

d13 Confirmation Email Examples I Love (For Your Inspiration)

By Ankit Vora



Alt: person views confirmation email example
IMG name: confirmationemailexample

I once signed up for an event and totally forgot about it in an hour. But when I opened my inbox later in the day, I found a shiny email confirming my registration for the event.

This confirmation email reminded me about the event with all the necessary context. It also gave me the option to add the webinar to my calendar — so that I wouldn't forget it again. It linked the speakers' social profiles to connect with them beforehand.

Win, win, and win!

That's just a small glimpse of the impact confirmation emails can create for you.

If you're looking for some inspiration, I've curated a list of 13 awesome confirmation email examples with a few best practices to help you get started.

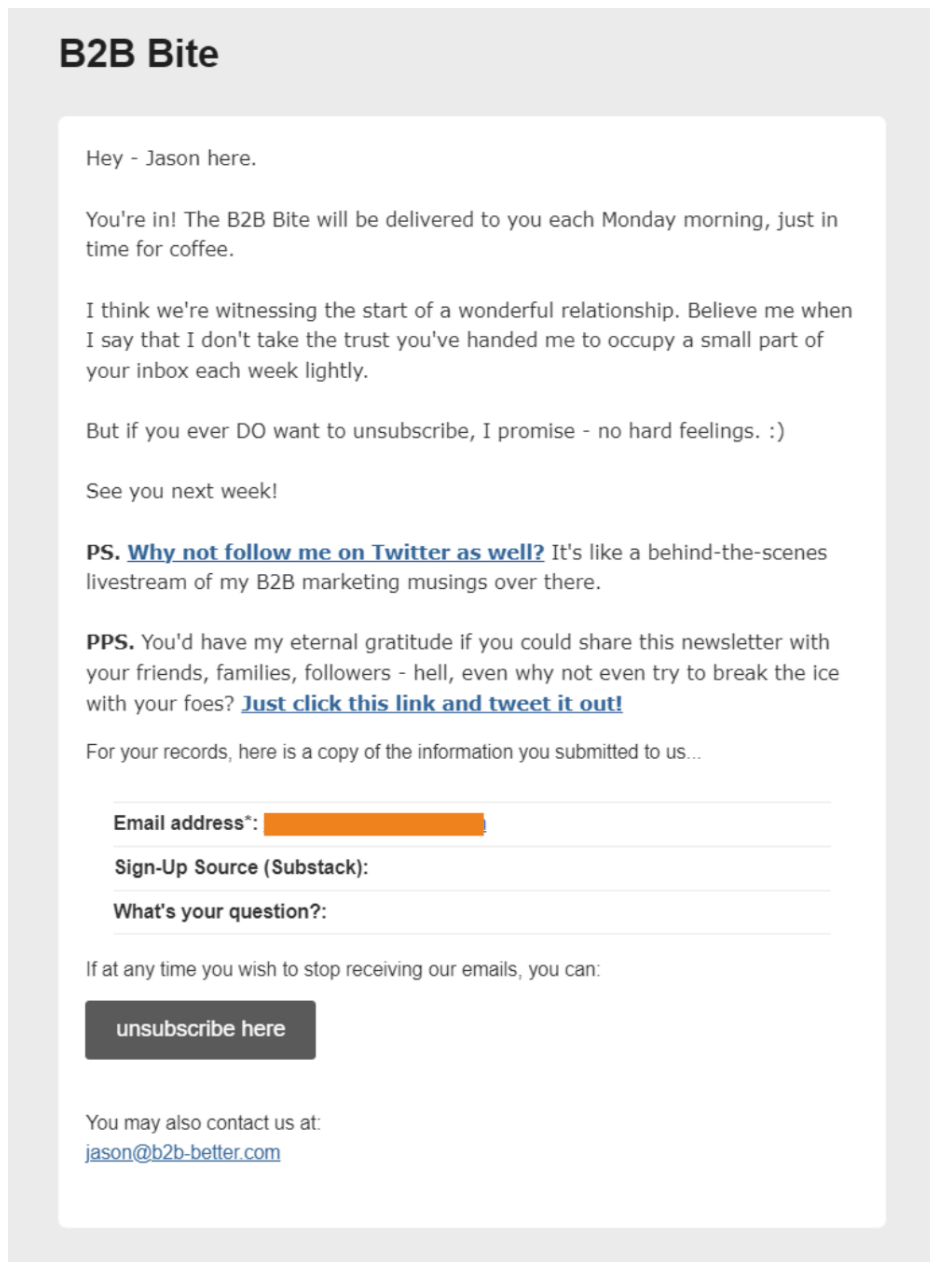
We'll cover:

- [13 Best Confirmation Email Examples to Emulate](#)
- [How to Write a Confirmation Email: An Actionable Playbook](#)
- [Your Appointment is Confirmed](#)

13 Best Confirmation Email Examples to Emulate

Let's break down some of the best confirmation email examples to give you some awesome inspiration for creating your own. I've sourced different types of confirmation emails and will highlight what I liked in each one.

1. B2B Bite



Alt: Confirmation email example from B2B Bite

IMG name: b2bbite


This subscription confirmation email for [Jason Bradwell's newsletter](#) is one of the best I've ever read. Bradwell is a B2B marketer specializing in podcast marketing for SaaS brands.

With this welcome email, he gives you a warm welcome into his newsletter, B2B Bite, and sets the stage for future editions. The email expresses gratitude for subscribing. And it also gives you the option to unsubscribe *without any hard feelings!*

What I like: This email maintains a warm and positive tone all throughout. It invites people to follow Bradwell on other platforms and spread the word about his newsletter — all without sounding pushy or promotional.

More importantly, the email gives you a record of which ID you signed up with, the source, and everything you submitted while subscribing.

2. Superside



The header image is a dark blue banner with a starry background. On the left, a purple rocket-like shape points upwards. In the center, the text 'GATHER & GROW' is above 'Scaling Content for Maximum Impact'. Below that, it says 'LIVE WEBINAR SERIES' and 'September 29th, 2022'. A green button says 'See you soon!'. On the right, there's a photo of Tracey Wallace with green scribbles over it, and her name 'Tracey Wallace' with her title 'Content Strategy Director at Klaviyo' below.

Hey [redacted],

You're in! 🎉 Your seat for the upcoming Gather & Grow webinar has been reserved. **Make sure to mark your calendar and attend live!**

One more step for you to complete! We're **using Hopin for all Gather & Grow webinars**, so please confirm your registration via the email you got from Hopin. This way, you'll have access to the platform and can join live! ✨

Want to add the session to your cal? No problem, there is an option within Hopin to add this webinar to your cal easily. Check it out below! 📅

[redacted]

We've added some instructions to the [reception area of the event](#) that you can use to get ready for the live session.

Want to invite your friends/colleagues? Send them [an invitation](#)! Connect with [Tracey](#) as well before you join! You can also follow her on [Twitter](#).

As always, please reply to this email (learn@superside.com) if you have any questions or can't access Hopin. We're here to help!

Alt: Confirmation email example from Superside

IMG name: superside

I found this awesome registration confirmation email from [Superside](#) for one of their webinars. Unlike the usual registration emails, this example has lots of color, visuals, and appeal to it. The cover image gives you all the crucial details about the event upfront. And the body text shares more helpful insights for attendees.

What I like: The email shares detailed instructions to make it super convenient for folks to join the webinar. From completing the next steps to adding the event to your calendar, you have everything in one place.

Plus, the message ends with a gentle nudge to invite others to the show and connect with the speaker (Tracey Wallace) on Twitter. A perfect, polite way for them to grow awareness without being pushy.

3. The Saturday Solopreneur

The Saturday Solopreneur



Hey — [Justin](#) here.

Thanks for joining by recommendation of one of my close friends. I appreciate it.

You're now part of The Saturday Solopreneur Crew of 200,000+ creators, builders, entrepreneurs, solopreneurs & makers.

I want to make sure that I'm creating the exact content you want from me in future issues of The Saturday Solopreneur, so I'm going to ask you to do one thing that takes **less than 20 seconds to complete.**

[Tell me about yourself by clicking 4 simple buttons.](#)

Then I can help you:

1. Leverage social media to build an audience.
2. Build a profitable, one-person business serving that audience.

Think of me as your personal internet business mentor: I deliver practical guidance that you can use to improve your social media and business growth every Saturday morning.

And every issue takes less than 4 minutes to read without any fluff or BS.

Thanks for signing up and for giving me a few seconds of your time.

I'm excited and honored to have you here.

Cheers,

Justin

Alt: Confirmation email template from The Saturday Soloprenuer

IMG name: saturdaysolopreneur

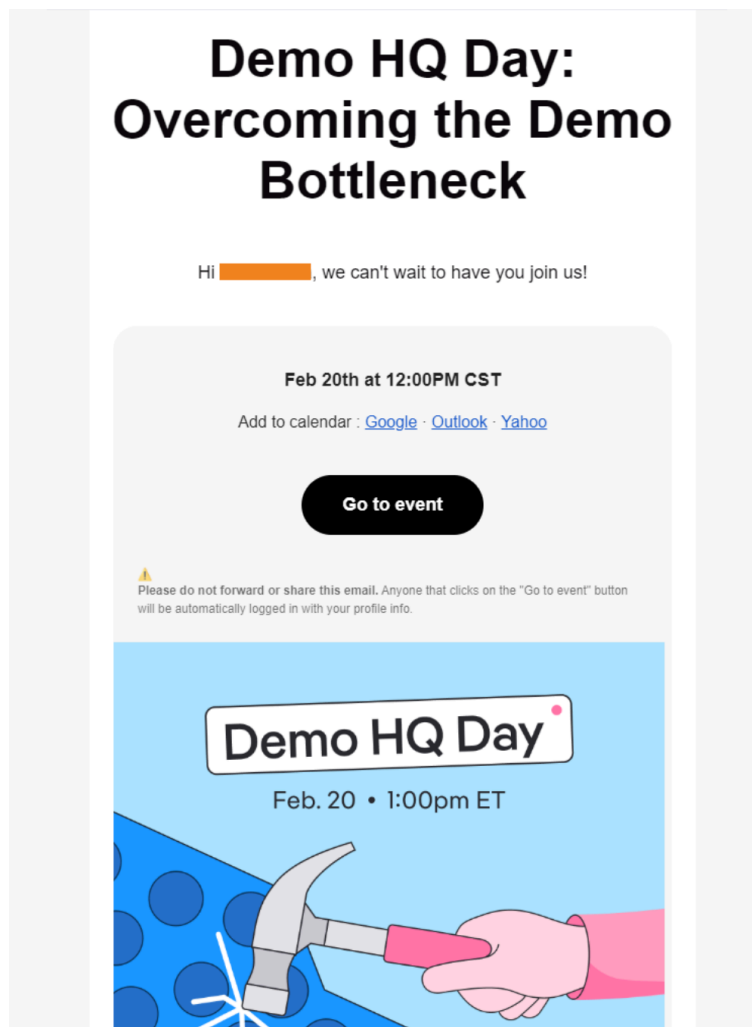
When I subscribed to [Justin Welsh's newsletter](#), I expected a standard confirmation email like most other creators. But this email stood out in my inbox because Welsh shares such a wonderful note to welcome new subscribers.

Welsh is a content creator and business consultant for solopreneurs. With this email, he shares a perfect message to learn more about him and what you can expect from the newsletter.

What I like: The first thing I noticed was how neatly formatted and scannable this email looks.

Besides the core message, I love that the email also invites you to share a few things about yourself — making it a two-way conversation. The best part: The message sets clear expectations for future editions of this newsletter.

4. Demostack



Alt: Confirmation email example from Demostack

IMG name: demostack

[Demostack](#)'s email confirming my registration for their Demo HQ Day event is another great example to emulate. It has a minimal design with hardly any text. That way, you can quickly note the event details and join the webinar with a single click.

What I like: This is a great example of a confirmation email if you're a sucker for minimal design. The email isn't overloaded with text but shares only one guideline for attendees. It also includes the event's cover image to create brand recall in case people come across more posts on social media.

Plus, there's an option to quickly add the event to your calendar on Google, Outlook, or Yahoo.

5. Thriving Virtual Bookkeeper Blueprint



Alt: Confirmation email example from Thriving Virtual Bookkeeper Blueprint

IMG name: bookkeeper

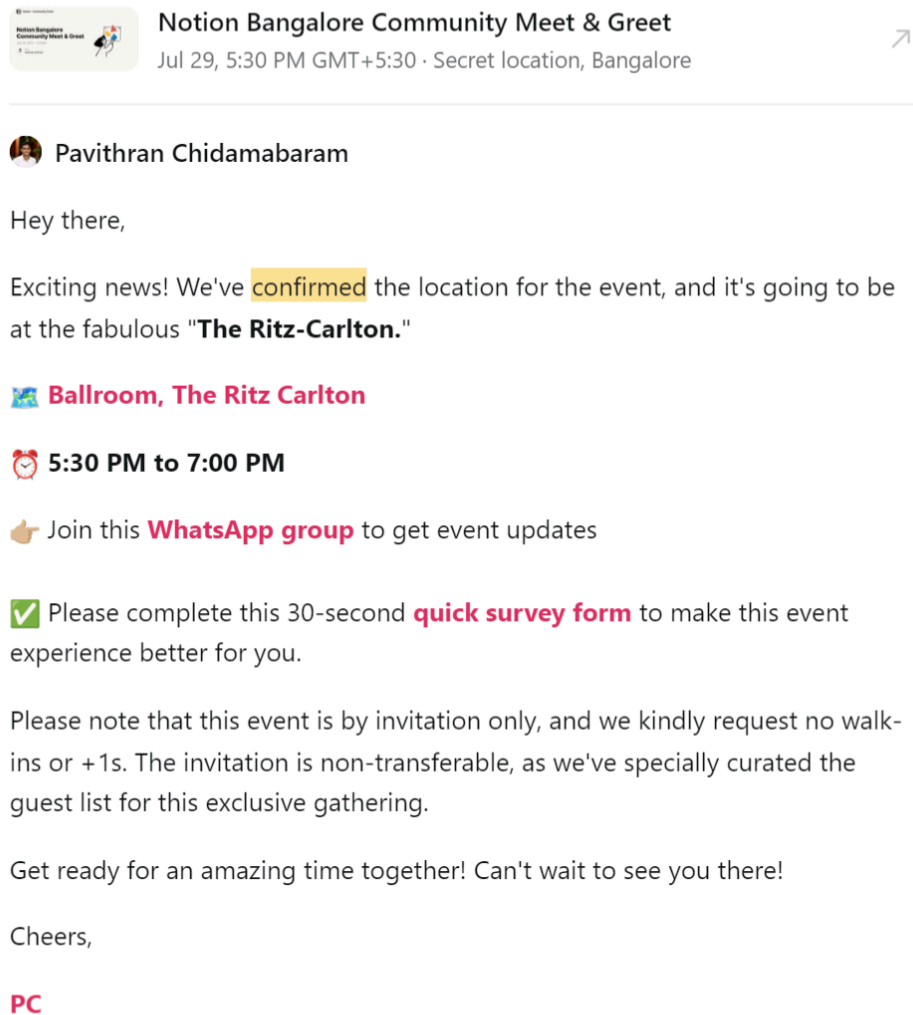
Another confirmation email example comes from [Thriving Virtual Bookkeeper Blueprint](#). This is a text-only email sent to confirm participation in a webinar. It re-iterates the purpose of the webinar and shares specifics about where and when it'll happen. **Shoutout to Ayman Nazish from [Analyzify](#) for contributing this example!**

What I like: Not every marketer has the design skills to create beautiful emails. This example works best if you don't have the skills, resources, or time to design a fancy confirmation email. Simply follow this structure:

- Welcome invite.
- Confirm registration.

- Name and purpose of the event.
- Time and link/venue to attend.

6. Notion



Alt: Confirmation email example from Notion

IMG name: notion

I received another email confirming my registration for a meet-and-greet event hosted by [Notion](#)'s Bangalore chapter. This email had all the necessary details about the event and shared a few guidelines for those attending.

The message also included a form for participants to provide some information to the event organizers — so you know they'll personalize the experience for you.

What I like: One of the best things about this confirmation email was how scannable it looks. It uses emojis and text highlights to make the message quickly readable. The email also gives you a couple of guidelines without making it overwhelming for attendees.

What I particularly liked about this email was the element of surprise. The Notion team kept the venue a surprise and only revealed the location in this confirmation email. So, attendees *had to* open the email to know where to go — *clever!*

7. Wild Alaskan Company



Hi Corina,

It's a beautiful day. Thank you for becoming a member of our community. You're on the way to tasting some of the world's finest, most nutritionally-rich seafood. And on top of that, you're going to be eating the real stuff — wild-caught and sustainably harvested straight from the waters of Alaska, my home state. I'm truly excited to have you on board.

Growing up on my dad's commercial fishing boat, there was no better feeling than catching, filleting and pan frying a cut of some fresh, wild-caught salmon. I founded Wild Alaskan to share that experience — and to **help** you connect with your food.

Your first box will ship **the week of Monday, October 30th**. You can expect it to arrive no later than an expected delivery on **Friday, November 3rd**. Depending on where you're located, your box will **ship on Monday, Tuesday, Wednesday or Thursday**.

We'll be sure to send you another note with tracking information on the night your order departs our fulfillment center. If you aren't able to receive your order on a specific day or time of day, please let us know ASAP by responding to this email.

Your account is set to auto-renew for \$145.00, plus any applicable taxes, with a next charge date of Nov 24th, 2023. Skip a box, or cancel your continuous subscription anytime by editing your Membership Status on your account page. Our Member Experience team is happy to work with your schedule, and we always respond as fast as we can. In the meantime, feel free to learn more about [how we work](#), [our mission](#) and [our story](#).

I love hearing from the Wild Alaskan community. So if you have any questions about our plans, process, philosophy or just want to chat, please get in touch. Either myself or someone from the team will respond.

Live wild,
Arron Kallenberg
Founder, Wild Alaskan Company

Alt: Confirmation email example from Wild Alaskan Company

IMG name: wildalaskancompany

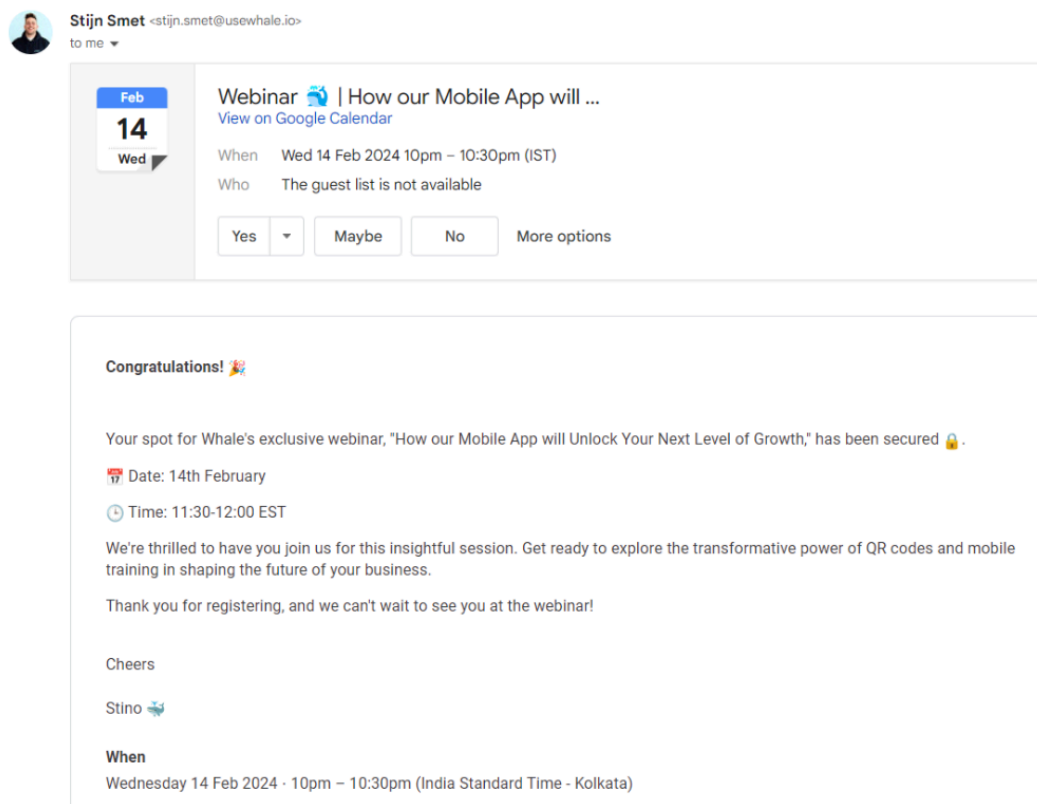
Most order confirmation emails are purely transactional, with details about the items you've shopped for. But this email from [Wild Alaskan Company](#) is an impressive example of how you can build a strong rapport with customers from the start.

It's a personal note from the brand's founder where he shares anecdotes from his own life that led to the creation of this brand. It also includes key details about the subscription with links to learn more about the company.

Shoutout to Corina from [ZeroBounce](#) for contributing this example!

What I like: The warm and personal tone of this message makes the email unique and memorable. Unlike other order confirmation emails, this one tells you a story — along with other order details — to get customers pumped about starting a subscription.

8. Whale



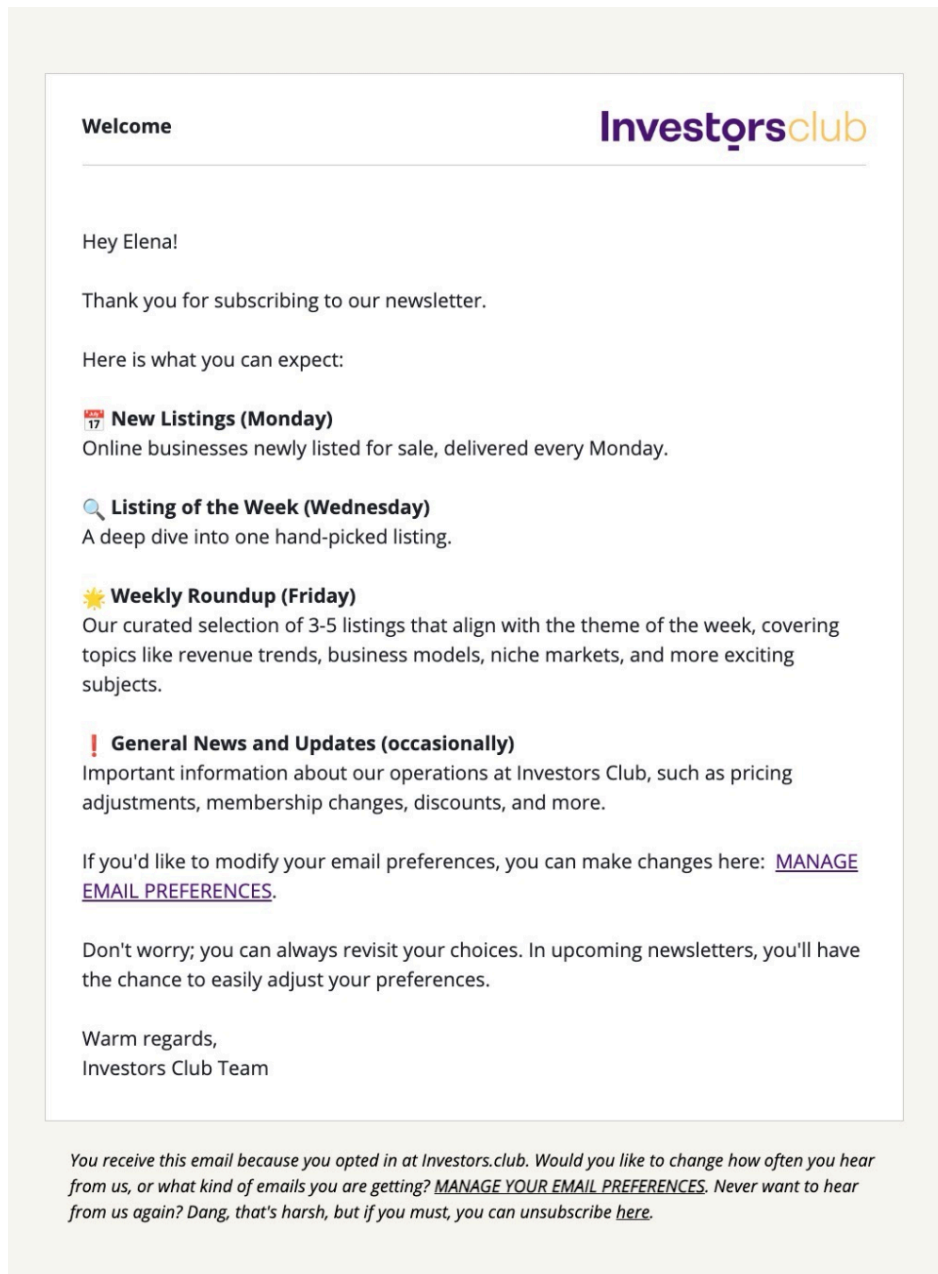
Alt: Confirmation email template from Whale

IMG name: whale

If you want to make your registration confirmation emails a part of Gmail's native interface, then this email from [Whale](#) is an excellent example. The team creatively used the “add a note” feature in Google Calendar to send personalized invites with all the details about the event.

What I like: This is such an easy example to emulate because you can send a Gmail-native invite and add some additional context for the event. I liked how Stijn, Whale's CEO, shared the key themes he'll cover in the webinar and how it'll help attendees.

9. Investors Club



Alt: Confirmation email template from Investors Club

IMG name: investorsclub

Here's an example of a confirmation email from [Investors Club](#)'s newsletter subscription.

The email shares details about the number of emails subscribers will receive every week and the themes they'll cover. It also includes an option to manage email preferences to opt out of any of these emails.

The clear language and structure make it super easy to read, even if you're in a hurry.

Shoutout to Elena Buetler from [Investors Club](#) for contributing this example!

What I like: It's a great confirmation email template for companies that send multiple weekly emails. Instead of overwhelming people with one email after another, you can inform them right away about all the emails you'll send. And the chance to opt out of any of these emails is a great add-on.

10. Marketing Examples



Hey — It's Harry.

Thanks for subscribing. I really appreciate it. I send one newsletter every Monday.

One small favour — Please reply to this email with "Hey Harry" to make sure you actually get the emails.

It only takes 12 seconds. Writing each newsletter takes me 12 hours.

— Harry

P.S. I'm down to connect on LinkedIn if you want

You are receiving this because you signed up to the Marketing Examples mailing list.
[Marketing Examples](#) | [Copywriting Examples](#) | [Unsubscribe](#) | London, SW19 5AE

Alt: Confirmation email template from Marketing Examples

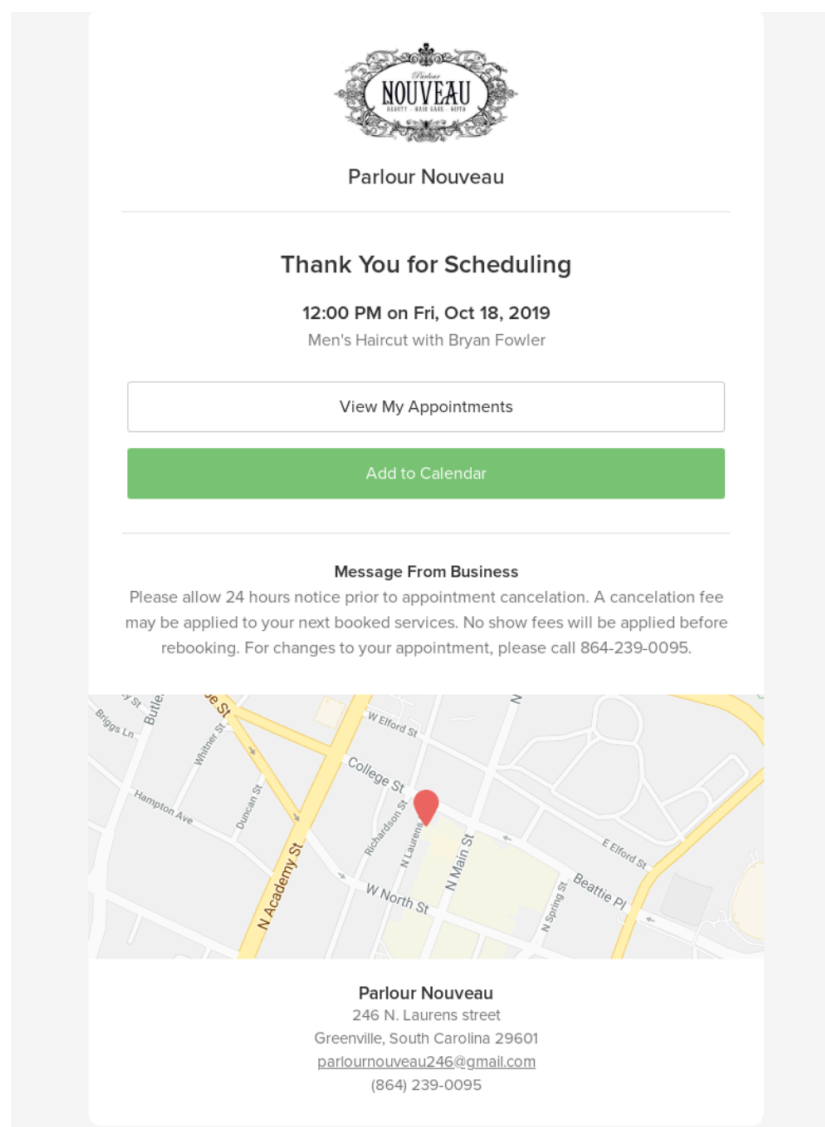
IMG name: harrys

[Harry Dry's Marketing Examples](#) newsletter is popular among marketers. But you can also learn a thing or two from his newsletter confirmation email. It's crisp, clear, and clever.

Dry is a marketer and messaging expert known for his neatly curated newsletters with several examples. In this message, he tells you the cadence with which he sends each edition and nudges you to respond to the email to get all of them in your primary inbox.

What I like: I love how this confirmation email is short yet meaningful. He mentions the effort it takes him to create each edition so you can know you're getting value-packed emails. He also adds a link to another newsletter for subscribers to explore more content.

11. Nouveau



Alt: Confirmation email example from Nouveau

IMG name: nouveau

If you need a template to create appointment confirmation emails, then follow this example from [Nouveau](#). This short email only has four elements:

- Brand logo.
- Appointment details.
- A quick note from the business.
- The exact location to visit.

It also has options to contact the brand and add this appointment to my calendar.

What I like: I like how this confirmation email includes all the essential details I need when booking an appointment. This helps me plan my schedule without feeling confused or overwhelmed with any detail.

12. Connor Gillivan

Hey there!

How's it going? Big thanks for joining my email list 🙌 I'm Connor Gillivan.

My goal is to bring you as much value as possible when it comes to SEO, growth marketing, and being an entrepreneur.

About Me

I've been an entrepreneur since I was 19 and have built 7+ business to 6, 7, and 8 figures online with an exit in 2019.

1/ [Portlight](#): eCommerce business selling on Amazon. [Learn more](#).

2/ [FreeUp](#): A freelance marketplace. Exposed me to the world of digital marketing and I served as its CMO and Owner for 4+ years before it was [acquired in 2019 by The HOTH](#).

3/ [Outsource School](#): An online course teaching business owners how to hire & scale online with virtual assistants & freelancers.

4/ [EcomBalance](#): Monthly bookkeeping for eCommerce businesses.

5/ [AccountsBalance](#): Monthly bookkeeping for agencies, SaaS, coaches, real estate, & service providers.

6/ [ConnorGillivan.com](#): Making SEO simpler for millions.

7/ [TrioSEO](#): Monthly SEO content creation for growing businesses.

My Promise

I love learning.

It's something I wake up and get excited about each and every day.

As a part of my email list, I promise I'll only send you content that can add real value to your journey as an entrepreneur, marketer, freelancer, etc.

Alt: Confirmation email example from Connor Gillivan

IMG name: connor

This confirmation email example from [Connor Gillivan](#) welcomed me as a new subscriber to his newsletter. Gillivan is an SEO expert and runs an SEO-focused agency, TrioSEO.

This email follows a different structure, where Gillivan first talks a bit about himself and his career. The second half of the message shares the type of content he'll share and what you'll learn from his newsletter.

What I like: This email has a great structure. It tells me two things about the newsletter:

- Who's the creator.
- What's in it for me.

Gillivan also builds credibility for himself by adding links to his work and past projects. I can also check out more resources to learn from him.

13. Trunk Club Custom

TRUNK CLUB CUSTOM



The best way to get fit

Being a Trunk Club member has its perks one of which being the option to have your clothes custom-made to your body's exact specifications. From suits to weekend wear, our custom experts can help you create absolutely remarkable clothing that fits better than anything else in your wardrobe.

Usually you have to visit one of our Clubhouses to take advantage of Trunk Club Custom but, lucky you, our custom team just hit the road and will be making a stop in Greenville before you know it.

When

July 26th, 10am-6pm

Your appointment will last

approximately one hour, and must be scheduled in advance.

Where

The Hyatt Regency
220 North Main Street
Greenville, SC 29601

This doesn't happen often, so

appointments fill up fast. If you'd like to schedule a fitting, just click below.

[SCHEDULE AN APPOINTMENT](#)

Alt: Confirmation email example from Trunk Club Custom

IMG name: trunkclub

While looking for appointment confirmation emails, I came across this awesome example from [Trunk Club Custom](#). The message starts with a note from the brand about their clothes and what they're offering. The email also includes details about when and where your appointment will happen.

What I like: The best part about this email is its design. I love that the email has two distinct sections. The first includes a note from the brand and an image. The other offers specific details about the appointment and guidelines.

,mkjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjjas\How to Write a Confirmation Email: An Actionable Playbook

Ready to create confirmation emails for your brand?

Let's discuss a few best practices to help you write confirmation emails for different use cases, like subscriptions, registrations, appointments, and more.

Create a structure.

Prepare the groundwork for your confirmation emails by creating a layout and visualizing this structure. Whether you're designing emails or writing a simple text message, you need a structure defining what details you'll share first and which ones will come later.

Include all necessary information.

Double-check that your confirmation email contains all the information the recipient will need to follow through with whatever they just signed up for. If it is a webinar, event, appointment, or meeting, include the time and location or link.

Outline any further steps that are required of the recipient, such as replying to the email, making a payment, confirming the appointment, or responding to a survey.

Make it personal.

When writing the email copy, keep the tone personal and welcoming. Your emails should create a sense of excitement and encourage people to learn more about you or your brand. So, share a story or add pictures to create a personal appeal in your emails.

Add some personality.

Don't make confirmation emails boring. Write quirky copy to add some personality to these emails and use emojis to call out specific details (if this aligns with your brand identity). You can use pop-culture references (just be sure your audience is aware of them) and add punch lines to make these emails memorable.

Emphasize user convenience.

Always think from the users' perspective to deliver a convenient experience. If you're sending an on-site appointment confirmation email, include your location and contact details.

If you're sending an event invite confirmation, include options to add the event to the calendar. If you're sending a subscription confirmation email, be sure to make unsubscribing or managing emails easy.

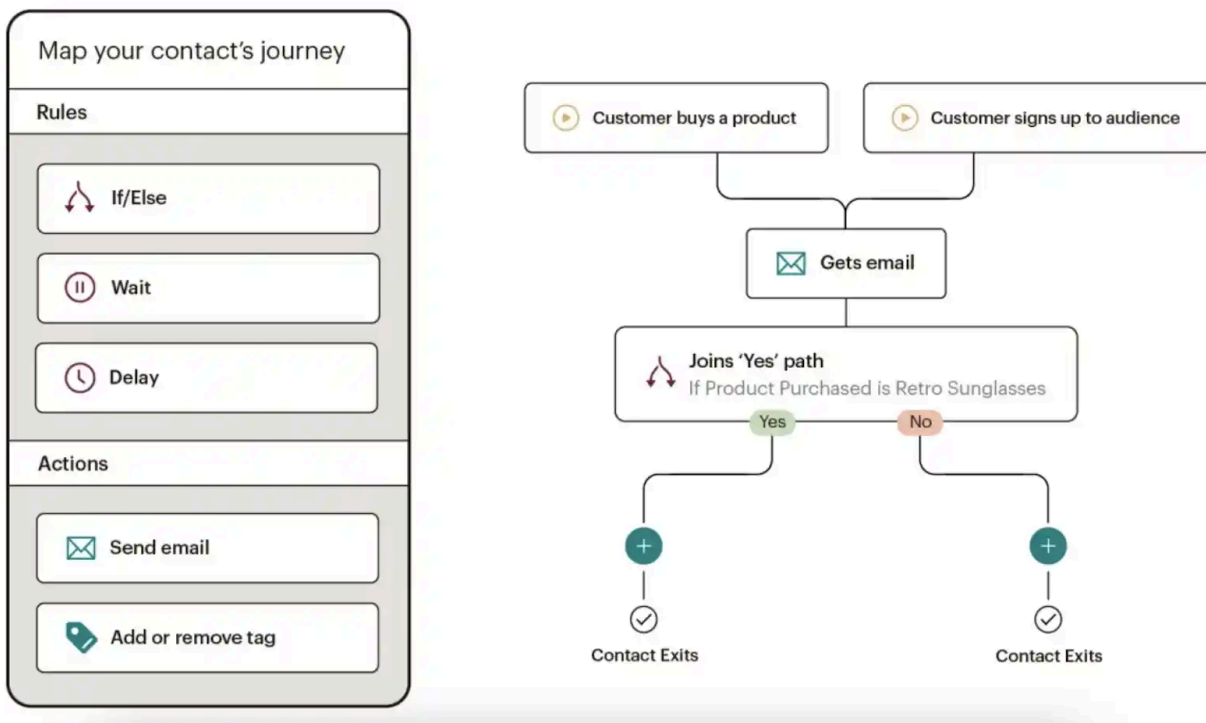
Promote your brand (gently).

Include links to your social media pages and/or website, ask recipients to share your offering with their friends and colleagues, or tell some of your company's story. These things are not the focus of a confirmation email, but it's never a bad idea to drop these details into an email that is most likely to be opened by recipients.

Automate confirmation emails.

Besides these best practices, remember that *automation is your best friend* for sending confirmation emails. You can't manually send emails to everyone who registers for your event or books an appointment.

Instead, you need a powerful email automation tool like [HubSpot](#) to automatically trigger emails when people take a defined action. Simply set up your email template with personalized fields, and HubSpot will send the mails when triggered.



Alt: How automate confirmation emails

Your Appointment is Confirmed!

You're all set to create confirmation emails for your events, newsletters, and other use cases. Save any of these examples for future reference.

Remember to start by creating a structure for your email template. Then, write user-friendly copy to resonate with your audience. Finally, use HubSpot's email automation tool to schedule your emails for the right triggers.