

[SWIPE] 10+ Ecommerce Email Templates & 20+ Real Examples to Inspire You

 optimonk.com/algo.html

Ecommerce email marketing is one of the best ways to generate sales for your store. You can send emails manually or you can set up a complex automated workflow. Either way, your goal is to build relationships.

When you start ecommerce email marketing, there are many types of emails to consider. From welcome emails and cart abandonment reminders to transactional emails and promotional newsletters, every email you send is an opportunity to make a connection with your customers.

In this article, we'll cover the basics of crafting a good ecommerce email. We've put together our favorite examples to give you some inspiration, plus we've created a bunch of ready-to-use templates that you can grab today – for FREE.

Let's dive in!

The basics of good emails

Your contacts get tons of emails in their inbox every day. You want to make sure they will not simply sift through your email, but actually open it. Whether or not your email is opened depends mostly on the subject line. In fact, 35% of people report opening email based on the subject line alone.

One basic rule for subject lines – keep them short! The end of your subject will get cut off if it's too long. Using personalization in the subject line, such as a first name or company name, can encourage customers to open your email. Using questions and action-oriented verbs are also helpful, but there's no rule that works for every ecommerce store. The most important thing is to A/B test your subject lines and analyze what works best for your store.

Beyond your subject line, the email address and the display name you use also have an impact on whether people will open your email.

For ecommerce stores, the best – and most common – way is to use your store name as the "From name". For your email address, one word of caution, don't use "noreply@company.com". You should always give your customers the opportunity to connect with you by simply replying to your emails.

Using a nice design is also very important. Lastly, remember to make your emails mobile-friendly, many people check their email on their phone or tablet!

Ok, now let's take a look at some of the best examples of emails for ecommerce email marketing.

Best examples of ecommerce emails

1. Welcome emails

Most people expect to get a welcome email when they subscribe to your email list. You should never skip this step. The best practice is to provide a special offer to your new subscribers, for example, free shipping or 10% off. In your welcome email, explain what your customers should expect to get from your emails. Promotions, newest arrivals, maybe some fashion tips? It's also good to say how often you will be emailing.

I love Ann Taylor's email because it's simple and elegant and the offer is highlighted. There's no chance to miss the \$50 off promotion.

Boden's email is a great example because it starts with a short introduction that makes the reader feel special, especially this part: "*shop our legendary sales before anyone else*". It really makes me want to see these legendary sales! They also know that a discount offer is an essential part of welcome emails, offering 15% off.

ANN TAYLOR

NEW ARRIVALS CLOTHING SHOES PETITES SALE FIND A STORE

Thank you for visiting annaylor.com.

WELCOME TO
at.FIRST
where you'll be first
in line for inspiration and
exclusive offers.

FIRST, ENJOY
\$50 Off
your full-price purchase of \$100 or more.

Shop Now

Code: THANK57

welcome
TO OUR WORLD

See our new arrivals as soon as they land, get savvy styling tips and shop our legendary sales before anyone else.



ACT FAST. This won't last.

15% OFF

PLUS FREE UK DELIVERY & RETURNS

SHOP NOW ▶

Bonobos decided to keep their email very simple: no photos, no introduction, only a promotion and a clear call-to-action. What's great about this email is that they are giving 20% off, and they are going a step further by also offering free shipping on the first order. Shipping cost is a common reason for shoppers to abandon their carts. Combining a discount with free shipping makes a very enticing offer to welcome new customers.

BONOBOS

New Shop Pants Shirts Suits Guideshop

**GET
STARTED.**

USE CODE **NEWCUSTOMER20**

AT CHECKOUT FOR

20% OFF

ON YOUR FIRST ORDER & FREE SHIPPING.*

SHOP NOW

Navabi has not only one, but a series of welcome emails to get to know them and remind readers about their exclusive offer. I love it!

WELCOME

Thank you for signing up to our newsletter

Now you'll be the first to hear about our latest arrivals, new collections, exclusive promotions and so much more.

Your personal voucher code* is
WELCOME

Simply enter the code in your shopping bag to receive **15% off** your first order. Happy shopping.

[SHOP NOW >](#)



navabi

THE GLOBAL LEADER IN PREMIUM PLUS SIZE FASHION

SHOP

NEW IN

DESIGNERS

FASHION ADVICE

INSPIRATION

SALE

TICK-TOCK,
the clock is ticking ...



... to enjoy your **EXCLUSIVE 15% OFF.**
Redeem the code **WELCOME** in your shopping bag.*

SHOP NOW >



Congratulations
on becoming a navabi insider

Our wonderful world of premium plus size fashion awaits you.

[DISCOVER OUR WORLD >](#)

Dear customer,

Thank you for choosing us. We're looking forward to getting better acquainted.

Our mission is to change the world and make millions of women happier.

150,000+ customers from 36 countries shop at navabi.

Here are 10 reasons why our customers love us:

1 | We are the go-to style destination for premium plus size fashion

3

Whether you're looking for outfit ideas or the perfect piece for a special occasion, our stylist is here to help: personalstylist@navabi.de

2 | The world's best selection of premium plus size brands

4 | Free shipping

This email from Fab is another great example for welcome emails. Simple and clear! They squeeze a very short introduction into the email, then the offer. Including a deadline when your offer ends is a best practice to encourage immediate action.

WELCOME TO FAB

Your source for vibrant,
fresh design

START SHOPPING



Don't forget!

**YOU GET 10% OFF
YOUR FIRST PURCHASE-**
but only if you order in the
next 48 hours.

SHOP NOW

Although there isn't an exclusive offer in Aritzia's welcome email, it's worth taking a look at it. It's a great example for introducing your business and brand. They also give readers the chance to stay in touch by following them on social media.

Aritzia

Clothing Brands Accessories Stories

Hi.

Since you're new here, we'd love to tell you a little more about us:

1.

Our clothes are cut from the finest fabrics and no detail goes unnoticed, from our luxurious linings to our delicate darting.

[SHOP OUR LATEST](#)



2.

We carry 11 exclusive lines—like TNA and Wilfred. Whatever your style, you'll find it here and then some.

[SHOP ALL BRANDS](#)



3.

Customer Service is our middle name. (What can we say? Our parents were progressive.) Get in touch with one of our fashion advisors.

SERVICE@ARITZIA.COM
[1-855-74-STYLE](tel:1-855-74-STYLE)



xo Aritzia

If you have to leave, we'll miss you, but to unsubscribe please [click here](#).

If you have any questions or concerns, visit our [Customer Care](#) section or contact us directly. Call us at 1-855-ARITZIA (274-8942) or email us at service@aritzia.com.

United States of Aritzia c/o Customer Care | 611 Alexander Street | Vancouver, BC | V6A 1E1
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(**Note:** Would you like to learn how to build a healthy email list? [Click here and download our free ebook](#) that contains over 100 pages of tips and best practices for engaging and reengaging your customers and boosting the sales on your site with onsite retargeting.)



GET THIS **FREE eBOOK**

contains over 100 pages

that will teach you how to **monetize your lost traffic & boost your revenue**

DOWNLOAD MY **FREE COPY**

2. Promotional emails

The goal of promotional emails is to sell. You want to encourage new subscribers to make their first purchase.

You can also send promotional emails to existing customers with upselling and cross-selling offers that encourage repeat business. To learn more about upselling, cross-selling and down-selling, [check out this article](#).

SheIn offers 40% off to existing customers on their next purchase to show you how much they appreciate their customers. One note regarding using a similar email, be sure to wait a few weeks between the order and the email. Many customers won't be ready to make another purchase immediately.



Thank you for shopping at SheIn.com!

In appreciation of your recent order we would like to offer you 40% Off on your next purchase!

Please [click here](#) and use promo code SPR40 during your next purchase.

CONTINUE CHECKOUT



Here's another special offer, from DODOcase, that encourages visitors to return to their site and make a purchase.

- The eyewear case you've been looking for -



[DODOCASES](#)

[VIRTUAL REALITY](#)

[ACCESSORIES](#)

[CORPORATE](#)

[CUSTOM CASES](#)

FALL SALE

SITEWIDE SALE

20% off

Don't let this great opportunity pass you by. Save 20% off sitewide and get the products you've always wanted!

Enter code at checkout:

SHOP NOW

**10/18
THROUGH
10/23**

This email from Rifle Paper Co. is simply beautiful. My favorite part of the email is that instead of giving a deadline, they confidently say “these bags won’t last long”, encouraging an immediate purchase while highlighting the quality of their products.

SAVE 25% ON ALL LESPORTSAC BAGS AND ACCESSORIES



RIFLE PAPER CO.

Your closet will thank you!

25% OFF

TOTES, BACKPACKS, WEEKENDERS
AND POUCHES

[SHOP NOW](#)



THESE BAGS WON'T LAST LONG!

*Our collection of bags and accessories are now 25% off, including Rifle Paper Co.
× LeSportsac totes, backpacks, weekenders, pouches, and more.*

[SHOP NOW](#)

ELSEWHERE

[INSTAGRAM](#)

[TWITTER](#)

[FACEBOOK](#)

SHOP

[NEW](#)

[COLLECTIONS](#)

[STOCKISTS](#)

CUSTOMER CARE

[HELP](#)

[CONTACT](#)

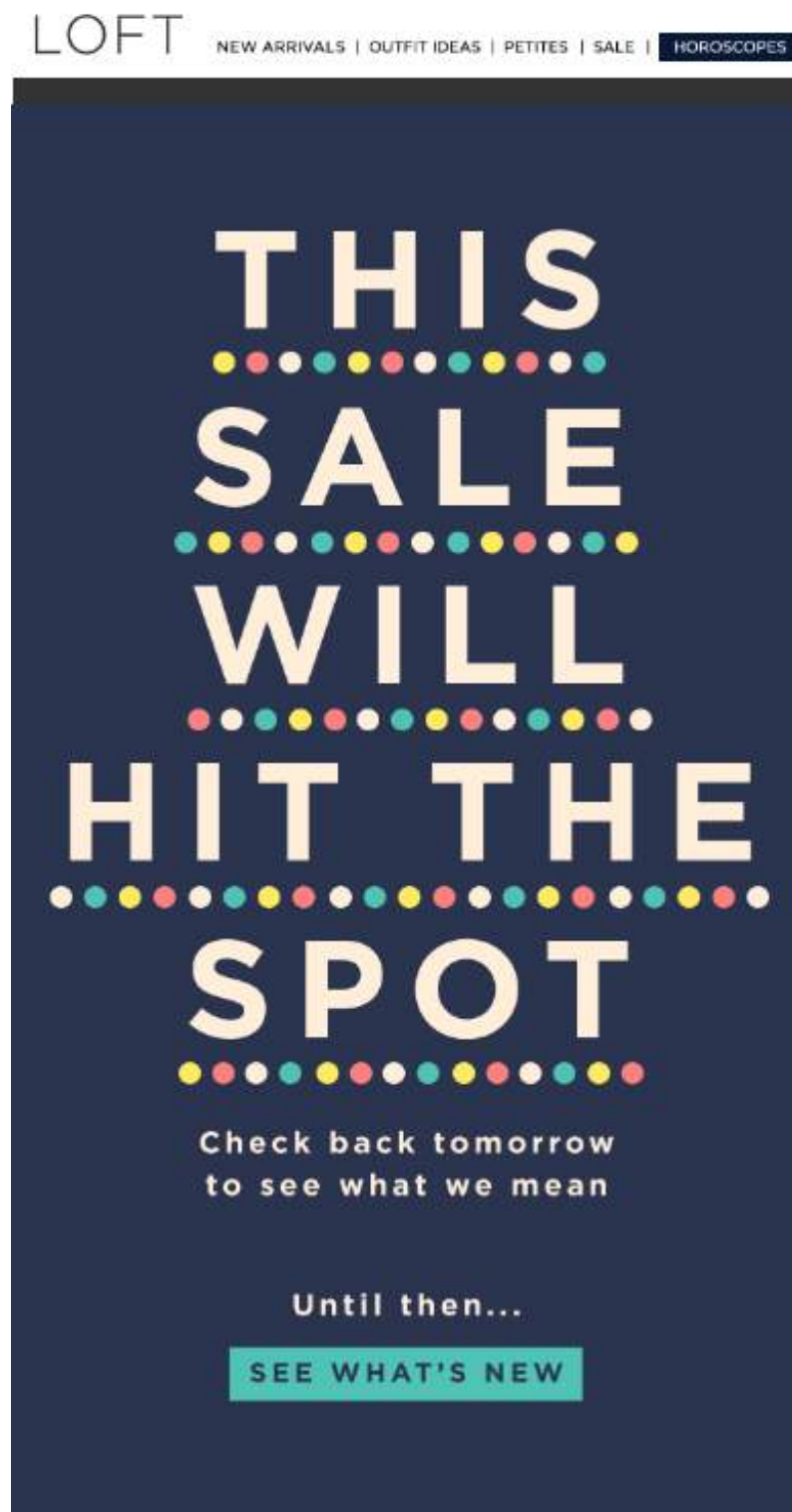
[UNSUBSCRIBE](#)

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This email from J. Crew is a little bit different than the previous examples and much longer. It goes beyond direct promotion and helps customers solve a problem.

They show three ways to put together an outfit with their leopard print skirt and guide readers to shop the different styles. This saves customers time and makes it more convenient to purchase a matching outfit. Plus, at the end of the email, there's an offer with a reminder that the 40% off sale ends today.

Let's see another approach from Loft that's also a little bit different. They're not actually selling anything in this email. Instead, they announce that a special sale will start tomorrow. It's a great way to draw interest and encourage more people to open the email which is sent on the day of the sale.



3. Cart abandonment emails

Cart abandonment emails are sent to people who add some items to their cart but leave your store without buying. Statistics have shown that 7 out of 10 visitors will abandon their cart, which means you can't forget about these emails.

Cart abandonment emails usually contain a reminder and often include an incentive as well. This can be a discount, coupon or free shipping.



Let's take a look at some examples of cart abandonment emails. Google Express simply sends a reminder including the items in the abandoned cart and a call to action to "Check out now".

Google Express

We're ready when you are

Finish checking out and get your order fast.

[Check out now](#)

ITEMS IN YOUR CART	PRICE
 Gatorade G Series Thirst Quencher Drink, Orange - 8 vottl...	\$5.99
 Sensodyne Fresh Mint Sensitivity Protection Twin Pack - 2...	\$9.89

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This cart reminder email was sent to xxxxx@xxxxxx.xxx from Google Express. If you don't want to receive such emails in the future, please unsubscribe [here](#).

Casper takes it a step further, including a great review to make sure you have no doubt about their product.

Casper



COME BACK TO BED

Looks like you left something behind. Return to your cart to complete your Casper purchase.



Pillow (Standard)

[RETURN TO CART](#)



"True story: I actually called out of work the day after my first night's sleep because I was so comfortable and wanted to stay in bed all day."

JOE BISCAHA, MIAMI BEACH, FL

[READ MORE REVIEWS](#)

support@casper.com | +1 888-498-0003



Kate Spade uses a 15% discount in their cart recovery email to convince visitors to complete their purchase. They also personalize the email giving readers some recommendations based on the items in their cart.

kate spade
NEW YORK

ENJOY
FREE GROUND SHIPPING
ON ALL ORDERS

NEW ARRIVALS · HANDBAGS · CLOTHING · WALLETS · SHOES · JEWELRY · ACCESSORIES · SALE

psst... you've left something behind.






**TO HELP MAKE UP YOUR MIND,
enjoy 15% off your entire purchase.**

ENTER CODE **AB15-MEXA-RFVI-E90D-L2QY** AT CHECKOUT
HURRY THIS OFFER ENDS 2 WEEKS FROM TODAY.

VIEW CART

YOU MIGHT ALSO LIKE...

SHOP NOW **SHOP NOW** **SHOP NOW**

CHITCHAT HERE     

J. Crew also reminds customers about the items they abandoned in their cart. What makes this email special? That tiny red note: *NOW ON SALE*. This can be a much more subtle and powerful way of encouraging a return visit compared to a direct discount or coupon.



SHOPPING BAG TODAY,
CLOSET TOMORROW

[GO >](#)



IN YOUR BAG:

LAMBSWOOL
CREWNECK
SWEATER

NOW ON SALE

[BUY NOW >](#)

IN YOUR BAG:

9" BROKEN-IN
GRAMERCY
SHORT

NOW ON SALE

[BUY NOW >](#)



**SHOP
NEW
ARRIVALS**

**WHAT
TO
WEAR**

Please add factory@email.jcrew.com to your address book to ensure our emails reach your inbox.

If you received this email from a friend and would like to subscribe to our email list, [click here](#).

To unsubscribe from the email list, [click here](#).

We want you to hear about what's just right for you. Update your email preferences [here](#).

This email may be considered an advertising or promotional message.

J.Crew Customer Relations | One Ivy Crescent | Lynchburg, VA 24513-1001

www.factory.jcrew.com

4. Transactional emails

Transactional emails are the emails you send to your customers after they complete a purchase. Typically, this is an order or shipping confirmation. These emails have extremely high open rates compared to promotional emails because they are related to a purchase and customers expect to receive a confirmation.



1. Order confirmation emails

Blue Bottle's email is great because they include every detail in the email and they also give you the opportunity to contact them with any questions. Remember, every email is an opportunity to build a relationship with your customers!

Order Confirmation

We received your order and we'll let you know when we ship it out.

Your Order (#XXXXXXX):

1 x		Hario Buono Kettle	\$55
1 x		Drip Coffee Tote Set	\$35

Gift Details

To: Really Good Emails

From: Smiles Davis

"XXX XXXXXXX XXXXXXX XXXX XXXXXXX XXXX XXXXXXX XXX XXXXXXX
XXXX XXXXXXX XXXXXXX"

Shipping Address

Really Good Emails
XXXX X XXXXX XXX,
XXXXXX XX XXXXXX

Details

Subtotal	\$90
Standard Shipping	\$14.89

Payment

American Express - XXXX XXXX

Order Total

\$104.89

Keep in Touch

If you have any questions, concerns, or suggestions,
please email us: support@bluebottlecoffee.com



This email from Stradivarius is good because they provide customers a link to track their order. It clearly explains what's happening next, so buyers know exactly what to expect.



WE CONFIRM RECEIPT OF YOUR ORDER WITH THE DETAILS SHOWN BELOW.

WHEN IT IS AVAILABLE, WE WILL SEND YOU AN EMAIL AND SMS INDICATING IT IS READY FOR COLLECTION IN STORE.

THANK YOU FOR SHOPPING AT STRADIVARIUS!

To check and manage your order, please follow this link: **Order monitoring**.

ORDER No.: [REDACTED]
ORDER DATE: 11/11/2016
SHIPPING METHOD: Pick up in store

SHIPPING ADDRESS

[REDACTED]
[REDACTED]

DEBRECEN
Hungary
MOBILE PHONE: [REDACTED]

BILLING ADDRESS

[REDACTED]

Hungary
MOBILE PHONE: [REDACTED]



DESCRIPTION: Peter Pan collar top
REFERENCE: 0855108355002-I2016
SIZE: S
UNITS: 1
AMOUNT: 2,595 Ft



DESCRIPTION: Belt with oval buckle
REFERENCE: 0336100200180-I2016
SIZE: 80
UNITS: 1
AMOUNT: 1,995 Ft



DESCRIPTION: Long top
REFERENCE: 0401108200302-I2016
SIZE: S
UNITS: 1
AMOUNT: 2,595 Ft



DESCRIPTION: Ribbed halter neck top
REFERENCE: 0631110155101-I2016
SIZE: XS
UNITS: 1
AMOUNT: 2,995 Ft

Huckberry's email confirms the order and entices customers to share Huckberry with others as a way to earn store credit. Why not? Sounds interesting! Also, at the end of the email, they show you what products are trending right now. This is another best practice to note. When you don't have a lot of data for personalization, showing bestsellers and hot products is a great way to encourage repeat business.



Thanks!

Hey Matthew,

Your Huckberry order [R123456789](#) has successfully been placed. You'll find all the details about your order below, and we'll send you a shipping confirmation email as soon as your order ships. In the meantime, you can [share Huckberry and earn store credit](#).

Questions? Suggestions? Insightful shower thoughts? [Shoot us an email](#).

Estimated U.S. Delivery

04/10/16 - 04/14/16 ([Learn More](#))

Order Number	Order Date
R123456789	4/7/2016
Shipping Address	Billing Address
Someone 111 XXXXXX XXXXXXXXXXXXXXXXXX XXXXXX	Someone 111 XXXXXX XXXXXXXXXXXXXXXXXX XXXXXX

Here's what you ordered:

Item	Qty	Price
 <p>Hasami Porcelain 13 oz Mug Cup (Set of 2) Gloss Gray 13 oz <i>Returnable within 30 days</i></p>	1	\$55.00

Subtotal: \$55.00
Shipping: \$4.98
Sales Tax: \$0.00

TOTAL \$59.98

TRENDING GEAR



Iron and Resin
RAMBLER JACKET



Huckberry
SEIKO DIVE WATCH



SeaVees
**08/63 HERMOSA
PLIMSOLL STANDARD**



Kammok
**ROO HAMMOCK +
PYTHON STRAPS**



Onia
CALDER 7.5"



Matteo
**VINTAGE LINEN DUVET
SET (QUEEN)**

2. Shipping emails

Like order confirmation emails, shipping confirmation emails are another opportunity to express your brand and business to your customers. I like Fitbit's email because of the friendly tone they use. Also, it has a very clean look. The design and content are minimal, with no unwanted information.

Your Fitbit order has shipped.

Are you smiling? You're totally smiling.



No need to camp out by the mailbox!

Use this number to track your package:

12345678901234567890

Here's what we shipped:

Order #: XXXXXXXXXX

Order Date: 2/17/16

ITEM	QTY	COST
Replacement Fitbit Surge (Black) - Large \$0.00	1	\$0.00

SHIPPING METHOD: Free (5 Business Days*) (via FedEx Smart Post)

*Some shipping areas may take up to 7 business days for delivery.

Sent to:

XXXXXX
12345 XXXXXXXX
XXXXXX
XXXXXX

If you have any questions about your order,
please [contact us](#).

Tradesy's shipping confirmation email gives customers a chance to invite their friends and receive a discount on their next purchase. With this approach, you encourage repeat business, plus you get more customers. It's truly a win-win!

Your Order Has Shipped!

Hi **Matthew**,

Your order has shipped!

Medina Bib should arrive to your shipping address within 3 business days. You can track your order's status from [Your Purchases](#). Please note that orders over \$500 require signature on delivery.

Thanks for shopping on Tradesy! You didn't just get a great deal -- you also supported the growth of the Tradesy community, which is pretty cool (at least we think so). Have questions or feedback? You can contact us anytime at [\(310\) 912-7966](tel:3109127966), or team@tradesy.com

XOXO

Team Tradesy

[VIEW ORDER](#)



Get **\$10** for every friend who
uses their **\$20** welcome offer.

[INVITE FRIENDS TO GET \\$\\$](#)

Questions? Contact us anytime at [\(310\) 912-7966](tel:3109127966), or team@tradesy.com



[Download the Tradesy iPhone App](#)

Having trouble viewing this email? [Click here](#)

This message was sent to you by Tradesy.com.

1217 2nd Street FL 3, Santa Monica, CA 90401

Call Us: [\(310\) 912-7966](tel:3109127966)

If you believe this has been sent to you in error, please safely [unsubscribe](#).

Free templates

Now that you've seen some great examples of ecommerce marketing emails, you can start improving the emails for your ecommerce store.

We've prepared three simple templates for each type of email to make it easy for you to get started. Download them now and start using them – totally FREE!

Take a moment to customize them a little bit, so they truly reflect your business and brand. Then A/B test to see what works best for your customers.

[Click here to download!](#)

Conclusion

Ecommerce email marketing is a vital part of running an ecommerce store. Every communication you send is important. From a welcome email with exclusive offers to an order confirmation with a big “Thank You” and further recommendations – each email is an opportunity to build a relationship with your customers and encourage repeat business.

I've reviewed some of our favorite examples and we also looked at some best practices. One more note to remember: always provide something of value to your customers. Discounts are great to encourage purchases. When it comes to building a relationship with your customers, white papers and articles with specific knowledge like this one can also be very helpful!

By sharing your expertise and supporting your customers with great deals and offers, you can build more long-lasting relationships. Plus, ecommerce email marketing gives you a chance to express the style of your brand and business – so have fun!