



Mass Email Customers

User/Installation Guide

Version 2.3.0

1. Overview

The Mass Email Customers extension gives you the ability to send an email to all or selected registered and guest customers. Send a mass email with one click from the admin sales order grid and the admin customer grid. Email template customization like Magento's default email templates. An easy way to contact your customers and keep them up-to-date with your news, events and updates.

2. Key Features

- Send mass email to all or selected customers
- Send mass email with one click from the admin sales order grid and admin customer grid
- Easy email template customization like Magento's default email templates
- Custom email variables for customer and order data

3. Other Features

- Developed by a Magento Certified Developer
- Meets Magento standard development practices
- Simple installation
- 100% open source

4. Compatibility

Magento Community Edition 2.1 – 2.2 – 2.3

5. Download the Extension

- [Sign in](#) to your account
- Navigate to menu **My Account** → **My Downloads**
- Find the extension and click to download it
- Extract the downloaded ZIP file in a temporary directory

6. Backup your web directory and store database

Before installing the extension, backup your web directory and store database. All our extensions are tested on clean Magento installations. We can not guarantee of compatibility with third party extensions or customized Magento installations. We recommend to install any extension you obtain from us on a testing Magento installation first and then on a live Magento installation in case of incompatibility with third party extensions.

7. Installing the Extension

- Upload the extracted folders and files of the extension to base (root) Magento directory. Do not replace the whole folders, but merge them. If you have downloaded the extension from Magento Marketplace, then create the following folder path **app/code/MageVision/MassEmailCustomers** and upload there the extracted folders and files.
- Connect via SSH to your Magento server as, or switch to, the Magento file system owner and run the following commands from the (root) Magento directory:
 - `cd path_to_the_magento_root_directory`
 - `php bin/magento maintenance:enable`
 - `php bin/magento module:enable MageVision_MassEmailCustomers`
 - `php bin/magento setup:upgrade`
 - `php bin/magento setup:di:compile`
 - `php bin/magento setup:static-content:deploy`
 - `php bin/magento maintenance:disable`
- Log out from Magento admin and log in again

8. How to Use

Navigate to Magento Admin under **Stores** → **Configuration** → **MageVision Extensions** → **Mass Email Customers** to configure the Sender email and the Mass Email Template.

The default email template that the extension uses, includes just a simple example message. So you will need to customize it and add your message. Navigate to Magento Admin under **Marketing** → **Email Templates** and add a new template. Load as default template the “Mass Email Customers” and see the template's information. You can customize the template subject and content. Except from the default Magento's variables, you can also use some custom variables that you can use to add customer and order data to your email content.

Variables:

“customer_name” : Customer Name

“customer_email” : Customer Email Address

“increment_id” : Order Id (only for sending email from the admin sales order grid)

Example for displaying customer's name in the email template

```
{{trans "Hello, %customer_name," customer_name=$customer_name}}
```

Example of displaying increment order's id in the email template

```
{{var increment_id}}
```

Give a name to your custom template and save it. Afterwards navigate again to Magento Admin under **Stores** → **Configuration** → **MageVision Extensions** → **Mass Email Customers** and configure the extension to use your new custom email template.

Screenshot

Configure email sender and email template

Stores → **Configuration** → **MageVision Extensions** → **Mass Email Customers**

The screenshot shows the Magento 2 Configuration interface. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, and System. The main content area is titled "Configuration" and includes a search icon, a notification bell, and a user profile for "admin". Below this is a "Store View" dropdown set to "Default Config" and a "Save Config" button. A left-hand menu lists configuration sections: GENERAL, CATALOG, CUSTOMERS, SALES, and MAGEVISION EXTENSIONS. The "MAGEVISION EXTENSIONS" section is expanded to show "Mass Email Customers". The "General" sub-section is active, displaying two dropdown menus: "Mass Email Sender" (set to "General Contact") and "Mass Email Template" (set to "Mass Email Customers (Default)"). A note below the template dropdown states: "Email template chosen based on theme fallback when 'Default' option is selected."

Screenshot Admin Customer Grid

The screenshot displays the 'Customers' admin interface. On the left is a vertical sidebar with navigation options: DASHBOARD, SALES, PRODUCTS, CUSTOMERS (highlighted), MARKETING, CONTENT, REPORTS, STORES, and SYSTEM. The main header area includes the title 'Customers', a search icon, a notification bell, and a user profile 'admin'. An orange 'Add New Customer' button is located in the top right. Below the header is a search bar with the placeholder 'Search by keyword' and a search icon. To the right of the search bar are controls for 'Filters', 'Default View', 'Columns', and 'Export'. The table shows '1 records found (1 selected)'. The table has columns: Email, Group, Phone, ZIP, Country, State/Province, Customer Since, Web Site, Confirmed email, Account Created in, Date of Birth, Tax VAT Number, Gender, and Account. The first row contains the following data: Email: roni_cost@example.com, Group: General, Phone: (555) 229-3326, ZIP: 49628-7978, Country: United States, State/Province: Michigan, Customer Since: Dec 16, 2016 3:04:25 PM, Web Site: Main Website, Confirmed email: Confirmation Not Required, Account Created in: Default Store View, Date of Birth: Dec 15, 1973, Gender: Female, Account: (partially visible). An 'Actions' menu is open over the first row, listing: Email to Customers, Delete, Subscribe to Newsletter, Unsubscribe from Newsletter, Assign a Customer Group, and Edit.

Email	Group	Phone	ZIP	Country	State/Province	Customer Since	Web Site	Confirmed email	Account Created in	Date of Birth	Tax VAT Number	Gender	Account
roni_cost@example.com	General	(555) 229-3326	49628-7978	United States	Michigan	Dec 16, 2016 3:04:25 PM	Main Website	Confirmation Not Required	Default Store View	Dec 15, 1973		Female	

Screenshot

Admin Customer Grid Email to Customers notification

The screenshot displays the Admin Customer Grid interface. A modal dialog box titled "Email to Customers" is centered on the screen, asking for confirmation: "Are you sure to send an email to the selected customers?". The dialog includes "Cancel" and "OK" buttons. In the background, the "Customers" grid is visible with one record selected. The "Actions" menu is open, showing options like "Email to Customers", "Delete", "Subscribe to Newsletter", "Unsubscribe from Newsletter", "Assign a Customer Group", and "Edit".

Email	Group	Phone	ZIP	Country	State/Province	Customer Since	Web Site	Confirmed email	Account Created in	Date of Birth	Tax VAT Number	Gender	Action
roni_cost@example.com	General	(555) 229-3326	49628-7978	United States	Michigan	Dec 16, 2016 3:04:25 PM	Main Website	Confirmation Not Required	Default Store View	Dec 15, 1973		Female	Edi

Screenshot Admin Sales Order Grid

Orders

Search by keyword

Filters | Default View | Columns | Export

20 per page | 1 of 1

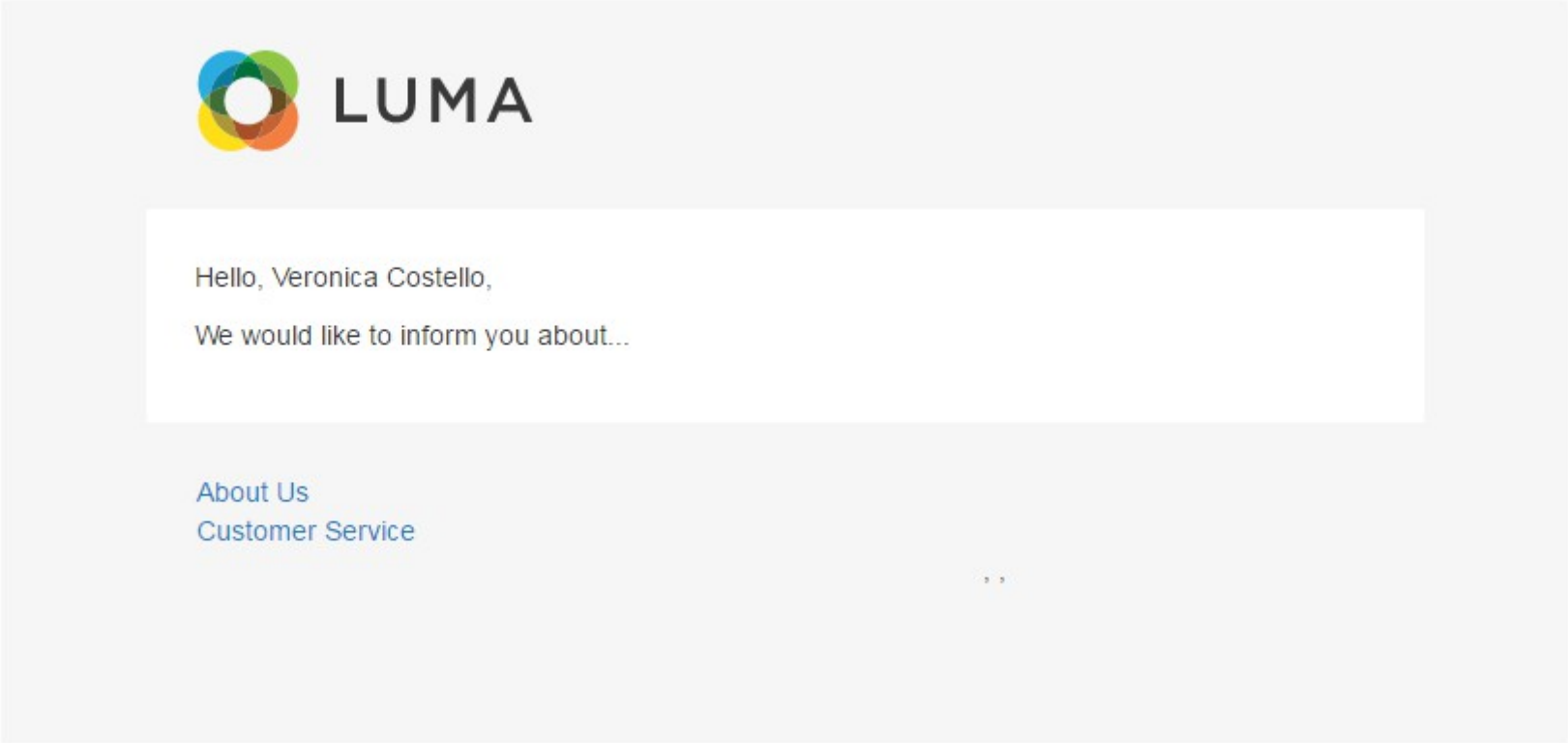
2 records found

Source	Purchase Point	Purchase Date	Bill-to Name	Ship-to Name	Grand Total (Base)	Grand Total (Purchased)	Status	Action
Website	in Website Store	Dec 16, 2016, 15:12:00 PM	Veronica Costello	Veronica Costello	\$39.64	\$39.64	Complete	View
Website	in Website Store	Dec 16, 2016, 15:12:00 PM	Veronica Costello	Veronica Costello	\$36.39	\$36.39	Processing	View

Actions

- Email to Customers
- Cancel
- Hold
- Unhold
- Print Invoices
- Print Packing Slips
- Print Credit Memos

Screenshot
Default Mass Email Template



Screenshot
Customize Mass Email Template

The screenshot shows the 'New Template' interface in a Magento system. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Products, Customers, Marketing (highlighted), Content, Reports, Stores, and System. The main content area has a header with the title 'New Template' and navigation buttons: 'Back', 'Reset', 'Convert to Plain Text', 'Preview Template', and a prominent orange 'Save Template' button. Below the header, there are two sections: 'Load default template' and 'Template Information'. In the 'Load default template' section, a 'Template' dropdown menu is set to 'Mass Email Customers', with a 'Load Template' button below it. The 'Template Information' section contains three fields: 'Template Name' with the value 'Mass Email Customer Custom', 'Template Subject' with the value '{{trans "Greetings %customer_name from %store_name" customer_name=\$customer_name}}', and 'Template Content' with the value '{{template config_path="design/email/header_template"}}'. An 'Insert Variable...' button is located between the subject and content fields.

Screenshot
Configure to use the customized email template

The screenshot shows the Magento 2 Configuration interface. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, and System. The main header area includes a search icon, a notification bell, and a user profile labeled 'admin'. Below the header, the 'Store View' is set to 'Default Config'. A 'Save Config' button is located in the top right of the configuration area. The left sidebar of the configuration panel lists categories: GENERAL, CATALOG, CUSTOMERS, SALES, MAGEVISION EXTENSIONS, and Mass Email Customers. The 'General' section is expanded, showing two fields: 'Mass Email Sender' (set to 'General Contact') and 'Mass Email Template' (set to 'Mass Email Customer Custom'). A note below the template field states: 'Email template chosen based on theme fallback when "Default" option is selected.'

9. Support

If you need support or have any questions directly related to a MageVision extension, please contact us at support@magevision.com

Best regards,
The MageVision Team