



Notifications

Syeda Khadija Phool - 2023-11-10 - Store Settings

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On this page, you can configure the notification emails that are triggered and dispatched automatically to the customer upon different action events such as payment error, gift card creation, order confirmation, etc.

Path: Settings > Notifications.

Available notifications

You can set and customize notifications against the events of the following modules:

- 1. Orders**
- 2. Customers**
- 3. Shipping**

Orders

You can enable, disable, and customize the notifications for the following events that are related to order placement.

- 1. Abandoned Checkout:** You can customize the content of the notification email

that will be sent to the customer when they leave items in their cart without checking out. If this **notification** is **enabled**, an email will be sent out to the customer to draw their attention to the abandoned cart and to remind them to check out. By default, if the **notification** is **enabled**, the email will be dispatched to the customer after 2 hours since they left the items in the cart. The sent emails can be seen at the **path: Marketing > Abandoned Cart Recovery**.

2. Gift Card Created: If enabled, an email will be sent out automatically to the customer when a shopping gift card is issued against their email address.

3. Order Cancelled: If enabled, an email will be sent out automatically to the customer when their order is canceled by the admin. [Learn how to cancel an order.](#)

4. Order Confirmation: If enabled, an order confirmation email is sent out to the customer automatically when they place their order in your store.

5. Payment Error: If enabled, the customer is notified of the payment failure in case their payment fails to go through during checkout.

← Notifications

Customers notifications

These notifications are automatically sent out to the customer. Click on the notification template to edit the content.

Orders	
Abandoned Checkout	Sent automatically to the customer if they abandon checkout before they buy the items in their cart. Default is 2 hours. Configure options in "Abandoned Cart Recovery".
Gift Card Created	Sent automatically to the customer when you email them a gift card.
Order Cancelled	Sent automatically to the customer if you cancel their order.
Order Confirmation	Sent automatically to the customer after they place their order.
Payment Error	Sent automatically to the customer if their payment method fails at checkout. Default is 30 minutes after payment failure.

Support

Customers

You can enable, disable, and customize the notifications for the following events that are related to the customer profile.

1. Account Invite: If enabled, an auto-email is sent to the customer when they sign up on your store. They are asked for account confirmation.

2. Account Password Reset: If enabled, an auto-email is sent to the customer when they request to reset their account password.

3. Account Welcome: If enabled, an auto-email is sent to the customer when they sign up on your store and confirm their account by clicking on the link that is sent via

the “**Account Invite**” email. This serves as a welcome email and informs the customer that they can now log in to the store using their registered credentials.

Customers	
Account Invite	Sent automatically to the customer when they create an account on your store.
Account Password Reset	Sent automatically to the customer when they request a password reset for their account.
Account Welcome	Sent automatically to the customer when they confirm their account.

Shipping

Here, you can enable, disable, and customize the notifications for the following events that are related to the customer profile.

- 1. Delivered:** It's the notification email that is sent to the customer when an order is successfully delivered to them. This feature is under development and will be launched soon.
- 2. Out for Delivery:** It's the notification email that is sent to the customer when their order is dispatched for delivery. This feature is under development and will be launched soon.
- 3. Order Fulfilled:** If enabled, an order-fulfillment email is automatically sent out to the customer when their order has been shipped and marked as fulfilled in the system.
- 4. Shipping Update:** If enabled, an auto-email is sent to the customer when an order tracking id is added against their order in the system.

Shipping	
Delivered	Sent automatically to the customer when their order has been delivered according to the shipping carrier.
Out For Delivery	Sent automatically to the customer when their order is out for delivery according to the shipping carrier.
Order Fulfilled	Sent automatically to the customer when their order has been fulfilled and shipped.
Shipping Update	Sent automatically to the customer when their tracking information has been entered/updated.

Enabling notifications

To enable any of the above notifications, click on the **notification name** to open it in **edit mode**. If it's disabled, you will see the **"OFF"** label on the toggle.

Gift Card Created Sent automatically to the customer when you email them a gift card.

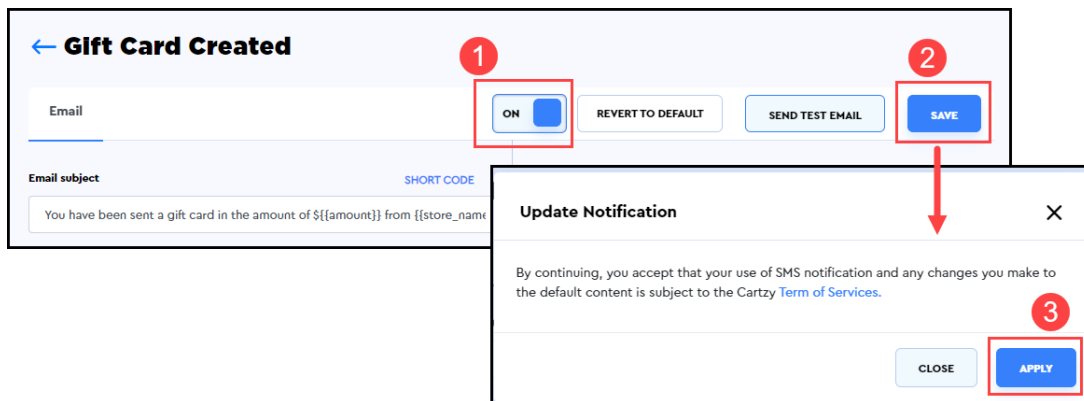
← **Gift Card Created**

Email OFF REVERT TO DEFAULT SEND TEST EMAIL SAVE

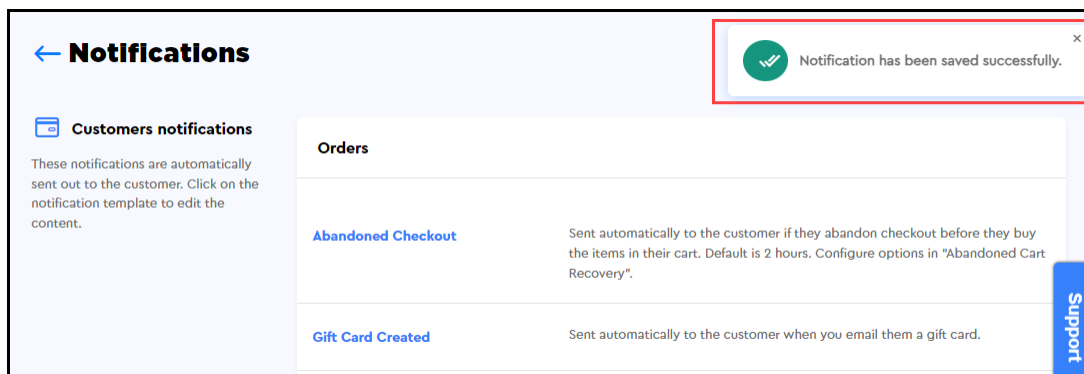
Email subject SHORT CODE Preview Refresh Preview

You have been sent a gift card in the amount of \${{amount}} from {{store_name}}

1. To enable notification, move the toggle to the right, and the label **"ON"** will appear instead of **"OFF"**.
2. Click on the **Save** button to save the enabled state of the notification.
3. You will be prompted to confirm your action. Click **Apply**.



4. When the notification is enabled, and you save the changes, the page refreshes automatically and takes you back to the main **Notifications** page. A success message also appears in a **notification** popup on the right corner of the page, indicating that the changes have been saved.



Editing notifications

You can always edit and customize the emails that are configured to be sent out automatically to your customers. Cartzy has a user-friendly interface that allows you to design your emails in simple steps as well as gives you the following options:

- You can also preview your email content before saving it.
- If the edits don't look good enough, you can always restore the default settings of the notification email.
- Send yourself a test email.

To edit any email notification, you first need to open it in **edit mode** by clicking on the **notification name**. For example, the notification email for **"Gift Card Created"** is opened in **edit mode** in the following image.

← Gift Card Created

Email ON

Email subject [SHORT CODE](#)

Congratulations! You have been sent a gift card in the amount of \${{amount}} fi

Content [SHORT CODE](#)

```
<!DOCTYPE html>

<html lang="en">
<!-- BEGIN HEAD -->
<head>
  <meta charset="utf-8" />
  <title>Email Template </title>
  <meta name="description" content="Installing Screen">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1,
shrink-to-fit=yes">
```

Prev

Email subject

In this field, you can edit the content of the email subject. The variable placeholders can be used for constant information such as store name, or variable information such as order amount, and customer name.

Email subject [SHORT CODE](#)

Congratulations! You have been sent a gift card in the amount of \${{amount}} fi

Content

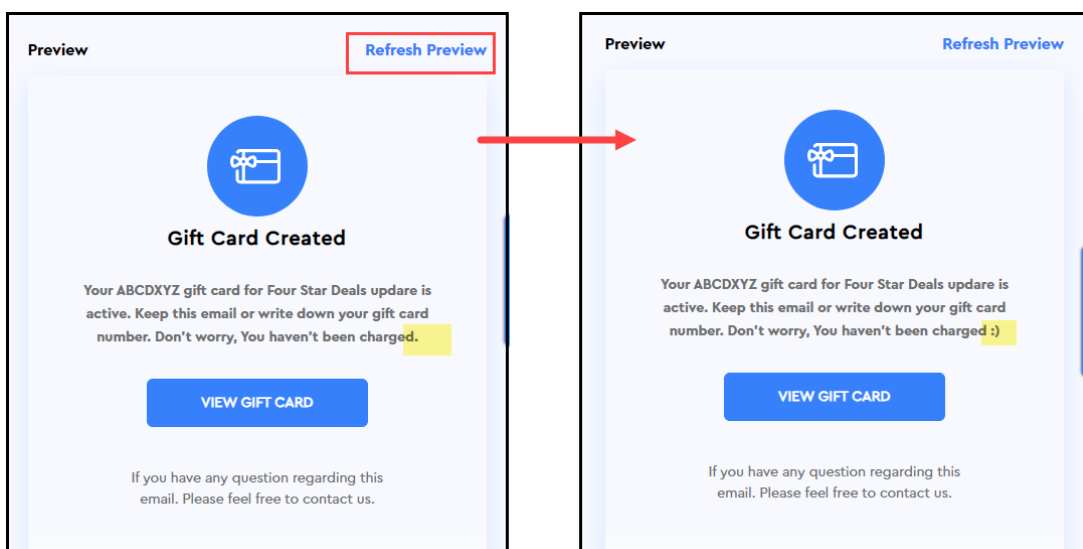
This is an **HTML** editor where you can add the **HTML** code for the design and content of your email. The preview can always be seen on the right side of the page.

```
Content SHORT CODE

margin: 0 0 0;
padding: 40px;">
  
  <h1 style=" padding: 0 20px 20px; margin: 0;
font-size: 20px;
font-weight: 600;
text-transform: capitalize; text-align: center;
color: #000000;
opacity: 1;"> Gift Card Created </h1>
  <h4 style=" letter-spacing: 0px;
color: #707070;
opacity: 1;
line-height: 23px;
font-size: 14px;
font-weight: 500; text-align: center;
margin: 0 0 30px;
padding: 0;">Your {{gift_code}} gift card for {{store_name}} is active.
Keep this email or write down your gift card number. Don't worry, You
haven't been charged.</h4>
  <a href="{{view_gift_card_link}}" style=" text-decoration: none;
border: 1px solid #3680FB;
border-radius: 6px;
```

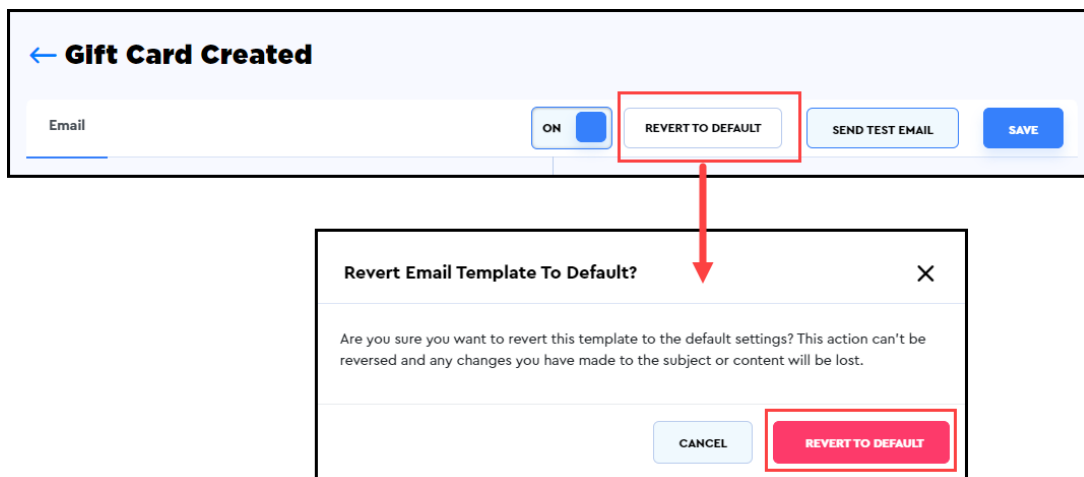
Preview

To see how your email looks, you can click the **Refresh Preview** option given against the **Preview** section on the right side of the page. The **Preview** section will be refreshed to reflect the recent edits done in the **Content** editor.



Revert to default

To restore the default changes, click on the **Revert to Default** button given at the top of the page. You will be prompted to **confirm your action**. If you click the **Revert to Default** button again on the popup window, you will lose all your edits, and the notification email content will go back to the default settings.



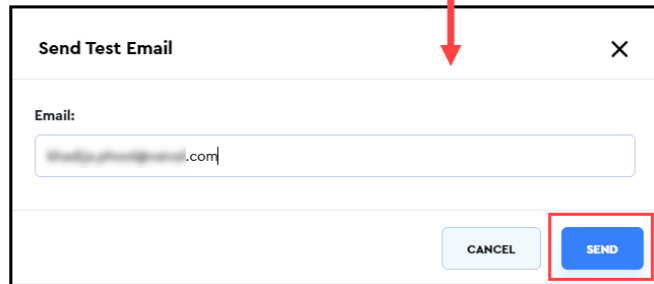
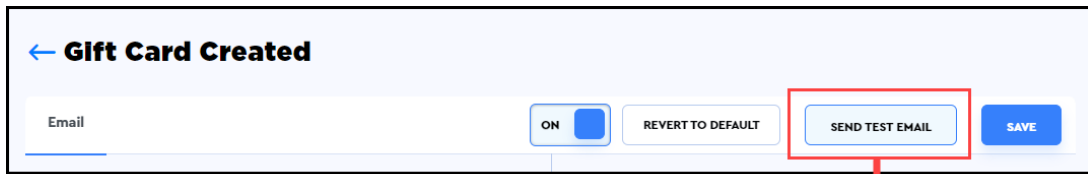
Send test email

You can send a test mail to yourself or to your colleague to analyze the design and content of the email. It will give you an idea of how the email will appear in the recipient's inbox so that you can make the required changes before the email is triggered for actual shoppers.

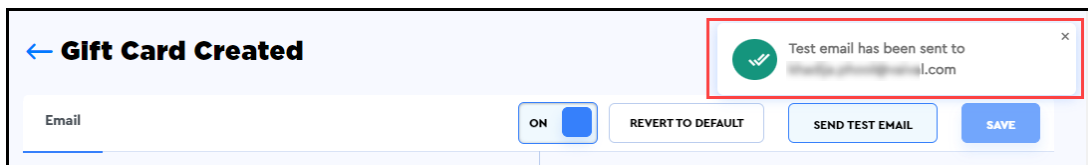
☐ You first have to **save your edits**. Because the test email is sent out for the saved content changes. If you want to preview before saving the changes, then you can use the **Refresh Preview** option. The **Preview** section gives you a real-time preview without needing to save the changes.

To send a test email, do the following:

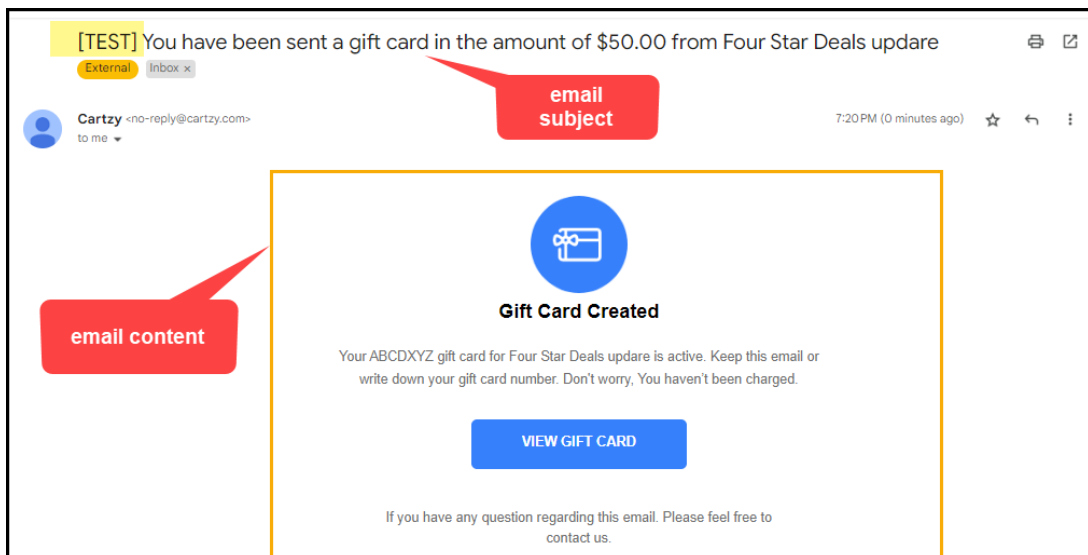
1. Click on the **Send Test Email** button.
2. On the **Send Test Email** popup window, enter the email id where you want to receive the test email and click **Send**.



3. The email will be sent to the provided email address. A **notification** of success will appear on the top right corner of the page.



The image below is an example of a test email received by the recipient. The test email will have the prefix “[TEST]” in the email subject.



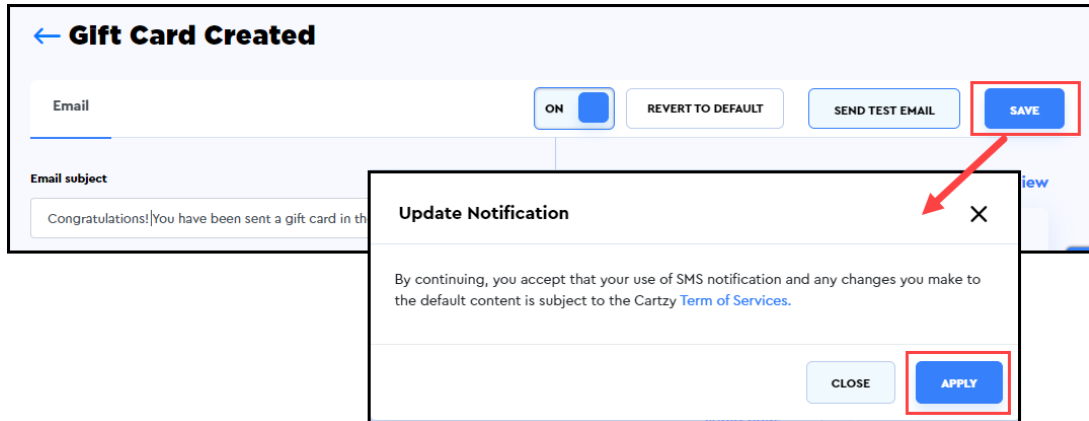
Saving changes

To save the edits that you made to the notification email, click on the **Save** button at the

top right corner of the page.

On the **Update Notification** popup, confirm your action by clicking the **Apply** button.

☐ If at any given time, you want to restore default settings, you can always click on the **Revert to Default** button.



As soon as you click on the **Apply** button, the following occurs:

- The notification email edits are saved.
- A **notification** popup containing the success message will appear on the top right corner of the page.
- The page refreshes to load the main **Notifications** page.

