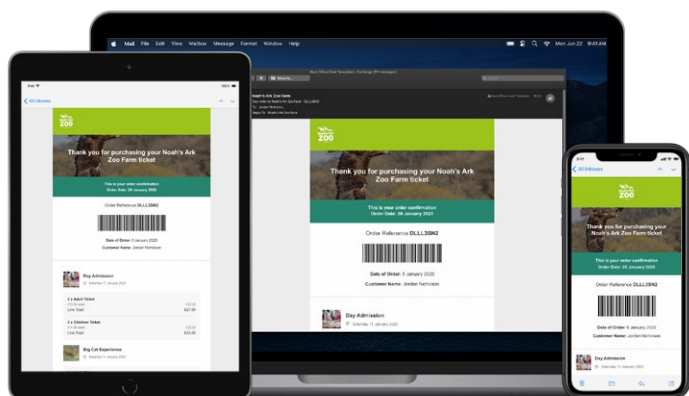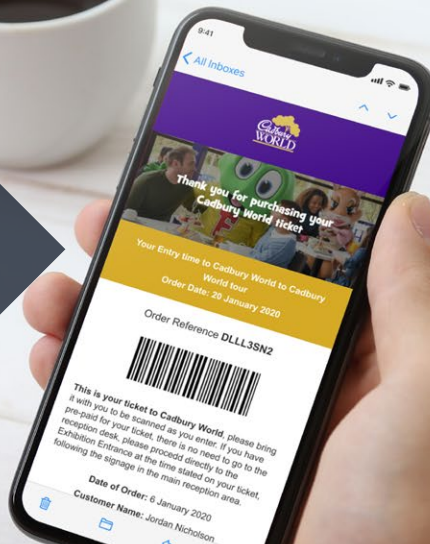# Introducing our updated order confirmation

Over the last couple of months we've been redeveloping the order confirmation email. Our focus has been on consistency and stability to strengthen your brand image and improve your customers' experiences.

Improved Responsive Design

By improving the design of your email template we've focused on mobile responsiveness. With the majority of customers purchasing items from their mobile devices we have concentrated our efforts on improving your customers' experience for this channel.

Grouping Order Items

We have adjusted the way order items are displayed by grouping items by their categories or events. This is to reduce duplication of information and imagery making the email more modular and easy to read.
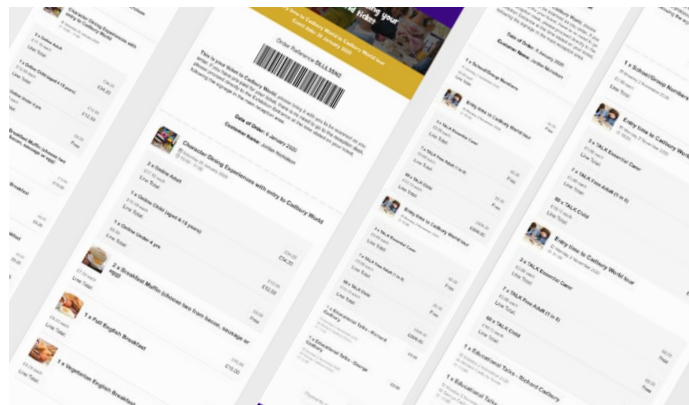
Plus many more...

Extensive Email Testing

We have carried out thorough testing of our new email template, ensuring emails are optimised perfectly for over 90 email clients and devices, this is to ensure that wherever your customers view their confirmation email, it is always legible.

Old vs New

Below we have an example of the old and new order confirmation emails. There have been several updates to increase your brand prominence in order to help your customers. We have increased the size of your logos, grouped order items together and included additional information at the bottom of the email.

Old Order Confirmation Email

New Order Confirmation Email