cloud enterprise voice

Subject (Must include product name)	*[Update] Keep concise, include product name and coming update dates. Do NOT include ${variable}*
Pre-Header	*Product name, brief action or outcome.*

Snappy summary: [Why are we contacting this person? "You have a project(s) running on/You use this product/service…."]

Hello Google Maps Platform Customer,

1. Why are we contacting them?
2. What will happen?
3. When will it happen?
*e.g. [1] We're contacting you because you or your users use/etc X product. For this reason, we want to let you know that [2] on **Month Day, Year**, [3] we will update/change X product/service.*

What do I need to do?

1. In which cases is action not required?
2. What are the cases where action is required and how do I complete the steps?
3. What would happen if I don't take action?

*e.g. [1] If you or your users don't use this product/If you have not enabled this product for your users, **no action is required on your side**. [2] However, if X you/your users should update/review your preferences/etc before **Month, Day, Year** [3] to avoid losses/etc. See the steps below.*

If you have any questions, please *[link to contact support]*

Regards,
- The Google Maps Platform Team