aptos™

Engaging customers differently.

Email Masters Guide

A guide to the email masters located in the site manager and token definitions.
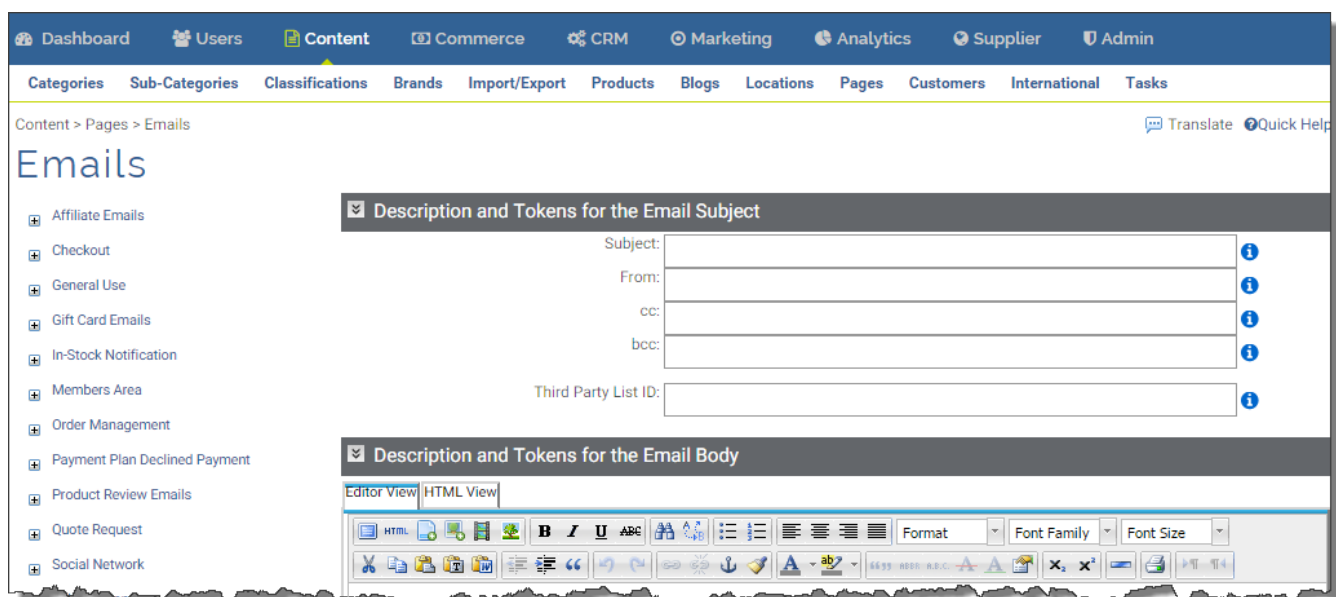
Contents

Email Masters

The Aptos Digital Commerce platform and commerce process has many points along the way in which emails are automatically sent to your customers. Email masters are a great time saver. Once set up, your system can automatically send hundreds or even thousands of personalized emails at a time. This is a terrific way to communicate with your customers.

Primary Objectives. These emails are accessible in the Site Manager at Content > Pages > Emails. In this document you will learn about:

- ✓ each email subject line, body copy and default messages
- ✓ why, how, and when emails are automatically sent to your customers
- ✓ how to override automatic emails
- ✓ how to create customized email messages using "tokens"

Introduction to Email Masters

Many email masters include comprehensive templates which do not require customization. However, if you wish to create more customized messages to send to your customers, you have the ability to edit the subject line and content of standard email messages.

Customize Email Masters

To customize an email master go to Content > Pages > Emails.

Enter the message in the Subject field.

1. The 'from' address will be automatically populated with your website administrator's email address configured in the site manager at Users > Website Settings > General Settings > Email Address Settings. If you manually enter a different email address here, the website administrator's email address will be overwritten for that particular email.
2. Enter cc and bcc email addresses if desired.
3. Third Party List ID should be left blank if the Aptos Digital Commerce system will deliver this email. If you have a third party email provider account and it is configured in the platform, enter a value in this field if that email provider will deliver the email. This value will be passed to the third party email provider. These third party email provider settings are configured within at Users > Website Settings > General > Email Address Settings.

> Important! If your site is hosted on Amazon Web Services (AWS), when you enter or change the "send from" email address for site emails such as order confirmations, you will receive a verification email from AWS. Follow the instructions from AWS to complete the setup to ensure your emails will work properly.

Tokens

There are "tokens" built into the site manager that are available for each email subject line and message.

- Click on **Descriptions and Tokens for the Email Subject** to view the "tokens" that are available for a particular email subject line.
- Click on **Descriptions and Tokens for the Email Body** to view the tokens that are available for each email message. While you don't need to use all available tokens, if you choose a token that is not available for a particular email message, the token will not work and your email message will be unclear. Tokens will be explained later in this document.

Send Email Message

Once you select an email message and make any changes to it, remember to save your changes.

1. You can also send an individual email, if necessary, by clicking on the 'Email' button and typing in a valid email address in the 'Send To' line in the master email pop-up window.
2. Enter the email address and click the 'Send Preview Email' button to send the email message.
3. Close the pop-up when you're done.
4. These emails get sent to your customers when they are triggered by certain events on your website. These events and the email actions are described later in this document.
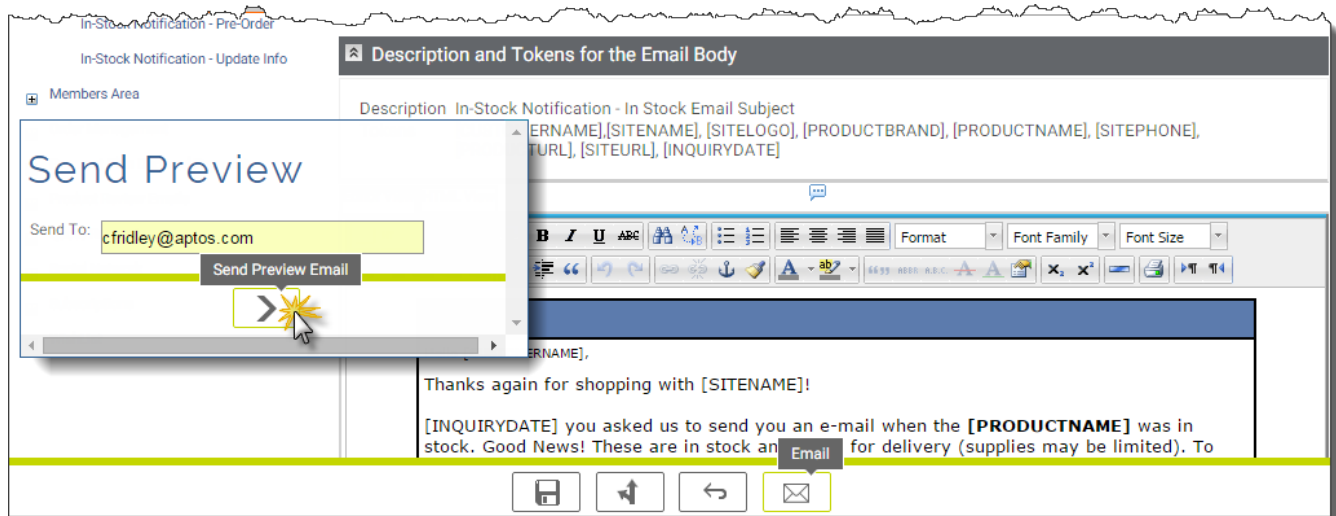
Affiliate Emails

A few email templates can be customized for affiliate specific emails.

1. Start by clicking on the 'Affiliate Specific Email' button within the email you want to customize.
2. The 'Affiliate Specific Email' pop-up window will open.
3. Select the affiliate from the drop-down menu and set up the email as you normally would.
4. When finished, save the new email. It will now be used for customer emails when they are related to that affiliate. Only emails that have the affiliates tokens listed can be customized for an affiliate.
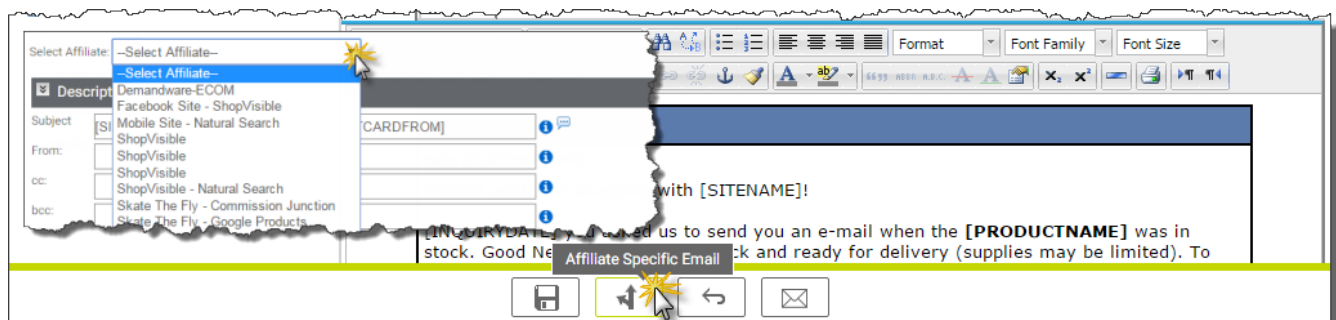
Editor View and HTML View

Email messages can be edited either in Editor View or HTML View.

- The **Editor View** works much the same way as standard word processing software. When you select it, you can choose your typestyles, sizes, colors, formats, etc. Simply type the verbiage you desire into the message field as shown in the illustration below to the left.
- If you choose **HTML View**, you can add your own HTML code into the message field.
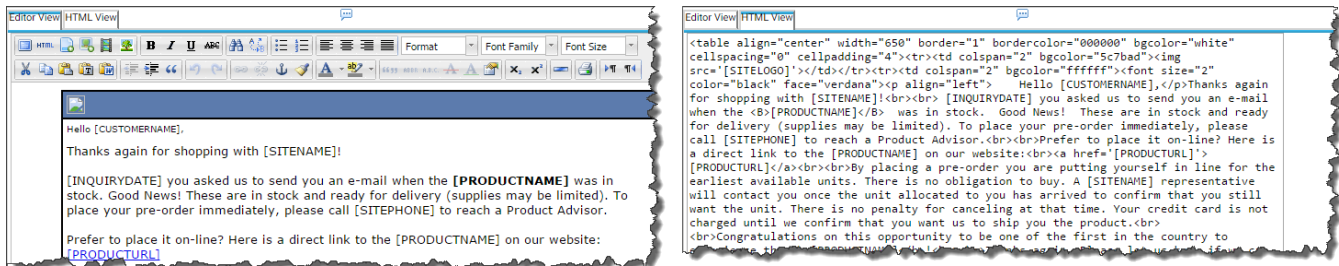
Standard Email Templates

Some of the email templates are pre-populated with text in the subject line and in the body of the message. You can edit this text or leave it as is. If you don't make any changes, this is the message your customers will see. If you desire to change the text or the subject line, simply make the changes you desire and click save.

Some more commonly used emails will appear empty (blank) in the Site Manager. If triggered, they will be sent to your customers. If you would like to see a blank master email pre-populated with the default message so you can edit it, contact your Client Manager. Anything entered into an empty template will override the default.

Introduction to Tokens

Tokens are used in emails sent to customers and are small bits of text that can be placed into larger documents via simple placeholders. The token module provides a central application program interface (API) for modules to use these tokens, and expose their own token values. Simply put, tokens allow for mass emailing by putting individualized information within each token. This way, even though you may send out many emails at one time, each recipient receives a unique email message with their personalized information within the body of the email. For example, the [GIFTCARDAMOUNT] token will contain the dollar amount of a gift card.

The platform gives you the ability to add custom tokens to custom email setups. Tokens are automatically completed with information pulled from your database. There are many custom input tokens utilized within the master emails. The tokens available for each email template are listed in the 'tokens' area. If you wish to add tokens to an email message, you can only use the tokens listed for that email.

The tokens are system protected. Tokens used in these master emails are protected and cannot be modified or deleted. Do not change the text inside of the token brackets as these are merely placeholders indicating where that specific information will appear in the email. Tokens depend on either the user data information such as username, email, etc., or they depend on server information such as date, time, etc.

When adding tokens into an email you want to customize, be sure to add the [BILLNAME] token within the email. If the [BILLNAME] token is not present, the default email will be used and no changes to the email will take place.

The tokens for individual email templates are changed or updated from time to time within the system. Always check the available tokens before writing your email message
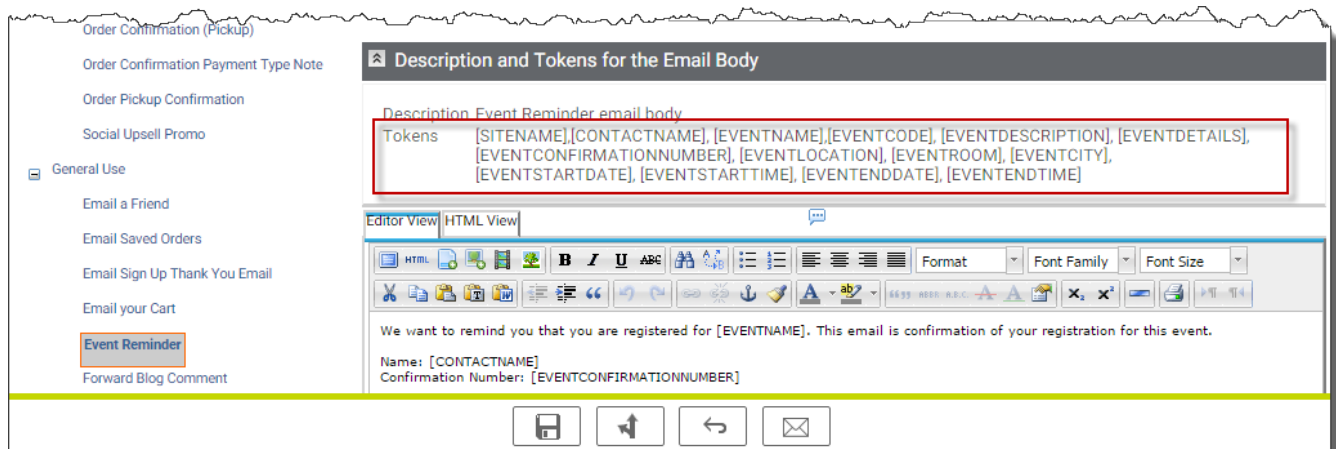
Some email templates display differently than the example shown above. An example of this is the Order Confirmation email. The Order Confirmation email also needs tags around certain tokens or the actual token will display and will not be populated. This is explained in more detail later in this guide.

Affiliate Tokens

Certain email templates can be customized to contain specific information about an affiliate. When inserted into the email template, each of the affiliate tokens will render with the affiliate information rather than with your site information. Thus, the emails will appear as though they were sent from the affiliate rather than from your site. This can be very useful if your customer has a close relationship with an affiliate and the affiliate's information is needed as part of the order process. Two examples of when you may need to use these tokens are:

1. If the order is being placed within the checkout process and the customer originated from a different website, you want the original source's (affiliate) information to display on emails such as their logo, company name, phone, etc.
2. This is also useful if the order is being fulfilled by a third-party and the customer needs to be made aware of this. For example, if the products are all fulfilled by selected suppliers by the customer in the checkout process, you will want the order confirmation screen and email to reflect the selected supplier's information.

The affiliate tokens are available for use with the following email templates:

- Checkout > Order Confirmation
- Checkout > Order Confirmation (Multi-Ship)
- Members Area > Create Account Welcome Message
- Members Area > Create Short Account Welcome Message
- Members Area > Member Forgot Password

Automated Emails

The platform contains myriad automated email messages to use and customize to communicate with your customers. This section provides an overview of the email messages and what your customers see. There are several emails that you will use all of the time, some that will rarely be used, and some emails that are only used if your site is wired for them. This document explains the details of each email template. In the email templates described in this document, you will see the following information for each.

- ✓ Name: Name of each email message
- ✓ Purpose: Purpose of the email
- ✓ Trigger: What triggers the email
- ✓ Subject: The subject line of the email
- ✓ Message: The body of the message clients receive
- ✓ Tokens Used: At-a-glance view of the tokens available in the email

Common Emails

The 5 emails listed below are the most often used emails within the database and we highly recommend these emails are set up first.

- Order Confirmation
- Canceling Order
- Credit Order
- RMA
- Shipping Order

To help you determine which emails you may need or want to use, the emails listed in this guide are categorized by levels of usage.

Level 1	Used frequently
Level 2	Used in specific cases, only if needed
Level 3	Not often used

AFFILIATE EMAILS

NAME	AFFILIATE SIGN-UP	Level 2
PURPOSE	This email is sent to anyone who has applied to become an affiliate with your website. If you do not have an affiliate program, there is no need to create this email.	
TRIGGER	This email is triggered when someone fills out the form to sign up to become an affiliate. This email will only work if you have the link set up to the form.	
SUBJECT	Thanks for joining the [SITENAME] affiliate program!	
MESSAGE	Hello! Thank you for applying to the [SITENAME] affiliate program. Your application has been received. Once you are approved, all you will need to do is go to [SITEURL] & "affiliates.asp, and login to the affiliate program with the user name and password you selected. Once logged in, you will find marketing materials to help you begin promoting and earning commissions today. Customized promotions and banners are available upon request. *If you will be simply promoting the site with a text link or your own art work, the link for all of your promotions should be set to the specific page name followed by* ?aff=[AFFILIATEID] Best wishes and good luck, Marketing Staff	
TOKENS USED	[SITENAME], [CONTACT NAME], [SITEURL], [AFFILIATEID]	

CHECKOUT EMAILS

NAME	EMAIL UPSELL	Level 3
PURPOSE	This email is sent to anyone who buys a product that is set to trigger an upsell. This is triggered only if using standard email.	
TRIGGER	This email is triggered when an upsell product is linked to the purchased product.	
SUBJECT	This master email is empty and is therefore, totally editable.	
MESSAGE	This master email is empty and is therefore, totally editable.	
TOKENS USED	Editable with all available tokens.	

NAME	ORDER CONFIRMATION	Level 1
PURPOSE	This email is sent to customers who complete an order. This email is sent to administration if "Send copy of order confirmation email to site admin" is turned on in Users > Website Settings > General > Email Address Settings. It is sent to supplier(s) if "Send supplier invoice during checkout" is on in Users > Website Settings > Site Layout > Checkout Page Settings.	
TRIGGER	This email is triggered by a completed order.	
SUBJECT	[SITENAME] Order Confirmation: [ORDERNUMBER]	

NAME	ORDER CONFIRMATION	Level 1

MESSAGE		*This email has dynamic item-level tokens and should be edited in the HTML editor. Do not use the Editor View as it will cause the email to render incorrectly.* This email must include these tags: [ITEM_START] and [ITEM END] in order for the Order Details tokens to populate properly.
TOKENS USED	**Billing Info:** [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX] **Shipping Info:** [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX] **Order info:** [ORDERNUMBER], [DATE], [SUBTOTAL], [SHIPPING], [TAX], [TierCartFee], [TierQuantityDiscount], [GRAND], [CONDITIONAL_FIELDS], [GIFTCARD], [GIFTWRAPPINGMESSAGE] **Payment Info:** [PAYMENTTYPE_START]- before the payment table, [PAYMENTTYPE_END]- after the payment table. Within these two tokens, the following tokens are valid: [CCTYPE], [CREDITCARD], [CCGRAND], [CASH_INSTRUCTIONS] **Items:** [ITEM_START]- before the item table,[ITEM_END]- right after the end of the item table. Within these two tokens, the following tokens are valid: [PROD NAME], [PRODUCT], [BRAND], [PROD], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N]- gift wrap Yes or Not, [AVAIL], [PROD SKU], [TRACKING#], [SHIP DATE], [ORDER QTY], [SHIP QTY], [ADJUSTLABEL],[ADJUSTAMOUNT], Item option level tokens: [ITEM_OPTION_START] to start the option block and [ITEM_OPTION_END] to end it. These tokens are supported in that block: [OPTION_GROUP_ALIAS], [OPTION_TEXT], [OPTION_SKU] [PROD NAME], [PRODUCT], [BRAND], [PROD], [HOW SHIP], [QTY], [PRICE], [TOTAL], [GR Y/N] - gift wrap Yes or Not, [AVAIL], [PROD SKU], [TRACKING#], [SHIP DATE], [ORDER QTY], [SHIP QTY], [ADJUSTLABEL], [ADJUSTAMOUNT] **Product Image Specific Tokens**: Image will output in the specified width: [Product Image 75px], [Product Image 90px], [Product Image 120px], [Product Image 150px], [Product Image 200px]. The token will output only the name of the image, so for example, use HTML markup if you want the 75px image to be displayed. If you want to use a different size within your HRML design, use CSS inline in the template to force the image to the desired size. **Item option level tokens:** [ITEM_OPTION_START] to start the option block and [ITEM_OPTION_END] to end it. These tokens are supported in that block: [OPTION_GROUP_ALIAS], [OPTION_TEXT], [OPTION_SKU] **Affiliates:** [AFFILIATELOGOURL], [AFFILIATENAME], [AFFILIATEADDRESS], [AFFILIATECITY], [AFFILIATESTATE],[AFFILIATEZIP], [AFFILIATEPHONE],[AFFILIATEFAX], [AFFILIATEURL], [AFFILIATEID],[AFFILIATECONTACT],[AFFILIATEEMAIL] **Serial Number:** [SerialNumber], [SerialUrl] **Others:** [COMMENTS], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS]	

aptos

NAME	ORDER CONFIRMATION (MULTI-SHIP)	Level 1
PURPOSE	This email is sent to customers who complete an order that has more than one shipping address (multi-ship). One email will be sent to the customer per shipping address. This email is sent to administration if "Send copy of order confirmation email to site admin" is turned on in Users > Website Settings > General > Email Address Settings. It is sent to supplier(s) if "Send supplier invoice during checkout" is on in Users > Website Settings > Site Layout > Checkout Page Settings.	
TRIGGER	This email is triggered by a completed multi-ship order.	
SUBJECT	[SITENAME] Order Confirmation: [ORDERNUMBER]	
MESSAGE	*This email has dynamic item-level tokens and should be edited in the HTML editor. Do not use the Editor View as it will cause the email to render incorrectly.* This email template uses the same tokens as the Order Confirmation Email (above). This email must include these tags: [ITEM_START] and [ITEM END] in order for the Order Details tokens to populate properly.	
TOKENS USED	Uses same as the Order Confirmation Email.	

NAME	ORDER CONFIRMATION PAYMENT TYPE NOTE	Level 3
PURPOSE	This email is sent to anyone who places an order but requests to pay by cash, check, wire or money order.	
TRIGGER	This email is triggered if someone places an order on the site requesting to pay by cash, check, wire or money order.	
SUBJECT	[SITENAME] Confirmation Order: [ORDERNUMBER]	
MESSAGE	Payment is being made by [PAYMENT TYPE]. Please mail a copy of your order confirmation along with your payment to: [SITENAME], [SITEADDRESS], [SITECITY], [SITESTATE] [SITEZIP] Your order will ship upon arrival and verification of your payment. Thank you.	
TOKENS USED	[SITENAME], [ORDERNUMBER], [PAYMENT TYPE], [SITENAME], [SITEADDRESS], [SITECITY], [SITESTATE], [SITEZIP]	

NAME	SOCIAL UPSELL PROMO	Level 2
PURPOSE	This email works in conjunction with the Post Checkout Social Upsell set up at Content > Pages > Checkout Workflow. It is sent to anyone who allows a message to be posted to their Facebook wall in return for a promotion code they can use with their next purchase.	
TRIGGER	This email is triggered upon a customer sharing their order on Facebook via Social Upsell. The customer will receive this email with a promotion code they can use for their next purchase.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[CUSTOMERNAME], [COUPONCODE], [COUPONDETAILS] The coupon code token will be replaced with the promotion code.	

CONTACT US

NAME	CONTACT US AUTO RESPONSE EMAIL	Level 3
PURPOSE	Response to a customer's inquiry.	
TRIGGER	This email is triggered in response to when a customer sends an email request.	
SUBJECT	[SITENAME] Auto Response	
MESSAGE	Hello [CONTACTNAME], Thank you for contacting us. This email is to let you know that we have received your request. If you would like to speak to a representative you can contact us at (770) 123-4567. We look forward to serving you soon. Customer Experience Group	
TOKENS USED	[SITENAME], [CONTACTNAME]	

GENERAL USE

NAME	EMAIL A FRIEND	Level 2
PURPOSE	This email is sent to customer's friend when they choose to email a page to a friend. It is typically used to share a page. This email shares a link to the product page.	
TRIGGER	This is a clickable link and is generated when your customer completes the information on the emailtofriend.asp modal window and clicks the Submit button. The email recipient receives a link to a snapshot of the cart. Since the contents of a user's cart can change over time, this assures the recipient receives an accurate representation of the cart when it was created.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME], [SITEURL], [MESSAGE], [FROMNAME], [TONAME], [FROMEMAIL], [TOEMAIL]	

NAME	EMAIL SAVED ORDERS	Level 2
PURPOSE	This is an email link that displays in the customer's members area in the saved orders. When a user clicks the Email Order link, a pop up modal displays. Once the form is filled out, the cart is emailed to the email address supplied by the user.	
TRIGGER	This is a clickable link and is generated when your customer clicks on the link from the Saved Orders section in their Members Area.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[DATE], [FROMEMAIL], [FROMNAME], [ITEM_END], [MESSAGE], [ITEM_START], [PRODUCTNAME], [SITENAME], [SITEURL], [TOEMAIL], [TONAME]* within, [ITEM_START], [BRAND], [PROD NAME], [PRODUCT], [QTY], [ORDER QTY], [TOTAL], [PRICE*QTY], [PRICE], [PROD SKU], [PRODUCT IMAGE 75PX], [PRODUCT IMAGE 90PX], [PRODUCT IMAGE 120PX], [PRODUCT IMAGE 150PX], [PRODUCT IMAGE 200PX]	

NAME	EMAIL SIGN UP THANK YOU EMAIL	Level 2
PURPOSE	This email thanks users for subscribing to an email campaign.	
TRIGGER	If your site is wired and this email has been enabled, it is triggered by anyone who subscribes to receive emails from your company. This overrides the standard "thank you" text email.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME], [EMAIL]	

NAME	EMAIL YOUR CART	Level 2
PURPOSE	This email allows customers to email the contents of one's cart to a friend.	
TRIGGER	This email is triggered when a customer completes the information on the emailtofriend.asp modal window and clicks the Submit button. This copies the contents of the cart to a new session ID (CartSessionID) which is used to populate the [SITEURL] token in the email that is generated. This way, the email recipient receives a link to a snapshot of the cart. Since the contents of a user's cart can change over time, this assures the recipient receives an accurate representation of the cart when it was created. There is also support for product image tokens in this email.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[DATE], [FROMEMAIL], [FROMNAME], [ITEM_END], [ITEM_START], [PRODUCTNAME], [SITENAME], [SITEURL], [TOEMAIL], [TONAME] *Within [ITEM_START] ([BRAND], [PROD NAME], [PRODUCT], [QTY], [ORDER QTY], [TOTAL], [PRICE*QTY], [PROD SKU], [PRODUCT IMAGE 75PX], [PRODUCT IMAGE 90PX], [PRODUCT IMAGE 120PX], [PRODUCT IMAGE 150PX], [PRODUCT IMAGE 200PX])	

NAME	EVENT REMINDER	Level 3
PURPOSE	This email explains the details of an upcoming event. This is tied to your calendar.	
TRIGGER	This email is triggered by someone registering for an upcoming event at a physical location. This could be one of your stores or any location you set.	
SUBJECT	[SITENAME] Event Reminder	
MESSAGE	We want to remind you that you are registered for [EVENTNAME]. This email is confirmation of your registration for this event. Name: [CONTACTNAME] Confirmation Number: [EVENTCONFIRMATIONNUMBER] Event Code: [EVENTCODE] Event Name: [EVENTNAME] Event Description: [EVENTDESCRIPTION] [EVENTDETAILS] Location: [EVENTLOCATION] Room: [EVENTROOM] City: [EVENTCITY] Start Date: [EVENTSTARTDATE] Start Time: [EVENTSTARTTIME] End Date: [EVENTENDDATE] End Time: [EVENTENDTIME] Thank you for your interest in [SITENAME] Events. We look forward to seeing you at the event!	
TOKENS USED	[SITENAME],[EVENTNAME],[CONTACTNAME],[EVENTCONFIRMATIONNUMBER], [EVENTCODE], [EVENTNAME], [EVENTDESCRIPTION], [EVENTDETAILS], [EVENTLOCATION], [EVENTROOM], [EVENTCITY], [EVENTSTARTDATE], [EVENTSTARTTIME], [EVENTENDDATE], [EVENTENDTIME]	

NAME	FORWARD BLOG COMMENT	Level 3
PURPOSE	Used with the ShopVisible blog, this email allows a customer to share a comment with a friend.	
TRIGGER	This email is triggered when a customer wants to share a comment with a friend.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME], [FROMNAME], [FROMEMAIL], [SITEURL], [BLOGURL], [COMMENTS], [TONAME]	

NAME	INDUSTRY LINK THANK YOU EMAIL	Level 3
PURPOSE	This email is to submit an industry link.	
TRIGGER	This email is triggered by a request to add an industry link.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME], [DATE], [CONTACTNAME]	

NAME	PROMOTION EMAIL	Level 3
PURPOSE	This email is used to notify customers of discounts for special promotions offered by you.	
TRIGGER	This email is triggered when you have set up special promotions to customers.	
SUBJECT	Editable with available tokens.	
MESSAGE	We thank you your business, and would like to thank you with an exclusive offer - a discount that is only available for you. Below, please find a special promotion that will allow you to earn a discount off your next purchase! **Discount Coupon Details:** **Discount Coupon Code:** [PROMOCODE] **Discount Coupon Value:** [PROMOVALUE] **Validity Period:** [PROMOEXPIRES] [PROMODESCRIPTION] To use this exclusive discount, simply enter the code above in the promo field during checkout. The discount will automatically be credited to your amount due for that transaction. Thanks again!	
TOKENS USED	[PROMOCODE], [PROMOVALUE], [PROMOEXPIRES], [PROMODESCRIPTION]	

NAME	PROPOSAL EMAIL	Level 3
PURPOSE	This email is to provide a way for your customers to request a quote.	
TRIGGER	This email is triggered when a customer requests a quote.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	Editable with all available tokens.	

NAME	QUESTION ANSWERED	Level 3
PURPOSE	This email answers questions created by a customer via the "Contact Us" form.	
TRIGGER	This email is triggered when your site administrator(s) answers a question sent in by a customer.	
SUBJECT	Answer to your question for [SITENAME] is now available for review.	
MESSAGE	Dear [CONTACTNAME], We thank you for visiting [SITENAME]. You submitted this question to our site: [QUESTION]. Our technical staff has submitted this answer for you: [ANSWER] Thank you, [SITENAME]	
TOKENS USED	[CONTACT NAME], [SITENAME], [QUESTION], [ANSWER], [SITENAME]	

NAME	TICKET EMAIL	Level 3
PURPOSE	This email assigns an order number to a salesperson.	
TRIGGER	This email is triggered when a customer has a question about an order.	
SUBJECT	[SITENAME]. Ticket assigned to [SALESPERSON] for Order # [ORDERNUMBER]	
MESSAGE	*This email has dynamic item-level tokens and should be edited in the HTML editor. Do not use the Editor View as it will cause the email to render incorrectly.* Hello [BILLNAME], Ticket # [ORDERNUMBER]- [TICKETNUMBER] has been assigned to your order. Our customer service reps are working on your ticket and will follow up with you shortly. If you need immediate assistance, please call our customer service reps at [SITEPHONE]. Thank you, [SITENAME] [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLPHONE], [EMAIL], [ITEM_START], [PROD NAME], [PROD SKU], [QTY], [TOTAL], [ITEM_END]	
TOKENS USED	[BILLNAME], [ORDERNUMBER], [TICKETNUMBER], [SITEPHONE], [SITENAME], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLPHONE], [EMAIL], [ITEM_START], [PROD NAME], [PROD SKU], [QTY], [TOTAL], [ITEM_END]	

NAME	WELLS FARGO INVALID VENDOR INFORMATION EMAIL	Level 3
PURPOSE	This email is the Wells Fargo message to be sent when Invalid vendor information message is found.	
TRIGGER	This email is triggered when Wells Fargo invalid vendor information message is found.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	Editable with all available tokens.	

NAME	WELLS FARGO VENDOR MAX LOGIN FAILURE EMAIL	Level 3
PURPOSE	This Wells Fargo message is sent to a vendor when the max login failure error is found.	
TRIGGER	This email is triggered when a Wells Fargo max login failure error is found.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	Editable with all available tokens.	

NAME	WIRE INSTRUCTIONS	Level 3
PURPOSE	Explains wiring instructions.	
TRIGGER	This email is triggered when a customer wishes to wire money for an order.	
SUBJECT	[SITENAME] Wiring Subject	

MESSAGE	WIRING INSTRUCTIONS
	BANK NAME: Bank Name
	BRANCH NAME: Branch Name
	ADDRESS: 1234 Main Blvd
	    City, State 12345-1234
	
	NAME ON ACCOUNT: Account Name
	    10 DIGIT ACCOUNT
	
	NUMBER: 0123456789
	
	ROUTING NUMBER: 123456789
	
	If you have any questions, please contact us at (888) 555-1212. Thank You. For issues directly with the bank, please call Jane Doe at (555) 555-1212.	

TOKENS USED	Editable with all available tokens.	

GIFT CARD EMAILS

NAME	GIFT CARD ORDER CREDIT	Level 2
PURPOSE	This email is sent upon a return that has been paid for with the gift card.	
TRIGGER	This email is triggered when a gift card is credited after an item is returned.	
SUBJECT	Credit Notification for Order #[ORDERNUMBER]	
MESSAGE	Dear [CONTACTNAME], We thank you again for your business at [SITENAME]. Your order has been credited for [CREDIT]. ([GIFTCARDAMOUNT] is now available for you to use with Gift Card number [GIFTCARDNUMBER] expiration date [GIFTCARDEXP]) Thank you, [SITENAME]	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE], [CREDIT], [GIFTCARDAMOUNT], [GIFTCARDNUMBER], [GIFTCARDEXP], [SITENAME], [CONTACTNAME], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY]	

NAME	GIFT CARD THANK YOU EMAIL	Level 2
PURPOSE	This email is sent when a customer has purchased a gift card as a gift for another person.	
TRIGGER	This email is triggered when a customer purchases a gift card to give as a gift.	
SUBJECT	[SITENAME] Gift Card notification from [GIFTCARDFROM]	
MESSAGE	Editable with available tokens.	
TOKENS USED	[LOGOURL],[COMPANYPHONE],[GIFTCARDNUMBER], [GIFTCARDAMOUNT], [GIFTCARDFROM], [GIFTCARDTO], [GIFTCARDMESSAGE], [ORDERNUMBER], [GIFTCARDORDERDATE]	

Email Masters Guide

aptôs

NAME	IN-STOCK NOTIFICATION IN-STOCK	Level 3
PURPOSE	If your site is enabled to use this feature, this email is sent to notify a customer that a product they are interested in is now in-stock.	
TRIGGER	This email is triggered when a customer places a request to be notified when a particular item is in stock and ready for delivery	
SUBJECT	Now In Stock - [PRODUCTNAME] from [SITENAME]	
MESSAGE	Hello [CUSTOMERNAME], Thanks again for shopping with [SITENAME]! [INQUIRYDATE] you asked us to send you an e-mail when the **[PRODUCTNAME]** was in stock. Good News! These are in stock and ready for delivery (supplies may be limited). To place your pre-order immediately, please call [SITEPHONE] to reach a Product Advisor. Prefer to place it on-line? Here is a direct link to the [PRODUCTNAME] on our website: [PRODUCTURL] By placing a pre-order you are putting yourself in line for the earliest available units. There is no obligation to buy. A [SITENAME] representative will contact you once the unit allocated to you has arrived to confirm that you still want the unit. There is no penalty for canceling at that time. Your credit card is not charged until we confirm that you want us to ship you the product. Congratulations on this opportunity to be one of the first in the country to experience the **[PRODUCTNAME]**! Thanks again. Please let us know if we can assist you with anything else! The [SITENAME] Team [SITEURL] [SITEPHONE]	
TOKENS USED	[CUSTOMERNAME],[SITENAME], [SITELOGO], [PRODUCTBRAND], [PRODUCTNAME], [SITEPHONE], [PRODUCTURL], [SITEURL], [INQUIRYDATE], [ITEMIMAGE]	

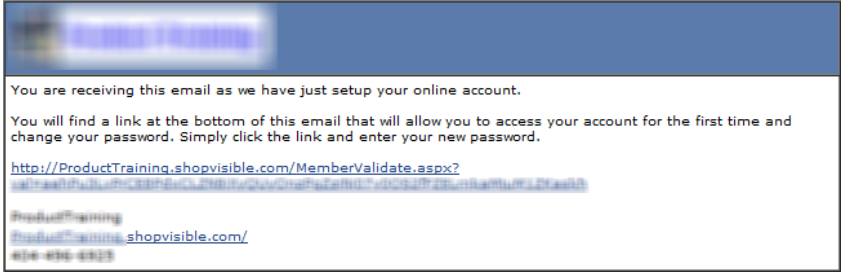| NAME	IN-STOCK NOTIFICATION PRE-ORDER	Level 3
PURPOSE	This email is sent to request pre-orders for a particular product.	
TRIGGER	This email is triggered by an item coming in stock that might be of particular interest to customer(s). It requests that the customer place a pre-order.	
SUBJECT	[PRODUCTNAME] now available for Pre-Order from [SITENAME]	
MESSAGE	Hello [CUSTOMERNAME], Thanks again for shopping with [SITENAME]! Good News! We have received word from our partners at [PRODUCTBRAND] that the [PRODUCTNAME] is going to be arriving on or around [PRODUCTDATE]. We are now excepting pre-orders for this exciting product. To place your pre-order immediately, please call [SITEPHONE] to reach a Product Advisor. Prefer to place it on-line? Here is a direct link to the [PRODUCTNAME] on our website: [PRODUCTURL] By placing a pre-order you are putting yourself in line for the earliest available units. There is no obligation to buy. A [SITENAME] representative will contact you once the unit allocated to you has arrived to confirm that you still want the unit. There is no penalty for canceling at that time. Your credit card is not charged until we confirm that you want us to ship you the product. Congratulations on this opportunity to be one of the first in the country to experience the **[PRODUCTNAME]**! Thanks again. Please let us know if we can assist you with anything else! The [SITENAME] Team [SITEURL] [SITEPHONE]	
TOKENS USED	[CUSTOMERNAME],[SITENAME], [SITELOGO], [PRODUCTBRAND], [PRODUCTNAME], [SITEPHONE], [PRODUCTURL], [SITEURL], PRODUCTDATE	

NAME	IN-STOCK NOTIFICATION UPDATE INFO	Level 3
PURPOSE	This email is sent when updates have been made to a particular product.	
TRIGGER	This email is triggered by an item that is coming into stock that is an update to an older product.	
SUBJECT	Updated Information - [PRODUCTNAME] from [SITENAME]	
MESSAGE	Hello [CUSTOMERNAME], Thanks again for shopping with [SITENAME]! Good News! We have received word from our partners at [PRODUCTBRAND] that there are updates regarding the [PRODUCTNAME]. The following updates have been made: [PRODUCTUPDATE] We are now excepting pre-orders for this exciting product. To place your pre-order immediately, please call [SITEPHONE] to reach a Product Advisor. Prefer to place it on-line? Here is a direct link to the [PRODUCTNAME] on our website: [PRODUCTURL] By placing a pre-order you are putting yourself in line for the earliest available units. There is no obligation to buy. A [SITENAME] representative will contact you once the unit allocated to you has arrived to confirm that you still want the unit. There is no penalty for canceling at that time. Your credit card is not charged until we confirm that you want us to ship you the product. Congratulations on this opportunity to be one of the first in the country to experience the **[PRODUCTNAME]**! Thanks again. Please let us know if we can assist you with anything else! The [SITENAME] Team [SITEURL] [SITEPHONE]	
TOKENS USED	[PRODUCTUPDATE], [CUSTOMERNAME],[SITENAME], [SITELOGO], [PRODUCTBRAND], [PRODUCTNAME], [SITEPHONE], [PRODUCTURL], [SITEURL]	

MEMBERS AREA

NAME	ACCOUNT QUESTIONS	Level 1
PURPOSE	This email is sent when the customer account (profile) questions are set up in the system. The account questions are set up at **CRM > Customers > Account Questions.**	
TRIGGER	This email is triggered if you have enabled the **Trigger Email** functionality when setting up each account question type at CRM > Customers > Account Questions.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[EMAIL], [CUSTOMERNAME], [CUSTOMERPHONE], [CUSTOMERID], [SITENAME], [SITEPHONE], [SITEEMAIL]	

NAME	CREATE ACCOUNT WELCOME MESSAGE	Level 1
PURPOSE	This email is triggered when a customer creates an account if the email **Subject** and **Message** fields are populated. It is also triggered upon creating an account during checkout if the above is true *and* the "Send Welcome Email when account is created while placing an order" is configured at Users > Website Settings > General > Email Address Settings. This email can also be used to allow customers created via the API (by a salesperson) to easily reset their password. If you want to use this functionality, configure the **Message** to use the [FORGOTURL] token. (For example: You may click here to reset your password. This directs the customer to the member's area on your site where they can change their password.)	
TRIGGER	This email is triggered when a customer creates an account or they create an account while placing an order. It can also be used to allow customers to reset their passwords.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME], [SITEURL], [CUSTOMERNAME], [SITEPHONE], [SITEEMAIL], [FORGOTURL]	

NAME	CREATE SHORT ACCOUNT WELCOME MESSAGE	Level 2
PURPOSE	This is used for special circumstances when you require additional information from a customer before they can set up their account. For example, if you require customers to submit a Resale Certificate, you will use this email. Enable "Send Welcome Email when account is created at checkout" at Users > Website Settings > General > Email Address Settings.	
TRIGGER	This email is triggered when a customer needs to send more information.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME], [SITEURL], [CUSTOMERNAME], [SITEPHONE], [SITEEMAIL]	

NAME	CRM WELCOME MESSAGE	Level 1
PURPOSE	This email is sent when a new account is set up by a user in the Site Manager, such as a Client Service Representative. This welcome email is sent to the customer upon account setup. It asks customers if they would like to change their password in order to login to their account. This can also be used to reset a customer's password.	
TRIGGER	This email is triggered when a user, such as a CSR, creates a client account.	
SUBJECT	Welcome to [SITENAME}	
MESSAGE		
TOKENS USED	[CONTACTNAME], [SITENAME], [SITEURL], [SITEPHONE], [LOGINURL]	

NAME	LOYALTY PROGRAM REWARDS NOTES	Level 3
PURPOSE	This email, which can be used if the Loyalty Program is turned on, details the rewards points used.	
TRIGGER	This email is triggered by a customer who uses Loyalty Program Rewards in an order. It gives a description, points used, and points available.	
SUBJECT	Editable with available tokens. *If the subject is not populated, a default email will be sent to the customer.*	
MESSAGE	Editable with available tokens. *If the subject is not populated, a default email will be sent to the customer.*	
TOKENS USED	[SITENAME], [FIRSTNAME], [LASTNAME], [LOYALTYPROMOTIONDESCRIPTION], [POINTSUSED] (the points used on this promotion claim), [POINTSAVAILABLE] (balance of points left)	

NAME	MEMBER FORGOT PASSWORD	Level 1
PURPOSE	Sent as a reminder for a forgotten password.	
TRIGGER	This email is triggered by a customer who requests a forgotten password while in the site.	
SUBJECT	Forgot Your Password?	
MESSAGE	You are receiving this email as a courtesy from our online store. Someone has entered this email address in the 'Forgot Password' section of the site. If you feel that you have received this email in error, please ignore it. Otherwise, follow the instructions below. If you have requested this email, you will find a link at the bottom of this email that will allow you to change your password. Simply click the link and enter your new password. [URL]	
TOKENS USED	[SITENAME], [URL], [CUSTOMERNAME]	

NAME	TIER GROUP WELCOME MESSAGE	Level 2
PURPOSE	Sent to a customer as a welcome to a special group you have created. This could be special users, super users, types of users, buyers of certain types of products, etc.	
TRIGGER	This email is triggered when a customer is added to a tier group.	
SUBJECT	Welcome to Tier Group	
MESSAGE	Welcome to [SITENAME]. Now that you've been added to the [GROUPNAME], you'll enjoy many benefits, including: • Fast and easy checkout • Special offers • Previews of new products and sales • Updates on what's new Thank you.	
TOKENS USED	[CUSTOMERNAME], [SITENAME], [GROUPNAME]	

NAME	ACTIVATION EMAIL	Level 1
PURPOSE	Lets a customer know the status of their order.	
TRIGGER	Informs the customer about an update regarding the activation status for their order. This functionality is designed to work with third-party activation services.	
SUBJECT	[SITENAME] Activation Notification	
MESSAGE	Informs the customer about an update regarding an activation request for their order.	
TOKENS USED	[SITENAME] ORDERNUMBER], [DATE], [CUSTOMERNAME_FIRSTNAME], [CUSTOMERNAME_LASTNAME], [ORDERNUMBER], [ACTIVATION_STATUS]	

NAME	AUTO RESPONSE ORDER STATUS	Level 1
PURPOSE	Lets a customer know the status of their order.	
TRIGGER	This email is triggered in response to a request for a user who has put in a contact request concerning their order.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME]	

NAME	CANCELED ORDER	Level 1
PURPOSE	Indicates a canceled order.	
TRIGGER	This email is triggered in response to a canceled order.	
SUBJECT	Editable with available tokens.	
MESSAGE	*This email has dynamic item-level tokens and should be edited in the HTML editor. Do not use the Editor View as it will cause the email to render incorrectly.* Dear [CUSTOMERNAME_FIRSTNAME] [CUSTOMERNAME_LASTNAME], Your [SITENAME] order has been canceled. ORDER NUMBER: [ORDERNUMBER] ORDER INFORMATION: [ITEMFILL]	
TOKENS USED	[SITEURL], [SITEPHONE], [ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE], [SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY], [MESSAGE], [BLURB], [CUST],[SITENAME], [SITEPHONE], [SITEEMAIL]	

NAME	DECLINED ORDER	Level 1
PURPOSE	Declined credit card	
TRIGGER	This email is triggered in response to a declined credit card.	
SUBJECT	Editable with available tokens.	
MESSAGE	Thank you for choosing [SITENAME]. This letter is a confirmation that your order has been [FAILUREREASON]. Unfortunately we are having trouble getting authorization for your credit card. There are many reasons a card can be declined, such as the billing address could be incorrect, the card may have a daily limit, or the credit card company may be seeking to speak with you to ensure that they have your direct approval for a large credit card purchase. Our accounting department can help you settle this inconvenience and get your order to you on time. Please contact us at your earliest convenience so we can resolve this matter and ship your purchase in a timely manner.	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY], [MESSAGE], [BLURB], [CUST],[SITENAME], [SITEPHONE], [SITEEMAIL]	

NAME	EBAY FEEDBACK REMINDER	Level 3
PURPOSE	Request for feedback for an eBay item.	
TRIGGER	This email is triggered in response to an eBay order.	
SUBJECT	Please leave feedback for eBay item #[EBAYAUCTIONNUMBER] [PRODUCTNAME]	
MESSAGE	Editable with available tokens.	
TOKENS USED	Editable with all available tokens.	

NAME	FRAUD EMAIL	Level 1
PURPOSE	Notification that an order is possible fraud. Fraud settings have to be set up in the Site Manager before this email will send notifications.	
TRIGGER	This email is triggered in response to an order under suspicion of being fraudulent. IMPORTANT: This email MUST have the following tokens. [BILLNAME] and [ITEM_START] in order for the custom template you create to show. If you do not add these tokens, the default template will be used.	
SUBJECT	Possible Fraud Notification for Order # [ORDERNUMBER]	

aptos

NAME	FRAUD EMAIL	Level 1
MESSAGE	Thank you for choosing [SITENAME] This letter is a confirmation that your order has been marked as Possible Fraud. Your order has been flagged by our fraud prevention department which means the order has been cancelled. No product will be shipped to you and nothing will be charged on the credit card you have supplied to us. If you believe we have made an error or if you have questions about our fraud prevention practices, please free to contact us at [SITEPHONE] or email us at [SITEMAIL]. FOR A CUSTOMIZED MESSAGE: The [BILLNAME} is the name of the customer whose order you are editing and needs to be added to the template. You can add this at the beginning of the email as in Dear [BILLNAME]. The [ITEM_START] is a blank token and you can add it anywhere in the template. Please note that if you are adding tokens related to the item such as: [PROD NAME], [HOW SHIP], [QTY], [PRICE], [TOTAL], [GR Y/N]- gift wrap Yes or Not, [AVAIL], [PROD SKU], [TRACKING#], [SHIP DATE], [ORDER QTY], [SHIP QTY] you must add them within the [ITEM_START] token and the [ITEM_END] token.	
TOKENS USED	[SITENAME), [ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [SITEPHONE], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY], [MESSAGE], [BLURB], [CUST],[SITENAME], [SITEPHONE], [SITEEMAIL]	

NAME	ITEM LEVEL STATUS	Level 1
PURPOSE	Notification of change in status of an order	
TRIGGER	This email is triggered in response to a change in the status of an order.	
SUBJECT	Item Status Notification for [SITENAME] Order #[ORDERNUMBER]	
MESSAGE	Thank you for shopping with us. This email is a confirmation that the status of your order has been changed. Below you will find details about only those items within your order that have been updated. If you have any questions or concerns feel free to contact us at [PHONENUMBER] or email us at [EMAIL]. You can also login to your account anytime to check the latest status of all of your orders, retrieve your tracking numbers or check out our latest promotions by clicking the below link: [MEMBERSAREA] [ITEMAREA]	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY]	

NAME	ORDER CREDIT	Level 1
PURPOSE	Notification of order credit after the payment was processed.	
TRIGGER	This email is triggered, usually by customer service, to let a customer know their order has been credited.	
SUBJECT	Credit Notification for Order #[ORDERNUMBER]	
MESSAGE	Dear [CONTACTNAME], We thank you again for your business at [SITENAME]. Your order has been credited for [CREDIT]. Thank you, [SITENAME]	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS],[CREDIT], [GIFTWRAPPINGMESSAGE], [CONTACTNAME], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY]	

NAME	PURCHASE ORDER	Level 3
PURPOSE	If your site is set up to accept purchase orders, this is order confirmation of a purchase order.	
TRIGGER	This email is triggered to acknowledge a purchase order	
SUBJECT	[SITENAME] Purchase Order # [ORDERNUMBER]	
MESSAGE	Editable with available tokens.	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [SITEPHONE], [SITEMAIL], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY]	

NAME	RETURN REQUEST EMAIL AFTER THIRTY DAYS	Level 1
PURPOSE	This customizable email is sent when a customer tries to return an item after 30 days.	
TRIGGER	This email is triggered when a customer completes an RMA.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE], [GIFTCARDNUMBER], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#], [SHIP DATE], [ORDER QTY], [SHIP QTY]	

NAME	RETURNED ITEM PENDING INSPECTION	Level 1
PURPOSE	This email lets the customer know their returned item will be credited upon inspection.	
TRIGGER	This email is triggered when a returned item in ready for inspection.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[SITENAME], [RANNUMBER], [SITENAME], [PRODUCTNAME], [CUSTOMERNAME], [COMMENTS], [DATE]	

NAME	RETURNED REQUEST	Level 1
PURPOSE	This confirms a return request within the 30 day window.	
TRIGGER	This email is triggered when a return is requested within 30 days.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE]	

NAME	SHIPPED FROM PO	Level 3
PURPOSE	Sent to customer when order is shipped from a Purchase Order (PO).	
TRIGGER	This email is triggered when a PO order is shipped.	
SUBJECT	[SITENAME]Shipping Update for Order #[ORDERNUMBER]	
MESSAGE	**Order Status Update** Hello [CUSTOMERNAME], Congratulations, items from your order have been shipped! We are waiting on tracking information for your order and an automated email will be sent to you as soon as it becomes available. If you require an immediate response, please feel free to contact us. Thank you and have a good day, [SITENAME] [EMAIL]	
TOKENS USED	[SITENAME],[EMAIL],[SECUREURL], [LOGOURL], [CUSTOMERNAME]	

NAME	SUBSCRIPTION UPDATE	Level 1
PURPOSE	Sent to customer when a subscription order has been shipped.	
TRIGGER	This email is triggered by subscription settings and is auto-shipped monthly. There is a 30 minute delay after the customer makes their final edits before the email is triggered. The purpose of this delay is to avoid inundating the customer with several emails in case they make multiple changes to their subscription in a short period of time.	
SUBJECT	Editable with available tokens.	
MESSAGE	*This email has dynamic item-level tokens and should be edited in the HTML editor. Do not use the Editor View as it will cause the email to render incorrectly.* Logo **Shipping and Billing** **Billing Info** / **Shipping Info** [BILLNAME] / [SHIPNAME] [BILLSTREET] / [SHIPSTREET] [BILLCITY],[BILLSTATE] [BILLZIP] [BILLCOUNTRY] / [SHIPCITY], [SHIPSTATE] [SHIPZIP] [EMAIL] / [SHIPCOUNTRY] [BILLPHONE] / [SHIPPHONE] **Order Details** Item Details — Qty — Price [ITEM_START] [PROD NAME] ([PROD SKU]) — [QTY] — [PRICE*QTY] [ITEM_END] Total Merchandise: [SUBTOTAL] Total Taxes: [TAX] Discount: [COUPON_NAME] Total Shipping: [SHIPPING] Order Total: [GRAND] **Payment Details** Your card ending in [CARD_ENDING]	
TOKENS USED	[PRODUCT], [CONTACT NAME], [SITENAME], [ORDERNUMBER], [INTERVAL], [ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE], [ITEM_START]-[ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY]	

Email Masters Guide

aptos

NAME	TRACKING EMAIL	Level 1
PURPOSE	Informs the customer of the tracking number for their order.	
TRIGGER	This email is triggered when an order has shipped.	
SUBJECT	[SITENAME] Shipment Tracking Order: [ORDERNUMBER]	
MESSAGE	*This email has dynamic item-level tokens and should be edited in the HTML editor. Do not use the Editor View as it will cause the email to render incorrectly.* Dear [CUSTOMERNAME_FIRSTNAME] [CUSTOMERNAME_LASTNAME], We are pleased to inform you that your order is on its way! Your order tracking information is listed below. ORDER NUMBER: [ORDERNUMBER] ORDER SHIPPED: [ORDER_SHIPPINGDATE] ORDER SHIPPED VIA: [ORDER_CARRIERID] TRACKING NUMBER: [ORDER_TRACKINGNUMBER]	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2], [BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [GIFTWRAPPINGMESSAGE], [ITEM_START]-[ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#] , [SHIP DATE], [ORDER QTY], [SHIP QTY]	

PAYMENT PLAN DECLINED PAYMENT

NAME	PAYMENT PLAN DECLINED PAYMENT	Level 3
PURPOSE	If your site is built to accept payment plans, this email informs a customer when a payment for an order with a payment plan fails.	
TRIGGER	This email is triggered in response to the failure of an incremental credit card payment.	
SUBJECT	Credit Card Failure Notification for Order # [ORDERNUMBER]	
MESSAGE	Credit Card Failure Notification. An attempt to process the credit card on file for your incremental payment has failed for the following reason: [FAILUREREASON]. Please [LOGINLINK] , to login to our site and update your information so that we may re-process your card. In the event that we do not hear from you with updated information, we will attempt to contact you. If you feel that we have reached you in error, please contact us to discuss the matter. Thank you for your immediate attention to this matter.	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS],[FAILUREREASON], [LOGINLINK], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#], [ITEMFILL]	

NAME	PAYMENT PLAN FULL PAYMENT	Level 2
PURPOSE	If your site is built to accept payment plans, this email provides notification of successful scheduled incremental payment.	
TRIGGER	This is triggered when a credit card incremental payment has been processed and the balance is now $0.00 and there are no further scheduled payments.	
SUBJECT	Payment Notification for Order # [ORDERNUMBER]	
MESSAGE	Your incremental payment of [PAIDAMOUNT] scheduled for [DATE] has been successfully processed. After this payment, you now have a balance of $0.00 with no further scheduled payments. Thank you again for your order and please contact us with any questions you may have.	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS],[PAIDAMOUNT], [ITEM_START]-[ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#], [ITEMFILL]	

NAME	PAYMENT PLAN SUCCESS PAYMENT	Level 2
PURPOSE	If your site is built to accept payment plans, this provides notification of a successful scheduled incremental payment.	
TRIGGER	This is triggered when a credit card incremental payment has been processed and informs the customer of their existing account balance.	
SUBJECT	Payment Notification for Order # [ORDERNUMBER]	
MESSAGE	Incremental Payment Successfully Processed. Your incremental payment of [PAIDAMOUNT] scheduled for [DATE] has been successfully processed. After this payment, you now have a balance of [BALANCE]. Thank you again for your order and please contact us with any questions you may have.	
TOKENS USED	[ORDERNUMBER], [DATE], [EMAIL], [BILLNAME], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP] , [CREDITCARD], [CCTYPE], [EXPDATE],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [COMMENTS], [SUBTOTAL], [SHIPPING] , [TAX], [GRAND], [REFERRAL], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS],[PAIDAMOUNT], [BALANCE], [ITEM_START], [ITEM_END], [PROD NAME], [HOW SHIP], [QTY], [PRICE],[TOTAL], [GR Y/N], [AVAIL], [PROD SKU], [TRACKING#], [ITEMFILL]	

NAME	PRODUCT REVIEW	Level 2
PURPOSE	This email is sent to customers, requesting that they post a review on a recent purchase.	
TRIGGER	This email can be sent to a customer who has purchased a product.	
SUBJECT	Rate Your Recent Purchase	
MESSAGE	*This email has dynamic item-level tokens and should be edited in the HTML editor. Do not use the Editor View as it will cause the email to render incorrectly.*	
TOKENS USED	Billing Info: [EMAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX] Shipping Info: [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP], [SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX] Order info: [ORDERNUMBER], [DATE], [SUBTOTAL], [SHIPPING], [TAX], [GRAND], [CONDITIONAL_FIELDS], [GIFTWRAPPINGMESSAGE] Items: [ITEM_START] - before the item table, [ITEM_END] - right after the end of the item table. Per item these tokens might be used: [PROD LINK], [PROD IMG], [IMG PATH], [REVIEW URL], [UNSUBSCRIBELINK], [URL], [PROD NAME], [PRODUCT], [PROD], [HOW SHIP], [QTY], [PRICE], [TOTAL], [GR Y/N] - gift wrap Yes or Not, [AVAIL], [PROD SKU], [TRACKING#], [SHIP DATE], [ORDER QTY], [SHIP QTY] Others: [COMMENTS], [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS]	

NAME	PRODUCT REVIEW COUPON	Level 2
PURPOSE	Gives a discount to a customer who has given a review in the past.	
TRIGGER	This email is sent when a customer gives a product review.	
SUBJECT	Thank you for reviewing your [PRODUCTNAME]	
MESSAGE	**Come back to [SITENAME] and SAVE!** As a token of our appreciation for taking time to review the [PRODUCTNAME], below you will find information on your personal discount code for your next online purchase. **Please Note:** This code can only be used one time and will then be disabled as to not allow it to be shared. Again, thank you and we hope to see you again soon! Coupon Code : [COUPONCODE] Coupon Details: [COUPONDETAILS]	
TOKENS USED	[SITELOGO], [SITENAME], [PRODUCTNAME], [COUPONCODE], [COUPONDETAILS]	

QUOTE REQUEST

NAME	QUOTE REQUEST	Level 2
PURPOSE	Quote Request and Quote Request Order status. For the auto industry - Info Request, Quote, Offer email body.	
TRIGGER	Sent to a customer who requests a quote.	
SUBJECT	[SITENAME] Auto Response	
MESSAGE	We have received your request for information. We will respond to you as soon as possible, and we thank you for your interest in [SITENAME].	
TOKENS USED	[SITENAME]	

SOCIAL NETWORK

NAME	WELCOME EMAIL	Level 2
PURPOSE	Social network welcome message. If you have an account with Gigya to allow your customers to register and sign-in to your site with their Facebook, Twitter, LinkedIn and Google+ credentials, the system will send an email notifying the customer that an account has been created on their behalf.	
TRIGGER	This email is triggered when a customer signs in to your site using your Gigya enhancement. The system attempts to find an account that matches this person. If Gigya has returned an email address, the system will either find the customer account associated with that email address, or it will create a new customer account record using that email address. Once created, the system will send an email notifying the customer that an account has been created on their behalf.	
SUBJECT	[SITENAME] Auto Response	
MESSAGE	Welcome to [SITENAME].	
TOKENS USED	[SITENAME], [SITEURL], [CUSTOMERNAME], [SITEPHONE], [SITEEMAIL]	

SUBSCRIPTIONS

NAME	DECLINED SUBSCRIPTION	Level 1
PURPOSE	Tells a customer that their incremental subscription payment has failed.	
TRIGGER	This email is triggered when a credit card processed for an incremental payment on a subscription plan has failed.	
SUBJECT	Declined Subscription Notice	
MESSAGE	An attempt to process the credit card on file for your incremental payment has failed for the following reason: [FAILUREREASON]. Please Click Here, to login to our site and update your information so that we may re-process your card. In the event that we do not hear from you with updated information, we will attempt to contact you. If you feel that we have reached you in error, please contact us to discuss the matter. Thank you for your immediate attention to this matter.	
TOKENS USED	[PRODUCT], [FAILUREREASON], [LOGINLINK], [CONTACTNAME],[SITENAME]	

NAME	DECLINED SUBSCRIPTION PRODUCT	Level 1
PURPOSE	Tells a customer that their subscription order product(s) has been discontinued and was removed from their subscription.	
TRIGGER	This email is triggered when product(s) are no longer available for purchase.	
SUBJECT	Discontinued Subscription Product Notice.	
MESSAGE	Dear [CONTACTNAME], We thank you again for your business at [SITENAME]. Unfortunately, the product(s) [PRODUCT] has been discontinued and we have had to remove it from your subscription. We apologize for any inconvenience this may cause you.	
TOKENS USED	[CONTACTNAME], [SITENAME], [ORDERNUMBER], [INTERVAL]	

NAME	REPLACE PRODUCT	Level 1
PURPOSE	Informs a customer of a change to the products in their subscription.	
TRIGGER	This email is triggered when there is a change to the product(s) in their subscription.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	Uses tokens listed.	

NAME	SUBSCRIPTION AUTOSHIP	Level 1
PURPOSE	Informs a customer when their subscription order(s) is ready for shipping.	
TRIGGER	This email is triggered to let a customer know that their subscription product(s) have shipped.	
SUBJECT	Subscription order auto shipment notice for [PRODUCT]	
MESSAGE	Dear [CONTACTNAME], We thank you again for your business at [SITENAME]. Your subscription for [PRODUCT]) will be shipped in [INTERVAL]. [SITENAME]	
TOKENS USED	[PRODUCT], [CONTACTNAME],[SITENAME], [ORDERNUMBER], [INTERVAL]	

NAME	SUBSCRIPTION CC EXPIRATION	Level 1
PURPOSE	Tells a customer they need to update their credit card information.	
TRIGGER	This email is triggered when a credit card expiration date is near.	
SUBJECT	Credit Card Expiration notice for your [PRODUCT] order	
MESSAGE	Dear [CONTACTNAME], We thank you again for your business at [SITENAME]. Your [CREDITCARDNUMBER] will expire on [EXPIRATIONDATE]. Please Click Here, to login to our site and update your information in time for your subscription next shipment date [SHIPDATE]. [SITENAME]	
TOKENS USED	[PRODUCT], [CONTACTNAME],[SITENAME], [CREDITCARDNUMBER], [EXPIRATIONDATE], [LOGINLINK], [SHIPDATE]	

NAME	UPCOMING SUBSCRIPTION NOTIFICATION	Level 2
PURPOSE	Sent when the "(X) Number of Days to Identify Upcoming Subscriptions" is reached when set up at Users > Website Settings > Payments > Subscription Settings.	
TRIGGER	This email is sent to your customers for all found subscriptions notifying them of their upcoming subscription.	
SUBJECT	Editable with available tokens.	
MESSAGE	Editable with available tokens.	
TOKENS USED	[MAIL], [BILLNAME], [BILLCOMPANY], [BILLSTREET], [BILLCITY], [BILLSTATE], [BILLZIP], [BILLCOUNTRY], [BILLPHONE], [BILLPHONE2],[BILLFAX], [SHIPNAME], [SHIPCOMPANY], [SHIPSTREET], [SHIPCITY], [SHIPSTATE], [SHIPZIP],[SHIPCOUNTRY], [SHIPPHONE], [SHIPFAX], [ITEM_START] - before the item table, [ITEM_END] - right after the end of the item table. Per item these tokens might be used: [PROD NAME],[PRODUCT], [PROD], [HOW SHIP], [QTY], [PRICE],[TOTAL], [AVAIL], [PROD SKU], [PROD ALT PART NO], [GIFTCARD], Item option level tokens: [ITEM_OPTION_START] to start the option block and [ITEM_OPTION_END] to end it. These tokens are supported in that block: [OPTION_GROUP_ALIAS], [OPTION_TEXT], [OPTION_SKU] Others: [SITENAME], [SITEPHONE], [SITEEMAIL], [SITEADDRESS], [CARD_ENDING], [COUPON_NAME], [NEXTSUBSCRIPTIONPRODUCT], [NEXTSUBSCRIPTIONPRICE], [NEXTSUBSCRIPTIONDATE]	

WISHLISTS

NAME	SHARE WISHLIST	Level 2
PURPOSE	Allows a customer to send their wishlist to friends.	
TRIGGER	This email is triggered when a customer emails their wishlist to friends.	
SUBJECT	[CUSTOMER_NAME] has sent you an invite to their Wish List	
MESSAGE	This is the [URL] This is the [CONTENT]	
TOKENS USED	[CUSTOMERNAME], [URL], [CONTENT]	

Tokens Used in the System

This list includes all tokens—and their definitions—used in the Aptos Digital Commerce solution.

Not all tokens are available for use with every email master template. Because tokens change from time to time, always check for the available tokens in each email master "Description and Tokens" panel.

Name of Token	Description of Token
[ACTIVATION STATUS]	Activation status of a product requiring third-party activation services.
[AFFILIATEADDRESS]	Affiliate's address.
[AFFILIATECITY]	Affiliate's city.
[AFFILIATECONTACT]	Affiliate's contact name.
[AFFILIATEEMAIL]	Affiliate's email address.
[AFFILIATEFAX]	Affiliate's fax number.
[AFFILIATEID]	Affiliate ID.
[AFFILIATELOGOURL]	Affiliate's logo.
[AFFILIATENAME]	An affiliate's company name.
[AFFILIATEPHONE]	Affiliate's phone number.
[AFFILIATESTATE]	Affiliate's state.
[AFFILIATEURL]	Affiliate's URL.
[AFFILIATEZIP]	Affiliate's zip code.
[ANSWER]	The answer in the "Your question has been answered" email.
[AVAIL]	Availability of product (stock status). This is only used within item start and item end in master.
[BILLNAME]	This is the customer's billing address. When adding tokens into an email, you must add the [BILLNAME] token within the email. If the [BILLNAME] token is not present, it will use the default email and no changes to the email will take place.
[BILLCOMPANY]	Customer's company billing name, if applicable.
[BILLSTREET]	Customer's billing street address.
[BILLCITY]	Customer's billing city.
[BILLSTATE]	Customer's billing state.

Name of Token	Description of Token
[BILLZIP]	Customer's billing address zipcode.
[BILLCOUNTRY]	Customer's billing country.
[BILLPHONE]	Customer's first choice billing phone number.
[BILLPHONE2]	Customer's secondary phone number.
[BILLFAX]	Customer's fax number.
[BLOGURL]	The blog URL.
[CREDIT]	Credit amount.
[CREDITCARDNUMBER]	Customer's credit card number.
[COMMENTS]	The order comments the customer has entered.
[COMPANYPHONE]	This is your company's contact phone number.
[CONDITIONAL_FIELDS]	Reflects the gift wrapping cost (if any), the coupon amount (if any), and the gift card amount (if any).
[CONTACTNAME]	This is the customer's contact name.
[CUSTOMERNAME]	Don't use this token.
[CUSTOMERNAME_EMAIL]	Customer's email address.
[CUSTOMERNAME_FIRSTNAME]	The customer's first name (will default to full name if either first or last does not exist).
[CUSTOMERNAME_LASTNAME]	The customer's last name (will default to full name if either first or last does not exist).
[CUSTOMERNAME_PASSWORD]	This is the customer's password (may be encrypted).
[DATE]	The date the email was sent.
[DISCOUNT]	Reflects the coupon amount of the order.
[EBAYAUCTIONLINK]	Link to item auction.
[EBAYAUCTIONNUMBER]	Auction ID.
[EBAYBUYERID]	Customer ID.
[EBAYFEEDBACKLINK]	Link back for feedback.
[EBAYSELLERID]	Set up in Users Settings.
[EMAIL]	Customer's email.
[EVENTCITY]	City location used in Event Reminder email.
[EVENTCODE]	Code number of event used in Event Reminder email.

aptos

Name of Token	Description of Token
[EVENTCONFIRMATIONNUMBER]	Confirmation number of event used in Event Reminder email.
[EVENTDESCRIPTION]	Description of event used in Event Reminder email.
[EVENTDETAILS]	Details of event used in Event Reminder email.
[EVENTENDDATE]	Event end date used in Event Reminder email.
[EVENTENDTIME]	Event end time used in Event Reminder email.
[EVENTLOCATION]	Event location used in Event Reminder email.
[EVENTNAME]	Name of event used in Event Reminder email.
[EVENTROOM]	Room number of scheduled event used in Event Reminder email.
[EVENTSTARTDATE]	Event start date used in Event Reminder email.
[EVENTSTARTTIME]	Event start time used in Event Reminder email.
[EXPIRATIONDATE]	Expiration date of customer's credit card?
[FAILUREREASON]	Failure reason for a declined subscription notice.
[FORGOTURL]	Used in the "Create Account Welcome Message" email master, this allows customers created via the API (by a salesperson) to easily reset their password. The SubmitNewCustomer API uses the "Send Welcome Email when account is created while placing an order" website setting to determine if the Welcome Email should be generated upon creating a new customer.
[FROMEMAIL]	Indicates who the email is from.
[FROMNAME]	Indicates the name of the person the email is from.
[GIFTCARDAMOUNT]	The dollar amount of a gift card.
[GIFTCARDEXP]	Expiration date of a gift card.
[GIFTCARDFROM]	The name of the person who sent the gift card.
[GIFTCARDMESSAGE]	Message sent with the gift card.
[GIFTCARDNUMBER]	The identification number of the gift card.
[GIFTCARDORDERDATE]	The date the gift card was ordered.
[GIFTCARDTO]	The name of the person who is receiving the gift card.
[GIFTWRAPPINGMESSAGE]	Message on the wrapping of the gift card.
[GRAND]	Grand total.
[HOWSHIP]	Name of shipper. For example: UPS, FedEx, USPS, etc.
[INQUIRYDATE]	Date customer inquired about order.
[ITEM_END]	Last item in an order. (This is built into the table.)

Name of Token	Description of Token
[ITEMIMAGE]	This token is a placeholder for product images in the In-Stock Notification email template.
[ITEM_OPTION_START]	Starts the Option Block area. These tokens are supported in the block: [OPTION_GROUP_ALIAS], [OPTION_TEXT], [OPTION_SKU]
[ITEM_OPTION_END]	Ends the Option Block area. Used when an Option Block area is configured.
[ITEM_START]	Confirmation email. First item in an order.
[INTERVAL]	Subscription interval.
[LOGINLINK]	Link to login page.
[LOGOURL]	Affiliate logo URL (logo.gif file). Shows an image of the logo.
[MESSAGE]	Can contain the reason a payment was denied. In the "Email to a Friend" page, it will contain the actual text of the message.
[OPTION_GROUP_ALIAS]	The option group alias. Supported within the start of the option block, [ITEM_OPTION_START] and the end, [ITEM_OPTION_END].
[OPTION_TEXT]	The text for an option group. Supported within the start of the option block, [ITEM_OPTION_START] and the end, [ITEM_OPTION_END].
[OPTION_SKU]	The option group SKU. Supported within the start of the option block, [ITEM_OPTION_START] and the end, [ITEM_OPTION_END].
[ORDER_CARRIERID]	 separated list of "Track Here" links.
[ORDERNUMBER]	The customer's order number.
[ORDERQTY]	The quantity of the item(s) included in an order.
[ORDER_SHIPPINGDATE]	Shipping date (date email is sent [m/d/yyyy]).
[ORDER_TRACKINGNUMBER]	 separated list of tracking numbers.
[PASSWORD]	Customer password (may be encrypted).
[PAYMENTTYPE]	Payment type used for an order.
[PRICE]	Price of the order.
[PROD]	Can be populated with either the product code or the product code with available options.
[PROD SKU]	SKU#.
[PROD NAME]	Name of the product included in an order.
[PRODUCT]	Populated with product code.
[PRODUCTBRAND]	Brand name of the product.
[PRODUCTNAME]	Name of the product included in an order.

aptos

Name of Token	Description of Token
[PRODUCTURL]	Link back to product page.
[PROMODESCRIPTION]	Description of a promotional item.
[PROMOEXPIRES]	Expiration date of a promotion.
[PROMONAME]	Name of a promotion.
[PROMOTYPE]	Type of promotion.
[PROMOVALUE]	Value of a promotion.
[QTY]	Quantity of item(s).
[QUESTION]	If someone submits a question, can add along with answer.
[RANNUMBER]	Return authorization number.
[RMAINFO]	When a customer requests an RMA from the Members Area, this token pulls from the "Anything else we need to know? field. This field is where the customer is able to add additional information about the return request. This information is included in the Ticket Email and Returned Request Email via this token that can be included in the body of the email master.
[SALESPERSON]	Name of internal salesperson.
[SECUREURL]	A secure https website.
[SerialNumber]	The Serial Number for a digital good or service that has a serial number assigned to it. The token will populate order confirmation emails with the [SerialNumber] token needed by the customer in order to download the product. Works in conjunction with the [SerialUrl] token. Serial numbers and the URL that will need to be downloaded by the customer are set up at Content > Import/Export > Serial Numbers. You may use the token where ever you desire in the order confirmation email. If a product's Digital Good checkbox is checked (true), upon order completion the system will assign the next available serial number based on Product_ID to the order.
[SerialUrl]	Works in conjunction with the [SerialNumber] token. The [SerialUrl] token will populate order confirmation emails with the URL needed by the customer to download the product.
[SHIPCOMPANY]	Your company's name.
[SHIPCITY]	The address of the shipping city.
[SHIPCOUNTRY]	The address of the shipping country.
[SHIPDATE]	The shipping date.
[SHIPFAX]	The shipping fax number.
[SHIPNAME]	Name of the shipper.

Email Masters Guide

aptos

Name of Token	Description of Token
[SHIPPHONE]	Shipper's phone number.
[SHIPPING]	Total dollar amount for shipping.
[SHIPSTATE]	The address of the shipping state.
[SHIPSTREET]	The shipping street address.
[SHIPQTY]	Quantity of items shipped.
[SHIPZIP]	Shipping zip code.
[SITEADDRESS]	Affiliate address.
[SITECITY]	Affiliate city.
[SITEFAX]	Affiliate fax number.
[SITEEMAIL]	Settings for general site email.
[SITELOGO]	Same as logo.url.
[SITENAME]	This is the affiliate name (company). It can be used in subject.
[SITEPHONE]	Affiliate phone number.
[SITESTATE]	Affiliate state.
[SITEURL]	URL of the site.
[SITEZIP]	Affiliate zip code.
[SUBTOTAL]	Subtotal of items in an order.
[TAX]	Shows the total taxes on an order.
[TOEMAIL]	Indicates who an email is sent to.
[TONAME]	Indicates the name of the person the email is addressed to.
[TOTAL]	Total dollar amount for an order.
[TRACKING#]	Shipping tracking number.
[UNSUBSCRIBELINK]	Link to enable someone to unsubscribe from emails.
[URL]	Site link.

Email Masters Guide

aptos