

GUIDE FOR KLAVIYO USERS TO

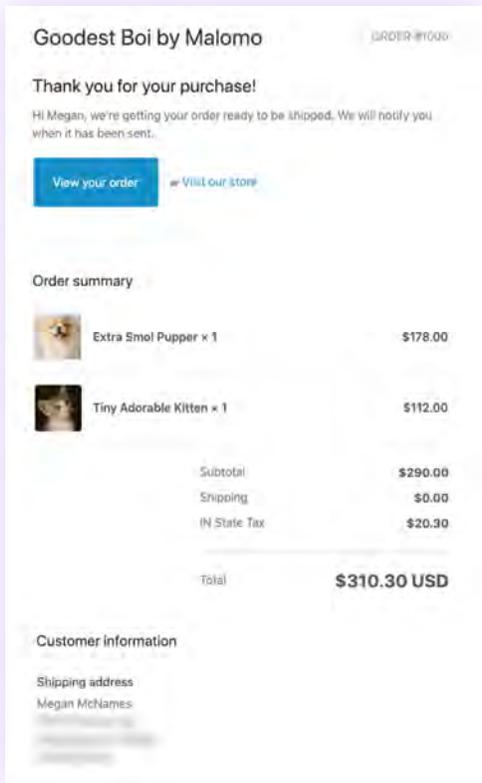
Brand Your Shopify Order Confirmation Emails



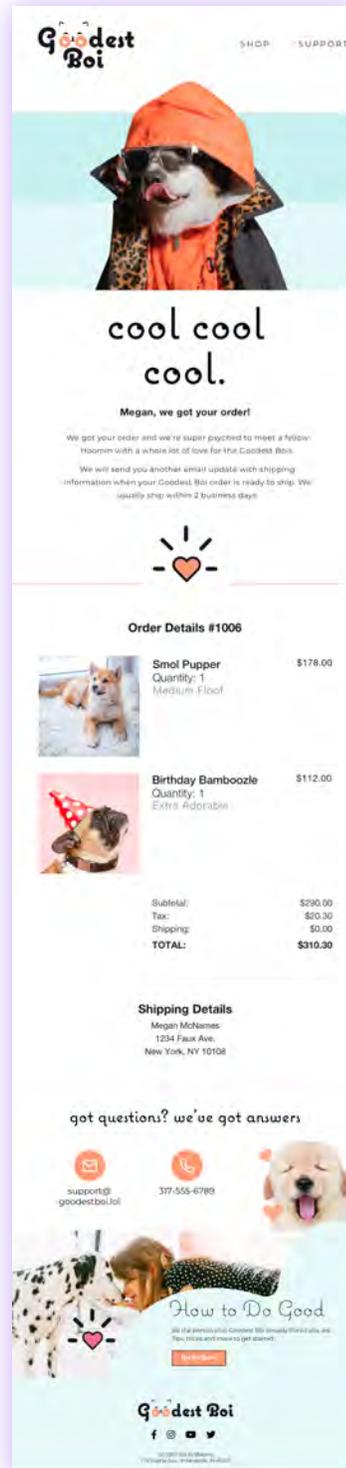
Outcome

Replace your default Shopify "Order Confirmation" email with a beautiful, custom-branded email.

BEFORE



AFTER



Step 1: Set Up Blocks

Create a new email template in Klaviyo. Add your menu, footer, any ads, etc. and then add the following blocks:

Klaviyo Template Blocks

Result

The diagram illustrates the following blocks and their corresponding results in the email template:

- Image Block:** A placeholder for an image, which results in a photo of a dog wearing an orange raincoat and sunglasses.
- Text Block:** A placeholder for a name, resulting in the text: `{{ person.first_name }}`.
- Text Block:** A placeholder for order details, resulting in the text: `Order Details for Order # order_number` and `Order Details #1006`.
- Table Block:** A placeholder for an order table, resulting in a table with two columns:

	Smol Pupper Quantity: 1 Medium Floof	\$178.00
	Birthday Bamboozle Quantity: 1 Extra Adorable	\$112.00
- Table Block:** A placeholder for order totals, resulting in a table:

Subtotal	<code>subtotal_price money</code>	\$290.00
Tax	<code>tax_price money</code>	\$20.30
Shipping	<code>shipping_price money</code>	\$0.00
TOTAL	<code>total_price money</code>	\$310.30
- Table Block:** A placeholder for shipping address, resulting in a table:

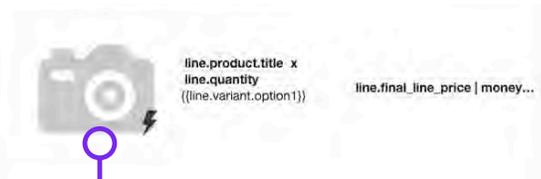
Shipping Address <code>{{ shipping_address format_address }}</code>		Shipping Details Megan McNames 1234 Faux Ave. New York, NY 10108
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Step 2: Add Variables

To ensure each customer receives a personalized email with their own order information, include these variables in your email template:

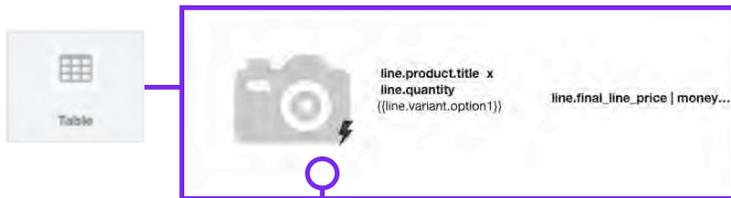
Klaviyo Template Blocks

Variables to Include

 Text	Order Details for Order # <code>order_number</code>	<code>{{ order_number }}</code>								
 Table	 <p> <code>line.product.title x line.quantity</code> <code>{{line.variant.option1}}</code> </p> <p> <code>line.final_line_price money...</code> </p> <div data-bbox="375 905 1403 1213"> <p>Browse for Image</p> <ul style="list-style-type: none"> Image Library Placeholder Upload / Import Product Catalog <p>Enter an email placeholder that contains an image URL:</p> <input type="text" value="line img_url"/> Save </div>	<code>{{ line.line_item.title }}</code> <code>{{ line.line_item.quantity }}</code> <code>{{ line.line_item.price money }}</code>								
 Table	<table border="1"> <tr> <td>Subtotal</td> <td><code>subtotal_price money</code></td> </tr> <tr> <td>Tax</td> <td><code>tax_price money</code></td> </tr> <tr> <td>Shipping</td> <td><code>shipping_price money</code></td> </tr> <tr> <td>TOTAL</td> <td><code>total_price money</code></td> </tr> </table>	Subtotal	<code>subtotal_price money</code>	Tax	<code>tax_price money</code>	Shipping	<code>shipping_price money</code>	TOTAL	<code>total_price money</code>	<code>{{ subtotal_price money }}</code> <code>{{ tax_price money }}</code> <code>{{ shipping_price money }}</code> <code>{{ total_price money }}</code>
Subtotal	<code>subtotal_price money</code>									
Tax	<code>tax_price money</code>									
Shipping	<code>shipping_price money</code>									
TOTAL	<code>total_price money</code>									
 Table	<p>Shipping Address</p> <p><code>{{ shipping_address format_address }}</code></p> 	<code>{{ shipping_address format_address }}</code>								

Step 3: Set Up Line Item Loop

To ensure each email includes a full list of items the customer ordered, set your line item block to be repeating:

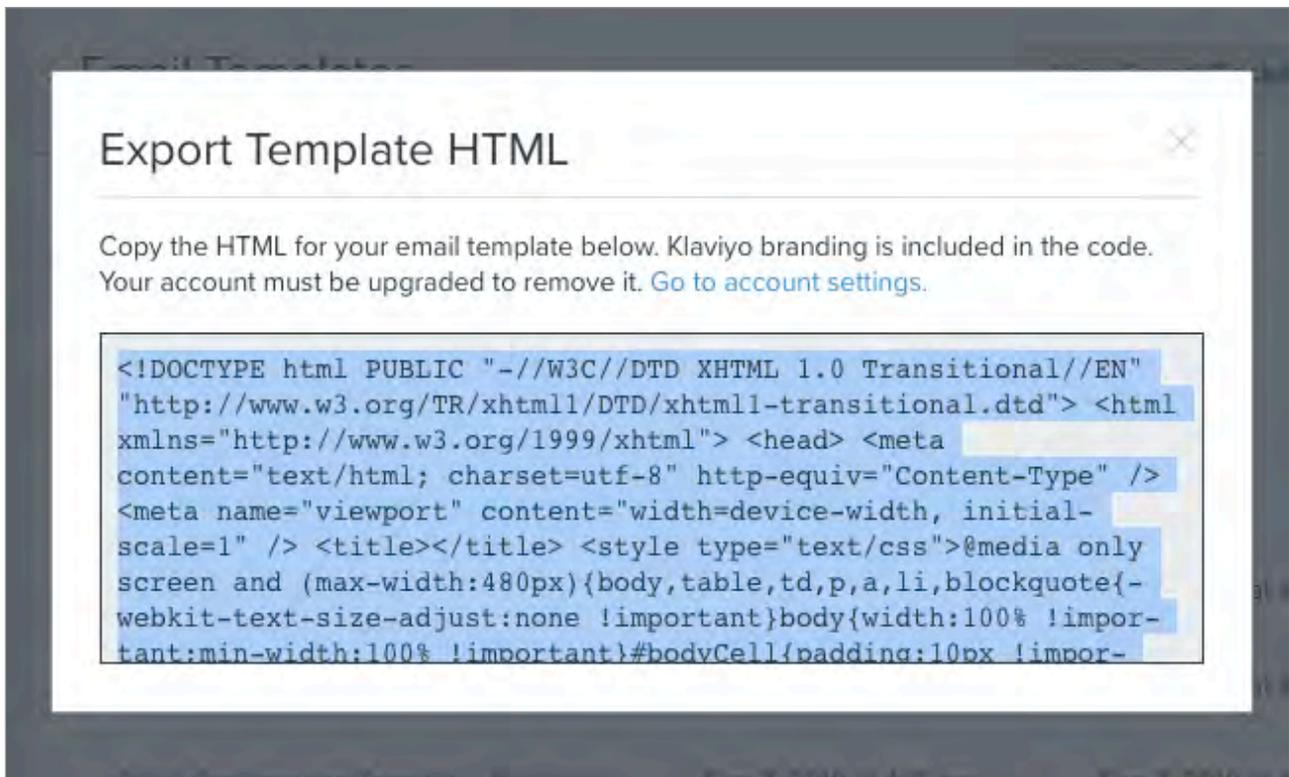
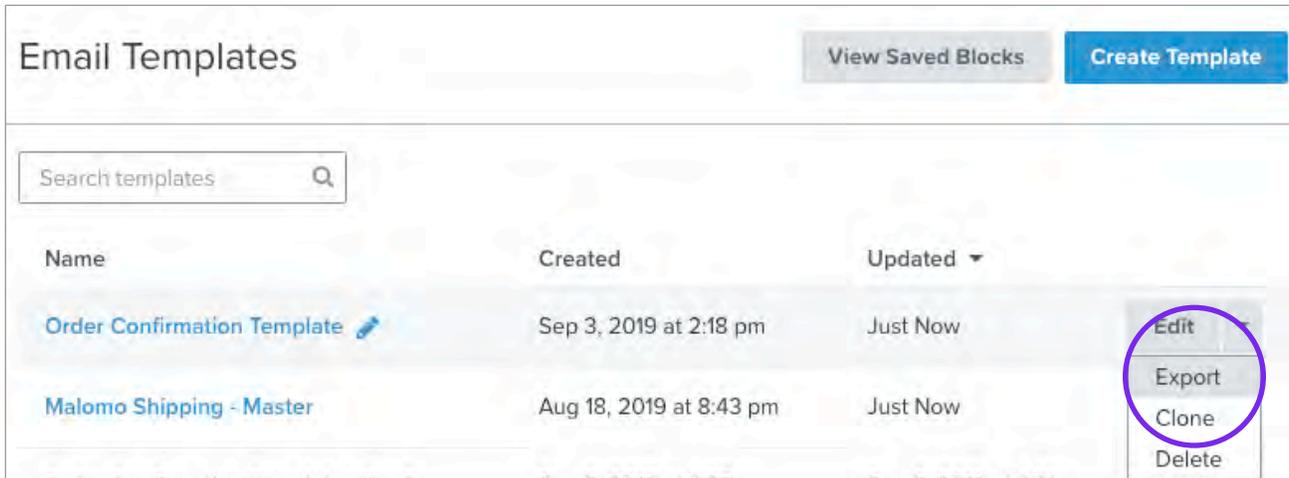


For the line item block, click the Data Source button in the Table settings and save a variable to loop over. Use the following settings:

Data Source	Column1	Column2
If your table is dynamic, you must specify a template variable for the list of rows and an alias to reference each row in your template.		
Row Collection	<input type="text" value="fulfillment.fulfillment_line_items"/>	
Row Alias	<input type="text" value="line"/>	

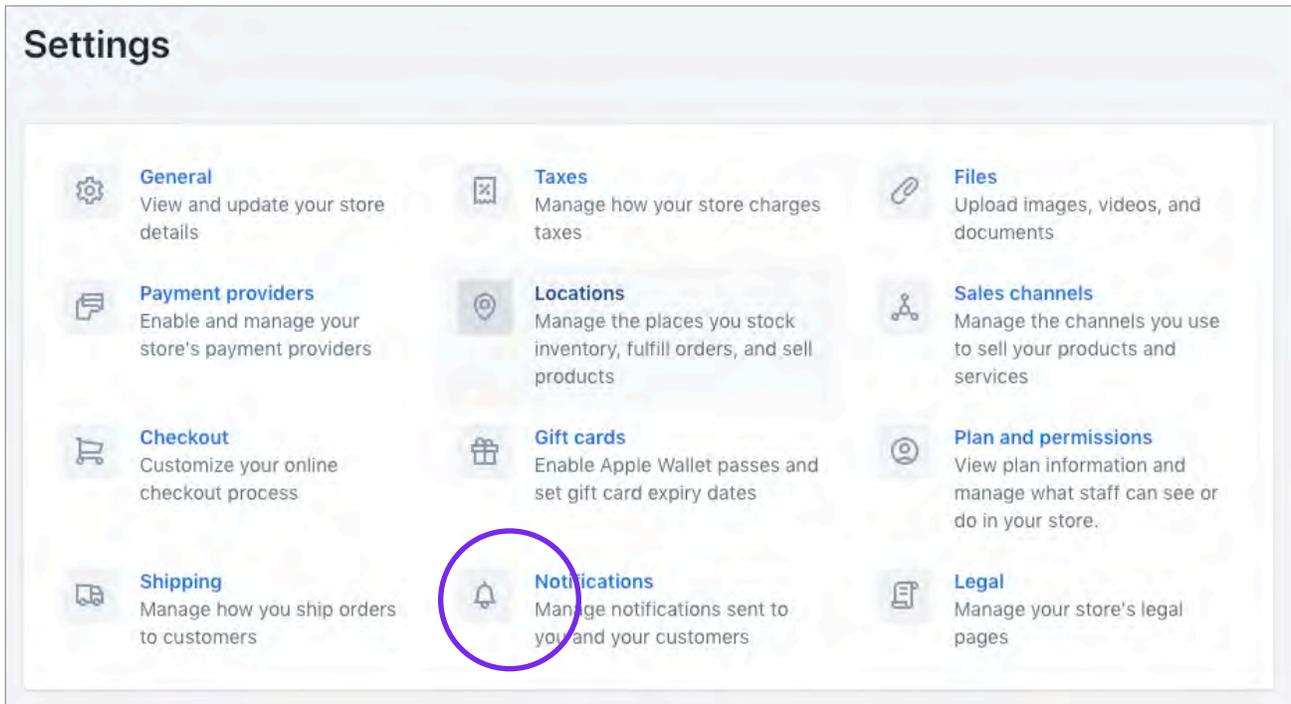
Step 4: Export the Template

Click "Edit" on your Order Confirmation Template, then "Export." This will open the "Export Template HTML" dialogue box. Copy the HTML from the dialogue box.



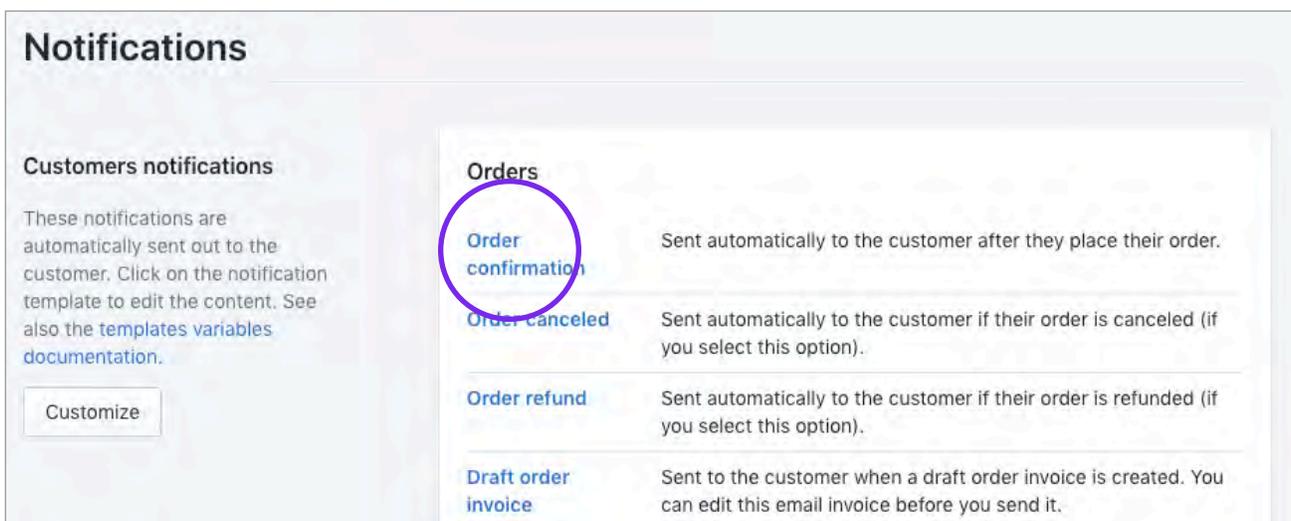
Step 5: Add to Shopify

If you use Shopify Plus, you can send your Order Confirmation Template directly from Klaviyo. If you have a regular Shopify account, navigate to the Order confirmation notification settings:



Settings

- General**
View and update your store details
- Taxes**
Manage how your store charges taxes
- Files**
Upload images, videos, and documents
- Payment providers**
Enable and manage your store's payment providers
- Locations**
Manage the places you stock inventory, fulfill orders, and sell products
- Sales channels**
Manage the channels you use to sell your products and services
- Checkout**
Customize your online checkout process
- Gift cards**
Enable Apple Wallet passes and set gift card expiry dates
- Plan and permissions**
View plan information and manage what staff can see or do in your store.
- Shipping**
Manage how you ship orders to customers
- Notifications**
Manage notifications sent to you and your customers
- Legal**
Manage your store's legal pages



Notifications

Customers notifications

These notifications are automatically sent out to the customer. Click on the notification template to edit the content. See also the [templates variables documentation](#).

Orders

Order confirmation	Sent automatically to the customer after they place their order.
Order canceled	Sent automatically to the customer if their order is canceled (if you select this option).
Order refund	Sent automatically to the customer if their order is refunded (if you select this option).
Draft order invoice	Sent to the customer when a draft order invoice is created. You can edit this email invoice before you send it.

Step 5: Add to Shopify

Delete the code already in the HTML box. Don't worry, you can restore it later using the "Revert to Default" button at the bottom of the page.

Paste in the code you copied from Klaviyo

Order confirmation

Send test email Preview Save

Email SMS

Email subject

Order {{name}} confirmed

Email body (HTML)

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd"> <html
xmlns="http://www.w3.org/1999/xhtml"> <head> <meta content="text/html;
charset=utf-8" http-equiv="Content-Type" /> <meta name="viewport"
content="width=device-width, initial-scale=1" /> <title></title> <style
type="text/css">@media only screen and (max-width:480px)
{body,table,td,p,a,li,blockquote{-webkit-text-size-adjust:none
!important}body{width:100% !important;min-width:100%
```

Liquid variables

You can use liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop.email_logo_url}}
- {{shop.email_logo_width}}
- {{shop.email_accent_color}}

[Read more about using liquid variables in notification templates](#)

Paste In This Box

Step 6: Preview & Save

Click the "Preview" tab to preview your email. If it looks good to you, save it! You're all set!

Order confirmation

Send test email **Preview**

Email SMS

Email subject

Order {{name}} confirmed

Email body (HTML)

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd"> <html
xmlns="http://www.w3.org/1999/xhtml"> <head> <meta content="text/html;
charset=utf-8" http-equiv="Content-Type" /> <meta name="viewport"
```

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- {{shop.email_logo_url}}
- {{shop.email_logo_width}}
- {{shop.email_accent_color}}

[Read more about using liquid variables in notification templates](#)

Preview

Subject Order #9999 confirmed

Goodest Boi SHOP SUPPORT

Save

Close

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malomo

Customers who track their packages check their tracking page **3.2 times per order**. What are your customers seeing?

Without Malomo

With Malomo