

Change the emails customers get

See which emails your store sends after an order, what you can change in them and how to edit the wording if your store allows it.

Add-on Online store

Your store sends customers an email at each step of an order. What you can change depends on which kind of store you have, so here is what they get first, then what you can do.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

The emails customers get

- **Order confirmation:** customer name, billing and shipping address, each product with its quantity, price and options, the subtotal, the total and the payment date.
- **Canceled, refunded, or canceled and refunded:** what was canceled and any refund amount.
- **Shipped, with tracking:** the order details, plus the tracking number and carrier when you add one.
- **Ready for pickup:** the order and the pickup instructions you wrote.
- **Awaiting payment, payment declined, payment confirmed:** these follow pay-in-store and other offline payments. The awaiting payment email includes the payment instructions you wrote.
- **Download link:** for digital products. The link works for 30 days. If a customer needs longer, open the order (see Find and manage your orders), click the three dots at the top right, choose **Resend Download Links**, then click **Resend Links**.
- **Subscription emails:** when a subscription starts, when it is canceled and when a payment is declined.

What you can change

The wording and sender address of the order confirmation email can't be changed. The logo saved in your site's media library is included in it.

If you want a different logo, or aren't sure whether another email's wording can be changed on your store, send us what you'd like and we'll check. The pickup and payment instructions come from the settings where you set up pickup and offline payments. See Offer in-store or curbside pickup and Accept cash, check or pay in store.

Older stores: edit the wording

If your store shows **Manage Store** under **Store** in the side panel, you can edit the words in most customer emails.

1. In the side panel, click **Store**, then **Manage Store**.
2. Click **Settings**, then **Notifications**.
3. Click **Edit** next to the email you want to change.
4. The wording sits in boxes down the left side. Edit it there. Use the **Additional text** fields to add paragraphs.
5. To translate your wording for other store languages, click **Add or edit translations**.
6. The right side shows a preview of your changes. When it looks the way you want, click **Save**.
7. Click **Send test email** at the top to see how it looks in an inbox.

You can edit **Order confirmation**, **Order status changed**, **Order shipped**, **Order is ready for pickup**, **Order delivered** and **Abandoned cart recovery**, and part of the marketing emails.

To see exactly what a customer will receive, place a test order yourself.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us the wording you want changed, or your new logo, and we'll take care of it. We reply within one business day. See Request a change.

Related guides: Choose who gets store emails · Fulfill an order and add tracking · Offer in-store or curbside pickup · Accept cash, check or pay in store · Refund or cancel an order

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