Editing Email Messages

Overview

Lab 50 allows you to setup and configure several emails that are sent automatically as triggered by certain events such as membership sign-up or order completion.
These email templates are highly customizable and are often used to relay information to the customer such as order number, estimated pick-up/shipping time, and the store hours.

Your Logo in the Template/Default Emails

Our templates use a macro for the logo. This logo is 364x72 jpg and you set in Lab 50's Brand Settings > Header Logo. If you try an email and your logo is not right, unless you have coded the html to point elsewhere... that is where you should change it.

How to Edit an HTML Email

Not sure how exactly one edits an html email? Check out this page! https://wiki.photofinale.com/x/VoDMBg

Editing Existing Messages and Adding New Options:
1. the necessary changes to an existing message, or enter the information for a new message. You can right-click in the *"Body"* field for the email and select *Insert Macro* to access a list of available macros to insert into the email such as customer name. 2. Go to **Store Management** > **Email Messages and Customer Communication**. 3. Click on ***Create a new email message*** on the left panel, or double-click on an existing message to edit it. 4. Make changes then once complete, click on ***Save changes*** on the left panel.

Additional Information on the "From" Field
All Lab 50 emails are sent from **customerservice@photofinale.com**. This is due the requirements we go through in order to minimize the chance of our dealers' mail being classified as SPAM. We employ a number of countermeasures: • **SPF** Validation • **Sender ID** Validation • **DKIM** Validation • Monitor and limit hard-bounce and ISP complaint feedback

Best Practices for Formatting Emails in Lab 50 for Photo Finale Web:

- **Add a human-readable name to email "From" addresses**
  EX: From:**Rachel's Photo <service@rachelsphoto.com>**
  The email will appear in a customer's inbox as "Rachel's Photo" rather than "service@rachelsphoto.com".
  Not having a "real name" is also one of the tests which makes a message more likely to be identified as spam (known as the "NO_REAL_NAME" test).
- **Include the order number in the subject**
- **Include his store address in the email body**
- **Avoid using All CAPs and stick to proper grammar conventions**
- **If using HTML as the formatting, make sure that the HTML is well formed and WC3-compliant**
  These additions/changes to the email message content can help lower its spam score when analyzed. There are several websites and services that will rate what you've got and help with this effort.

Use the Samples provided and edit them to make them yours.:

Download HTML files here.

Configuration Options Explained

- **Name:** Name of the email to be sent out, such as Order Confirmation or Password Reminder.

- **Description:** Description of event, only viewable within Lab 50.

- **Enabled:** Make the email active.

- **Deleted:** Mark this email message as deleted.

- **Format:** Choose the email format to use for messages. Options include Plain Text or HTML.

- **Brand:** Used if multiple brands are set for your store. A brand must be selected in order for emails to be sent to customers.

- **Event:** Select an event from the drop-down list of events to trigger the email.
  Options include the following:
  - *Order Received - sent when customer submits order via website / mobile app*
  - *Order Printed - sent when the order is marked as "printed" by Lab 50 / Print 50*
  - *Order Ready for Pickup - sent when a pickup order is marked as "complete" in Lab 50 / Print 50 / myLab*
  - *txtOrderDelivered - requires Shipping Master bundle and the package must be shipped via one of our supported, trackable carriers. If the dealer is shipping themselves, then they must enter tracking info in for the package. (if no email is set for this trigger, a default is sent)*
  - *txtOrderRefunded - sent when a refund has been issued via myLab (if no email is set for this trigger, a default is sent)*
  - *Order Shipped - sent when a shipping order is marked as "complete" in Lab 50 / Print 50 / myLab*
  - *Membership Purchase - Web - sent when a customer signs up for membership (free or paid) on web*
  - *Membership Purchase - APM - (no longer used)*
  - *Membership Expiring (not currently used)*
  - *Password Reset - sent when a customer hits Forgot password button on site (if no email is set for this trigger, a default is sent)*
  - *Share Album - sent when a customer shares a collection (if no email is set for this trigger, a default is sent)*
  - *Share My Photos (no longer valid)*
  - *Upload Complete - can be used to house the PRO Upload Complete email, and then set by PF team in the database (if no email is set for this trigger, a default is sent)*
  - *Customer Feedback - (not currently used)*
  - *Account Inactive (not currently used)*

- **From:** Enter the from email in this format: The Company Name <**info@thecompanyhere.com**> (This provides the Descriptive from email name, and the reply-to address.
  The technical from email address will be **customerservice@photofinale.com** but will look like whatever you have in place of The Company Name in the user's inbox.)
- **To:** Automatically enters the customer email - % customer_email %

- **CC:** Select an additional email address to copy on sent messages.

- **BCC:** Select an additional email address to blind copy on sent messages.

- **Message Subject and Body:** Several messages are pre-loaded for your convenience. You can modify the text by clicking in the appropriate field and adding/removing text as needed.

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✓ **Alternative to Using PF Web's Email Servers and Service**

We do offer a custom email address option for an additional fee--
ask your sales rep for pricing.