

LowesForPros.com Replatform

Transactional & Marketing Emails

July 11, 2017

Purchase Approval Required

Subject: Test Send - Purchase Approval Required (PO #PO123456) (Buyer: Erik Feldmann)

Date: Friday, June 9, 2017 at 10:47:43 AM Eastern Daylight Time

From: Lowe's For Pros

To: ecoban@salesforce.com



Magic Plumbing
Group: Home Division

Purchase Approval Required

Erik Feldmann submitted a request for approval on [Lowe'sForPros.com](#) that requires your attention.

Erik Feldmann
MemberEmailAdress@gmail.com
PO #: PO123456
Total: \$1578.00

Please log into your account on [Lowe'sForPros.com](#) to take further action on this order.

[PURCHASE APPROVALS](#)

Thank you,
Lowe's ProServices Team

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Purchase Approved CVV Required

Subject: Test Send - Order Approved, Further Action Needed

Date: Wednesday, May 10, 2017 at 2:26:44 PM Eastern Daylight Time

From: Lowe's For Pros

To: ecoban@salesforce.com



Magic Plumbing
Group: Home Division

Complete Your Order

Dear Erik Feldmann,

Your Admin has approved your request, however, you must update the purchase request with your CVV to authenticate payment. Log into your account on [Lowe'sForPros.com](#) and go to your approved purchase requests to complete your order.

Erik Feldmann
PO #: PO123456
Total: \$1578.00

[PURCHASE APPROVALS](#)

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Purchase Rejected

Subject: Test Send - Purchase Request Rejected (PO #PO567834)
Date: Wednesday, May 10, 2017 at 2:29:44 PM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Magic Plumbing
Group: Business Division

Purchase Request Rejected

Dear Peter Buyer,

Your Admin rejected your purchase request. See comments below:
Purchase Request was rejected.

Peter Buyer
PO #: PO567834
Total: \$594.76

Please log into your account on Lowe'sForPros.com to take further action on this order.

[VIEW YOUR ORDER](#)

Thank you,
Lowe's ProServices Team

Reset Password

Subject: Test Send - Reset Your Password
Date: Friday, June 9, 2017 at 10:52:44 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Reset Your Password

Hi Erik,

Follow the link below to reset your password on Lowe'sForPros.com. This link will expire in 30 minutes. Please note: your password will also be changed on lowes.com.

[RESET PASSWORD](#)

Thank you,
Lowe's ProServices Team

Invite Buyer

Resend Invite

Subject: Test Send - Magic Plumbing invited you to register on LowesForPros.com
Date: Friday, June 9, 2017 at 10:55:44 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com

Subject: Test Send - Don't Forget to Register!
Date: Friday, June 9, 2017 at 11:00:51 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Magic Plumbing
Group: Home Division

Magic Plumbing
Group: Home Division

You're Invited!

You're Invited!

Dear Erik Feldmann,

Dear Erik Feldmann,

Your admin, John Wayne, invited you to start making purchases on LowesForPros.com. Activate your account today so you can use address books and catalogs that your admin has shared with your organization. If you have any questions, please contact john.wayne@lowes.com.

Your admin, Aneesh Abraham (aneesh.abraham@lowes.com), invited you to start making purchases on LowesForPros.com. Activate your account today so you can use address books and catalogs that your admin has shared with your organization.

To complete your profile, visit the link below. This link is valid for 30 days.

If you need help setting up your account, see our Frequently Asked Questions or contact ProServices at 1-844-569-4776.

To complete your profile, visit the link below. This link is valid for 30 days.

GET STARTED

GET STARTED

Thank you,
Lowe's ProServices Team

Thank you,
Lowe's ProServices Team

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Invite Admin

Subject: Test Send - You're invited to join Magic Plumbing on LowesForPros.com
Date: Friday, June 30, 2017 at 10:35:44 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Magic Plumbing
Group: Home Division

You're Invited!

Dear Erik Feldmann,

Aneesh Abraham (aneesh.abraham@lowes.com) invited you to join Magic Plumbing as an admin on LowesForPros.com. Activate your account so you can add users, share catalogs and address books, setup purchase approvals and view order history for buyers in your organization.

To complete your profile, visit the link below. This link is valid for 30 days.

[GET STARTED](#)

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Registration Welcome Buyer

Subject: Test Send - Your Account Has Been Created!
Date: Tuesday, June 20, 2017 at 11:09:55 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Magic Plumbing
Group: Home Division
Pro Account ID: ABCDEF1234

New Account Created

Dear Erik Feldmann,

Thanks for registering as a buyer for Magic Plumbing on LowesForPros.com.

Get started by adding payment methods and shipping addresses to your profile for faster checkout when making purchases:

[MANAGE PROFILE](#)

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Buyer Added Notification

Subject: Test Send - You've Been Added
Date: Tuesday, June 20, 2017 at 11:09:42 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Magic Plumbing
Group: Home Division
Pro Account ID: ABCDEF1234

New User Added

Dear Admin,

A user has been added to your organization on LowesForPros.com.

Erik Feldmann
registered@lowes.com
Role: Buyer

To manage your organization, click the link below:

[MANAGE PROFILE](#)

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Admin Alert New Member GPO

Subject: Test Send - A New Member Has Been Added
Date: Wednesday, June 21, 2017 at 11:46:42 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Magic Plumbing

New Member Organization Added

A new member has been added to your organization on LowesForPros.com.

Member Organization: Magic Plumbing
Member Name: Erik Feldmann
Member Email: MemeberEmailAddress@gmail.com

View additional member details:

[MANAGE PROFILE](#)

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Friend Recommendation



[Recipient Fname Lname]
[Recipient email@mail.com],

[Sender Fname Lname] shared this item from LowesForPros.com with you.



[Product Title/URL]
Item #000000 | Model #000000

[Optional Sender Notes]

Connect With Us: Get exclusive promotional emails and offers from LowesForPros.com.

SIGN UP

Thank you,
Lowe's ProServices

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Not approved

Email Cart



[Sender Inputted Subject]

Dear [Recipient email@mail.com],

Someone shared a cart with you:

"[Sender Inputted Message]"

Thank you,

[Sender email@name.com]
[Sending Organization Name]



Item description goes here Item
descript goes here description
Item #000000 | Model #000000
Quantity 000



Item description goes here Item
descript goes here description
Item #000000 | Model #000000
Quantity 000



Item description goes here Item
descript goes here description
Item #000000 | Model #000000
Quantity 000



Item description goes here Item
descript goes here description
Item #000000 | Model #000000
Quantity 000



Item description goes here Item
descript goes here description
Item #000000 | Model #000000
Quantity 000

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Not approved

Alternative Order Process



Chicago Housing Authority
National Account Manager: Janey Hershey

PO Number: 6694312x1410x1710471
00/00/000 00:00 AM

East Lake J. Pollard
555-333-2121
jpollard@email.com

Payment Type: LAR East Lake J. Pollard
Delivery Charge: \$0.00
Tax Exempt ID: 230102962
TCPN: 470000660033601

Shipping Address: 9141 South Chicago Ave
Chicago, IL 60617
Billing Address: 9141 South Chicago Ave
Chicago, IL 60617

Store Instructions
Enter as a phone order. Note LFP order on the Tax Exempt Slip
Printed Invoices (hold in a folder for the AEP or fax/email to the
AEP)

Item	Quantity	Price	Fulfillment Method
Item description goes here Item description goes here description goes here #000000	00	\$000.00	Lowe's Truck Delivery
Item description goes here Item description goes here description goes here #000000	00	\$000.00	Lowe's Truck Delivery (You'll be contacted within 24 hours of 04/10/2017 to arrange your delivery)
Item description goes here Item description goes here description goes here #000000	00	\$000.00	Lowe's Truck Delivery (You'll be contacted within 24 hours of 04/10/2017 to arrange your delivery)



Not approved

Marketing Emails

Email Optin Welcome Journey

- Email Optin Trigger
- Reminder #1
- Reminder #2

***NOTE:**
This creative will be used to update the current Email Optin Welcome Journey TBD August 2017.

Subject: Test Send - Thanks For Joining the LowesForPro.Com Community - Become an Insider
Date: Thursday, July 6, 2017 at 10:38:41 AM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com

LOWE'S ProServices PRO ACCOUNT SIGN IN >

Welcome

Thanks for signing up for Lowe's For Pros emails. It pays to be a Pro. Get 10% OFF* your next purchase.

10% OFF

Your Next Purchase

We've added you - but the job's not done!
Get exclusive offers and manage your business online, only on LowesForPros.com.

REGISTER NOW

You have a dedicated **PRO TEAM** in store to help with your business needs.

LEARN MORE

Lowe's ProServices is a proud partner of the following associations:

Join the conversation:

*This one-time use, limited-time Coupon is good for 10% off your next purchase. Coupon is not a credit or debit card, has no implied expiration and can't be used in conjunction with any other coupon/discount (including, but not limited to, LowesForPros.com promotional/special pricing; Lowe's credit discounts; Lowe's military discount; Lowe's employee discounts; Lowe's Price Match Guarantee; Lowe's volume discount programs such as Guide Support Program "GSP"; government contract pricing; or any other special pricing/discount programs). Coupon is not redeemable for cash, not transferable and can't be replaced if lost or stolen. Void if altered, defaced, copied, transferred, or sold through any on-line auction or otherwise. Limit 1 coupon per customer. Not valid on: Lowes.com; Lowe's mobile applications; previous sales; multiple transactions; purchase of services, installation, or extended protection plans; gift cards; Weber products; Deox, ICON, Fisher & Paykel, Monogram, Smeg, or Liebherr brand appliances (some brands not available in all markets/states); or clearance appliances. Customer must pay applicable sales tax. Coupon can't be used to make payments on any charge or credit account. Cash Value: 1/100 cent. Valid in the US only and expires on the date listed. Lowe's reserves the right to withdraw the offer at any time for any reason.

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Subject: Test Send - You're Almost Done: Create Your Account!
Date: Wednesday, July 12, 2017 at 2:39:41 PM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com

LOWE'S ProServices PRO ACCOUNT SIGN IN >

Let's Get Started

Create your account on LowesForPros.com and start shopping today.

- MANAGE YOUR BUSINESS
- VIEW PURCHASE HISTORY
- CREATE CUSTOM CATALOGS

REGISTER NOW

You have a dedicated **PRO TEAM** in store to help with your business needs.

LEARN MORE

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Subject: Test Send - What are you waiting for? Create your account!
Date: Wednesday, July 12, 2017 at 3:12:43 PM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com

LOWE'S ProServices PRO ACCOUNT SIGN IN >

Finish the Job

Create a LowesForPros.com account today.

- MANAGE YOUR BUSINESS
- BUY IN BULK AND SAVE
- BUSINESS TOOLS AND SUPPORT

REGISTER NOW

You have a dedicated **PRO TEAM** in store to help with your business needs.

LEARN MORE

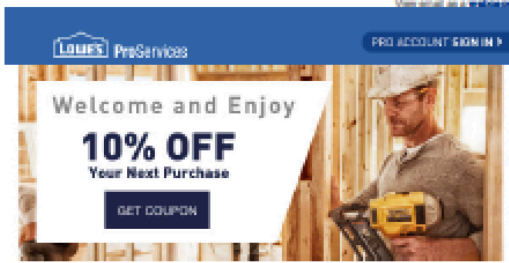
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Subject: Text Send - Thanks For Joining - Here's 10% OFF
Date: Friday, July 7, 2017 at 4:13:34 PM Eastern Daylight Time
From: Lowe's For Pros
To: ecoban@salesforce.com



Dear ,

Thanks for registering as an admin for BUS Org 20170523212 on [Lowe'sForPros.com](#). As the admin you can manage your organization to meet your business needs by inviting buyers, setting up tax exemption or begin creating your custom catalogs for easy and quick shopping. To begin now click the Manage Organization button below. Share your Pro Account ID with users signing up under your organization so they can inherit your preferences; manage your organization below.

BUS Org 20170523212
Pro Account ID: A83A190E72

Doing business just got easier.
Now you can control your business.

- Add Users
- Create Buyer Catalogs
- Manage Tax Exemptions

MANAGE ORGANIZATION



Need more help? Call us at 1-844-LOW-4PRO

You have a dedicated **PRO TEAM** in store to help with your business needs.

LEARN MORE

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Marketing Emails

Registration Welcome Journey

- Registration Trigger
- Reminder #1
- Reminder #2

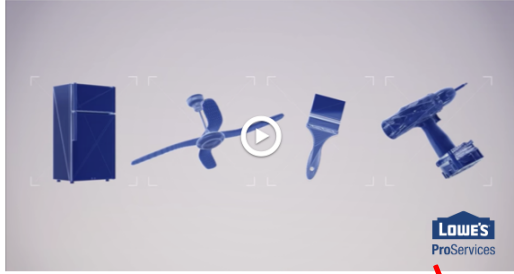
***NOTE:**
This creative (minus the dynamic data in the Registration Trigger) will be used to update the current Registration Journey on 7/27/17.



We've made it easier for your team to shop.
Never run out of products.

- Quick Order List
- Create Custom Catalogs
- View Purchase History

SET UP SHOPPING



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Seamlessly manage your finances.

Lowe'sForPros.com has payment options for any size business.

- Link Your Lowe's Accounts Receivable
- Purchase Approval Workflow
- Purchase Limits and Custom Catalogs

SET UP PAYMENTS



Need more help? Call us at 1-844-LOW-4PRO

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