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Order and delivery e-mails: confirming a paid order, sending the summary and saying it is on its way

SMTP Relay & Transactional

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Order and delivery e-mails: confirming a paid order, sending the summary and saying it is on its way

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The short answer: each e-mail goes out from your sales system the moment the order status changes. When the payment comes in, the **confirmation** goes out, with the **summary** of what was bought; when the order is handed to the courier, the **dispatch notice** goes out. The confirmation and the summary can go in one e-mail or in two, as you prefer.

The moments and the e-mails

Moment	What your system does	The e-mail
Payment confirmed	Marks the order as paid	"Order No. 8812 confirmed", with the amount and what comes next
Summary	Gathers the items, quantities and prices	What was bought, the total and the delivery address
Out for delivery	Hands the order to the courier	"Your order leaves for delivery today", with a contact

The summary: the list goes in the HTML, not in a variable

Variables are for simple values, such as `{{name}}`, `{{number}}` and `{{amount}}`. In the HTML, values are escaped: a table of items passed in a variable would show as text, with the tags visible. Build the summary in your system and send it in `html` and in `text`. What you send in those fields replaces the template's, and the subject still comes from the template:

```
curl https://api.interweb.co.mz/v1/email/messages \
-H "Authorization: Bearer sandbox_..." \
-H "Content-Type: application/json" \
-H "Idempotency-Key: order-8812-paid" \
-d '{"from": "Your Company <orders@yourcompany.co.mz>",
```

```
"to": "joao.fernandes@example.co.mz",
"template_id": 21,
"variables": {"name": "João", "number": "8812"},
"html": "<p>Hello João, order No. 8812 has been paid.</p><table>...</table>",
"text": "Hello João, order No. 8812 has been paid. ...",
"headers": {"X-Order-Id": "8812"}}'
```

For HTML that looks right on a phone and on a computer, see **an HTML e-mail that displays everywhere**.

Tying the e-mail to the order

Send the order number in a header of your own, in `headers`, such as `X-Order-Id` (up to 20 headers), and keep the `id` from the answer next to the order. Also use an `Idempotency-Key` with the number and the moment, such as `order-8812-paid` and `order-8812-shipped`: if the payment notice reaches your system twice, the customer does not get two confirmations. See **retries and idempotency**.

Many orders leaving at the same time

When several orders leave for delivery together, use `POST /v1/email/messages/batch`: one request, one message per customer, each with its own `to` and `variables`. The fields outside `messages`, such as the sender and the `template_id`, apply to all of them. There is no limit on the number of messages, only on the request size (8 MB), and `results` says what happened to each one. See **sending in a batch**.

No promotions in these e-mails.
A "you may also like" in an order confirmation turns a service e-mail into marketing. For promotions and news there is e-mail marketing: see **e-mail marketing without burning your domain**.

In the dispatch notice, give the order number and a contact
, the courier's or your team's. If your system has a delivery tracking link, add it. A customer who knows who is coming to the door answers the phone.

RECOMMENDED

Want order confirmations and delivery notices to go out from your system on their own? See the Transactional E-mail page.

See Transactional E-mail →

SEE ALSO

Sending transactional e-mails in a batch: one request, many messages and the result of each →

- Transactional e-mail templates with variables: write once, fill in each customer's details
- Building an HTML e-mail that displays everywhere: width, images and dark mode
- Timeouts, retries and idempotency: how not to charge a customer twice
- Password reset, order and invoice e-mails: what a good transactional message says, with examples
- E-mail marketing: doing it properly without burning your domain

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