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Transactional e-mail templates with variables: write once, fill in each customer's details

E-mail

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Interweb Mozambique
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https://www.meu.interweb.co.mz/knowledgebase/2478

Transactional e-mail templates with variables: write once, fill in each customer's details

E-mail Created on **November 13, 2026** 2 min read



The short answer: a template stores the **subject** and the **body** (HTML, text or both) with variables such as `{{name}}`. When sending, your system only gives the `template_id` and the values in `variables`. You change the wording in the template and the code stays the same.

Creating a template

1. **On the Transactional e-mail page in Meu Interweb**, open Templates and create one, or use `POST /v1/email/templates`.
2. **Give it a name** of up to 100 characters, unique in the account, such as "Invoice ready".
3. **Write the subject and the body**, with variables in double curly braces: `Invoice {{number}} is ready`.
4. **Save.** The page shows the template number in the API: that is the `template_id`. The API answer also lists the variables it found.

Sending with the template

```
curl https://api.interweb.co.mz/v1/email/messages \
-H "Authorization: Bearer sandbox_..." \
-H "Content-Type: application/json" \
-H "Idempotency-Key: fatura-2026-214" \
-d '{"from": "Your Company <invoices@asuaempresa.co.mz>",
"to": ["ana@example.com"],
```

```
"template_id": 12,
"variables": {"name": "Ana", "number": "FT 2026/214",
"amount": "1,250.00", "date": "30/11/2026"}}'
```

Any subject, `html` or `text` you leave out comes from the template. If you send one of them, what you sent wins for that e-mail.

Taking care with variables

Rule	Why
In HTML, values are escaped	A name with `<` or `&` shows as text, so it neither breaks the e-mail nor lets odd code in.
`variables` **is an object of names and values**	A list or a loose string gives a validation error.
Use the same names in the template and the send	A variable with no value stays unfilled. Check with a Sandbox send.
Keep sensitive data out of the template text	A password or a full card number never goes by e-mail.

Changing or deleting

With `PATCH /v1/email/templates/{id}` only the fields you send change, for example just the subject. `DELETE /v1/email/templates/{id}` removes it. If the account already has the maximum number of templates, delete one you do not use before creating another.

One template per situation
, not one for everything: "Invoice ready", "Reset your password", "Order shipped". Wording ideas for each are in **what a good transactional message says**.

RECOMMENDED

Want to automate your invoices and confirmations with templates? See the API page.

See the API page →

SEE ALSO

Sending a transactional e-mail through the API: the fields of POST /v1/email/messages →

- Password reset, order and invoice e-mails: what a good transactional message says, with examples
- Attaching invoices and tickets to a transactional e-mail: base64, size limit and refused files
- Testing transactional e-mail without sending: Sandbox keys, test mode and simulated bounces
- Building an HTML e-mail that displays everywhere: width, images and dark mode
- Sending transactional e-mails in a batch: one request, many messages and the result of each

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