

# Email Message Samples

Below you will find some samples of automatic customer emails, complete with macros, that can be edited and enabled in Lab 50. Feel free to copy and paste from this page, but remember to edit the sample information - shown in [brackets] - before enabling the message to ensure that all the information in the email is accurate for your store.



## HTML vs. Plain Text Emails

While HTML emails may seem a bit more complicated to setup and create, they will greatly increase the likelihood that your customers will read the content of the email.

## HTML Email Sample Templates (Recommended Format)

[pf-email-templates-2017-04.zip](#)