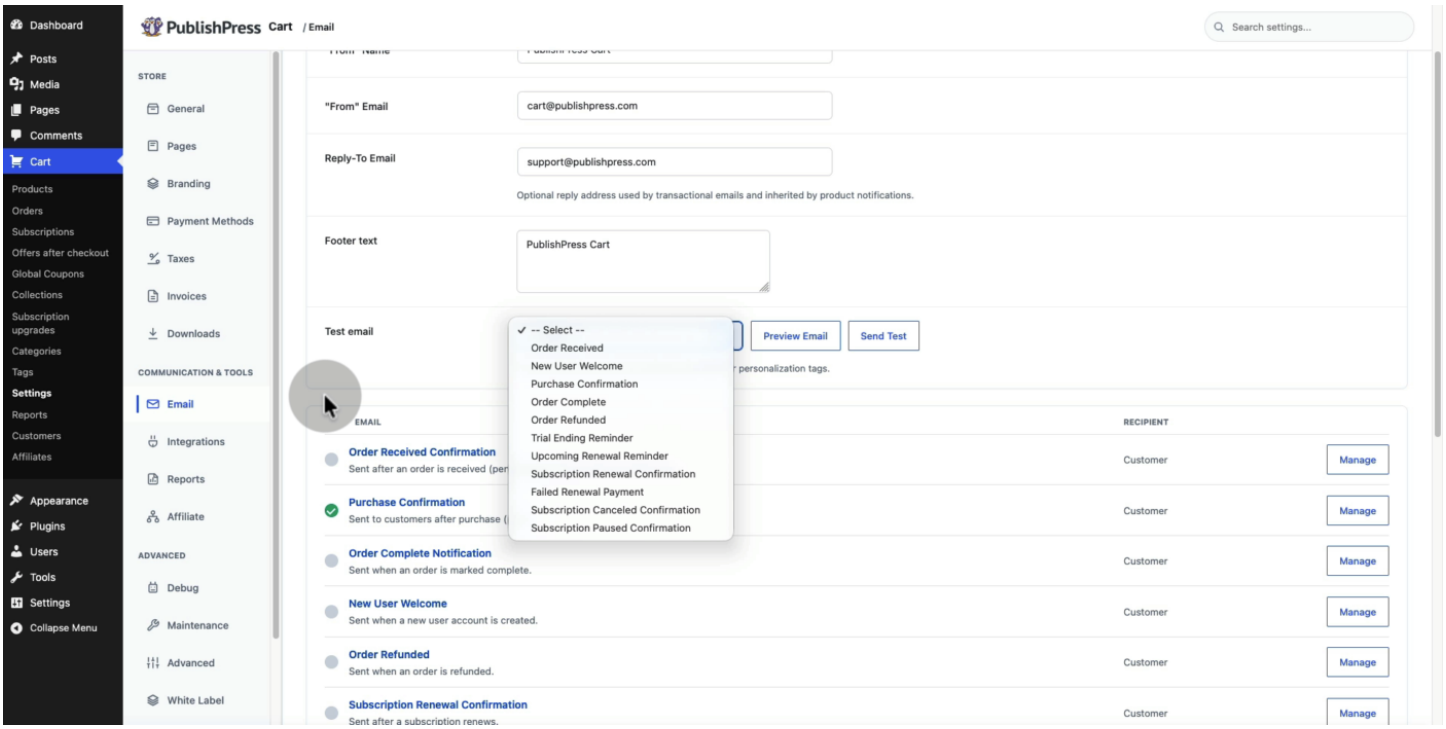


By default, the email starts "Hi" followed by the customer's first name, thanks them for their order, and lists the order details.

Preview and send a test email

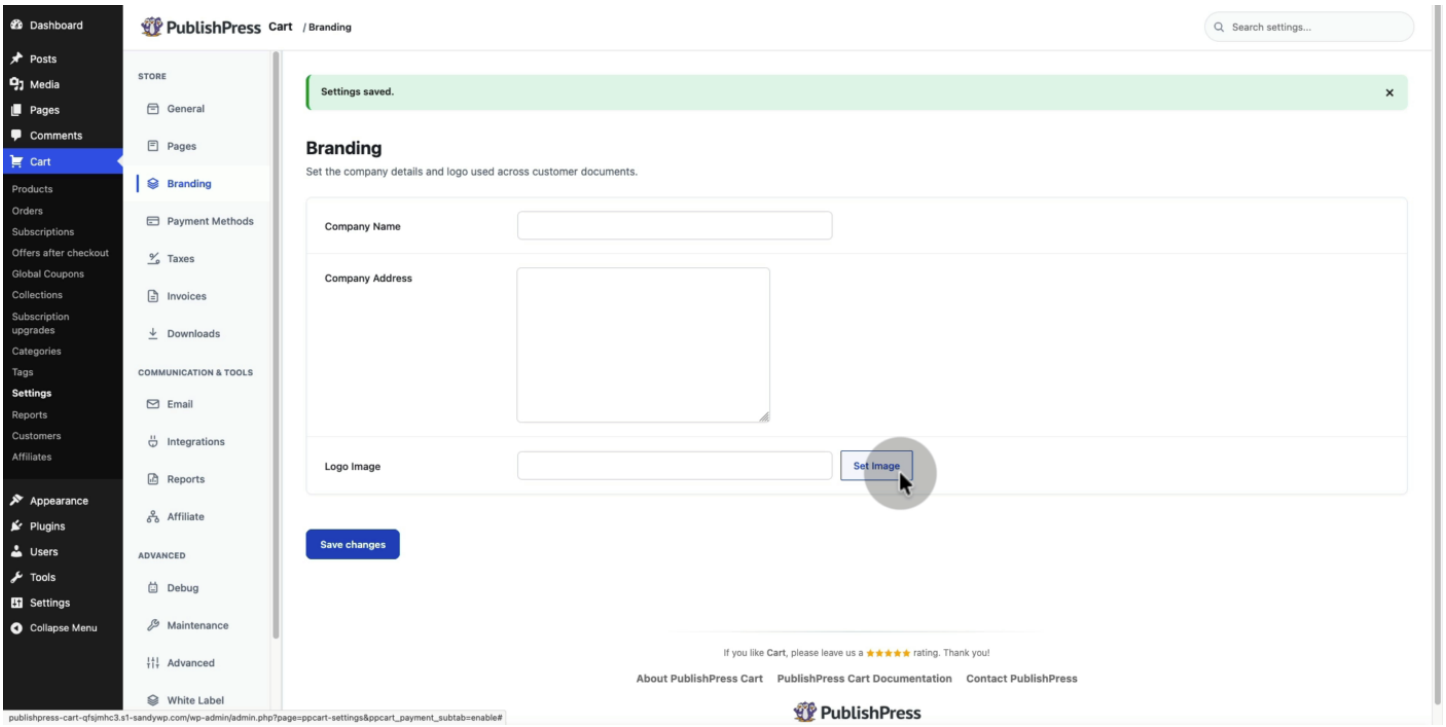
Use the test feature so you don't have to place an order each time you change an email.

1. Go to **Cart → Settings → Email**.
2. Open the test feature.
3. Choose the email you want to test, such as **Purchase confirmation**.
4. Click **Preview email** to see how it will look. The preview uses sample data.
5. Click to send a test email.



Add your company branding

1. Go to **Cart → Settings** and open the **Branding** screen.
2. Enter your **Company name** and **Company address**.
3. Add your **Company logo**.
4. Click **Save changes**.
5. Go back to the email screen and click **Preview email**. Your logo appears at the top of the email.



Test with a $0 product

If you test on your own site with a product that has a price, the order may stay pending, and Cart won't send the email until it is paid. When you test emails, use a $0 product. The order completes and the emails go out straight away.

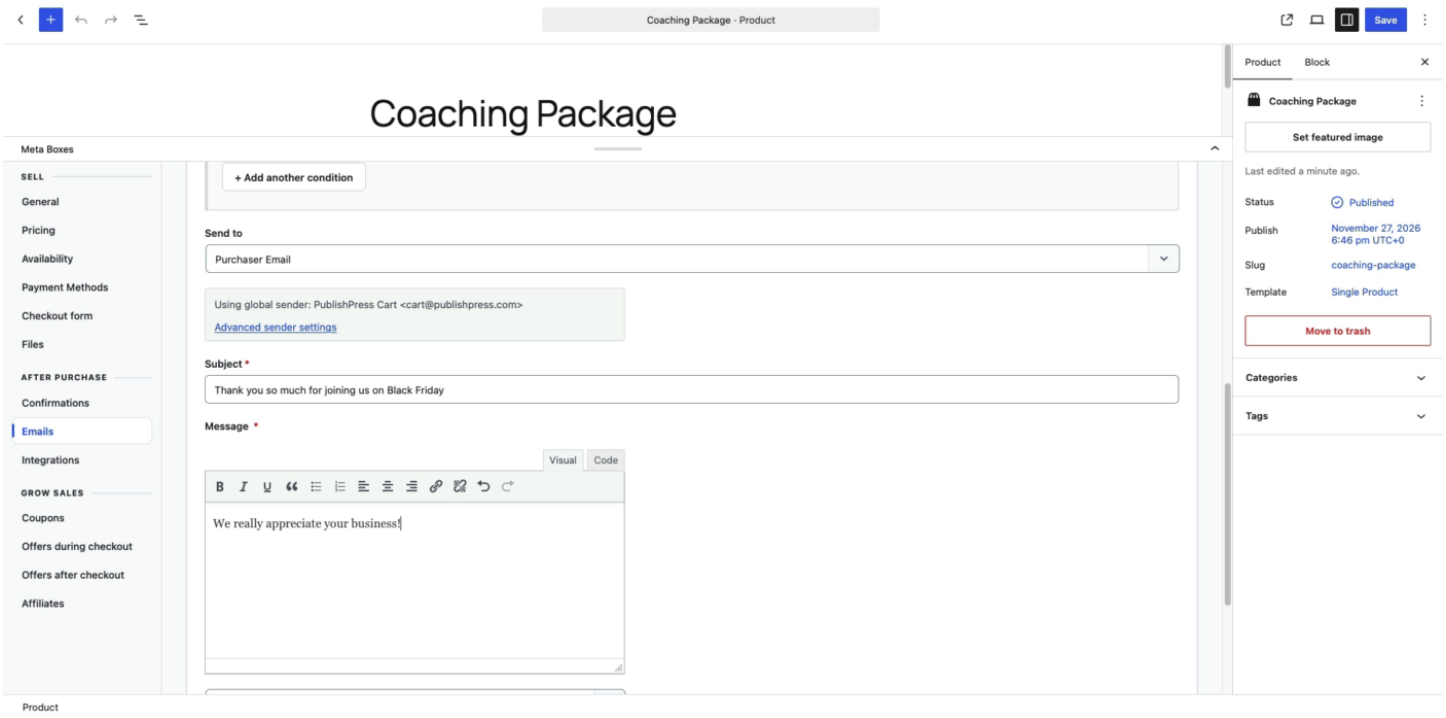
Set up emails for a single product

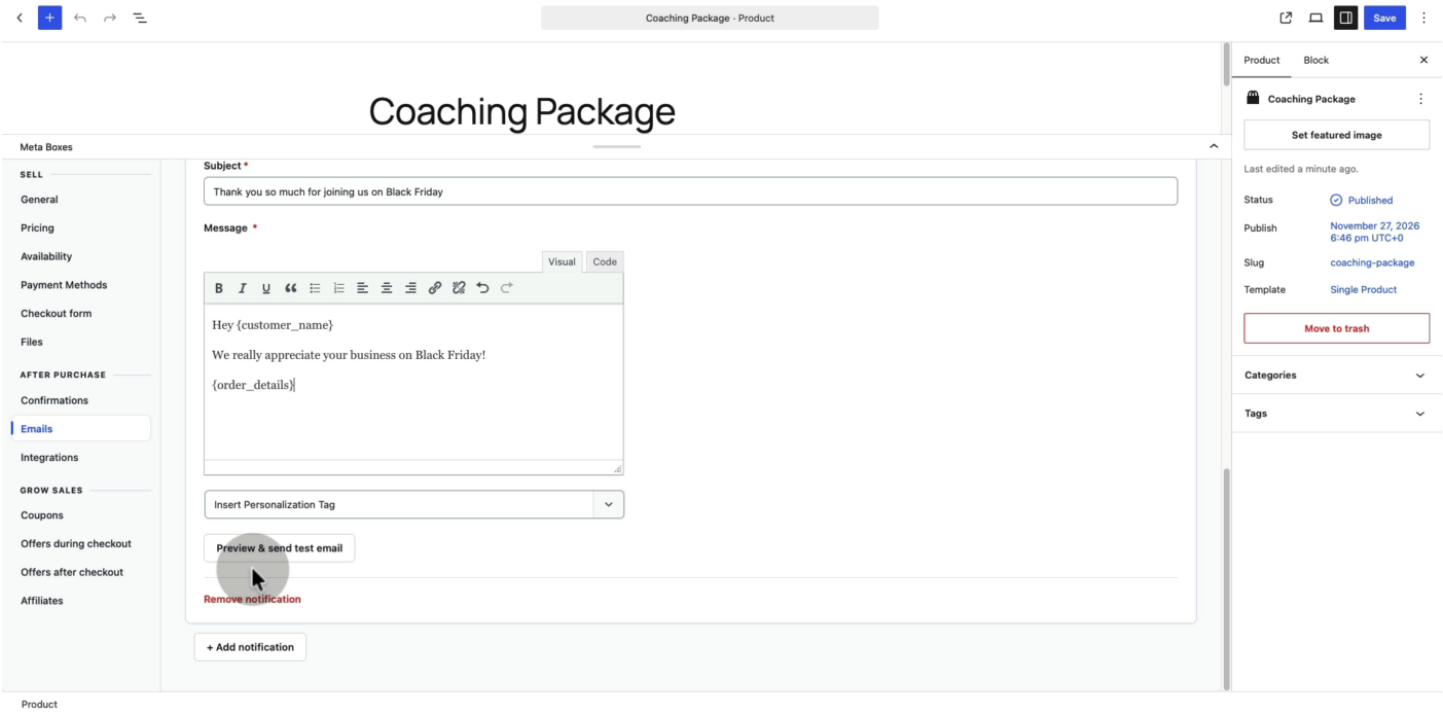
Cart's global settings apply to all products. You can also set emails for one product.

1. Go to **Cart → Products** and open the product.
2. Open the **Emails** tab in the left sidebar.
3. Turn individual emails on or off.
4. To add your own email, add a notification.
5. Enter a label. In this example, it's "Black Friday email".
6. Optional: add a condition so the email is only sent in some cases. In this example, the condition is a coupon, so only customers who used the Black Friday coupon get the email.

7. ○ **Purchaser email**
   ○ **Administrator email**
   ○ **A custom email address**

   In **Send to**, choose one of:
8. Enter the **Subject**, such as "Thank you so much for joining us on Black Friday".
9. Write the message. Use the personalization tags below the editor, for example to greet the customer by name.
10. Use the preview and test options to check the email.
11. Click **Publish** or **Update**.





This lets you send a custom message for one product, such as a welcome message for a course.

Video guide to emails in PublishPress Cart

Embedded media: https://www.youtube.com/embed/PDCPIPBcdxI?feature=oembed