



Invitation Profiles

Product Review Reminder for Magento 2

Profiles are the core of the [Product Review Reminder](#) extension. Each profile defines a set of rules that determine which orders receive review invitations, when emails are sent, and what templates to use. Create multiple profiles to target different customer segments with customized messaging.

Location: Marketing → Review Reminder → Invitation Profiles

Profile Overview

A profile controls:

- **Who receives emails** - Store views, customer groups, order statuses
- **When emails are sent** - Delay after order, follow-up timing
- **What emails contain** - Templates, coupon attachments
- **Which orders qualify** - Conditions based on order attributes

Creating a Profile

1. Go to **Marketing → Review Reminder → Invitation Profiles**
2. Click **Add New**
3. Configure each section as described below
4. Click **Save**

General Settings

Basic profile identification and targeting.

Setting	Description
Enabled	Toggle to activate/deactivate this profile without deleting it.
Name	Internal name for identification. Use descriptive names like "B2B Customers" or "NL Store".
Store View	Which store views this profile applies to. Select multiple to use one profile across stores.
Customer Group	Target specific customer groups. Useful for different B2B/B2C messaging.
Order Status	Which order status triggers the invitation. Typically "Complete" for shipped orders.

Setting	Description
Maximum offset	Don't process orders older than X days. Prevents sending invitations for old orders when enabling a new profile.
Use Custom Form URL	Enable custom URL slugs for review pages.
Form URL	Base URL for review pages (e.g., "write-review" becomes "write-review-abc123.html").
Valid for Days	How long the review link remains active. After expiration, customers see an error.

First Mail Settings

Configure the initial review invitation email.

Setting	Description
Send After	Days to wait after order reaches target status. Use 0 for immediate sending. Recommended: 7-14 days to allow delivery.
Sent From	Email sender identity (General Contact, Sales, etc.).
BCC	Send blind copy to this address for monitoring.
Default Template	Email template to use. Create custom templates in Marketing → Email Templates.

Second Mail Settings

Optional follow-up reminder for customers who haven't reviewed.

Setting	Description
Enabled	Activate second email functionality.
Sent only if no review is written after the first reminder	Skip customers who already submitted a review. Recommended.
Send After	Days after first email to send follow-up.
Sent From	Email sender for follow-up.

Setting	Description
BCC	Blind copy address.
Default Template	Template for follow-up email. Consider a different tone (gentler reminder).

Conditions

Advanced targeting using order attributes.

Use conditions to target orders based on:

- Order subtotal
- Product attributes
- Shipping method
- Payment method
- Custom attributes

Example Conditions:

- Only orders over €50: Subtotal greater than 50
- Specific products: Product SKU contains PREMIUM
- Exclude certain methods: Payment Method is not Cash on Delivery

Coupon Settings

Attach discount coupons to reward reviewers.

Setting	Description
Attach Coupon	Enable coupon functionality for this profile.
Cart Rule	Select which cart price rule to use for generating coupons. The rule must have "Use Auto Generation" enabled.
Default Coupon Template	Email template for coupon notification.

Override Email Templates

Use different templates based on customer's billing country.

This is useful for:

- Multi-language stores with single store view
- Country-specific messaging
- Regional compliance requirements

How to Configure:

1. Click **Add relation**
2. Select **Country** (billing country)
3. Select **Template** for that country
4. Repeat for additional countries

Customers from countries not explicitly mapped will receive the default template.

Coupon Templates by Country:

Same concept applies to coupon emails. Add country-specific coupon templates below the email template mappings.

Multiple Profile Strategies

By Customer Segment

- **VIP Profile:** Target high-value customer groups, shorter delay, premium template
- **Standard Profile:** Regular customers, standard timing

By Store View

- **Dutch Store:** Dutch templates, 10-day delay
- **German Store:** German templates, 14-day delay

By Order Value

- **High-Value Orders:** Orders over €100, include coupon reward
- **Standard Orders:** All other orders, no coupon

Profile Priority

When an order matches multiple profiles, the system processes based on profile order. Ensure more specific profiles are listed before general ones.

Best Practices

Do:

- Start with a single profile, expand after testing
- Use descriptive profile names
- Set reasonable delays (7-14 days after delivery)
- Enable second email for higher response rates
- Use country-specific templates for multi-language stores

Don't:

- Set very short delays (customers haven't received products)
- Create overlapping profiles without understanding priority
- Forget to set maximum offset on new profiles
- Enable profiles without testing email templates first

Testing a Profile

1. Create a test order in your store
2. Wait for cron to process (or run `bin/magento reviewreminder:queue --offset=0`)
3. Check the Email Queue for your order
4. Run `bin/magento reviewreminder:process` to send immediately
5. Verify email delivery and review form functionality

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 (current)

Troubleshooting

1	Troubleshooting
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Grids

1	Processing Log
2	Email Queue
3	Unsubscribed Customers

Background

1	CLI Commands
2	Coupon Rewards
3	Email Templates

