

What emails are sent to my customers?

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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. [Forgot password](#)
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 [select email templates](#) 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	<ul style="list-style-type: none"> ● Offer amount ● Offer currency ● Offer type ● Offer name ● Renewal date ● Trial status (whether a subscription is or is not in a trial period)
Invoice	<ul style="list-style-type: none"> ● 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

	<ul style="list-style-type: none"> • Trial status (whether a subscription is or is not in a trial period)
Renewal announcement	<ul style="list-style-type: none"> • Offer amount • Offer currency • Renewal date
Subscription renewed	<ul style="list-style-type: none"> • Whether a subscription is reactivated
Access expired	<ul style="list-style-type: none"> • Trial status (whether a subscription is or is not in a trial period)
Failed payment	<ul style="list-style-type: none"> • Count of the rejected payment attempts • Payment method • Offer amount • Offer currency • Failure reason
Forgot password	<ul style="list-style-type: none"> • Password reset link
Credit card issues	<ul style="list-style-type: none"> • Status of a customer's card
Refund confirmation	<ul style="list-style-type: none"> • Offer name • Refund amount

Main template variations

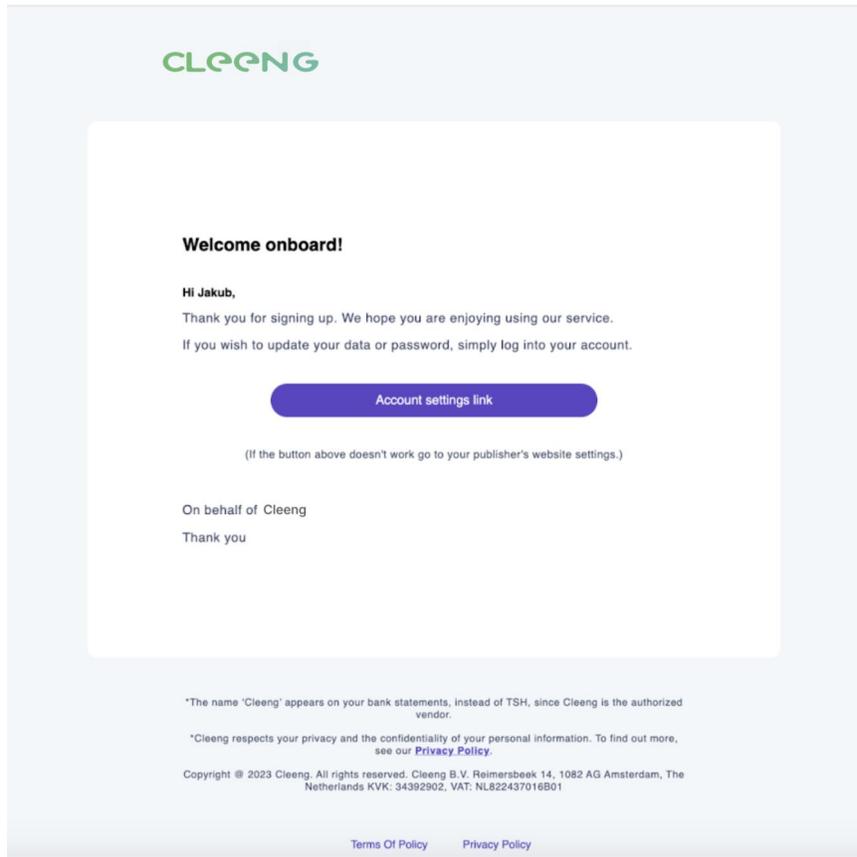
Finally, some of these templates have their **variations** based on specific conditions - if applicable, they are described in each respective email section as “**Main template variations**”.

1. Welcome email

Trigger:

- When a customer has registered

“Welcome email” example:



2. Access purchased

Trigger:

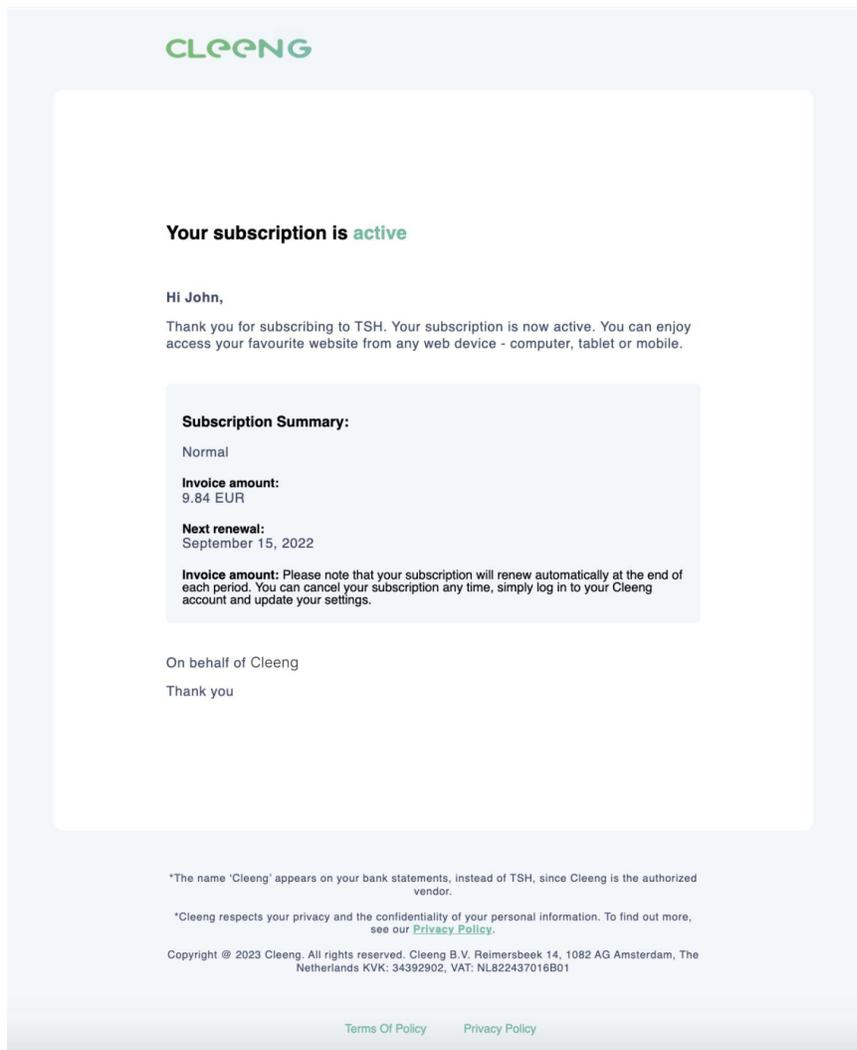
- When a subscription trial period has started
- When a subscription has been created
- When access to a non-subscription offer (pass, rental) has been purchased

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:



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:

CLEENG

Thanks for your purchase of Normal offer.

You can find your receipt and direct access to your content below.

Issued by Cleeng to:
jstolarski@cleeng.com

Receipt number:
T630233542
Date paid:
1/23/2023

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 [here](#).

To access your purchase, click on the above or contact to your [Cleeng library](#).

Please to make sure to be logged in.

Please retain for your records.

*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](#).

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4. Renewal announcement

Trigger:

- When a subscription renewal prenotification has been sent

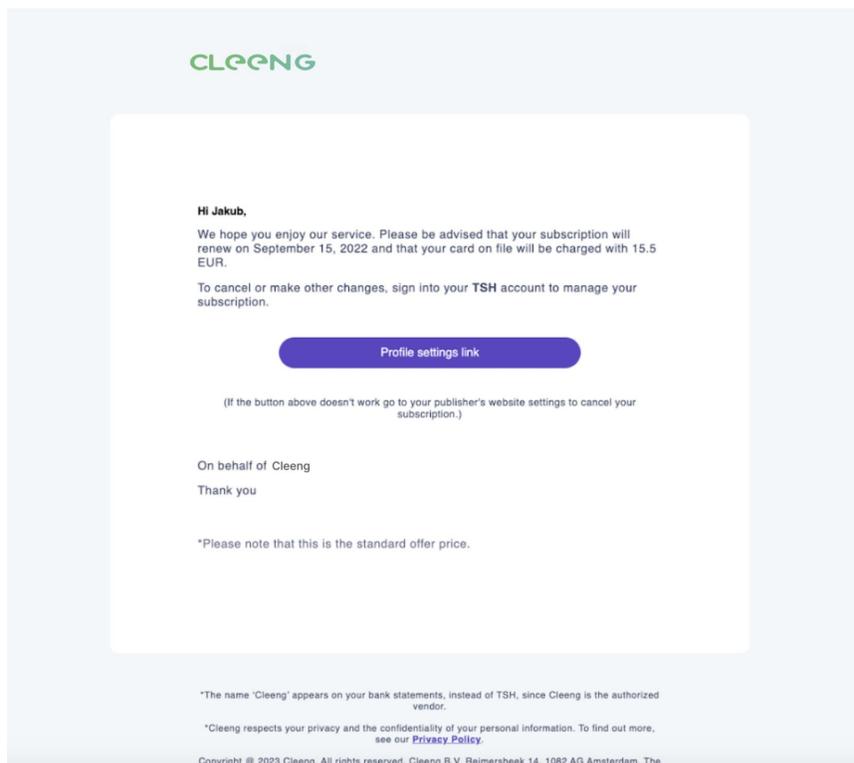
Main template variations:

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:



5. Subscription renewed

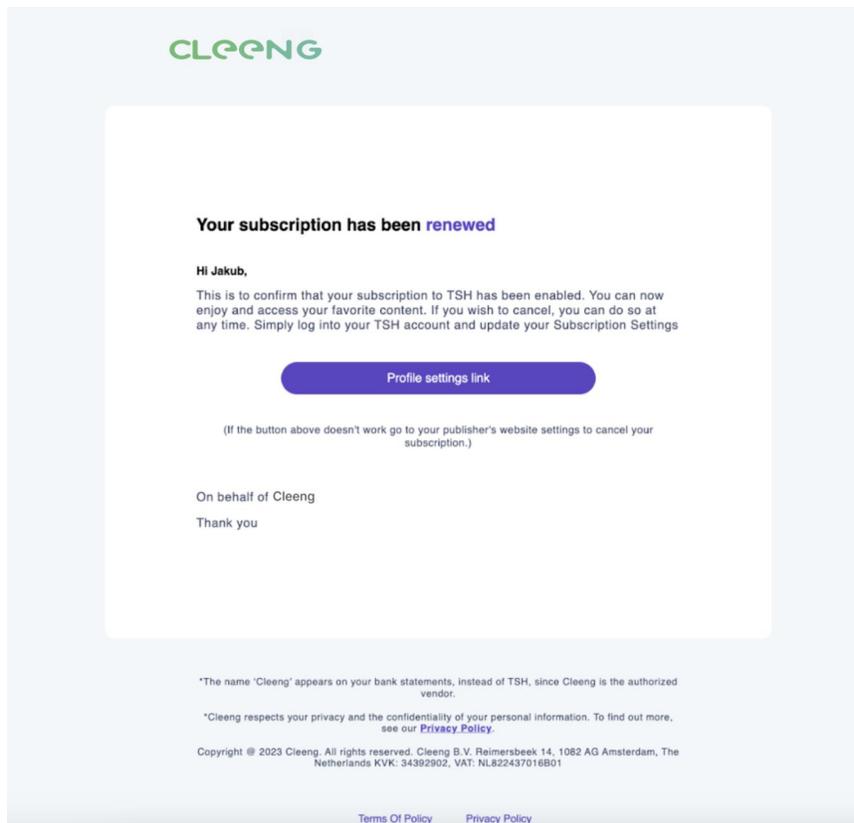
Trigger:

- 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:



6. Access expired

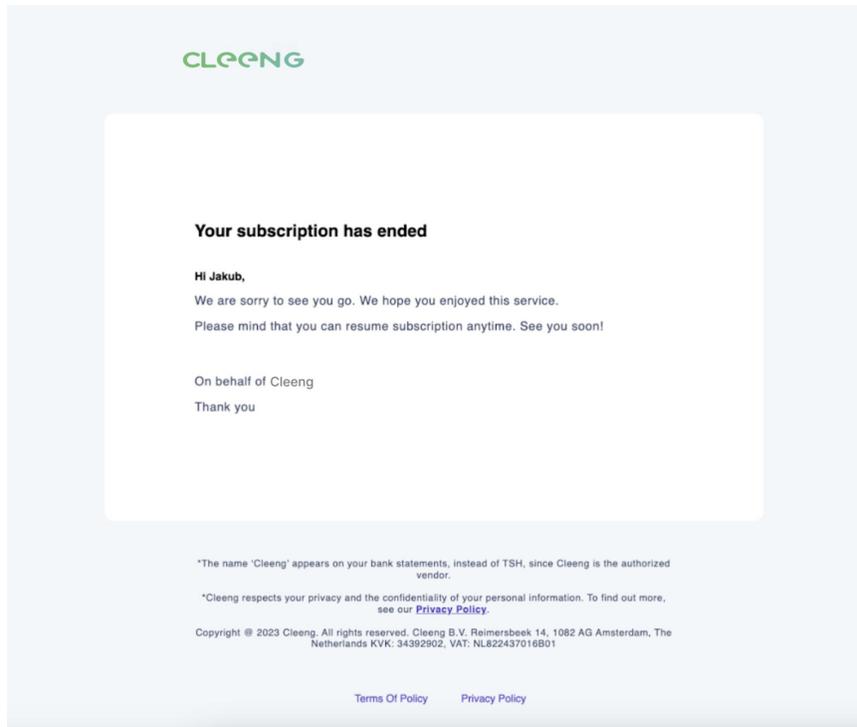
Trigger:

- 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:



7. Failed payment

Trigger:

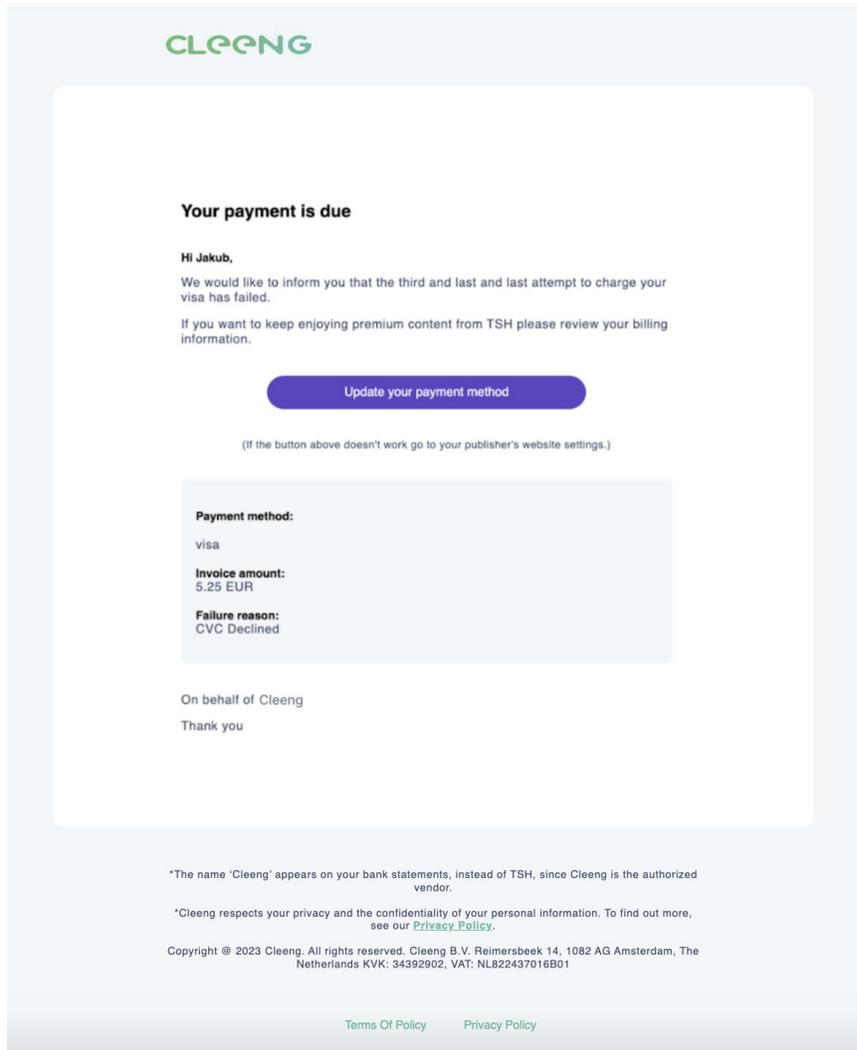
- When a payment has been rejected

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:

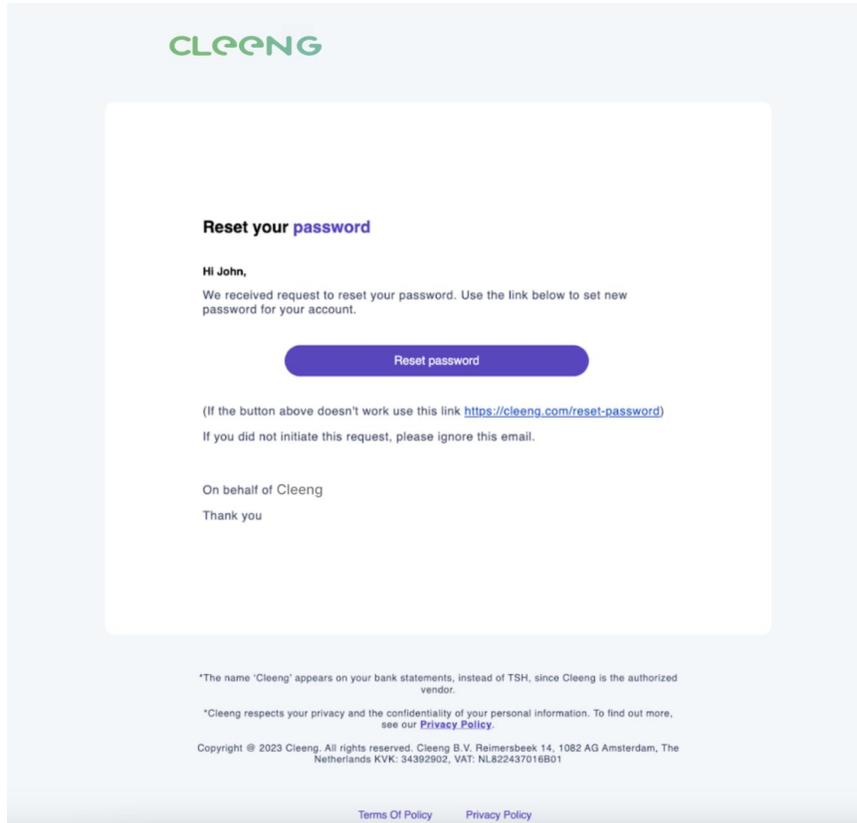


8. Forgot password

Trigger:

- When a customer has requested a password reset

“Forgot password” email example:



9. Credit card issues

Trigger:

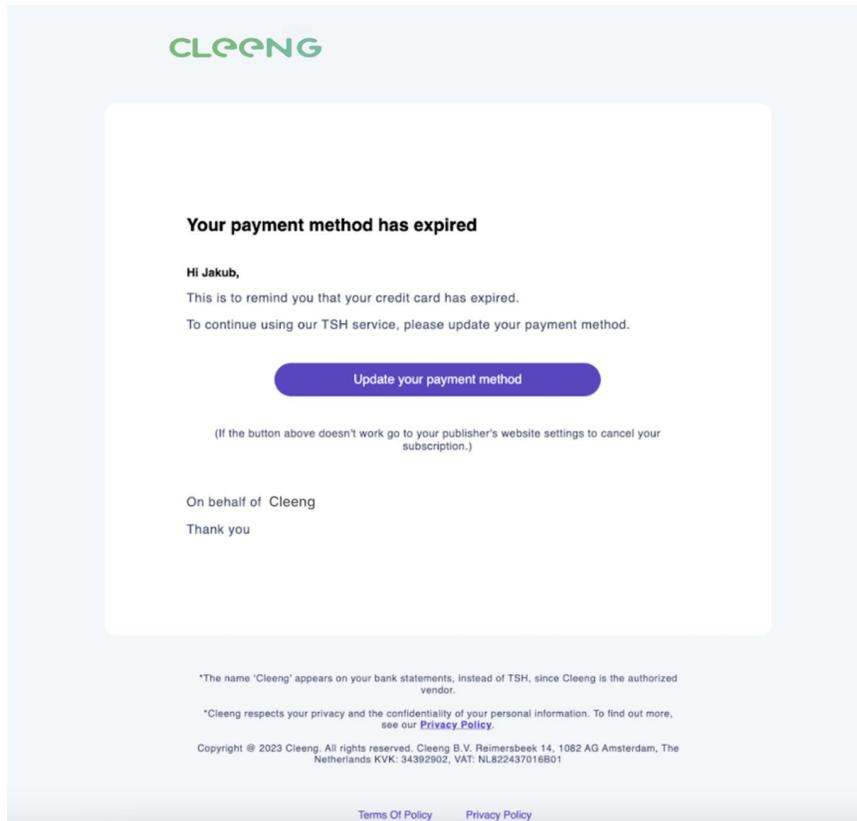
- When a payment has been rejected (card expired)

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:

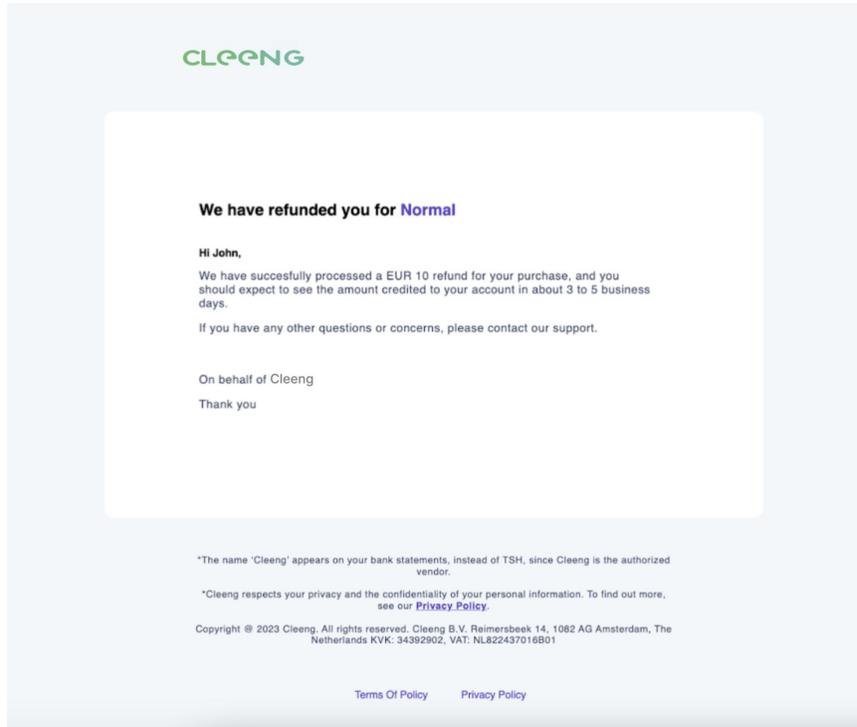


10. Refund confirmation

Trigger:

- When a payment has been refunded

“Refund confirmation” email example:

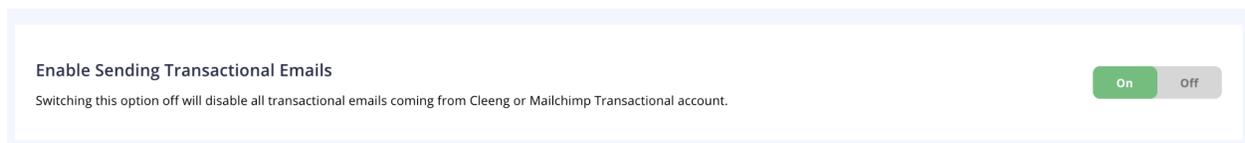


How to select email templates

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.



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.