

What emails are sent to my customers?

onte	nts:
1.	Overview
2.	Types of email templates
3.	Customization options
4.	Templates adjustments
5.	Welcome email
6.	Access purchased
7.	Invoice
8.	Renewal announcement
9.	Subscription renewed
10.	Access expired
11.	Failed payment
12.	Forgot password
13.	Credit card issues
14.	Refund confirmation
15	How to select email templates
16	Adding new email templates

Overview

Cleeng provides an out-of-the-box set of emails that notify your subscribers of a range of updates and allow you to efficiently communicate with your customers.

These transactional emails are triggered by user actions, like registering to your service or requesting a password reset.

This article focuses on:

- email templates that can be triggered,
- parameters that are used to personalize those templates,
- customization options overview, and
- selecting templates for emails you want to send.

Types of email templates

Cleeng offers 10 email templates that cover main kinds of notifications required for communication with your customers:



- 1. Welcome email
- 2. Access purchased
- 3. Invoice
- 4. Renewal announcement
- 5. Subscription renewed
- 6. Access expired
- 7. Failed payment
- 8. <u>Forgot password</u>
- 9. Credit card issues
- 10. Refund confirmation

Customization options

Depending on the customization option that you choose (see more details in "How to set up your transactional emails" article), you can:

- Use the templates with basic customizations change color and branding via Branding on your Broadcaster Dashboard under Admin & Tools ->Transactional Emails (Basic Customization)
- Fully manage and customize the templates (Advanced Customization)

If you go for the **Basic customization** option, you just do your basic branding and <u>select email</u> <u>templates</u> that you want to send and you are ready to go. The sections below will provide you with the information:

- What are triggers for your emails
- How email contents are adjusted
- What variations of the main templates are available

If the **Advanced Customization** option is what you need, it requires more work on your side. Then, after finding out below what templates are available, please refer to the "How to set up your transactional emails" article to find out about customizing templates and choose what suits you most.

Template adjustments

Email templates are generic by nature so they are adjusted per customer to whom an email is sent via a number of parameters.

Global Parameters

They are used in every template to reflect a broadcaster's branding and data of a specific customer that an email is sent to. These parameters include:



- 1. Customer's first name
- 2. Customer's email address
- 3. Broadcaster's name
- 4. Account link
- 5. Terms & Conditions link
- 6. Privacy Policy link
- 7. Current year
- 8. Broadcaster's logo set by the broadcaster in the dashboard's brand settings
- 9. Main color set by the broadcaster in the dashboard's brand settings

Specific Template Parameters

Additionally, there can be some adjustments that are specific to a particular template. You can see these "per template" parameters in the table below.

Main template	Specific template parameters
Welcome email	No
Access purchased	 Offer amount Offer currency Offer type Offer name Renewal date Trial status (whether a subscription is or is not in a trial period)
Invoice	 Transaction name Transaction amount - with tax included Transaction amount - with tax excluded Transaction currency Tax rate (%) used in the transaction Date of payment Transaction ID Transaction tax value Name of the fee charged for the transaction, e.g handling fee Fee amount FAQ link Customer country Offer type



	 Trial status (whether a subscription is or is not in a trial period)
Renewal announcement	Offer amountOffer currencyRenewal date
Subscription renewed	Whether a subscription is reactivated
Access expired	 Trial status (whether a subscription is or is not in a trial period)
<u>Failed payment</u>	 Count of the rejected payment attempts Payment method Offer amount Offer currency Failure reason
Forgot password	Password reset link
Credit card issues	Status of a customer's card
Refund confirmation	Offer nameRefund amount

Main template variations

Finally, some of these templates have their **variations** based on specific conditions - if applicable, they are described in each respective email section as **"Main template variations"**.

1. Welcome email

Trigger:

- When a customer has registered



"Welcome email" example:

c	CLEGNG	
	Welcome onboard! Hi Jakub, Thank you for signing up. We hope you are enjoying using our service. If you wish to update your data or password, simply log into your account. Account settings link (If the button above doesn't work go to your publisher's website settings.) On behalf of Cleeng Thank you	
	 *The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our <u>Privacy Policy</u>. Copyright @ 2023 Cleeng. All rights reserved. Cleeng B. V. Reimersbeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437016B01 Terms Of Policy Privacy Policy 	

2. Access purchased

Trigger:

- When a subscription trial period has started
- When a subscription has been created
- When access to a non-subscription offer (pass, rental) has been purchased

Main template variations:

The main template for "Access purchased" email has variations based on the type of offer purchased and whether the trial period is active. So the following variations can be sent:

- "Trial active" email when your customer's subscription is in trial. Such an email, for example, will not include invoice information or a renewal date.
- Emails for a different offer type than a subscription (e.g. pass or TVOD) then there won't be information about renewal date.



"Access purchased" email example:

CLEENG
Your subscription is active Hi John, Thank you for subscribing to TSH. Your subscription is now active. You can enjoy access your favourite website from any web device - computer, tablet or mobile.
Subscription Summary: Normal Invoice amount: 9.84 EUR Next renewal: September 15, 2022 Invoice amount: Please note that your subscription will renew automatically at the end of each period. You can cancel your subscription any time, simply log in to your Cleeng account and update your settings.
On behalf of Cleeng Thank you
 *The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our <u>Privacy Policy</u>. Copyright @ 2023 Cleeng, All rights resord. Cleeng B V. Reimersbeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437016B01
Terms Of Policy Privacy Policy

3. Invoice

Trigger:

- When a transaction has been created

Main template variations:

The main template for "Invoice" email has variations based on the specific tax settings for a country (e.g. for Canada), type of offer purchased (e.g. subscription, pass, TVOD or live event) or whether a free trial period is active or not.



"Invoice" email example:

Cl	-661	NG				
Thanks for your purchase of Normal offer.						
	You can fin	d your receipt a	and direct acc	cess to you	r content bel	OW.
	issued	I by Cleeng to: ski@cleeng.com	: <u>n</u>	Rece T630 Date 1/23/	ipt number: 233542 paid: 2023	
	Number	Description	Subtotal	Tax (%)	Sales tax	Total
	1	Normal	EUR 8.13	23%	EUR 1.87	EUR 10
	2	Handling fee	EUR 0	23%	EUR 0	EUR 0
		Total	EUR 8.13	23%	EUR 1.87	EUR 10
Access your purchase (If the button above doesn't work go to your publisher's website settings.) Our frequently answered questions are <u>here</u> . To access your purchase, click on the above or contact to your <u>Cleeng library</u> . Please to make sure to be logged in. Please retain for your records.						
Plea Plea	se to make se retain fo	sure to be logg r your records.	ged in.			
Plea Plea *The *Cle Copyr	se to make se retain fo name 'Cleeng reng respects right @ 2022 (sure to be logg r your records. ' appears on your t your privacy and th Cleeng. All rights re Netherlands h	ped in. Dank statements vendor ie confidentiality see our <u>Privac</u> served. Cleeng KVK: 34392902,	, instead of T: of your perso <u>y Policy</u> . B.V. Reimersi VAT: NL8224	SH, since Cleen nal information. Deek 14, 1082 A 37016B01	g is the authorized To find out more, G Amsterdam, The



4. Renewal announcement

Trigger:

- When a subscription renewal prenotification has been sent

Main template variations:

The main template for "Renewal announcement" email has variations based on the offer period (a renewal reminder email is sent 30 days before the renewal payment in the localizations where such a requirement is applicable.)

So the following variations can be sent :

- Renewal announcement email for an annual subscription (30 days before).
- Renewal announcement email for a 6-month subscription (30 days before).
- Renewal announcement email for a 3-month subscription (30 days before).

"Renewal announcement" email example:

CLEGNG	
Hi Jakub, We hope you enjoy our service. Please be advised that your subscription will envolve the service. Please be advised that your subscription will service. The service of the ser	
*The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our <u>Privacy Palicy</u> . Copyright © 2023 Cleeng. All rights reserved. Cleeng BV. Reimenbeek 14, 1082 AG Amsterdam, The	



5. Subscription renewed

Trigger:

- When a subscription has been renewed
- When a subscription has been reactivated

Main template variations:

The main template for "Subscription renewed" has variations based on how the subscription is renewed. So variations of this kind of email can be sent depending if a subscription has renewed automatically or if a subscription has been reactivated.

"Subscription renewed" email example:

<section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text></text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header>	CLEGNG	
(If the button above doesn't work go to your publisher's website settings to cancel your subscription.) On behalf of Cleeng Thank you *The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our Privacy Policy.	Your subscription has been renewed Hi Jakub, Manual State St	
*The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the contidentially of your personal information. To find out more, see our <u>Privacy Policy</u> .	(If the button above doesn't work go to your publisher's website settings to cancel your subscription.) On behalf of Cleeng Thank you	
Copyright @ 2023 Cleeng. All rights reserved. Cleeng B.V. Reimersbeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437016B01	*The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our Privacy Policy . Copyright @ 2023 Cleeng. All rights reserved. Cleeng B.V. Reimerabeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437016801	

6. Access expired

Trigger:

- When a subscription has expired
- When a subscription has been stopped



Main template variations:

The main template for "Access expired" email has variations based on whether the trial period is active. So "Trial expired" email can be sent when your customer's subscription's trial expires.

"Access expired" email example:

CLEGNG
Your subscription has ended Hi Jakub, We are sorry to see you go. We hope you enjoyed this service. Please mind that you can resume subscription anytime. See you soon! On behalf of Cleeng Thank you
*The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our <u>Privacy Policy</u> . Copyright ⊕ 2023 Cleeng, All rights (Seng B.V. Reimersbeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437016801 Terms Of Policy Privacy Policy.

7. Failed payment

Trigger:

- When a payment has been rejected

Main template variations:

Variations of the "Failed payment" email can be sent depending on the following conditions:

- If failed payment
- If first and second attempt has failed
- If third attempt has failed



"Failed payment" email example:

CLEENG
Hakaba Makaba We sold like to inform you that the third and last and last attempt to charge your sia has faild. Update your payment method Update your payment method Ut the button above doesn't work go to your publisher's website settings. Payment method Usa Bit Diagonamic Diagon
On behalf of Cleeng Thank you
*The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our <u>Privacy Policy</u> . Copyright @ 2023 Cleeng. All rights reserved. Cleeng B.V. Reimersbeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437016B01
Terms Of Policy Privacy Policy

8. Forgot password

Trigger:

- When a customer has requested a password reset



"Forgot password" email example:

CLEENG	
Hom, Reset your password. Use the link below to set new password for your account. Reset password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password If the button above doesn't work use this link https://cleeng.com/reset-password	
*The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our <u>Privacy Policy</u> . Copyright @ 2023 Cleenga. All rights except. Cleeng B, V, Reimersbeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437016801	
Terms Of Policy Privacy Policy	

9. Credit card issues

Trigger:

- When a payment has been rejected (card expired)

Main template variations:

Variations of the "Credit card issues" email can be sent depending on the conditions:

- If a credit card has expired
- If a credit card will expire in X days



"Credit card issues" email example:

CL	CONG	
Yc Hi Thi To On The	Autub, Is is to remind you that your credit card has expired. continue using our TSH service, please update your payment method. Update your payment method (If the button above doesn't work go to your publisher's website settings to cancel your subscription.)	
c	The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. 'Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our Privacy Palley. opyright @ 2023 Cleeng, All rights reserved. Cleeng B V. Reimertback 14, 1082 AG Amsterdam, The Netherlands KVK: 34392802, VAT: NL822437016801	

10. Refund confirmation

Trigger:

- When a payment has been refunded



"Refund confirmation" email example:

CLEGNG
We have refunded you for Normal Hi John, We have succesfully processed a EUR 10 refund for your purchase, and you should expect to see the amount credited to your account in about 3 to 5 business days. If you have any other questions or concerns, please contact our support. On behalf of Cleeng Thank you
*The name 'Cleeng' appears on your bank statements, instead of TSH, since Cleeng is the authorized vendor. *Cleeng respects your privacy and the confidentiality of your personal information. To find out more, see our <u>Privacy Policy</u> . Copyright © 2023 Cleeng. All rights reserved. Cleeng B.V. Reinersbeek 14, 1082 AG Amsterdam, The Netherlands KVK: 34392902, VAT: NL822437018601

How to select email templates

You can turn on/off emails directly in the Cleeng dashboard.

To select the templates you want to send, go to **Dashboard -> Admin & Tools -> Transactional emails -> Templates**.

You can enable/disable the functionality of sending transactional emails by setting the **Enable** sending transactional emails to **On/Off** respectively.





Once enabled, you can choose which emails are sent to your customers. Turn the button to **On** for each of the templates you want to enable as in the example below.

Refund Confirmation Forgot Password



Adding new email templates

If new templates are available in Cleeng, the procedure differs depending on which customization option you have chosen (see more details in "How to set up your transactional emails" article).

- If you've chosen **Basic Customization** (you use Cleeng Mailchimp account to send your emails) new templates are turned on by default
- If you've selected **Advanced Customization** (you use your own Mailchimp Account) new templates will be turned off by default. You will need to import them and customize according to your needs and turn them on.