MISSED CONNECTIONS

Learnings + analysis from the 10 largest online retailers.

ORDER #:
2813308004

Thanks!
FOR
ORDERING

MISSED CONNECTIONS

ABOUT THIS BOOK

We've said it multiple times: order confirmation emails are a huge marketing opportunity. On our [blog](#), we've talked about order confirmation emails as a [missed marketing opportunity](#). We've also shared common mistakes to avoid along with tips for how business can make simple tweaks to [improve order confirmation emails](#).

Why are these transactional emails so important? We'll let the numbers do the talking, order confirmation emails:

> ➤ receive an average open rate of 60-70%

> ➤ 2-5x higher average revenue per email than bulk emails

> ➤ 8x higher transaction rates than bulk emails

In this eBook, we'll take a look at real order confirmation emails from the ten largest internet retailers in the world. We'll discuss *The Good*, *The Bad*, and *The Ugly*. *The Good* will showcase what the business is doing well in their order confirmation email, maybe that's their branding or how they showcase items to encourage the customer to buy from them again. *The Bad*, well, it'll pick out exactly what this brand is doing wrong in their order confirmation email and how they fail to take advantage of the high open rates that come with transactional emails. *The Ugly* will discuss the email's visual design, if the brand optimized for a mobile-first world or if they've failed to include clear CTAs for the customer.

Enough about the eBook, let's dive into some emails!

#10 BEST BUY

Important Tip: *Click the brand (i.e., "Best Buy") name for a full-size image!***

The Good

Best Buy's order confirmation email, while slightly cluttered in design, does an excellent job of giving the customer the information relating to their transaction. Order number, link to order status on BestBuy.com, the item with a picture, and billing summary are all in plain site atop the email's body. Below that, Best Buy promotes their email newsletter and Geek Squad services before eventually showing the customer items that consumers commonly purchased with this order's goods.

The Bad

While Best Buy does well by trying to promote products and services in their confirmation email, they wait until the very bottom to do so. They could incorporate this section into their email earlier, increasing the likelihood of the customer clicking through to convert the sign-up or purchase.

The Ugly

Best Buy's design is modern but broken into too many sections. The attempt to better organize the email's content instead becomes distracting. Easy rule: no more than two background colors in your email.

#9 COSTCO

The Good

In short, everything. Costco did a phenomenal job with this email. The top of the email includes Costco's logo, it shows the customer's order information and includes relevant products in a "Picked For You" section at the bottom of their email.

The Bad

Costco could put their promoted products in a more prominent spot, the lower part of the email will get fewer views. By law, transactional emails must focus on a transaction but may include marketing efforts. Costco could move this above their fine print for security and still have no issues with [CAN-SPAM](#).

The Ugly

It's not the most beautiful nor flashy email to send a customer, but this minimalist look is very on-brand for Costco.

#8 THE HOME DEPOT

The Good

The Home Depot's order confirmation email is well branded and does an excellent job of showcasing their brand and in-store experience through visual media. Here we see an image of someone checking-out at a Home Depot location, including an overlay thanking the customer and a large CTA button to full order information on HomeDepot.com.

The Bad

Home Depot does what 70% of brands do to market in their order confirmation emails: nothing. This email does not entice the customer to opt-in for marketing emails, follow Home Depot on social media, or tell them about other products or services offered by Home Depot. This email for a refrigerator/freezer without installation is the perfect opportunity to entice the customer with additional warranty options or a coupon code to save on installation services.

The Ugly

Overall, this is a well-designed email. It certainly doesn't go overboard, but is well-branded and designed to adapt to mobile devices.

#7 QVC

Thanks for Your Order
Order Status | My Account | Customer Service | 888-345-5788

Dear Daniel,

Thanks for shopping with us! We're happy to confirm your order placed on June 06, 2017 at 04:12pm ET. You can easily view or make changes by visiting Order Status. Your order details are below.

Your method of payment for this order is Visa.

Here���s Your Order Summary:

Order Number:		Order Date: 06/

Billing Address: Daniel Kurt

Chicago, IL 60603

Shipping Address:

Chicago, IL 60603

Item(s):	E.D.D.*	Qty:	Price:
A292833 "As Is" Collection 18 Textured Scrunch Infinity Scarf /Peacock	06/19/17	1	$5.00

Subtotal:	$5.00
S&H:	$3.00
Tax:	$0.50
Credit:	-$5.00
Order Total:	**$3.50**

*E.D.D. (Estimated Delivery Date)

You May Also Like:

Today's Special Value®

The Best *Find of the Day*
Price ends at 11:59pm PT ▸

Customer Top Rated
See what's popular ▸

look what's *New!*

Inviting Arrivals
Explore our latest ▸

Keep track with text alerts
Getting excited? Know when your package is arriving. Sign up for QVC text alerts to confirm when orders are placed, shipped, and out for delivery. Message and data rates apply.

Have a question about your order?
Get answers by visiting My Account, email us, or call **888-345-5788**. Our Customer Service Representatives are always happy to help. We want to be sure you're completely satisfied with your QVC experience.

Best Regards,
Lisa Norden, VP Customer Services & Experience

Your Visa will be charged at the time of shipment.
We requested authorization from the financial institution that issued your card for the transaction amount for your order.* Although you haven���t been charged, these funds are being reserved within your account to ensure your order can be processed and charged upon shipment. This is known as an ���authorization or transaction hold.��� If your order is cancelled, the time required to remove this authorization or transaction hold is determined by the financial institution that issued your card and could range from 3 to 7 days from the day of authorization.

If you ordered an Advanced Sale item, then instead of a request for authorization for the transaction amount for your order, a request for a minimal authorization amount ($0.00 - $1.00) was reserved by the financial institution that issued your card at the time your order was placed. The full amount will not be charged until the time of shipment.

Discover Everything QVC Has to Offer

30-Day Returns
Easy refunds or exchanges. Learn more ▸

QVC's Exclusive Credit Card
Enjoy all the benefits ▸

Sweepstakes
Our Latest Giveaways
Enter for a chance to win ▸

QVC Gift Cards
For Every Occasion
Send by email or mail ▸

SPECIAL Offers
Don't Miss Out!
Shop great buys ▸

QVC Everywhere **STAY CONNECTED ▸**

APPS

Sign up for recurring Text Alerts to keep track of all your orders placed, shipped, out for delivery & returned. Message & data rates may apply.

Add customer.care@qvcservices.qvcemail.com to your address book to receive QVC Emails.

Visit Email Preferences to review your selections or opt out of all QVC Order & Shipping Confirmation emails.

General Terms of Use | Privacy Statement | Contact Us | Unsubscribe

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The Good

This message is a great looking order confirmation email from QVC; it's very visually appealing. It has the QVC logo at the top in a banner that includes the big text of "Thanks for Your Order." The email breaks up its sections by using a light red background for highlighted sections, helping the email appear more organized.

The Bad

QVC uses the right-hand column to highlight product suggestions, but they fill it with general categories. Instead of highlighting "Customer Top Rated" and "Inviting Arrivals" in an order confirmation email for a marked-down, as-is scarf purchase QVC could show items that are similar in price and style.

The Ugly

All-in-all this is a good looking order confirmation email. A straightforward and modern layout incorporates on-brand colors and design elements.

#6 MACY'S

1:

2:

3:

4:

The Good

Macy's order confirmation email is well branded with their logo at the very top and uses their color palette throughout. The email also makes it easy for the customer to access their full order information on the Macy's website by including a large, red CTA button. Below that, Macy's itemizes the products ordered in this purchase with thumbnail images. Macy's then breaks down the order's financial costs for the customer.

The Bad

This email is incredibly long. Beyond what I listed above, the email includes a "featured help topics" section with four link buttons and two phone numbers. Then the email encourages customers to download the Macy's app, shop newly added items, open a Macy's credit card, shop again to pick up items in a store, sign up for emails and texts alerts, follow Macy's on six social media sites, or find a Macy's store.

The majority of confirmation emails don't do enough, but with Macy's, that is not the case. Remember, when it comes to CTAs and conversions, it's often a case of ***less is more***.

The Ugly

If this email ended after the total dollar amount, I really would not have much to say. Macy's needs to simplify their email; it creates a cluttered feeling with too many visual elements.

#5 STAPLES

Hello Parag Jagdale,

STAPLES

Thank you for choosing Staples. Below is a summary of your recent order. We'll send you another email once it's shipped. To view or cancel your order please visit My Orders. Most orders may be cancelled within 30 minutes of being placed.

ORDER NUMBER: 97
Order Date: 04/15/2017

BILLING ADDRESS	PAYMENT INFORMATION		PAYMENT METHOD	
Parag Jagdale	Subtotal:	$72.99	VI ending in	$45.89
Revenue Conduit	Discounts:	$30.00		
	Shipping/Fees:	$0.00		
	Tax:	$2.90		
	Order Total:	**$45.89**		

PICK UP IN STORE

STAPLES   Please don't go to the store just yet. We'll send you an email when your items are ready. Once each item is ready, you will have five days to pick them up at your convenience.

Pick Up Today: Ready in 1 hour

Pick Up at: Staples, 4014 Medina Road, Copley, OH 44333

Item	Price	Qty	Discounts	You Paid
HP 128A Black Toner Cartridge CE320A Item #891406	$72.99	1	$30.00 $30 off your regular-priced online phone purchase of $60 or more	$42.99

VIEW ORDER

Staples® Mobile App. Download today!
Convenient reordering, 1-hour in-store pickup, Rewards account access and more.

DOWNLOAD NOW   App Store   Google Play

YOU MIGHT ALSO LIKE

HP 128A Yellow Toner Cartridge (CE322A)	HP 128A Cyan Toner Cartridge (CE321A)	HP 128A Magenta Toner Cartridge (CE323A)
$64.99	$64.99	$64.99

Have a question? Visit our Help Center

Did you know? Now you can manage your Email settings! Go to your profile

Free Shipping	**Free Returns**	**Price Match Guarantee**
Free shipping for Rewards members on orders over $14.99. Excludes Oversize items.	Not 100% satisfied? Return items easily online.	Pay the lowest price every time you shop. We'll match any competitor with an online and retail store.

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The Good

Overall, I'm impressed by Staples' order confirmation email! It's well organized and lays out the information associated with the customer's purchase, right at the top of the email. It's well branded with the Staples logo and uses their shade or red throughout the email. Above all, it includes a product recommendation section entitled "You Might Also Like" with three different products. Each product is a variation of the toner that was purchased, meaning it's safe to assume these products also work with the customer's equipment. Promoting relevant, compatible products may seem like an obvious factor when recommending products to customers, but so many retailers get it wrong. Or worse, they blindly rely on an algorithm that often goes unchecked once implemented.

The Bad

A lot is going on in the latter half of this email, which leads to distraction and conflicting CTAs. It's hard to tell if the customer should download the Staples mobile app or look at the recommended products. The container with CTAs for downloading the Staples app includes four buttons, way too many.

The Ugly

Outside of the cluttered CTAs, the email has a clean and modern design. Staples uses on-brand colors, and a design optimized for mobile display.

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#4 DELL

Dell
Small Office

| Order Status | Order Support | Shop at Dell.com |

Dell Purchase ID :
Customer Number :

Your Order is being processed

Hello DAN KURT,
Thank you for choosing to buy from us!

We're pleased to send you this order confirmation containing details and Estimated Delivery Date for what you've ordered.

We'll send you another e-mail with detailed delivery information once your purchase is sent for delivery.

Order Summary
Click on the tracking number(s) below to track your shipment(s) through the carrier's website.Note that tracking information from the carrier may not be immediately available - please allow up to three days for the carrier to update its website.

Order Number	Product Description	Estimated Delivery Date	Subtotal
993270590	Dell UltraSharp 27 InifinityEdge Monitor - U2717D view more	Delivers by 06/15/2016	$3,201.84

Order Subtotal:	$3,201.84
Shipping and Handling Total:	$0.00
Tax Total:	$216.13
Total Amount:	$3,417.97

Sales Professional Details
Sales Professional:

@Dell.com

Purchase Information

Billing Address
DAN KURT
REVENUE CONDUICT

Payment Method:

Delivery Address
DAN KURT
REVENUE CONDUICT

VISA

Order Support

Manage Your Order
For information on shipping and delivery, managing orders and more, visit Order Support

Delivery Information
To keep you informed, we'll send you an e-mail when an order is sent for delivery. If you have ordered several items, they may ship separately and at different dates. Learn more

Change Order
Once an order is submitted, we are unable to make changes without canceling it. If you need to cancel your order go to Order Support

Let's Connect...

Dell Small Business collects tax on all orders.

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The Good

Dell's order confirmation email is a clean, simple, modern design that effectively shares transactional information with the customer. It's designed to fit mobile, and beyond purchase information, it has icons that link to additional information on Dell.com and social media logos to encourage following the brand on Facebook and Twitter.

The Bad

Dell really didn't want to exhaust itself here; this email doesn't do much beyond confirming the purchase. Which is fine, if you're not interested in growing your business or converting buyers into more loyal, lifelong customers. This email is a great example of a brand failing to take advantage of an email that will likely be opened by the customer, at least once. If a consumer is willing to spend over $3,000 on a computer monitor, what other equipment could they need for their business? Or, why not try to sell them an additional warranty for product protection? Dell could easily include some practical accessories that are compatible with the monitor. Instead, they include a 60% empty container with a weak CTA of "Let's Connect..." in hopes of gaining social media followers.

The Ugly

This email is a clean and modern design with typical placements of the logo and on-brand colors. Dell could incorporate more visuals, but all-in-all this email is well designed, far from unique but very adequate.

#3 WALMART

1:

2:

Image 1 content:

We're processing your order.

Walmart | Customer Care
Help Center My Account

Got it!
We're processing your order.

Hello Vamsi,

Thanks for shopping with us. We're processing your order now and we'll email you again when there are status updates. You can also track the status via your account.

Visit our Help Center if you have any questions. Please do not reply to this email. This mailbox is unmonitored.

Sincerely,
-Your Walmart Customer Care Team

Order number:

Ships from Walmart

Order placed — Processing — Shipped — Delivered

Arrives by: Thu, Feb 9
We'll send an email with tracking info when your order ships.

Shipping to:

Item	Qty	Price	Total
Honey Can Do Recycled Plastic Hangers, 60pk	1	$15.00	$15.00
BLACK DECKER Easy Steam Compact Iron, IR02V	1	$9.97	$9.97
Items may arrive in multiple boxes on different days.			$24.97

Ships from Walmart

Order placed — Processing — Shipped — Delivered

Arrives by: Thu, Feb 9
We'll send an email with tracking info when your order ships.

Shipping to:

Item	Qty	Price	Total
Kashi GOLEAN Cereal 21 oz. Box	2	$5.33	$10.66
Items may arrive in multiple boxes on different days.			$10.66

Order summary

Order subtotal:	$35.63
Walmart shipping:	Free
Total tax:	$1.69
Order total:	$37.32

Image 2 content:

Order summary

Order subtotal:	$35.63
Walmart shipping:	Free
Total tax:	$1.69
Order total:	$37.32

Billing information

Billing Address:

Payment Method(s):
VISA -

Credit cards aren't charged until your order ships. If you see a pending charge on your account prior to shipping, this is an authorization hold to ensure the funds are available.

Helpful information

- Need to cancel? Click the **Request Cancellation** button in your account. Please act quickly ♦♦♦ you can only cancel until your order starts processing.

- Need to return? You can bring items **sold by Walmart.com** to any Walmart store for an immediate refund, or send them back to us for free. If you bought your item from a **Marketplace Retailer** on our site, please contact them for return instructions. Learn more.

  Start a return for any Walmart or Marketplace item in your account.

- Credit cards aren't charged until your order ships or your pickup order is ready at the store. If you see a pending charge on your account prior to this, it's an authorization hold to ensure the funds are available.

- Visit our Help Center if you have any questions. Please do not reply to this email. This mailbox is unmonitored.

Explore more savings

Mainstays T-Leg Ironing Board	Kashi GOLEAN Cereal 13.1 oz. Box	Hamilton Beach 0.7 cu ft Microwave Oven	Delta Children Infant and Toddler Hangers, 100-Pack
Shop Now ▶	Shop Now ▶	Shop Now ▶	Shop Now ▶
Kashi GOLEAN Crisp! Toasted Berry Crumble Cereal 14 oz. Box	Kashi GOLEAN Crunch! Cereal 21.3 oz. Box	Kashi Organic Promise Cereal, Berry Fruitful Whole Wheat Biscuits, 19.6 Ounce	BISSELL 3-in-1 Stick Vacuum
Shop Now ▶	Shop Now ▶	Shop Now ▶	Shop Now ▶

Stay connected | Mobile apps

Please note that product prices and availability are limited time and are subject to change.

Security & Privacy
Walmart protects your security and privacy. We will never ask for personal information (such as passwords or credit card numbers) in an email newsletter. If you receive such a request, please do not respond to the email. Learn more. See our Privacy Policy.

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The Good

Walmart's order confirmation email does a great job of branding itself, making it clear and easy to know the details of the purchase. It uses a quality image in the header to represent shipping the order; it's well branded their logo, it shows the order number and shipping information with large, clear text. The email makes it clear that items in this transaction may arrive at separate times but the customer can easily track both shipments.

The email does include a small section of other items offered by Walmart's online store. It includes a section header of "Explore More Savings" in an attempt to draw the customer's attention. The recommended products seem hit and miss to some degree. This order was for a pack of clothes hangers, iron, and a box of Kashi GOLEAN cereal. The first product recommended is an ironing board, a perfect example of cross-selling as it complements the purchase of an iron.

The Bad

Overall, this email is a solid example of an order confirmation message. The biggest issue is some of the product recommendations seem very random. Walmart may have historical sales data proving shoppers that buy irons also tend to purchase microwaves and vacuums, but at first glance, they seem quite random.

The Ugly

This email is simple, on-brand for Walmart, and optimized for mobile. Could it be prettier? Absolutely, but certainly no major issues with the design.

#2 APPLE

Dear Garrett Green,

This email confirms payment for the iCloud storage plan listed below. You will be billed each month unless you cancel.· To cancel, downgrade your storage plan from your iPhone, iPad, iPod touch, Mac, or PC.

Apple ID:	garrett_green@
Name:	Garrett Green
Address:	USA
Order ID:	
Date of Purchase:	March 3, 2015
Next Payment:	April 3, 2015
Payment Method:	Store Credit

Item:	20 GB storage plan, billed monthly	$0.99
	Subtotal:	$0.99
	Tax:	$0.00
	Total:	$0.99

The iCloud Team

* You may cancel or downgrade from your device at any time. You may contact Apple for a full refund within 15 days of a monthly subscription upgrade or within 45 days after a yearly payment. Partial refunds are available where required by law.

☁ iCloud

iCloud is a service provided by Apple. My Apple ID | iCloud Support | Terms and Conditions | Privacy Policy
Copyright �� 2015 Apple Inc. 1 Infinite Loop, Cupertino CA 95014, United States. All rights reserved.

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The Good

Straightforward and efficient. The email does what it's supposed to do; it even states that in the first sentence, "This email confirms payment for the iCloud storage plan…"

The email includes the date of purchase, the order ID number for reference and a clear breakdown of what the customer bought.

The Bad

This email looks more like it came from Circuit City in 2006 than from Apple in 2015. Even with the standard set by Apple's minimalist branding and design, this email is underwhelming and urges readers to delete without a second thought. Beyond its simplicity, it does zero marketing or selling. With the purchase, Apple has a record of exactly what devices I own and how I use them with iCloud. This type of data is invaluable when it comes to segmenting emails for sending targeted messages to customers.

Apple has the perfect information to send me a confirmation message that also tries to upsell me to a bigger iCloud storage plan, a new iPhone with more space or additional storage options for my MacBook. Or, Apple could use the opportunity to cross-sell me to purchase their Apple Support service to ensure I'm properly using my multiple Apple devices with their iCloud integration.

The Ugly

"Design is not just what it looks like and feels like. Design is how it works."

- Steve Jobs

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Apple took this quote to heart when they designed their purchase confirmation email. This email is about as simple and boring as possible. Without the gray Apple logo and footer iCloud logo, this email's appearance is liable to be mistaken for just about any brand.

#1 AMAZON

amazon   Order Confirmation

Hello Garrett Green,

Thank you for shopping with us. You ordered "SuJe Men's Nashville...".
We���ll send a confirmation when your item ships.

Details

Order #107-9641759-0446662

Arriving:	**Ship to:**
Wednesday, November 16 -	**Garrett Green**
Wednesday, November 30	
	Total Before Tax: $37.77
View or manage order	Estimated Tax: $0.00
	Gift Card: -$25.91
	Order Total: $11.86

We hope to see you again soon.

Amazon.com

Popular Items In This Category

SuJe Men's Pittsburgh Penguins...
$33.28 - $45.00

SuJe Men's Chicago Blackhawks...
$33.28 - $45.00

The payment for your invoice is processed by Amazon Payments, Inc. P.O. Box 81226 Seattle, Washington 98108-1226. If you need more information, please contact (866) 216-1075

By placing your order, you agree to Amazon.com���s Privacy Notice and Conditions of Use. Unless otherwise noted, items sold by Amazon.com LLC are subject to sales tax in select states in accordance with the applicable laws of that state. If your order contains one or more items from a seller other than Amazon.com LLC , it may be subject to state and local sales tax, depending upon the seller's business policies and the location of their operations. Learn more about tax and seller information.

This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message.

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The Good

The world's largest internet retailer, the Goliath of online transactions. Considered by many to be the standard in e-commerce, and their confirmation emails indeed portray *standard*. Amazon's order confirmation email checks all the necessary boxes, it includes:

- Order Number

- Shipping Address + Estimated Arrival

- Billing Info (Price + Billing Info)

- Most importantly, it **thanks the customer** for placing their order

Amazon does go beyond the bare minimum when it includes a couple of related items, identified as "Popular Items In This Category" before the fine print. The recommendations are related to the purchase because they're also hockey jerseys, they're also in a similar price range. The suggestion is playing it safe by recommending two of the most popular jerseys, but in the context of sports, these jerseys may be lowering the chances of a repeat purchase.

The Bad

This purchase was for a Nashville Predators' hockey jersey and the two recommended items are jersey's from the same Amazon retailer but other teams. In the context of sports apparel like jerseys, chances of someone buying the same item for multiple teams isn't as likely as buying different products for the same team. This email could've

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improved its chances of converting a repeat purchase by showing other Nashville Predators apparel.

The Ugly

Amazon's order confirmation email fits their brand of simple design but does include the Amazon logo and an Amazon-yellow button. While the email could be more inviting or include a more modern design, it's appropriate in the context of Amazon's brand.

CONCLUSION

Want to take your order confirmation emails to the next level? Send targeted order confirmation messages to segmented customers.

With [Unific](), you fully utilize your historical data to send the right message in your order confirmation to the right customers.

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