



Interspire Shopping Cart Developer Documentation

Email Template Customization Guide

Interspire Shopping Cart Email Template Customization Guide

All outgoing email messages from Interspire Shopping Cart are sent as HTML formatted messages. They're also completely template based allowing full customization of their content.

Email Templates

All email templates for Interspire Shopping Cart are located within the **/templates/__emails/** directory of the store.

Each of the email templates makes use of template and language variables. (as outlined in the template customization guide)

The contents of this directory is as follows:

- **createaccount_email.html**
The welcome email sent out to customers after registering an account on the store. Available template variables are as follows:
 - %%GLOBAL_FirstName%% - The customer first name.
 - %%GLOBAL_Email%% - The customer email address.
 - %%GLOBAL_Password%% - The customer password.
- **general_email.html**
A template for sending general (non content specific) email messages from the store. Available template variables are as follows:
 - %%GLOBAL_EmailHeader%% - The header/title of the email.
 - %%GLOBAL_EmailMessage%% - The message content.
- **giftcertificate_email.html**
The email message sent to recipients of a gift certificate sent via the store. Available variables are as follows:
 - %%GLOBAL_ToName%% - The name of the person the gift certificate was sent to.
 - %%GLOBAL_Intro%% - Introductory text for the gift certificate.
 - %%GLOBAL_ExpiryInfo%% - A text based string explaining when the gift certificate will expire.
- **invoice_email.html**
The email sent to customers after they make a purchase on the store. Contains a summary of their order. Available variables are as follows:
 - %%GLOBAL_OrderNumber%% - The ID of the order that was placed.
 - %%GLOBAL_PendingPaymentNotice%% - If the order is still awaiting payment, an awaiting payment message.
 - %%GLOBAL_ShippingAddress%% - The shipping address of the order.
 - %%GLOBAL_BillingAddress%% - The billing address of the order.
 - %%GLOBAL_ShippingMethod%% - The selected shipping method for the order.
 - %%SNIPPET_CartItems%% - A list of items in the order.
 - %%GLOBAL_ItemTotal%% - The total amount for all items in the order.

- %%SNIPPET_InvoiceEmailShippingTotal%% - (From the Snippets directory) the shipping cost, if there is one, for the order summary table.
- %%SNIPPET_InvoiceEmailHandlingTotal%% - (From the Snippets directory) the handling cost, if there is one, for the order summary table.
- %%SNIPPET_InvoiceEmailTaxTotal%% - (From the Snippets directory) the tax charged for the order, if any, for the order summary table.
- %%GLOBAL_TotalCost%% - The total cost of the order.
- **low_inventory_email.html**
The email sent to the store administrator when an item reaches the low inventory warning level. Available variables include:
 - %%GLOBAL_ProductName%% - The name of the product.
 - %%GLOBAL_ProductId%% - The ID of the product.
- **order_status_downloads_email.html**
The email message sent to a customer once the status of their order is completed if it contains one or more digital downloads. Available variables include:
 - %%GLOBAL_OrderTotal%% - The total amount for the order.
 - %%GLOBAL_DatePlaced%% - The date the order was placed.
 - %%GLOBAL_PaymentMethod%% - The payment method for the order.
 - %%SNIPPET_CartItems%% - The contents of the order with download links.
- **order_status_email.html**
The email message sent to a customer when the status of their order is changed. Available variables include:
 - %%GLOBAL_OrderTotal%% - The total amount for the order.
 - %%GLOBAL_DatePlaced%% - The date the order was placed.
 - %%GLOBAL_PaymentMethod%% - The payment method for the order.
- **ordermessage_notification.html**
The email message sent to a customer when a staff member submits a reply to an order message.
- **page_contact_email.html**
The email message sent to the store owner when a contact form is submitted via the store. Available variables include:
 - %%GLOBAL_FormFieldList%% - A list of the form fields that were filled in and their values.
 - %%GLOBAL_Question%% - The question/message submitted via the contact form.
- **return_confirmation_email.html**
The confirmation message sent to a customer after they have successfully submitted a return request on the store. Available variables include:
 - %%GLOBAL_ReturnReason%% - The reason for the return request.
 - %%GLOBAL_ReturnAction%% - The requested action to be taken for the return request.
 - %%GLOBAL_ReturnComments%% - The comments entered by the customer for their return request.

- %%SNIPPET_ReturnItems%% - A list of items submitted in the return request.
- **return_notification_email.html**
 The message sent to the store administrator when a new return request is submitted on the store . Available variables include:
 - %%GLOBAL_ReturnId%% - The return request ID.
 - %%GLOBAL_CustomerName%% - The name of the customer submitting the return request.
 - %%GLOBAL_CustomerEmail%% - The email address of the customer submitting the return request.
 - %%GLOBAL_ReturnReason%% - The reason for the return request.
 - %%GLOBAL_ReturnAction%% - The requested action to be taken for the return request.
 - %%GLOBAL_ReturnComments%% - The comments entered by the customer for their return request.
 - %%SNIPPET_ReturnItems%% - A list of items submitted in the return request.
- **return_statuschange_email.html**
 The message sent to a customer when the status of their return request is changed by a store administrator. Available variables include:
 - %%GLOBAL_CustomerFirstName%% - The first name of the customer.
 - %%GLOBAL_ProductQuantity%% - The quantity of the item that was returned.
 - %%GLOBAL_ProductName%% - The name of the item that was returned.
 - %%GLOBAL_ReturnStatus%% - The new status of the return request.
 - %%GLOBAL_ReturnReceivedCredit%% - If the customer has received a credit for their return request, the amount of store credit and a message explaining this.
 - %%GLOBAL_ReturnInstructions%% - Any instructions that need to be taken to send the item back.

HTML Support in Email Messages

Most email clients and email services only support a small subset of HTML or have very poor support for HTML and CSS. Caution needs to be taken when designing email templates and the email templates need to be extensively tested between different email clients.

For example, a HTML based email may render completely different in Microsoft Outlook or Microsoft Live! Hotmail and then completely different too in Apple Mac OS X's Mail.

Various websites and resources exist on the Internet offering advise and tips and tricks for building HTML based email messages. A few are listed below:

- HTML Email Guide
<http://www.anandgraves.com/html-email-guide>
- How to Code HTML Email Newsletters
<http://www.sitepoint.com/article/code-html-email-newsletters>
- The Principles of Beautiful HTML Email
<http://www.sitepoint.com/article/principles-beautiful-html-email>
- Email Standards Project (Email client compatibility information etc)
<http://www.email-standards.org/>