magmodules

Email Templates

Product Review Reminder for Magento 2

Customize the emails sent by the Product Review Reminder extension. This guide covers the available templates, customization options, and available variables.

Default Templates

The extension includes three email templates:

Template	Purpose
Review Reminder Email	Main invitation asking customers to review purchased products
Review Reminder Coupon	Coupon reward sent after customer submits a review
Review Reminder Admin Notification	Notifies admin when a new review is submitted

Creating Custom Templates

Step 1: Load Base Template

1. Go to **Marketing → Email Templates**
2. Click **Add New Template**
3. Under **Load default template**:
   - **Template**: Select the Review Reminder template to customize
   - Click **Load Template**

Step 2: Customize Content

Edit the template:

- **Template Name**: Give it a descriptive name (e.g., "Review Invitation - Dutch")
- **Template Subject**: Customize the email subject line
- **Template Content**: Modify HTML/text content

Step 3: Save and Assign

1. Click **Save Template**
2. Go to your invitation profile
3. Select your new template in **Default Template**

Available Variables

Use these variables in your email templates:

Customer Information

Variable	Description
``	Customer's full name
``	Customer's email address
``	Customer's first name
``	Customer's last name

Order Information

Variable	Description
``	Order number
``	Order date
``	Order total
``	Store name

Review Link

Variable	Description
``	Direct link to review form
``	Configured link text

Product Information

Variable	Description
``	Product name
``	Product SKU
``	Product page URL

Variable	Description
``	Product image URL

Products Loop

Display all ordered products:

Coupon Variables

For coupon templates:

Variable	Description
``	Generated coupon code
``	Coupon expiration date

Unsubscribe Link

Variable	Description
``	Link to opt-out of future emails

Template Best Practices

Subject Lines

Do:

- ✅ Include customer name: ", how was your purchase?"
- ✅ Mention the product: "Tell us about your "
- ✅ Keep it short and clear

Don't:

- ❌ Use ALL CAPS or excessive punctuation
- ❌ Make it look like spam
- ❌ Be misleading about content

Email Content

Do:

- ✅ Keep the message concise
- ✅ Include a clear call-to-action button
- ✅ Show product image as a reminder
- ✅ Explain the benefit of reviewing
- ✅ Include unsubscribe link (required)

Don't:

- ❌ Make the email too long
- ❌ Hide the review button
- ❌ Forget mobile responsiveness
- ❌ Use aggressive language

Mobile Optimization

- Use responsive email design
- Test on mobile devices
- Ensure buttons are tap-friendly (min 44px)
- Keep subject lines short for mobile preview

Country-Specific Templates

Use different templates for different countries:

1. Create templates for each language/country
2. In your profile, go to **Override default email templates**
3. Map countries to templates:
    - Netherlands → Dutch template
    - Germany → German template
    - (Unmapped) → Default template

Testing Templates

Preview Method

1. Go to **Marketing → Email Templates**
2. Open your template
3. Click **Preview Template**
4. Check rendering and variables

Live Test

1. Create a test order
2. Add to queue: `bin/magento reviewreminder:queue --offset=0`
3. Process immediately: `bin/magento reviewreminder:process`
4. Check your inbox

Debugging

If templates don't render correctly:

1. Enable Debug Mode in configuration
2. Check logs for template errors
3. Verify all variables exist for the email context

Example: Simple Invitation Email

```
<table>
    <tr>
        <td>
            <h1>Hi ,</h1>

            <p>Thank you for your recent order #!</p>

            <p>We'd love to hear your thoughts about the products you purchased.
            Your review helps other customers and helps us improve.</p>

            <p style="text-align: center; margin: 30px 0;">
                <a href=""
                   style="background: #1979c3; color: #fff; padding: 15px 30px;
                          text-decoration: none; border-radius: 4px;">
                    Write a Review
                </a>
```

```
            </p>

            <p>Thank you!<br>
            The  Team</p>
        </td>
    </tr>
</table>

<p style="font-size: 12px; color: #666;">
    <a href="">Unsubscribe</a> from review reminders
</p>
```

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Product Review Reminder extension on magmodules.eu

All articles for Product Review Reminder

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration
3	Invitation Profiles

Troubleshooting

1	Troubleshooting

Grids

1	Processing Log
2	Email Queue
3	Unsubscribed Customers

Background

1	CLI Commands
2	Coupon Rewards
3	**Email Templates (current)**