



Post-Purchase Email Best Practices Playbook

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The value of post-purchase emails

A post-purchase email campaign is a series of transactional email messages that kick off when someone buys something from you. Done correctly, they can maximize and accelerate the lifetime value (LTV) of a customer and increase both loyalty and engagement. **A customer is most receptive to your brand communication immediately after purchasing from you — take advantage of this opportunity!**

If you're looking to cut through the noise without annoying your customers, you need to increase the volume of your transactional emails pre- and post- purchase. For targets who have never purchased any of your products, this could be "Thank you for subscribing" emails tied to newsletters or other content your marketing team creates to stir up engagement. For current customers, these transactional emails expand to variations of "your order has shipped", "thank you for your payment", or "add product protection." **A study by MarketingSherpa found that consumers read transactional emails over 60% of the time, making them nearly three times more likely to be read than emails centered around promotions and sales.**

"At Clyde, our partners report open rates in excess of 78% when email subject lines are related to their warranty or protection plans."

This playbook includes best practices Clyde and our merchants have learned along the way, pre-approved [email copy templates](#) to submit for approval and use in your existing post-purchase campaigns, and more.

Post-Purchase Campaign Email Types

The purpose of the post-purchase flow is to not only show appreciation to your customer, but also keep them engaged with you by informing them of their order status. These transactional emails help strengthen your bond and build consumer loyalty and trust in your company. Post-purchase emails are also an opportunity to request a product review, build your social following, or provide product education.

You don't want to abandon your customer right after they buy from you. There are multiple engagement strategies to make your customers feel valued and increase the chances that they make another purchase in the future.

Order Confirmation:

This is your chance to say thank you to your customer and let your brand personality shine through. It's important this email goes out ASAP to keep the trust you build during the purchase process.



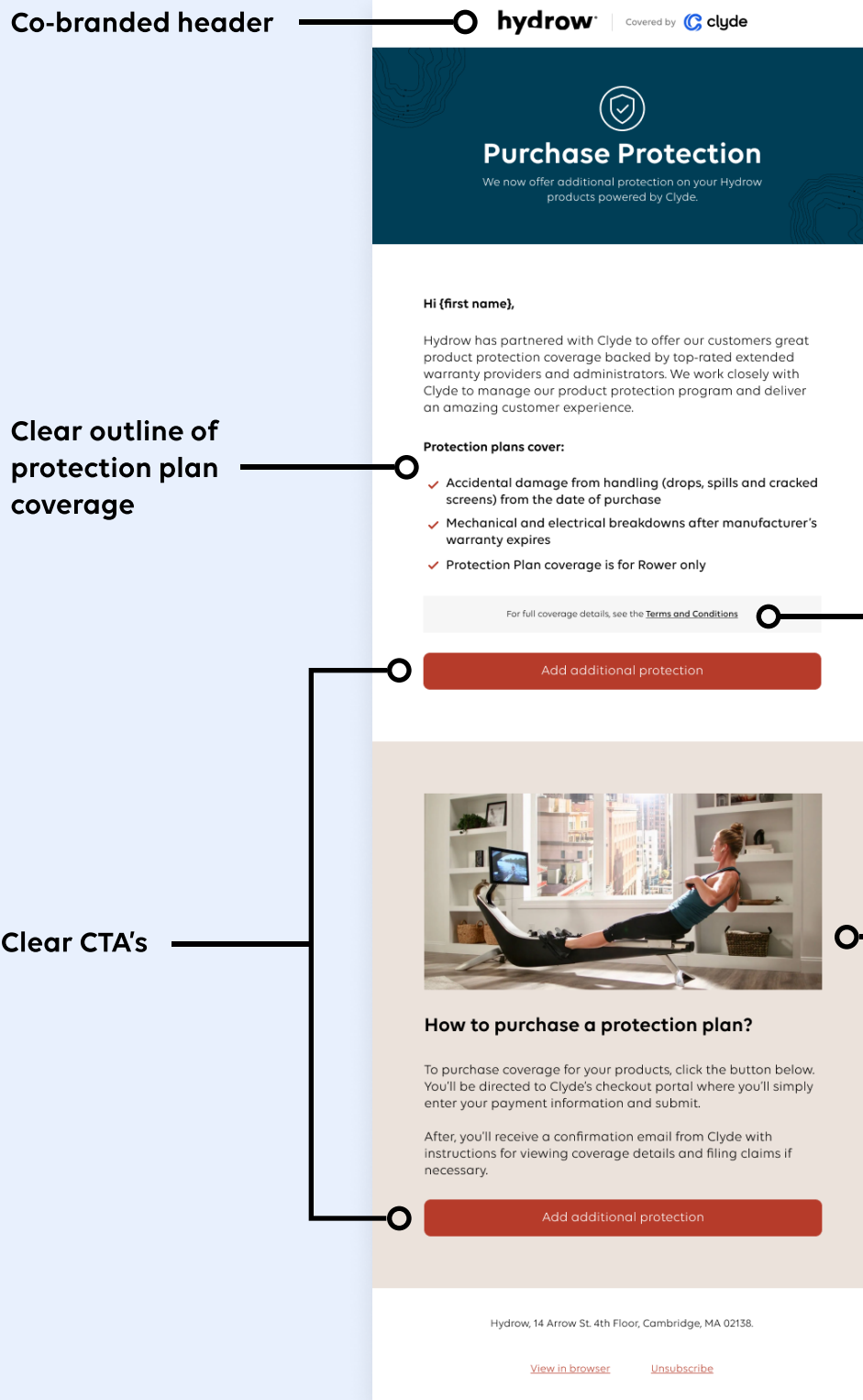
Product Protection:

Send an email post purchase to offer the customer the opportunity to protect their product with Clyde (if the product was eligible, but Clyde was not selected at time of purchase). **It's important to note that this email must be sent within 60 days of purchase.**



Anatomy of a perfect product protection email:

Co-branded header



Clear outline of protection plan coverage

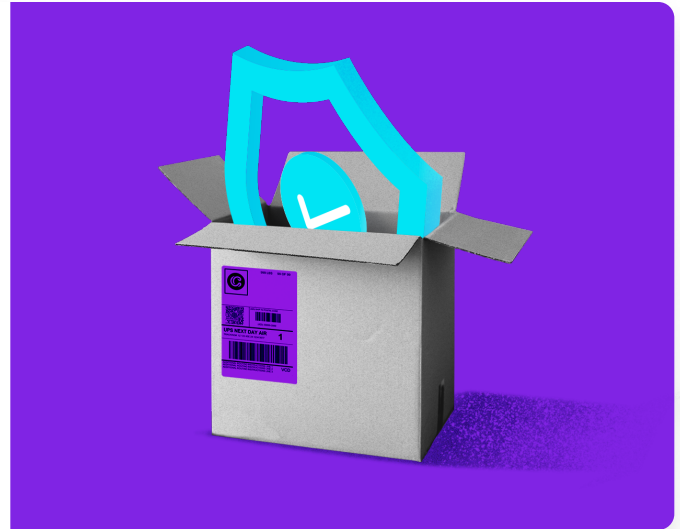
Link to Terms & Conditions

Clear CTA's

Image of purchased product

Shipping Confirmation & Beyond:

From here, it's up to you on the direction you'd like to take — check in with your customer, recommend another product, ask for a review, or send them a discount code for a future purchase!



Manufacturer Warranty Expiring Notification:

There's one last chance to offer your customer product protection on their item — when the manufacturer warranty is expiring. Send an email to the customer alerting them that the limited warranty is expiring soon and offer the ability to purchase extended coverage. **It's important to note that the customer can only purchase until 60 days prior to expiration of the original equipment manufacturer (OEM) warranty. Date of Purchase (DOP) plans including those with accidental damage and handling (ADH) are only allowed to be sold 60 days after the date of purchase.**



Maximize revenue with post-purchase campaigns

Clyde gives your customers the flexibility to add warranty coverage post-purchase, to make sure there are no missed opportunities to earn revenue and file a claim. With Clyde, post-purchase emails are merchant-led, giving you full control over the look and feel of customer communications.

Clyde's post-purchase product is a great tool for retargeting and upselling customers who checked out without buying a protection plan.



Recommended language for product protection emails

Clyde enables merchants to design their own post-purchase emails in order to maintain your brand's look and feel, however **all copy in the email must be approved in order to maintain your program's compliance.** The order and style with which you present the copy is up to you, but any copy used must come from the [pre-approved snippets provided below](#).

Important! Please use the [pre-approved copy snippets below](#) exactly as they appear when describing Clyde and the coverage we offer to avoid launch delays and misrepresenting terms.

Visual Guidelines:

Feel free to design your email to conform to your brand's look and feel; however, top performing emails include a hero image as well as a couple of product images. In addition, please note that **the banner/header of the email must contain your logo adjacent to the "Covered by Clyde" badge linked below.**



This badge must be used in the header of your email adjacent to your logo in order to ensure customers are aware they are purchasing a plan from Clyde.

[Click here to download >](#)

Calls-to-Action (CTAs)

Your CTA(s) should be clear and highly visible. The approved call-to-action copy options are:

- ☐ **Buy coverage**
- ☐ **Purchase coverage**
- ☐ **Buy protection**
- ☐ **Purchase protection**
- ☐ **Learn more**

Compliance Requirements

Plans must be sold at the same retail price as advertised with the current product. Plans also cannot be offered with "Special Pricing" or "Discount" promotions. Lastly, the offer must fall within the product eligibility window as determined by the plan type (DOP/EXT).

Email Copy Templates

We've created a four email nurture stream to use as a blueprint for your post-purchase product protection nurture. All you need to do is copy and insert your company information into this template for submission to Clyde.

Email One

Sent immediately after purchase | Content can be included within your order confirmation email

Subject:

Hi [insert customer full name]!

[Your store's name] has partnered with Clyde to offer our customers great product protection coverage backed by top-rated extended warranty providers and administrators. We work closely with Clyde to manage our product protection program and deliver an amazing customer experience.

Protection plans cover:

[Your approved contract bullet point 1]
[Your approved contract bullet point 2]
[Your approved contract bullet point 3]

For full coverage details, see the [a link to the terms and conditions].

[Purchase coverage]

You'll be directed to Clyde's checkout portal where you'll simply enter your payment information and submit. After, you'll receive a confirmation email from Clyde with instructions for viewing coverage details and filing claims if necessary.

Thanks!

Email Two

Sent to non protection purchasers | Sent within 60 calendar days of purchase

Subject:

Hi [insert customer full name]!

It's not too late to protect your purchase.

We've partnered with Clyde to offer our customers great product protection coverage backed by top-rated extended warranty providers and administrators. We work closely with Clyde to manage our product protection program and deliver an amazing customer experience.

Extended Protection Plans Cover:

[The below bullets are the same as in the Clyde Modal on your page:]

- [Bullet point 1]
- [Bullet point 2]
- [Bullet point 3]

For full coverage details, see [your terms and Conditions link].

[Purchase coverage CTA]

You'll be directed to Clyde's checkout portal where you'll simply enter your payment information and submit. After, you'll receive a confirmation email from Clyde with instructions for viewing coverage details and filing claims if necessary.

Thanks!

Email Three

Sent to non protection purchasers | Sent within 2 months of manufacturer warranty expiration

Subject:

Hi [insert customer full name]!

Looks like your [product] manufacturer's warranty is expiring soon — but don't worry. Get extended coverage with our partners at Clyde. You can easily add coverage for [coverage details found in your Clyde Modal] once the manufacturer's warranty expires.

Clyde offers one, two or three year plans for your [product] when purchased within the next [x days until expiration] days.

[Learn more]

You'll be directed to Clyde's checkout portal where you'll simply enter your payment information and submit. After, you'll receive a confirmation email from Clyde with instructions for viewing coverage details and filing claims if necessary.

Thanks,

Ready to take action?

To have emails approved, please send drafts to your Implementation Consultant or Account Manager or email us at support@joinclyde.com.

Setting up your post-purchase flow with Clyde + Klaviyo

Clyde + Klaviyo Integration:

Now that your email strategy is ready, it's time to set up your emails in Klaviyo. See our instructions to "turn on" your Clyde data sync to Klaviyo and learn about the Clyde attributes available to you as you are building your email campaigns.

Clyde: New Order Attributes

Attribute	Description
eligible	Whether this order is eligible for Clyde product protection
eligibleItems	A list of eligible items on the order. This JSON object contains: product - The product name sku - The unique identifier of the product price - Nested JSON that contains the amount charged for the product, the currency collected quantity - Amount of protection plans purchased
eligibleUntil	The date which the customer is no longer eligible to buy Clyde Product Protection from this order
link	The link to send your customer to so that they can purchase Clyde product protection for the eligible product
orderId	This is the orderId associated with this order in your ecommerce store

HiClyde Sales Order Attributes

Attribute	Description
contractDop	Date the Clyde Protection Plan was purchased
contractPrice	Price and currency of the protection plan
contractSku	The Clyde unique identifier for the protection plan purchased
externalId	The ID the customer receives from Clyde after purchasing a protection plan
id	The UUID merchants use with Clyde API to identify contract sales.
orderId	The Clyde specific order number that contains this protection plan purchase
productPrice	Price and currency of the product being protected by Clyde.
productSku	The ecommerce store's unique identifier for the product being protected by Clyde.

Building Flows in Klaviyo

The attributes are plug and play so if you have a particular way you want to mix and match these attributes, that is all up to you!

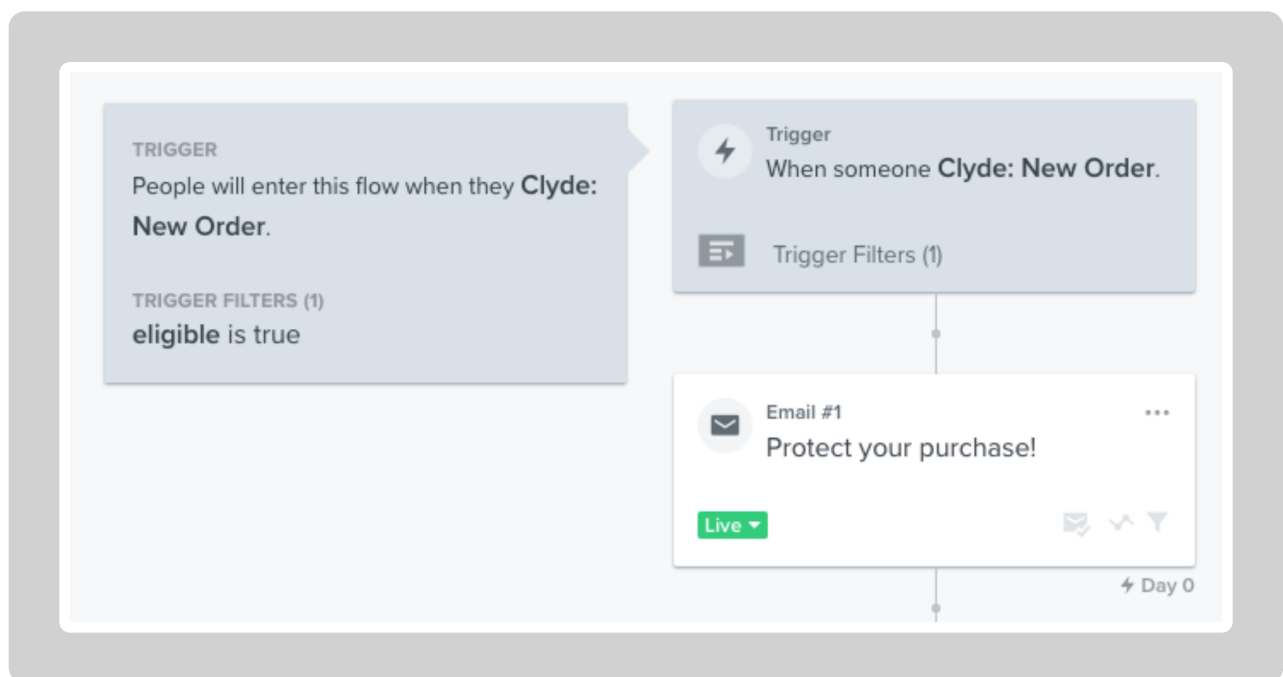
Please note the variables being used when building the emails in the second screenshot for each email flow. We also note the variable associated with any buttons.

Post-Purchase Clyde Upsell

After your customer makes a purchase of a product that is eligible for Clyde protection (but does not purchase at point of sale) you can send them a personalized link to purchase Clyde product protection.

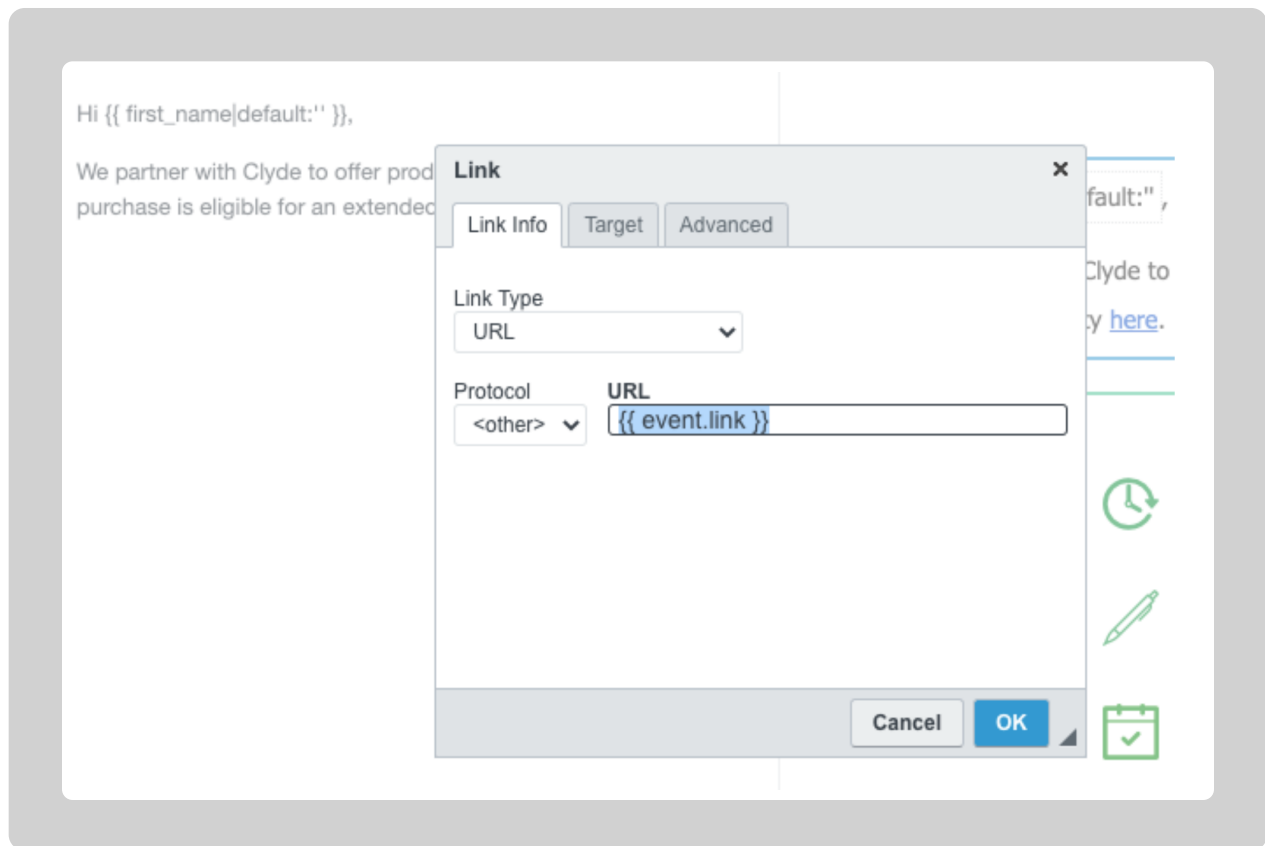
Here is an example flow:

Add a logic tile, in this example I used a trigger to start the flow. "Clyde: New Order" event for all orders where "eligible" = true. This means that there was an order on your ecommerce store where there was an eligible product.



Then, when you go to write your email message(s) for your customer, the most important variable you'll want to use is:

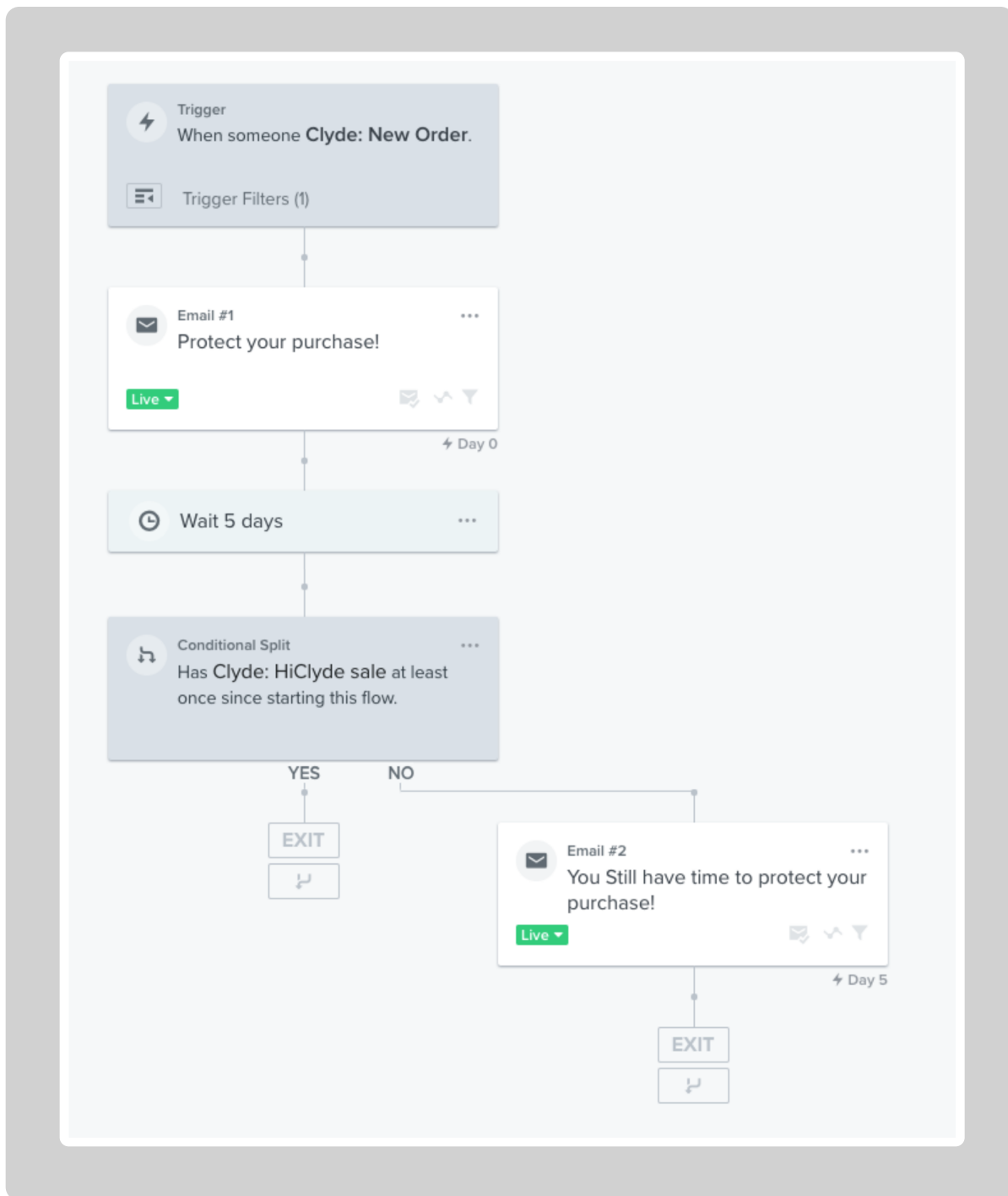
`{{ event.link }}` which pulls in the unique Clyde protection plan purchase link for your customer and the product they purchased. Because this is a link out to Clyde, the URL field is where you put the variable. And set protocol to <other>.



The possibilities for post-purchase email campaigns are endless and ready for your brand voice and tone. Klaviyo provides documentation about how you can discover all the variable names. You can do this through their preview email functionality described [here](#).

Now that you have configured your first email in the flow, we think it's a good idea to have a second follow up email or exit the customer from the flow if the first email was successful.

You can see in this whole sample flow that it waits 5 days after the first email, and if there is a "Clyde: HiClyde sale" (meaning this customer purchased a protection plan) then the flow exits. If that event doesn't exist you can remind the customer of Clyde Product Protection.



A good variable to use in this last follow up is `{{ event.eligibleUntil }}`. This will allow you to say to your customer that they have until a specific day to purchase Clyde protection.



Ready to take action?

Let's get your Clyde + Klaviyo integration set up today!

Contact Clyde at support@joinclyde.com to enable the Klaviyo integration

