

How to send personalized product emails: Shopify, Brevo, and Quarticon

Automating customer communications is essential for every Shopify store. Although Shopify offers basic email functionalities, connecting with a specialized email service like Brevo unveils robust features for tailored transactional and marketing emails.

What You'll Build

In this tutorial, you'll develop an automation that:

- Monitors your Shopify store for new orders.
- Extracts customer information and purchase details.
- Chooses a product-specific email template from Brevo.
- Automatically sends a personalized welcome email to each customer.

This integration allows you to:

- Send tailored welcome emails based on specific products.
- Personalize content using customer data.
- Track email engagement through Brevo's analytics.
- Scale your email communications without manual effort.

Prerequisites

- A Shopify store
- A Brevo account (free tier available)
- Q Quarticon account (low entry level) with added Shopify product feed
- Basic understanding of Shopify products and orders
- Familiarity with email templates

Set Up Email Templates in Brevo

To start, you'll create email templates in Brevo that are triggered by specific product purchases, enabling you to send personalized welcome messages based on customer selections.

Create your templates

Follow these steps to set up your email templates:

1. Navigate to the **“Campaigns / Templates”** page in Brevo.
2. Click on **“Create Template”** to make templates for each product.
3. Design your templates with product-specific content that includes:
 - A welcome message tailored to the product.
 - Product-specific onboarding instructions.
 - Relevant cross-sell recommendations.

- Support contact information.

Create Templates of the images

Follow these steps to set up your image templates:

 Navigate to the “**Image API**” page in Quarticon.

 Click on “**Create Template**” to make templates for images you are going to embed in your emails.

 Design your templates with product-specific content that includes:

- An image
- Price, previous price or rebate.
- Product name.
- Any additional labels.
- Your custom colors and fonts.

Create Recommendation strategies

 Navigate to the “**Recommendations**” page in Quarticon.

 Click on “**Create Strategy**” to prepare a specific recommendation strategy. Choose from dozens of ready-to-use strategies including trending in last 7 days, bestsellers, similar products, cross-sellin,vupselling, recommended for you and many others.

Insert product recommendations into Brevo templates

 Copy html snippet (a href and img src) to your Brevo template and you’re done. It will generate images for each user individually in your emails.

This way you’ll save:

- updating your Brevo account into a higher option
- installing any plugins in Brevo or Shopify
- creating a spreadsheet mapping product names to template IDs for the reference as you will not add any products manually at all
- generating any API credentials
- mapping products to its corresponding email template
- creating any mapping table
- configuring webhooks

and you will gain a powerful recommendation engine based on predictive AI that recommends products in real time in all channels.