Configurable Alerts - HTML Guide

Configurable Alerts Functionality User Guide

Convey Engage introduces the ability to configure consumer alerts, giving you a simple way to customize the consumer outreach strategy while keeping our brand voice consistent and relevant. Configurable alerts enable you to increase operational efficiencies by leveraging real-time delivery data to influence when, where, and why consumers should receive tracking alerts.

The settings outlined in the following sections demonstrate new support for:
- Complete HTML/CSS styling control over all system generated alerts
- Advanced personalization through embedding variable tags into alert content
- Alert specificity across multiple brands, countries and languages

HTML Overview

HTML stands for Hypertext Markup Language. It allows the user to create and structure sections, paragraphs, headings, links, and blockquotes for web pages and applications. All Convey powered shipping alerts are editable via HTML, as outlined in the Configurable Alerts User Guide.

Table of Contents

Convey Default Alert HTML

This spreadsheet contains the default HTML that is used for system generated shipment alerts. Note that there are unique tabs for each alert. In addition, there are upgraded template examples that can be found in the tabs Email Header Options, Email Footer Options, and Additional Email Body Options.

The images on each tab display the default display for each alert. Please note that the variable tag display is placeholder data. Both the default alert preview as well as the default HTML can also be found within the application by navigating to Admin Settings > Consumer Experience > Alerts > Edit Alert.

Variable Tags in HTML

The Configurable Alerts project introduces the ability to add variable tags to SMS and Email Alerts sent to consumers. For example,you (e.g. retailer, shipper) can include Product IDs and Product Descriptions in all SMS/Email alerts. The inclusion of this data is done via Variable Tags. Variable tags are available in both Alert Settings on the Header and Footer and also within each Alert Template.

Please note, there are two categories of data availability related to variable tags:
- **Scenario 1 - the data is never available**: we do not receive this as part of your data method.
- **Scenario 2 - the data is not always available**: this occurs on a per shipment basis. For example, some shipments may have a Reference Number, some shipments may not.

Before kicking off this project, we highly recommend performing a data optimization audit to account for **Scenario 1**. We recommend working with your company's technical integration POC to determine which data method you are using and what data is being sent in relation to the supported variable tags.

Most Common Data Method Options

File Feeds	APIs
• Shipper Shipment Feed • Order Feed • Opt-In Subscription Feed	• Order API • Register Shipment API

The list of Convey support variable tags is detailed below. If you have additional questions or requests on data method updates or data field updates, please complete and submit the Data Request Form.

Please note that updates to your current data method may entail a project plan with Convey Professional Services, including agreed upon timelines and costs.

Variable Tag	Description
Brand	
${BRAND_LOGO}	Brand Logo
${BRAND_NAME}	Brand Name
Shipment	
${ESTIMATED_DELIVERY_DATE}	Estimated Delivery Date
${PROMISED_DELIVERY_DATE}	Promised Delivery Date
${SCHEDULED_DELIVERY_DATE_TIME}	Scheduled Delivery Date and Time
${TRACKING_NUMBER}	Tracking Number
${CONVEY_TRACKING_URL}	Tracking URL
${ORDER_DATE}	Order Date
${ORDER_NUMBER}	Order Number
${PRODUCT.ID}	Product ID
${PRODUCT.DESCRIPTION}	Product Description
${PRODUCT.QUANTITY}	Product Quantity
${REFERENCE_NUMBER}	Reference Number
${APPOINTMENT.DATE}	Appointment Date
${APPOINTMENT.TIME}	Appointment Start Time
${APPOINTMENT.END_TIME}	Appointment End Time
${UNSUBSCRIBE_URL}	Unsubscribe URL
${MODE}	Shipment Mode (Parcel or Freight)
Carrier	
${CARRIER_NAME}	Carrier Name
${FINAL_MILE_CARRIER_NAME}	Final Mile Carrier Name
${CARRIER_PHONE_NUMBER}	Carrier Phone Number
${CARRIER_TRACKING_URL}	Carrier Tracking URL

Customer	
${DESTINATION_CONTACT_NAME}	Customer Name
${DESTINATION_ADDRESS.PHONE}	Delivery Address Phone Number
${DESTINATION_ADDRESS.LINE_1}	Delivery Address Line 1
${DESTINATION_ADDRESS.LINE_2}	Delivery Address Line 2
${DESTINATION_ADDRESS.CITY}	Delivery Address City
${DESTINATION_ADDRESS.STATE_OR_PROVINCE_CODE}	Delivery Address State or Provence
${DESTINATION_ADDRESS.POSTAL_CODE}	Delivery Address Postal Code

Freight vs Parcel Mode

Description: Users have the option to specify alert content based on the mode of the shipment, freight or parcel. In the HTML example shown below, the user has opted to include additional detail for the freight shipment.

HTML Snippet for Mode Specific Language

```
<#if MODE == "PARCEL">

Language for parcels

<#else>

Language for freight

</#if>
```

Example HTML using this snippet:

```
<#if MODE == "PARCEL">

Great News! Your Shipment is on it's way!

<#else>

Great News! Your Shipment is on it's way!Keep an eye out for additional
instructions on scheduling your delivery.

</#if>
```

Carrier Specific Language

Description: Users have the option to specify alert content based on the carrier of the shipment. Please note that if this snippet is used, all carriers should be included. In the example below, we are only displaying alert content for USPS and FedEx.

Example HTML Snippet for Carrier Specific Language

```
<#if CARRIER_NAME == "USPS">

Language for USPS

<#elsif CARRIER_NAME == "FedEx">

Language for FedEx Ground

<#else>

Carrier is ${CARRIER_NAME}

</#if>
```

Product Variable Tags

Description: Users have the option to include product information within the body on an alert. As the product related variable tags can contain multiple values, using product information requires a list in the HTML, as shown below. In this example, we are showing Product ID, Product Description, and Product Quantity.

HTML Snippet for Utilizing Product Variable Tags

```
<#list PRODUCTS as PRODUCT>

   Id: ${PRODUCT.ID}

   Description: ${PRODUCT.DESCRIPTION}

   Quantity: ${PRODUCT.QUANTITY}

</#list>
```

Blank Variable Tags

Description: If a variable tag is used in HTML and data cannot be found for the variable tag, the default behavior will be to show as blank in the alert. There are two alternative options as outlined below:

Default behavior: if a variable tag does not have data, it will display blank.

Your delivery appointment with FedEx is scheduled for June 24th, 2021 between and .

HTML: `Your delivery appointment with ${CARRIER_NAME} is scheduled for ${APPOINTMENT.DATE} between ${APPOINTMENT.TIME} and ${APPOINTMENT.END_TIME}.`

Alternative option: if a variable tag does not have data, there will be placeholder text.

Your delivery appointment with FedEx is scheduled for May 24th, 2021 between (not yet scheduled) and (not yet scheduled).

HTML: `Your delivery appointment with Costco Logistics is scheduled for ${APPOINTMENT.DATE}, <#if ${APPOINTMENT.TIME}?has_content> - ${APPOINTMENT.TIME}<#else>(not yet scheduled)</#if><#if APPOINTMENT.END_TIME?has_content> - ${APPOINTMENT.END_TIME}<#else>(not yet scheduled)</#if>.`

Alternative option: if a variable tag does not have data, the sentence/context will be hidden.

Your delivery appointment with FedEx is scheduled for May 24th, 2021.

HTML: `Your delivery appointment with Costco Logistics is scheduled for ${APPOINTMENT.DATE}, <#if ${APPOINTMENT.TIME}?has_content> - ${APPOINTMENT.TIME}</#if><#if APPOINTMENT.END_TIME?has_content> - ${APPOINTMENT.END_TIME}</#if>.`

Increasing Brand Logo Size

Description: Uploading the Brand Logo requires that the image size is 100x200. To increase the size of this image, the width can be updated directly in the HTML as seen below. Please note that if you are using our default template and you increase the image size, you will also need to increase the width of the border below the image. This edit is needed on each alert template. Below is an example of the HTML for a larger logo and border.

Before and after increasing the Brand Logo size:

Hosted Images

Description: To add additional images to an alert template, or to replace icons in the default templates, users are required to host the images locally and reference them in the HTML of each template. More information on referencing images can be found [here](#).

HTML Snippet for Including Hosted Images:

```
<img src="url" alt="alternatetext">
```

The image below highlight where in the default HTML code you can replace the default alert icons:

Email Body HTML

```
   Format Code
19      <tr>
20        <td height="32"></td>
21      </tr>
22      <tr>
23        <td align="center">
24          <a href="${CONVEY_TRACKING_URL}" target="_blank" title="Exception">
25            <img alt="Cannot Schedule" src="https://images.ctfassets.net/cneo8hsaomgd/6N5q4ROW79jOUzOGOMVCOU/c53bba621524072011873b4231
26          </a>
27        </td>
28      </tr>
29      <tr>
30        <td height="24"></td>
31      </tr>
32      <tr>
33        <td align="center">
34          <p style="display:block;font-size:16px;font-weight:normal;line-height:1.6;margin:0;max-width:600px;">
35            A delivery appointment is required with ${CARRIER_NAME} for your ${BRAND_NAME} shipment. <#if CARRIER_PHONE_NUMBER?has_cont
36          </p>
37        </td>
38      </tr>
```

Additional Resources

[HTML Text Formatting Guide](#)
[HTML Cheat Sheet](#)
[HTML Fallback Text Blog](#)

www.getconvey.com