



~Email Creation~

1st edition

About the e-mail function

1 Setting delivery conditions

*Product selection method *Standard plan limited

2 Basic email composition method

(1) Composing an email

(2) Text mail

(3) Free HTML mail

(4) HTML mail (using our original editor)

(5) Items to check on the preview screen

■ Delivery conditions

1. Delivery time 8: 00 ~ 20: 00

2. Delivery Method

Starting from the date of purchase and shipping, etc., a distribution list that meets the conditions is automatically generated every day.

3. Email format

(1) Text: Use letters, emoticons, emojis

(2) FreeHTML: Create email body using general HTML tags

(3) HTML: Use our original HTML editor (smartphone only)

4. Sentence size limit

LTV-Lab for Shopify limits the size of one line in the body of an email to 800 bytes.

If you receive an alert such as "There is a line with a size of 450~799 bytes and there is a possibility that it cannot be sent as a result of character code conversion", please check whether you can send the email without problems by test sending. If the test email does not arrive at the specified address, there is a place where one sentence is long in the body input field of the email composition (consecutive HTML tags are also

It is necessary to adjust the length of one sentence by dividing the line break.

1 Set delivery conditions

The MailEdit interface includes the following fields and options:

- Measure status:** A dropdown menu set to "Validity" (callout 1).
- ID.42 Type:** A dropdown menu set to "Follow" (callout 2), with a "Memo" button next to it.
- Filtering conditions:** Radio buttons for "From the latest shipping date" and "From the latest purchase date" (callout 3). The "From the latest purchase date" option is selected. A text input field contains the number "7". A label "After the lapse of days send" is to the right.
- History condition:** A section with "Latest purchase" and "Number of purchases" (with "times ~" and another "times" input).
- Transmission time:** A dropdown menu set to "10:00" (callout 4).
- Validity period:** A section with "Delivery start date" and a calendar icon (callout 5).
- Checkboxes:** "Click rate" and "Open rate" are checked. A note states: "※In the case of text mail, the open rate cannot be measured."

The product selection dialog box contains:

- Input fields for "Product name:", "Product number:", and "Product order:" (set to "alphabetical order").
- Radio buttons for "AND" and "OR" (both selected).
- A "Search" button.
- A "Select all pages" checkbox.
- A table with columns "Product name" and "Product number".
- Navigation buttons: "Confirm" and "Back".
- Footer text: "If you select more than one, the customers who meet one of them will be the target."

See next page

It is a function to send a follow-up email starting from the latest purchase date / shipping date of each customer. In the image on the left, customers who purchased product A with their most recent purchase

We will send you a follow-up email after 7 days.

* In this case, if you purchase another product within 7 days of purchase, you will receive an email.

If you are not eligible, or if you repurchase Product A within 7 days of purchase, you will receive an email 7 days after the date of repurchase.

(1) You can choose whether this email is "Enabled" or "Disabled" (if you want to stop it, click "Disabled")



(2) Type: Select "Follow"



(3) Date condition: "Send after ● days have passed from the latest shipping date" * The condition is that Shopify has a shipping date "Sent after ● days have passed from the latest purchase date"

* ● Date: Can be entered from 1 to 999 days (0-day delivery setting (delivery on the day of setting) is not possible)



(4) Select the product for the follow-up email from "Select Latest Purchased Products" (optional)

(*Standard Plan Only)



(5) Specify the "Transmission Time"



(6) If you want to set the validity period automatically, set the "validity period" (optional)

(Set the mail arrival date to be within the validity period)

1 Setting delivery conditions -Product selection- *Standard plan limited

Product name: AND OR

Product number: AND OR

Product order: alphabetical order

Select all pages

Product name	Product number
--------------	----------------

If you select more than one, the customers who meet one of them will be the target.

Set conditions for each of the following items.

* (1) Enter the product name (partial match is possible) and set a specific product group

* (2) Enter the product number (partial match is possible) and set a specific product group.

When setting multiple conditions for the same item, enter them with a space between them.

Please. AND = including all words, OR = including any.

Example) Product name: NEW tea



③ Click the "Search" button



(4) Click the "Confirm" button

2 Basic email composition methods

PC

Smartphone

2-1 Device and email selection

For each device (PC, smartphone) before composing the email body

Select the format of the email you want to send.

For example, if you want to send FreeHTML to both PC and smartphone, you need to select the email format by following the steps below.

If you have created HTML tags in the body, but the email format is text

The contents of the tag are sent as a string in the mail.

Please be careful.

① Select Device "PC"



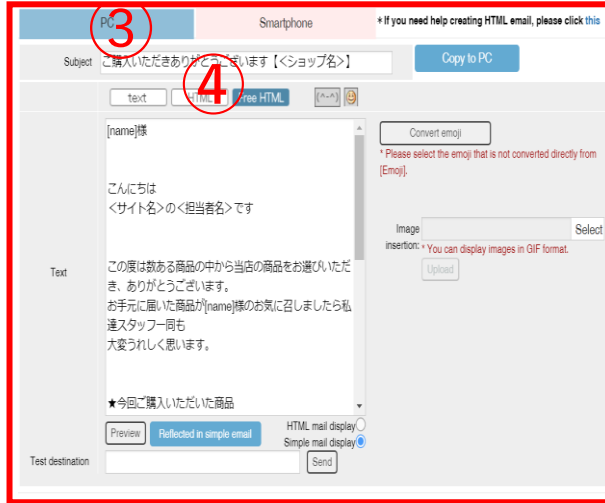
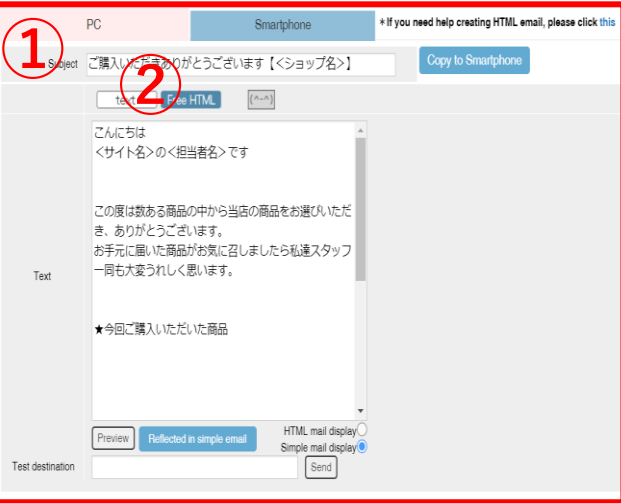
② The e-mail format sent to PC customers is "text",
Select from "FreeHTML"



③ Select the device "Smartphone"



④ The email format to be sent to smartphone customers is "text", "HTML",
Select from "FreeHTML"



2 Basic email composition methods

2-2 Text Mail

Create body text with letters, emoticons, and emojis.
If you select text in email format, change the HTML tag to
Even if it is written in the body, it is not converted and is as
a string as it is
Please note that it will be sent by email.

① Select "Text" for each PC and smartphone.



② Create sentences in the subject and body



③ Inserting emoticons (used on PCs and smartphones)
Select from the list that appears, and then click



④ Insert emoji (used on smartphones)
Select from the list that appears, and then click



⑤ Click "Preview" to confirm the contents
(See → how to check the preview.)



⑥ Perform a "test send"
(See → Test Submission Method)



⑦ Click the "Register" button

PC Smartphone

件名

Copy to Smartphone

① テキスト Free HTML ③

本文

名前挿入

⑤ プレビュー

テスト送信先 顧客情報からテスト送信先を検索する場合、検索ボタンをクリックしてください。

送信 検索

⑦ 登録 下書き保存

PC Smartphone

件名

Copy to Smartphone

テキスト HTML Free HTML ④

名前挿入

2 Basic email composition methods

2-3 FreeHTML Mail

FREEHTML email = Send the content of the HTML created by the customer as the body of the email. For customers who have rejected receiving HTML mail, the content of the text set in Simple Mail will be displayed instead, so when creating a FREEHTML email, be sure to set the body of Simple Mail. (See → How to create a simple email.)
Also, be sure to perform a test transmission for each device to make sure that the HTML you have set is converted properly.

① Select "FreeHTML" for PC and smartphone.

② Check "Display HTML mail"

③ Enter HTML content in the subject and body

④ Click "Reflect in Simple Email"

The result of converting content written in HTML to text is reflected.

⑤ Check "Simple Mail View" and text text if necessary
(see [How to create a simple email](#) →)

⑥ Click "Preview" to confirm the contents.
(See page 10 → how to check the preview)

⑦ Perform a "test send"
(Enter the address you want to test and press "Send")

⑧ Click the "Register" button

PC Smartphone * If you need help creating HTML email, please click [this](#)

Subject :

text **Free HTML** (^-^)

Text

HTML mail display **Simple mail display**

Test destination

2 Basic email composition methods

The screenshot shows an email composition interface. At the top, there are tabs for 'PC' and 'Smartphone', with a note: '* If you need help creating HTML email, please click this'. Below this is a 'Subject' field containing 'ご購入いただきありがとうございます【<ショップ名>'] and a 'Copy to Smartphone' button. The main content area has a 'text' button and a 'Free HTML' button. A large text area is labeled 'Text' and contains a red circle with the number '1'. Below the text area are buttons for 'Preview', 'Reflected in simple email', and 'HTML mail display' (with a radio button). Below these are 'Test destination' and 'Send' buttons, with a red circle '2' next to the 'HTML mail display' radio button. At the bottom, there are 'Register' and 'Back' buttons, with a red circle '5' next to the 'Register' button. A red circle '3' is next to the 'Preview' button, and a red circle '4' is next to the 'Test destination' field.

2-4 Simple Email

Simple Mail is a text email that is displayed instead of HTML content to customers who have set their settings to reject HTML emails. Convert the contents of the created FreeHTML to text as it is, You can set it up to create text content specifically for simple emails. In any case, it is necessary to set it when creating a Free HTML email.

(1) Create the contents of the free HTML email by referring to "2-3" in this manual.



Case: When converting the contents of FreeHTML to text as it is
(2) Press the "Reflect in Simple Email" button.
The contents of the HTML you enter are converted to text. There is a possibility that some tags will not be converted or there may be blanks, so please check the preview and correct it appropriately.

Case: When creating separate text content (*recommended)
(2) Press the "Simple Mail View" button.
The contents of the HTML you entered have been converted to text, so clear everything
Please create a new separate text content.



③ Click "Preview" to check the contents
(See page 10 → how to check the preview)



(4) Perform "Test Send"



(5) Click the "Register" button

2 Basic email composition methods

2-5 HTML mail (using our own editor)

HTML Mail is an email editor created by LTV-Lab for Shopify. You can create an HTML email with simple movements, It cannot be used in conjunction with general HTML tags, so the degree of freedom is low.

In addition, only customers using smartphones can send emails in this format.

Please note that you cannot.

① Select "HTML" (only available on smartphones)

② Create sentences in the subject and body

③ Decoration of letters

When you select the body string and click the button of each decoration, tag is decorated.

* For decoration contents, see the bottom of the image on the left.

④ "Insert GIF image". Specify an image in GIF format from the "Browse" button. Click the "Upload" button to display the [img 1] tag and image. Write the [img 1] tag in the part of the text where you want to display the image.

⑤ Check "**Simple Mail Display**" and text text as necessary (see [How to create a simple email](#) → page 8)

⑥ Click "Preview" to confirm the contents. (See page 10 → how to check the preview)

⑦ Perform "Test Send"

⑧ Click the "Register" button

The screenshot shows the HTML email editor interface. At the top, there are tabs for "PC" and "Smartphone", with a note: "* If you need help creating HTML email, please click [this](#)". Below the tabs is the "Subject" field (callout 2) containing "ご購入いただきありがとうございます【<ショップ名>】" and a "Copy to PC" button. The main editing area has three modes: "text", "HTML" (callout 1), and "Free HTML". The "Text" area contains a preview of the email body with Japanese text and callouts 2 and 4. The "HTML" area contains various decoration options: Letter color, Font size, Background color, Line insertion (callout 3), and buttons for "Ielp setting", "Swing settings", and "Blinking". Below these are "Image" and "Image insertion" options with an "Upload" button (callout 4). At the bottom, there are "Preview" (callout 6), "Reflected in simple email", "HTML mail display", and "Simple mail display" (callout 5) checkboxes. A "Send" button is also present. At the very bottom, there are "Register" (callout 8) and "Back" buttons. A "Test destination" field (callout 7) is also visible.

Types of decoration

- character color: You can specify the color of the text.
- font size: You can choose from three types of text size.
- background color: You can choose the color of the background of the email text.
- Insert Line: Allows you to insert a line into a sentence.
- ticker insertion: Displays the specified character by moving it from right to left of the screen.
- Swing setting: Displays the specified character by moving it left and right.
- blinking setting: Displays the specified character by flashing.
- Image insertion: You can display images in GIF format.

2 Basic email composition methods

2-6 Things to check on the preview screen

② PC_FREEHTML

NO	変更前	変更後
1	★★★	https://c.k-crm.jp/cs/n1
2	★★★	https://c.k-crm.jp/cs/n2
3	★★★	https://c.k-crm.jp/cs/n3

スマホ_テキスト

NO	変更前	変更後
1	★★★	https://c.k-crm.jp/cs/n1
2	★★★	https://c.k-crm.jp/cs/n2
3	★★★	https://c.k-crm.jp/cs/n3

PC_FREEHTML
However, the smartphone is text, The HTML tag is displayed as it is in the text.

③

Scroll down

By clicking the "Preview" button, you can check the contents of the email that will actually be delivered to you for each device.

① Create the body and click the "Preview" button



② Is the email format selected for each PC and smartphone correct? Confirm. I want to deliver FreeHTML, but the text content is displayed. The settings are wrong, so return to the edit page and correct them.



③ Check that there are no errors in the contents of the text.

- Are there any typographical errors?
 - In the case of FreeHTML and HTML, are the created tags converted appropriately?
 - Can I go to the specified page by clicking the URL?
 - Is there a problem with line breaks and spaces?
 - Is there a notice of unsubscribing?
- (*Be sure to include the unsubscribe URL on the Shopify side)



④ In the case of FreeHTML and HTML mail, the content of simple mail is incorrect. Check if there is one. If you create it with the "Reflect in simple email" button

Since HTML is converted to text as it is, if minor corrections are required There is.

- Are HTML tags left unconverted?
- Is there a problem with line breaks or spaces?
- Is there a problem with the conversion result of the URL or image?

PC_シンプル

スマホ_シンプル

Since the text mail format is selected, simple mail is not set.