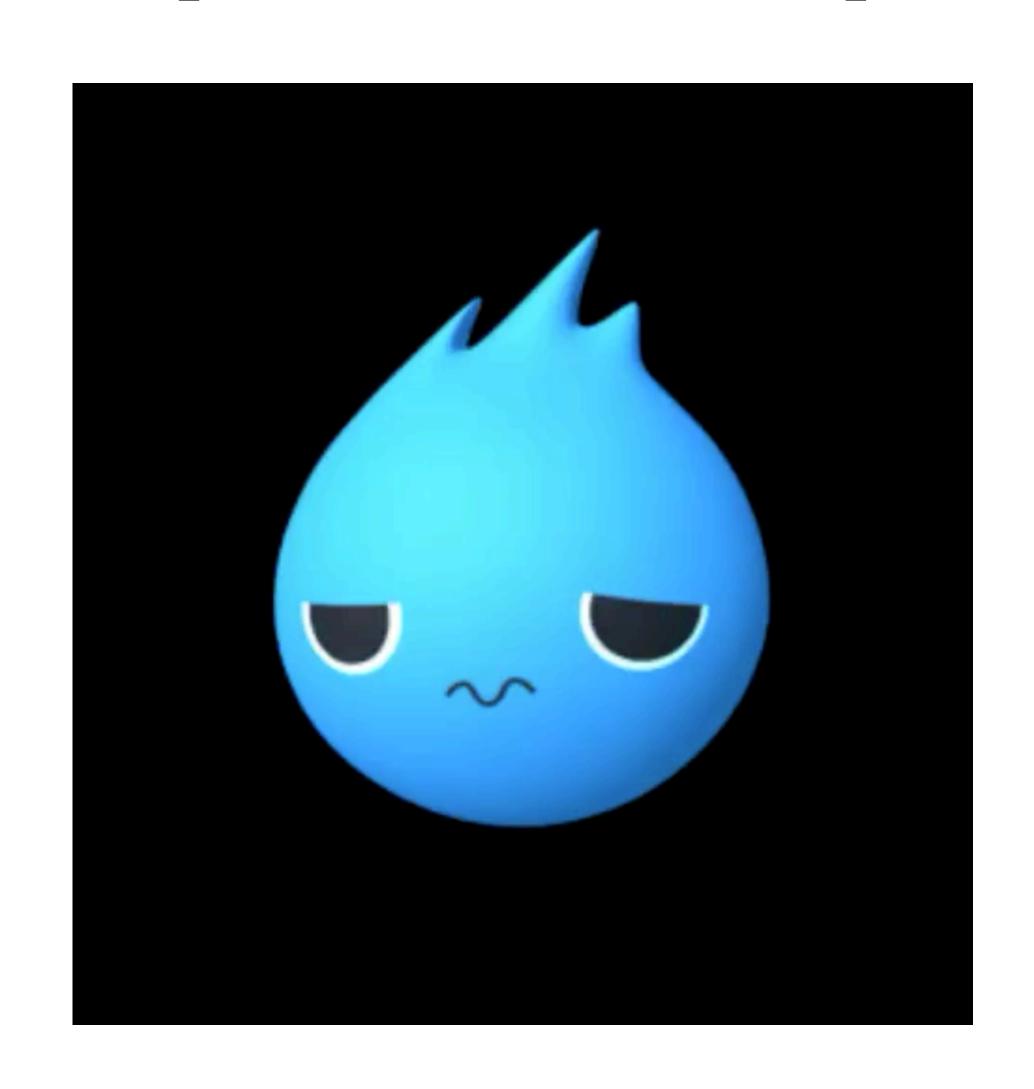
Amazing Emails with Drupal 8



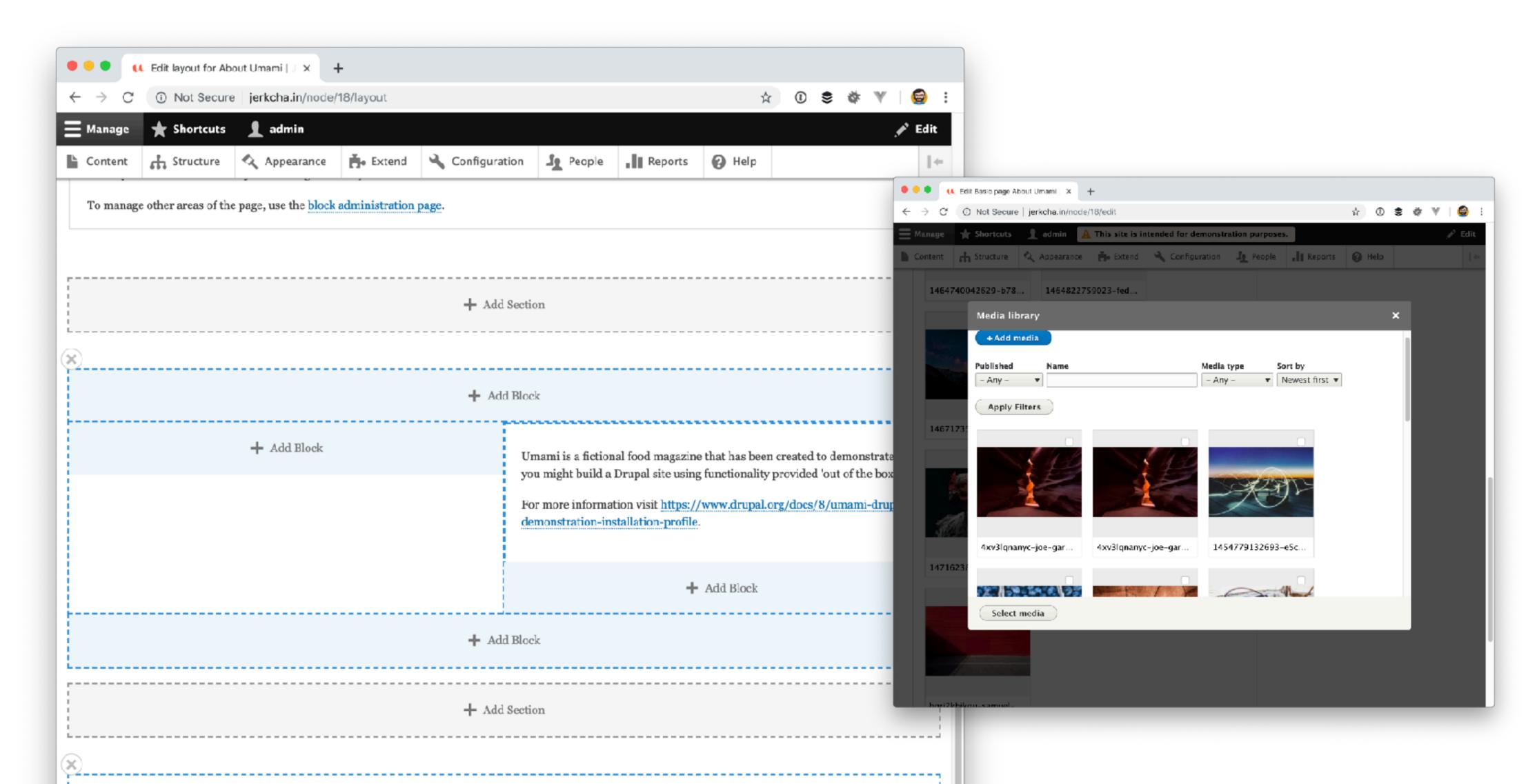
Wayne Eaker
DrupalTutor.com



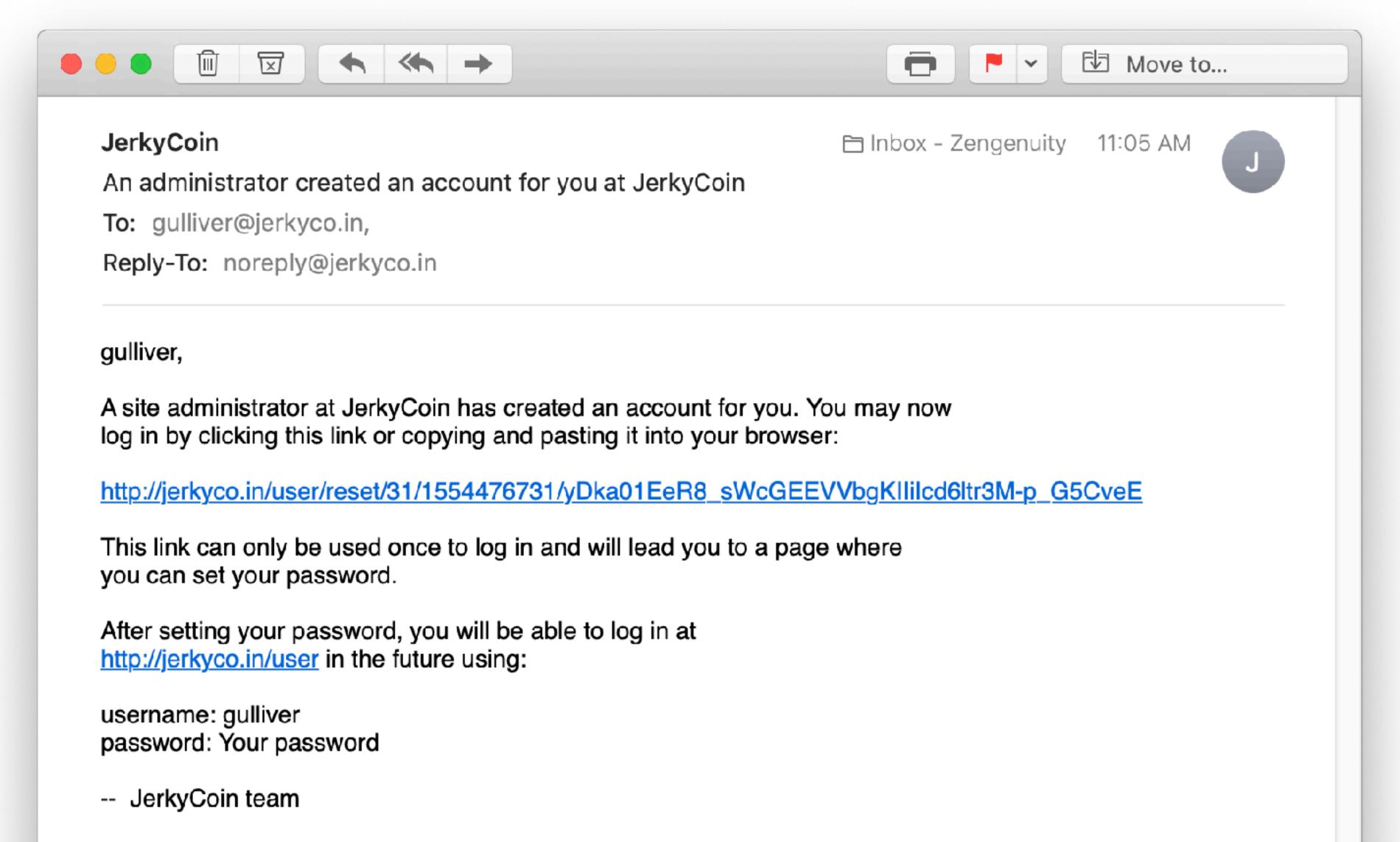
The Drupal User Experience



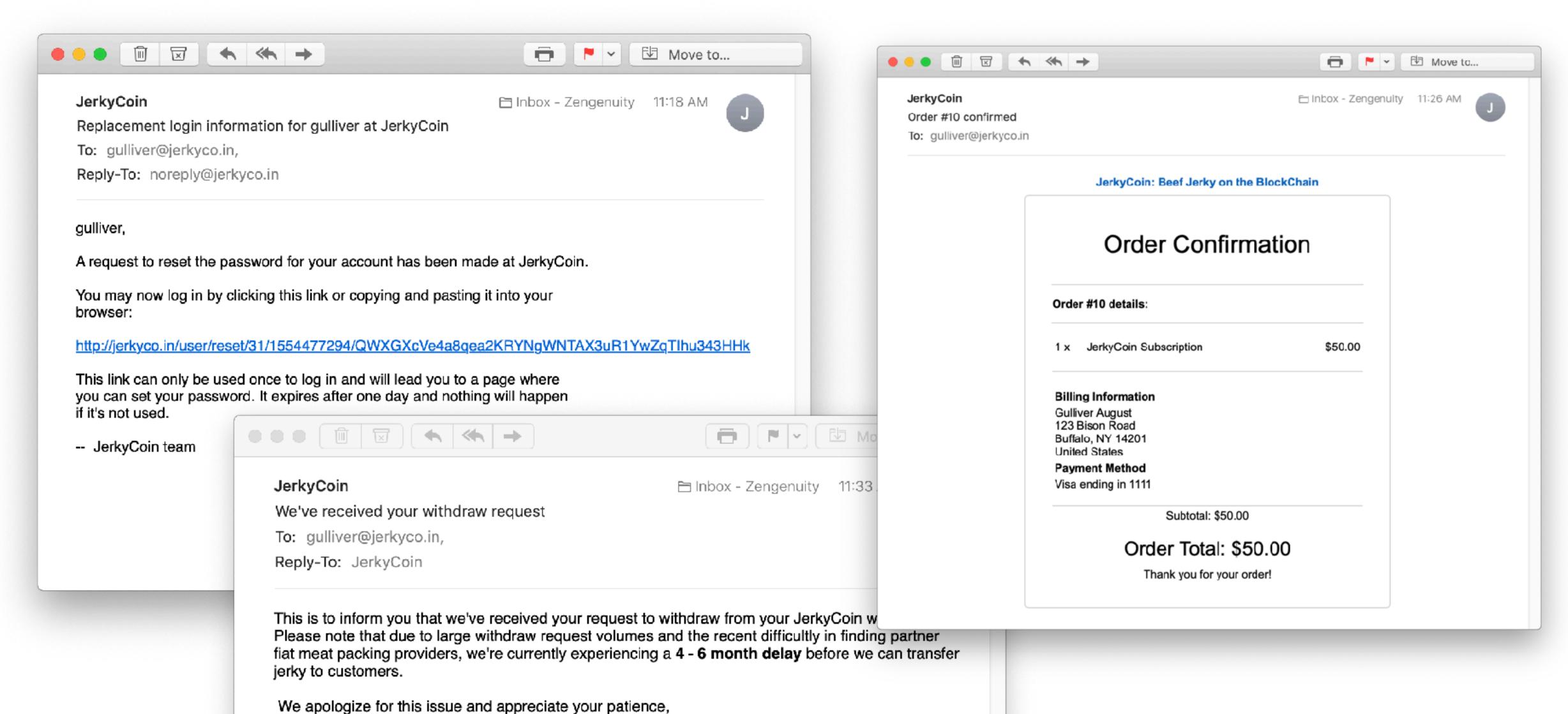
The Drupal User Experience



The Email User Experience



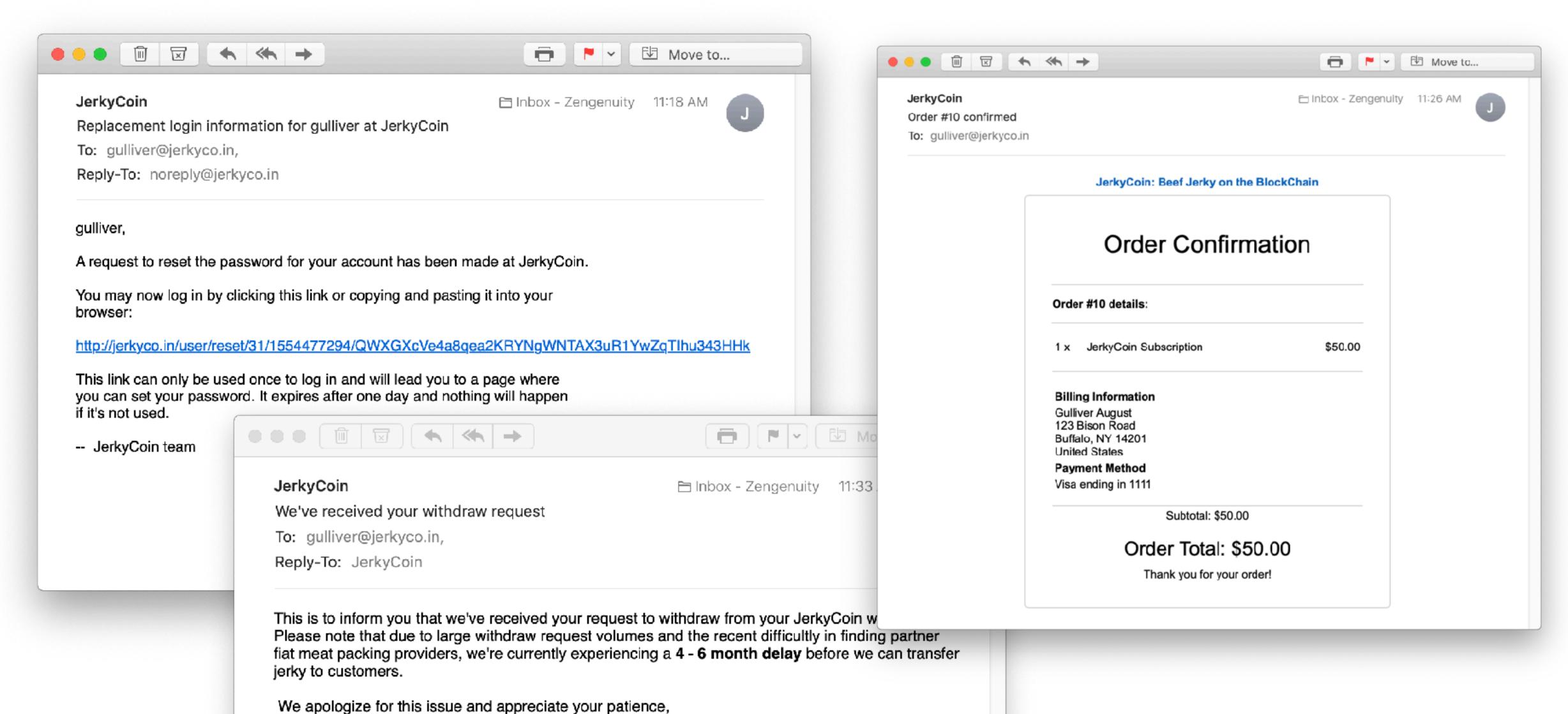
Ongoing User Engagement



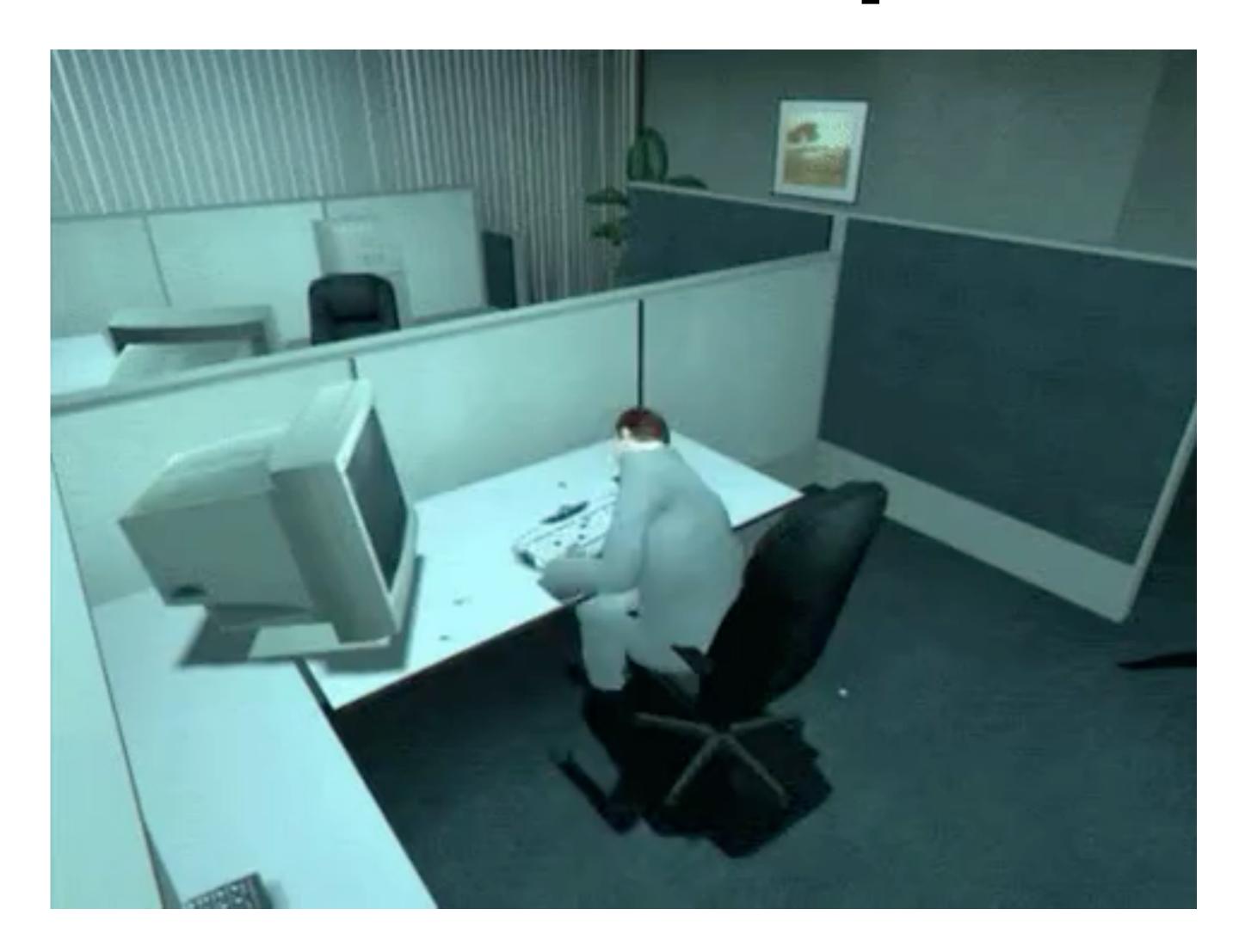
Transactional Emails

8 times more opens than marketing emails

Ongoing User Engagement



Website Editor Experience



No HTML Formatting

Limited Features

Editor Experience
Is Inconsistent

Drupal Core

Emails

Welcome (r	ıew	user	created	by
administra	tor)			_

Welcome (awaiting approval)

Admin (user awaiting approval)

Welcome (no approval required)

Account activation

Account blocked

Account cancellation confirmation

Account canceled

Password recovery

Edit the welcome email messages sent to new member accounts created by an administrator. The list of available tokens that can be used in e-mails is provided below.

Subject

An administrator created an account for you at [site:name]

Body

[user:display-name],

A site administrator at [site:name] has created an account for you. You may now log in by clicking this link or copying and pasting it into your browser:

[user:one-time-login-url]

This link can only be used once to log in and will lead you to a page where you can set your password.

After setting your password, you will be able to log in at [site:login-url] in the future using:

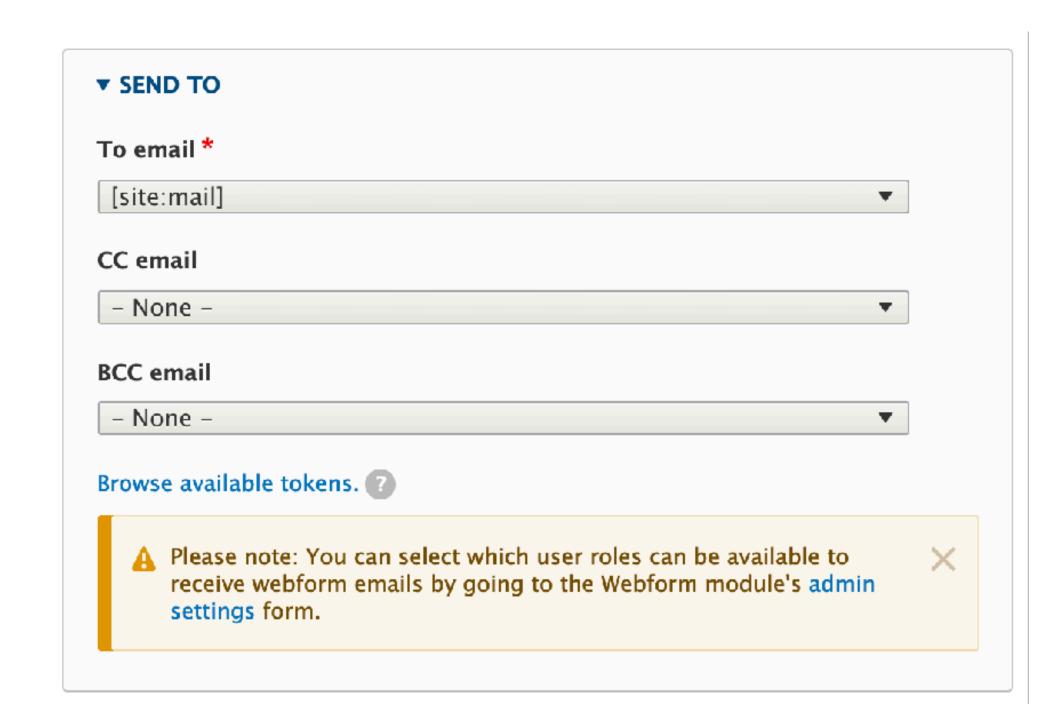
username: [user:name] password: Your password

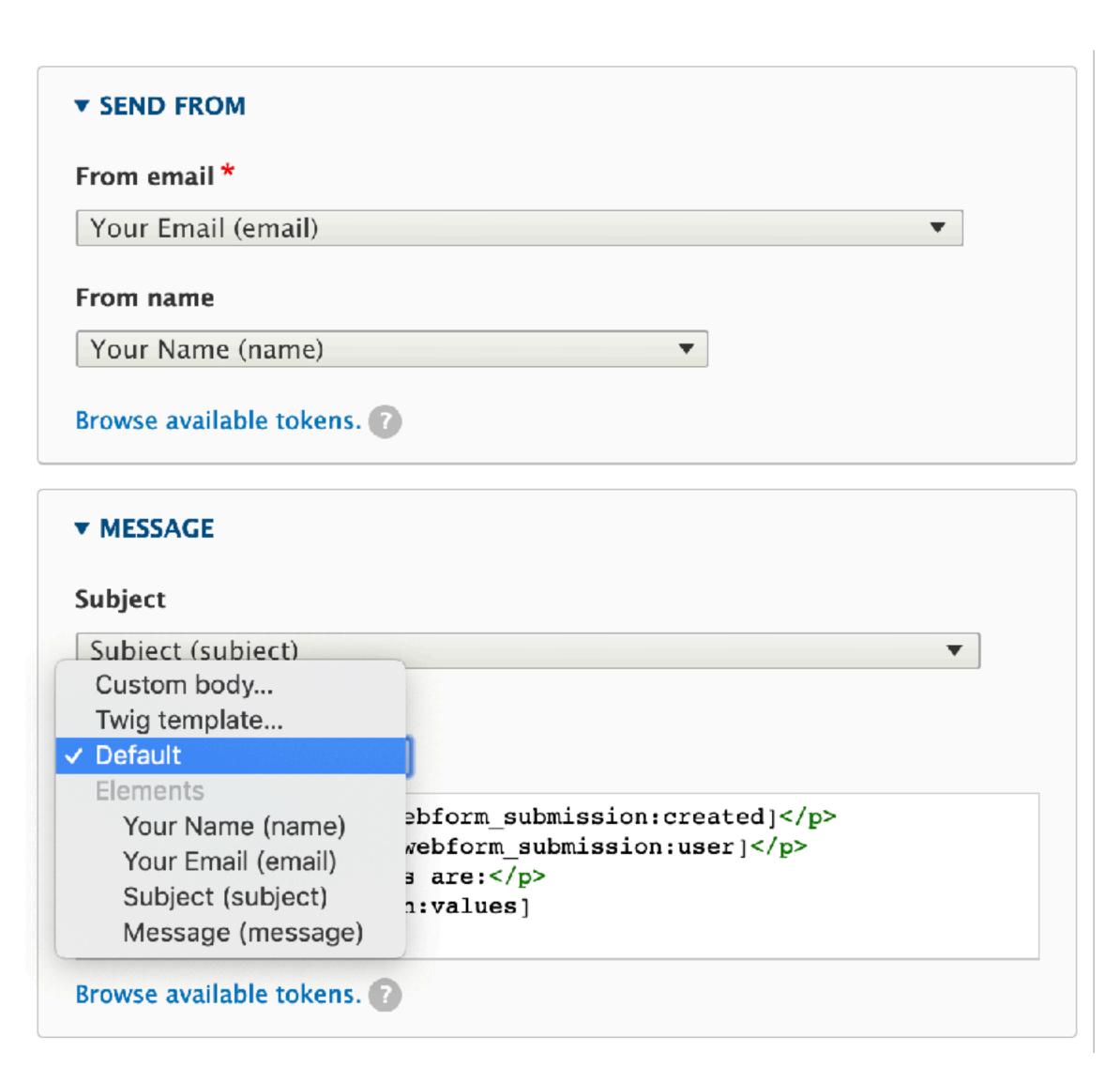
-- [site:name] team

Browse available tokens.

Save configuration

Webform





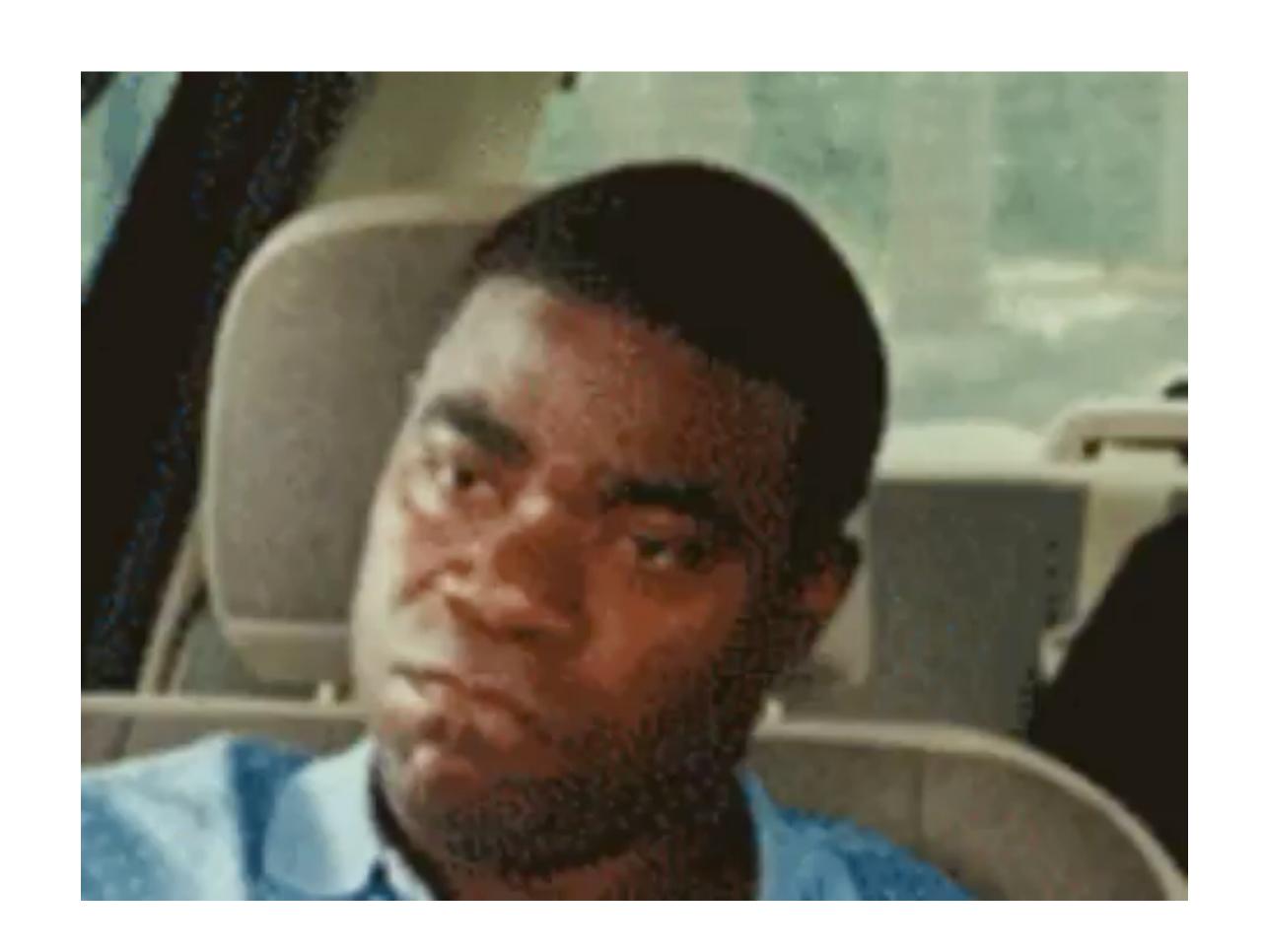
Drupal Commerce

```
<a href="{{ url('<front>') }}" style="...">{{ order_entity.getStore.label }}</a>
  {{ 'Order Confirmation'It }}
  {{ 'Order #@number details:'|t({'@number': order_entity.getOrderNumber}) }}
  {% block order_items %}
   {% for order_item in order_entity.getItems %}
```

No Email History

"We've got a user over here who says they didn't get the email. Is something wrong with the system?"

Every client ever



Emails in Drupal Core

HTML Formatting Attachments & Images Editor Experience & Templates **Email History**

Making Drupal Email Amazing



Wayne Eaker

Independent Full Stack Drupal Developer since 2006 / version 4.5

drupal.org / Slack: zengenuity



Zengenuity



Twitter: @WayneEaker

DrupalTutor.com

What We Are Going to Talk About

HTML Email

How Drupal Core Sends Email

Architecture of a Better Email Solution for Drupal 8

New System for Drupal Email

What We Aren't Going to Talk About

Email Delivery

Use third-party MTA (Amazon SES, Mailgun, SendGrid, etc.)

HTML Email

Limited HTML and CSS Implementation

Responsive Design Works in Most Popular Clients

Limited Support for Web Fonts

Gmail and Apple Mail (Mac and iOS)
Good HTML / CSS Support

Outlook = Table Hell

Email Client Market Share

Apple iPhone	28%
Gmail	26%
Outlook	9%
Apple iPad	9%
Apple Mail	8%
Yahoo! Mail	7%
Outlook.com	2%
Google Android	2%
Samsung Mail	2%
Thunderbird	1%

As of March 2019. Source: https://emailclientmarketshare.com/

How Drupal Sends Email

```
\Drupal::service('plugin.manager.mail')
->mail($module, $key, $to, $langcode, $params, $reply, $send)
```

hook_mail(\$key, &\$message, \$params)

hook_mail_alter(&\$message)

Only supports plain text by default No multi-part support - no attachments

Emails in Drupal Core

HTML Formatting Attachments & Images Editor Experience & Templates **Email History**

Swift Mailer

PHP library for sending HTML / multi-part emails https://swiftmailer.symfony.com

Provides formatting and transport

Supports attachments and inline images

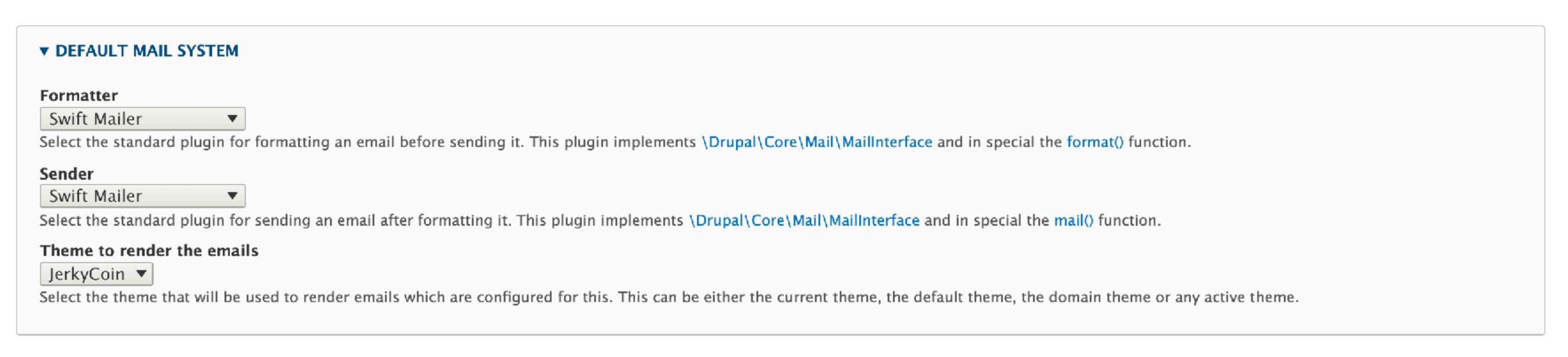
Drupal integration module https://www.drupal.org/project/swiftmailer

Mail System

User interface for selecting a mail processing plugin

Configure the Mail System 🕸

Home » Administration » Configuration » System



Customizing Swift Mailer

swiftmailer.html.twig

```
<html>
<head>
<style type="text/css">
table tr td {
 font-family: Arial;
 font-size: 12px;
</style>
</head>
<body>
<div>
 <div style="padding: 0px 0px 0px 0px;">
       {{ body }}
     </div>
    </div>
</body>
</html>
```

Customizing Swift Mailer

swiftmailer.html.twig

```
<html>
<body>
<div>
 <div style="padding: 0px 0px 0px 0px;">
     {{ body }}
    </div>
   </div>
</body>
</html>
```

Customizing Swift Mailer

swiftmailer.html.twig

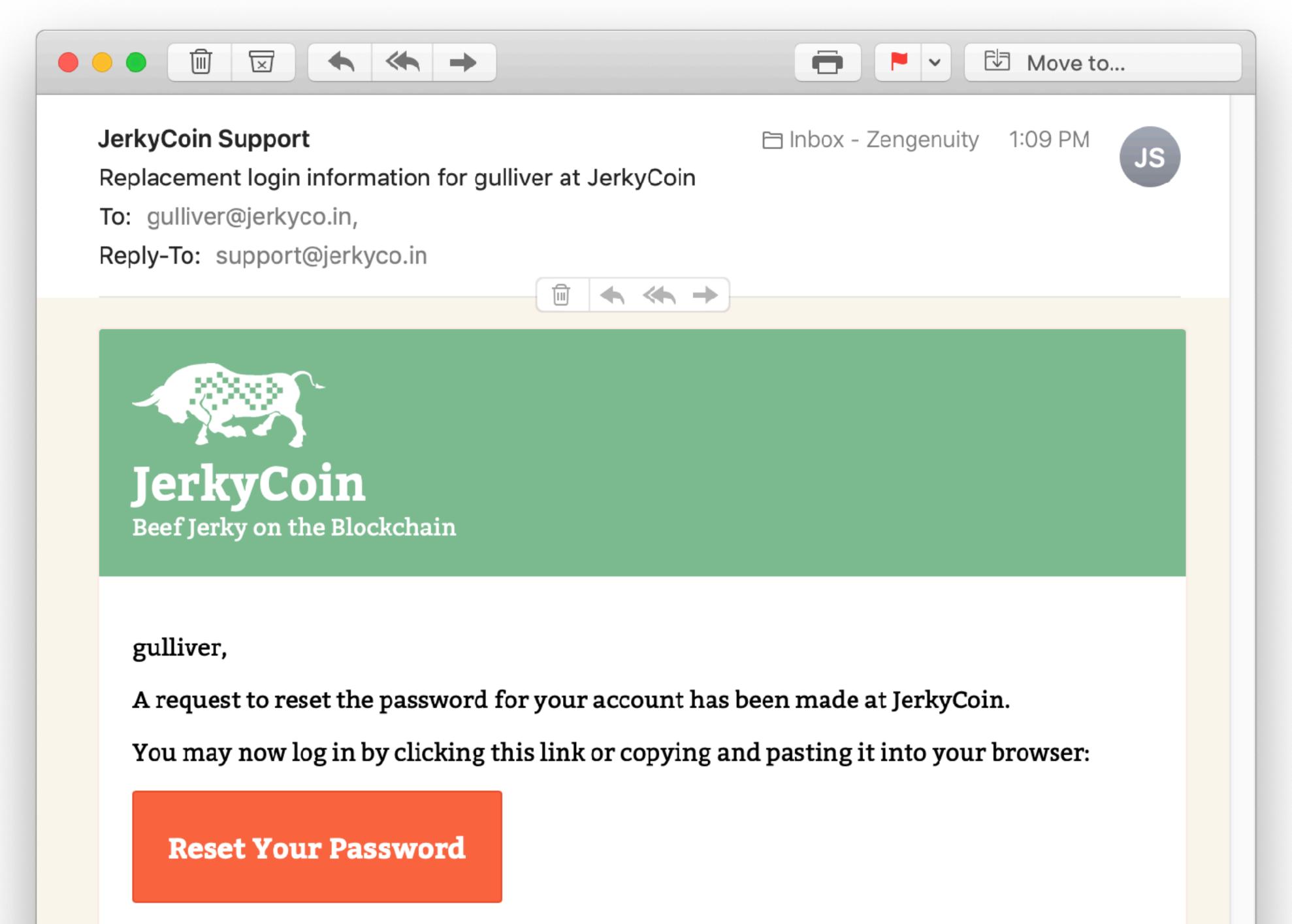
```
<html>
<head>
<style type="text/css">
table tr td {
  font-family: Arial;
  font-size: 12px;
</style>
</head>
<body>
</body>
</html>
```

Responsive Design

```
<style>
    @media only screen and (min-width: 650px) {
      md-float-right {
        float: right;
        margin-left: 40px;
      md-right {
        text-align: right;
     \mathbf{md}-\mathbf{mb20} {
        margin-bottom: 20px;
      md-mb0 {
        margin-bottom: 0;
      md-center {
        text-align: center;
</style>
```

Web Fonts

```
<style>
   @font-face {
      font-family: 'Bitter';
      font-style: normal;
      font-weight: 400;
      src: local('Bitter Regular'), local('Bitter-Regular'),
url(https://fonts.gstatic.com/s/bitter/v14/rax8HiqOu8IVPmn7f4xpLjpSmw.woff2)
format('woff2');
    body {
      font-size: 14px;
      font-family: 'Bitter', "Times New Roman", Times, serif;
</style>
```



This link can only be used once to log in and will lead you to a page where you can set

Emails in Drupal with Swift Mailer

HTML Formatting Attachments & Images Editor Experience & Templates **Email History**

How Drupal Stores Data

Entities: data records

Entity Types: different types of records (content, user, taxonomy term, media)

Entity Bundles: subtypes (content types, taxonomy vocabularies, media types)

Tokens

Emails

Welcome ((new	user	created	by
administr	ator)			-

Welcome (awaiting approval)

Admin (user awaiting approval)

Welcome (no approval required)

Account activation

Account blocked

Account cancellation confirmation

Account canceled

Password recovery

Edit the welcome email messages sent to new member accounts created by an administrator. The list of available tokens that can be used in e-mails is provided below.

Subject

An administrator created an account for you at [site:name]

Body

[user:display-name],

A site administrator at [site:name] has created an account for you. You may now log in by clicking this link or copying and pasting it into your browser:

[user:one-time-login-url]

This link can only be used once to log in and will lead you to a page where you can set your password.

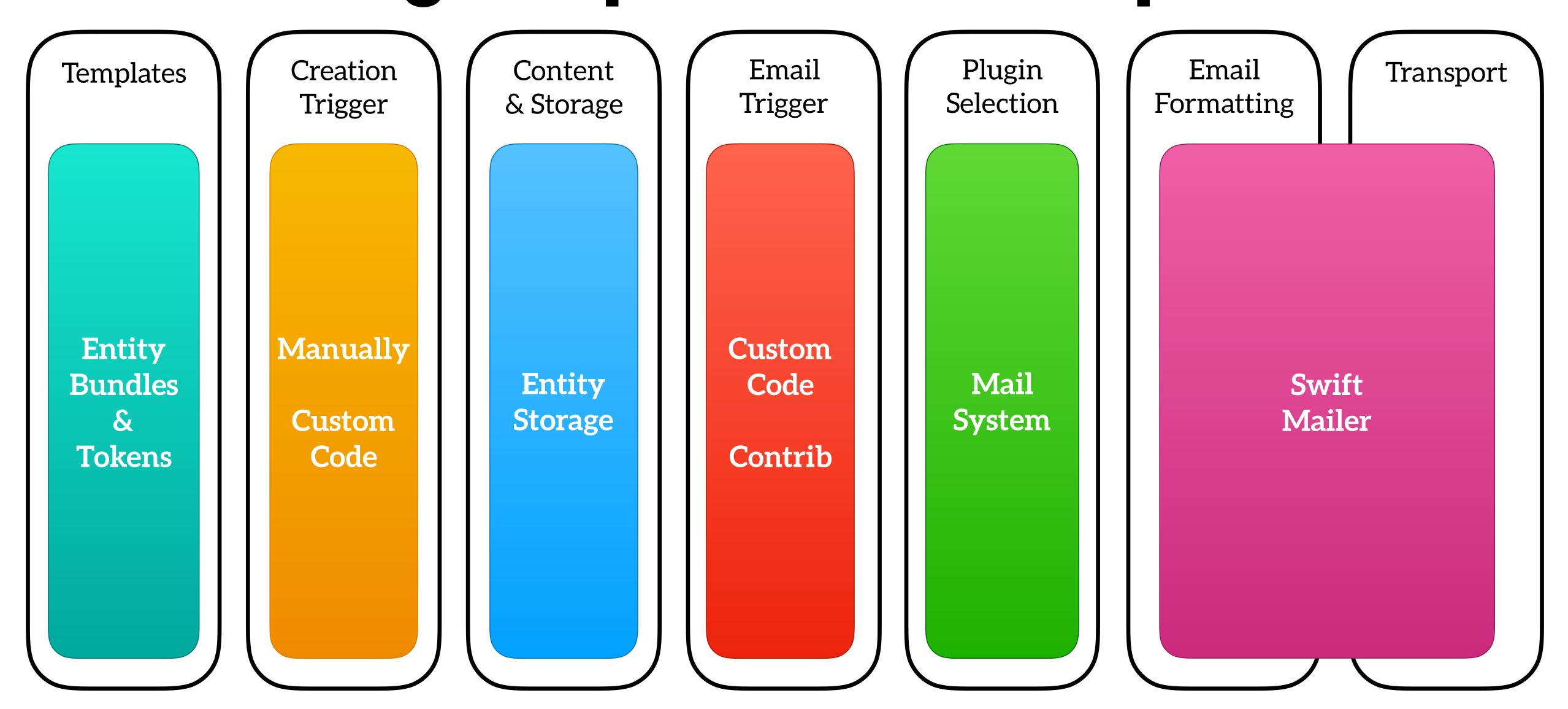
After setting your password, you will be able to log in at [site:login-url] in the future using:

username: [user:name] password: Your password

-- [site:name] team

Browse available tokens.

Amazing Drupal Email Components

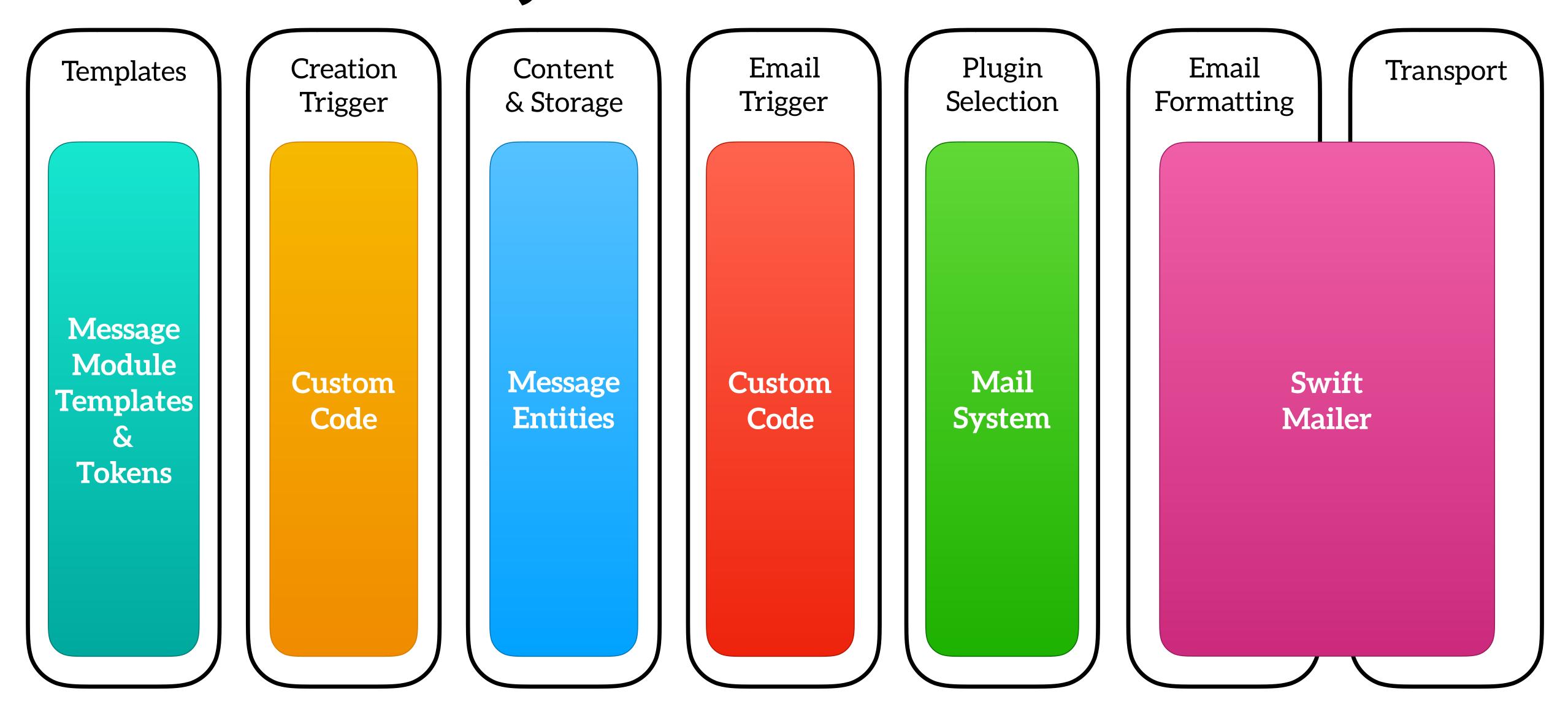


My Initial Solution

Message Module

https://www.drupal.org/project/message

My Initial Solution



Issues

Integration code for every template

```
function mymodule_drupal_mail_alter(&$message) {
   if ($message['id'] === 'user_password_reset') {
     $message['send'] = FALSE;
     // Create replacement message entity and send.
  }
}
```

Issues

Template editor experience not great

Message Template Editing

Show row weights

MESSAGE TEXT

You have been registered for a course at DrupalTutor.com!

4

Text format Markdown

About text formats @

- · You can use Markdown syntax to format and style the text. Also see Markdown Extra for tables, footnotes, and more.
- · Global and entity tokens are replaced with their values. Browse available tokens.
- Web page addresses and email addresses turn into links automatically.

Welcome! You have been registered for one or more classes DrupalTutor.com. This email will help you get your account set up so you can access the lesson material and live Q&A webinars.

Logging Into the Website

A user account has been created for you. Please click the link below to log in and set your password.

@{message:author:one-time-login-url}

The password reset link above will expire 24 hours from when this message is sent. If you don't get a chance to log in by then, you can log in by resetting the password here:

@{site:url}user/password

Your Class Registrations

Issues

Email history without formatting

Message Log Viewing

	MESSAGE ID •	MESSAGE TEMPLATE	MESSAGE TEXT	AUTHOR	PUBLISHED DATE
			You have been registered for a course at DrupalTutor.com! Welcome! You have been registered for one or more classes DrupalTutor.com. This email will help you get your account set up so you can access the lesson material and live Q&A webinars.		
		Registration:	Logging Into the Website		Mon, 01/07/2019 - 12:23pm
			A user account has been created for you. Please click the link below to log in and set your password.		
			The password reset link above will expire 24 hours from when this message is sent. If you don't get a chance to log in by then, you can log in by resetting the password here:	Nancy	
	2731		user/password		
		New User	Your Class Registrations	Woodard	
			After you log in, you will see a list of your classes. Here are the classes you have been just be registered for:		
			Questions or Trouble Logging In		
			If you have any questions or have trouble logging in, please reply to this email, and we'll respond as soon as possible.		
			Thank you for signing up for our classes, and I hope to talk to you soon in one of our		

Emails in Drupal with Message Module

HTML Formatting Attachments & Images Editor Experience & Templates **Email History**

New Solution

Optimized exclusively for email

Eliminate requirement for custom code

Templates easily editable and previewable by content admins

Access to all email important email headers and features

Easy Email

Easy Email



Version control

Automated testing

Posted by zengenuity on 27 December 2018, updated 27 December 2018



This project is not covered by Drupal's security advisory policy.

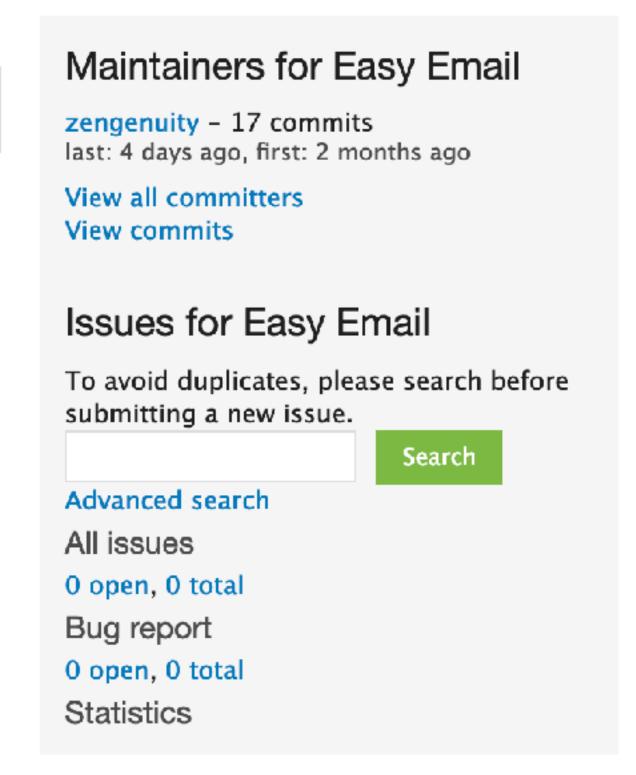
Easy Email is an HTML email system for Drupal 8, designed to be as simple as possible to configure, with a robust set of features.

Requirements

- Mail System
- Swiftmailer

How Is Easy Email Different From Other Modules?

There are a lot of HTML email contrib modules, and some of them are functionally similar to Easy Email. But, they all require a significant amount of work to configure. Many of them also require an in-depth knowledge of how Drupal and email mime processing work. Easy Email tries to take care of all that for you out of the box with sensible defaults, so you can just enable the module, create a template, and then start sending HTML emails without a lot of other configuration. That's the dream, anyway.



https://drupal.org/project/easy_email

Easy Email Site Components

Email Plugin Creation Content Email **Templates** Transport Selection Trigger Formatting Trigger & Storage **Manually** in UI Email Entity Easy Email Mail Bundles / Email Swift **Overrides Email** System Mailer **Entities Templates** Module Module & Tokens Custom Code

Custom Design

Use Swift Mailer module for email formatting and CSS

Easy Email Twig templates:

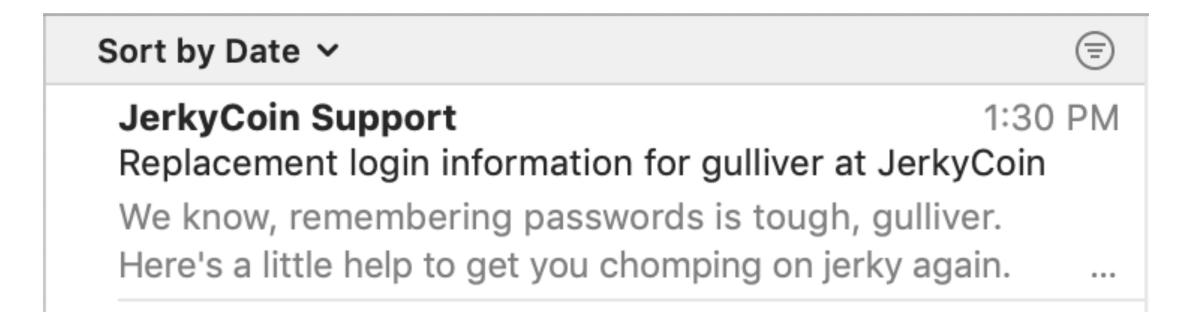
HTML Body
Plain Text Body
Inbox Preview

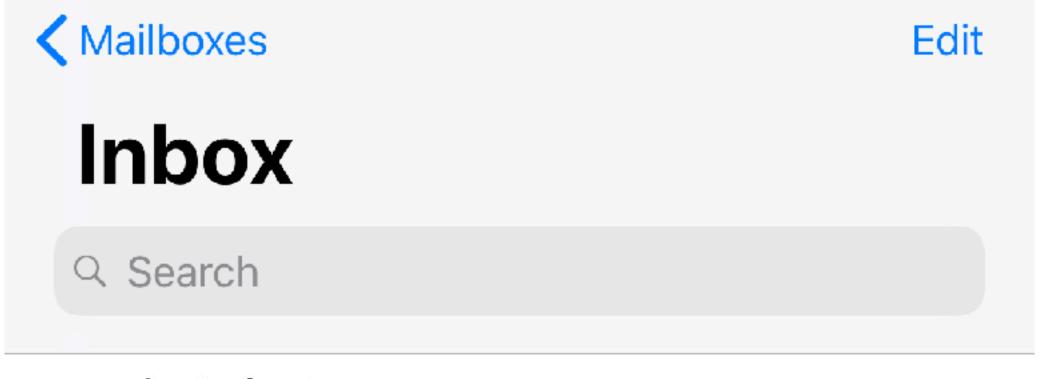
Twig templates overridable by bundle

Inbox Preview

JerkyCoin Support

Replacement login information for gulliver at JerkyCoin - We know, remembering passwords is tough, gulliver. Here's a little ...





JerkyCoin Support

1:30 PM >

Replacement login information for gulliver at Jerky...

We know, remembering passwords is tough, gulliver. Here's a little help to get you chomping on jerky ag...

Inbox Preview

```
<div style="display:none; font-size:1px; color:#333333; line-height:1px; max-height:0px; max-width:0px; opacity: 0; overflow:hidden;">
```

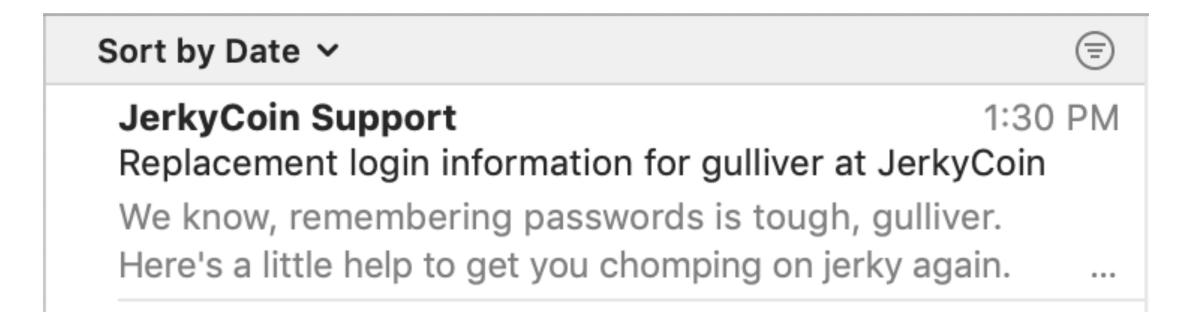
We know, remembering passwords is tough, gulliver. Here's a little a help to get you chomping on jerky again.

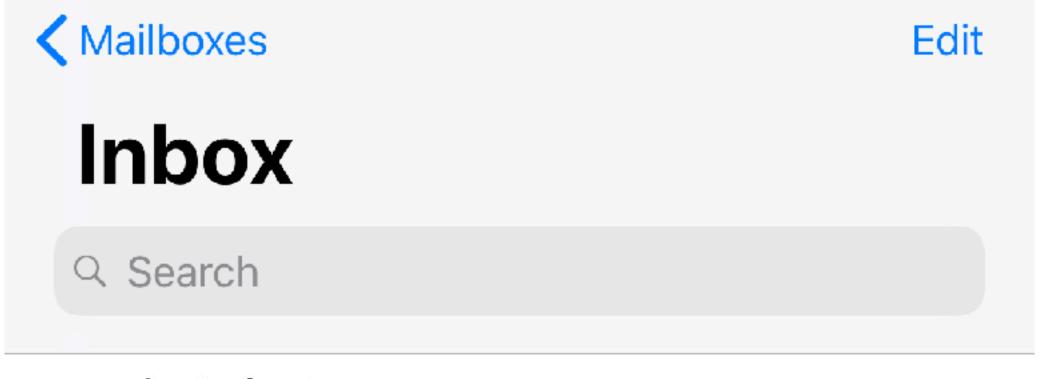
```
</div>
```

Inbox Preview

JerkyCoin Support

Replacement login information for gulliver at JerkyCoin - We know, remembering passwords is tough, gulliver. Here's a little ...





JerkyCoin Support

1:30 PM >

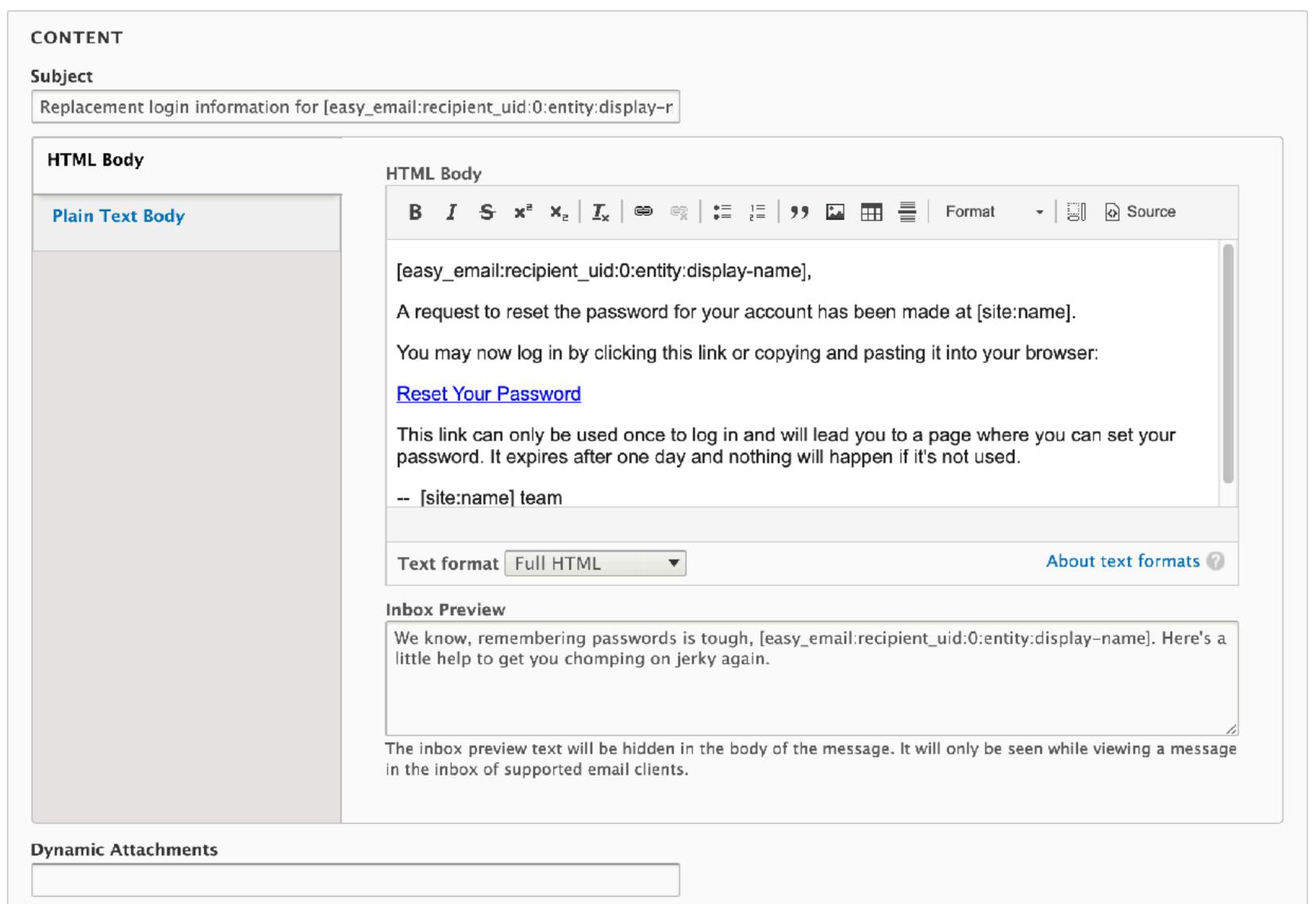
Replacement login information for gulliver at Jerky...

We know, remembering passwords is tough, gulliver. Here's a little help to get you chomping on jerky ag...

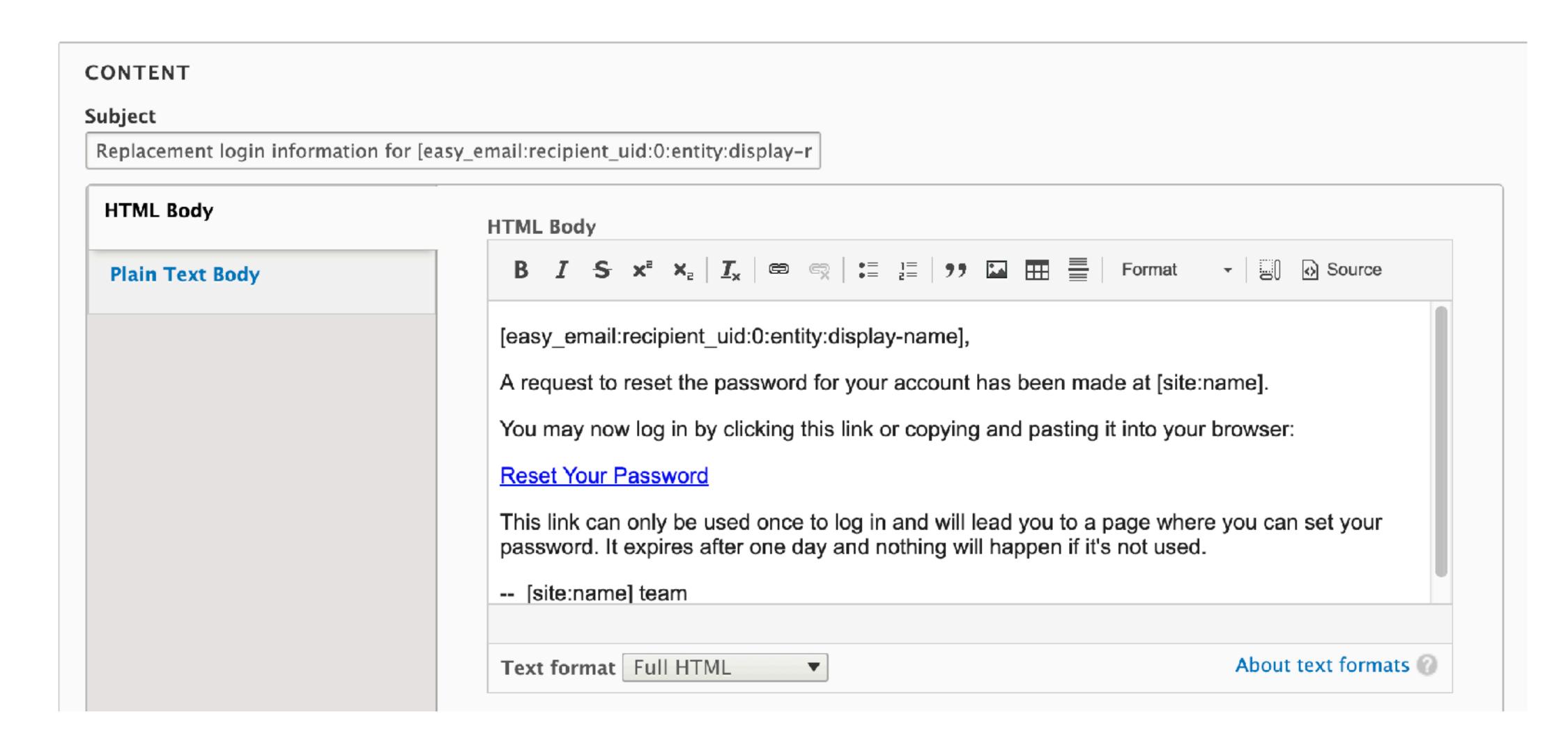
Template Editor Experience

-	
То	
[easy_email:recipient_uid:0:entity:mail]	
cc	
всс	
SENDER	
From Name	
JerkyCoin Support	
From Address	
support@jerkyco.in	
Reply To Address	
support@jerkyco.in	
CONTENT	
Subject	
Replacement login information for [easy_email:recipient_uid:0:entity:display-r	

Template Editor Experience



Supports Tokens



Supports Attachments

Dynamic Attachments		
Use relative file paths, URIs, and token	s that resolve to file paths. Separate multiple paths with a comma.	
Save dynamic attachments to ema	il log	
Warning: this can take up a lot of s	pace in both the database and file system.	

REPLACEMENT PATTERNS

Browse available tokens.

Save

Delete

Plain Text Alternative

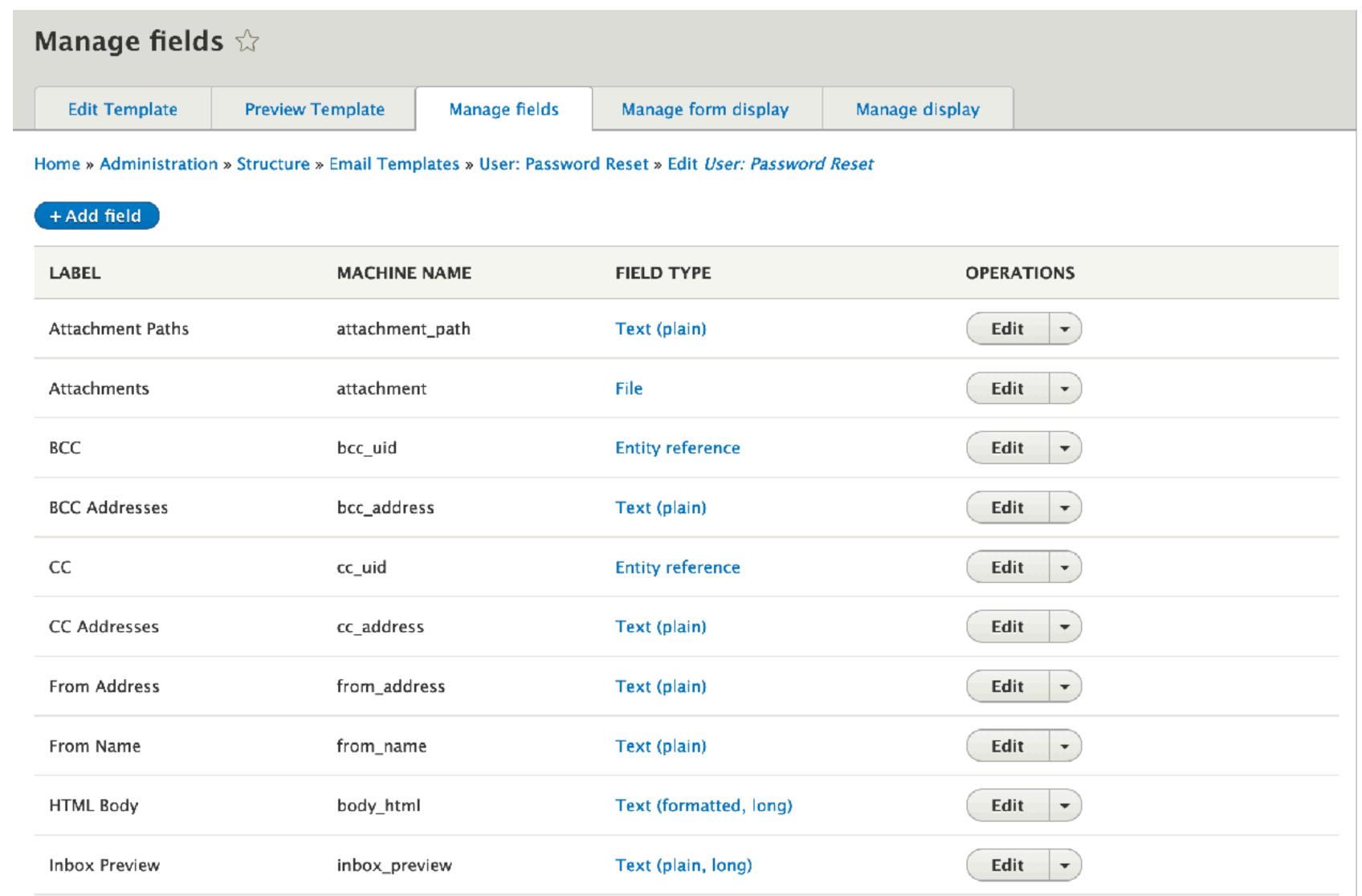
Generate plain text body from HTML body Plain Text Body [easy_email:recipient_uid:0:entity:display-name], A request to reset the password for your account has been made at [site:name]. You may now log in by clicking this link or copying and pasting it into your browser: [easy_email:recipient_uid:0:entity:one-time-login-url] This link can only be used once to log in and will lead you to a page where you can set your lit expires after one day and nothing will happen if it's not used. [site:name] team						
[easy_email:recipient_uid:0:entity:display-name], A request to reset the password for your account has been made at [site:name]. You may now log in by clicking this link or copying and pasting it into your browser: [easy_email:recipient_uid:0:entity:one-time-login-url] This link can only be used once to log in and will lead you to a page where you can set your lt expires after one day and nothing will happen if it's not used.						
[easy_email:recipient_uid:0:entity:display-name], A request to reset the password for your account has been made at [site:name]. You may now log in by clicking this link or copying and pasting it into your browser: [easy_email:recipient_uid:0:entity:one-time-login-url] This link can only be used once to log in and will lead you to a page where you can set your It expires after one day and nothing will happen if it's not used.	Plain Text Body					
You may now log in by clicking this link or copying and pasting it into your browser: [easy_email:recipient_uid:0:entity:one-time-login-url] This link can only be used once to log in and will lead you to a page where you can set your lt expires after one day and nothing will happen if it's not used.	[easy_email:recipient_uid:0:entity:display-name],					
[easy_email:recipient_uid:0:entity:one-time-login-url] This link can only be used once to log in and will lead you to a page where you can set your It expires after one day and nothing will happen if it's not used.						
This link can only be used once to log in and will lead you to a page where you can set your It expires after one day and nothing will happen if it's not used.						
It expires after one day and nothing will happen if it's not used.						
[site:name] team	password.					

Fieldable Templates

Edit	Field settings
Home » Adı	ninistration » Structure » Email Templates » Registration: New User » Edit <i>Registration: New User</i> » Manage fields
Label *	
Registratio	n
Help text	
Allowed HTM This field su	to present to the user below this field on the editing form. IL tags: <a> <big> <code> <i> <ins> <pre> <q> <small> _{^{<tt> <d> <</br></br></d></tt>}}</small></q></pre></ins></i></code></big>
Required	
	lable tokens. field
▼ DEFAU	
	field
	field JLT VALUE ult value for this field, used when creating new content.
The defa	field JLT VALUE ult value for this field, used when creating new content.
The defa	field JLT VALUE ult value for this field, used when creating new content.
The defa	field JLT VALUE ult value for this field, used when creating new content.
The defa	field JLT VALUE ult value for this field, used when creating new content. tion

Create referenced entities if they don't already exist.

Configurable "Base" Fields



User References

+ Add field

LABEL	MACHINE NAME	FIELD TYPE	OPERATIONS
Attachment Paths	attachment_path	Text (plain)	Edit ▼
Attachments	attachment	File	Edit
всс	bcc_uid	Entity reference	Edit
BCC Addresses	bcc_address	Text (plain)	Edit -
сс	cc_uid	Entity reference	Edit
CC Addresses	cc_address	Text (plain)	Edit
Plain Text Body	body_plain	Text (plain, long)	Edit ▼
Recipients	recipient_uid	Entity reference	Edit
Reply To Address	reply_to	Text (plain)	Edit ▼
Unique Key	key	Text (plain)	Edit

Template Preview

PREVIEW

HEADERS

MIME-Version: 1.0

Content-Type: text/html; charset=UTF-8;

Content-Transfer-Encoding: 8Bit

X-Mailer: Drupal

Return-Path: noreply@jerkyco.in

Sender: noreply@jerkyco.in

From: JerkyCoin Support <support@jerkyco.in>

Reply-to: support@jerkyco.in

To: gulliver@jerkyco.in

Subject: Replacement login information for gulliver at JerkyCoin

INBOX PREVIEW

JerkyCoin Support

Replacement login information for gulliver at Jerky

We know, remembering passwords is tough, gulliver. Here's a little help to get you chomping

HTML BODY



Template Preview

HTML BODY



gulliver,

A request to reset the password for your account has been made at JerkyCoin.

You may now log in by clicking this link or copying and pasting it into your browser:

PLAIN TEXT BODY

gulliver,

A request to reset the password for your account has been made at JerkyCoin.

You may now log in by clicking this link or copying and pasting it into your browser:

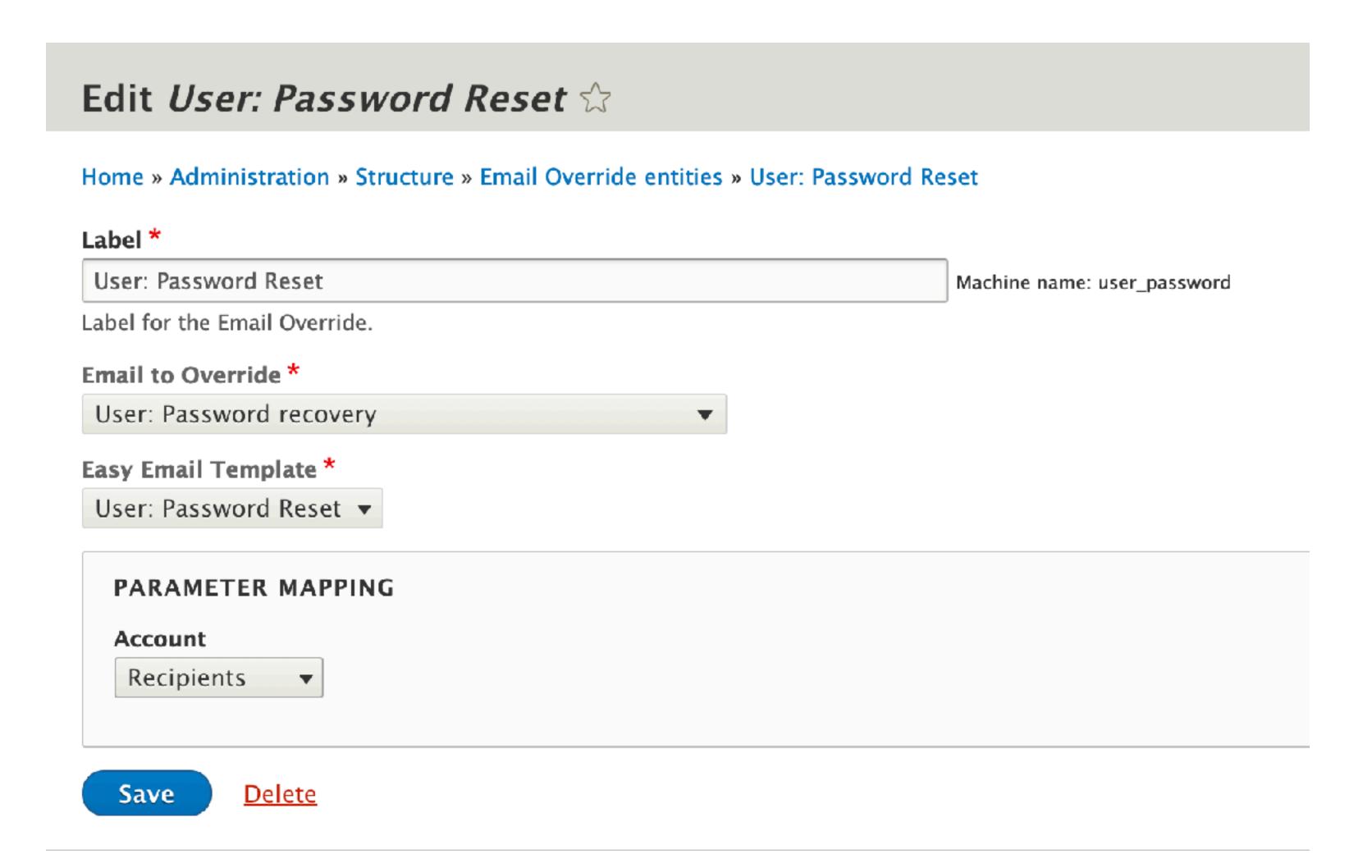
[easy_email:recipient_uid:0:entity:one-time-login-url]

This link can only be used once to log in and will lead you to a page where you can set your password. It expires

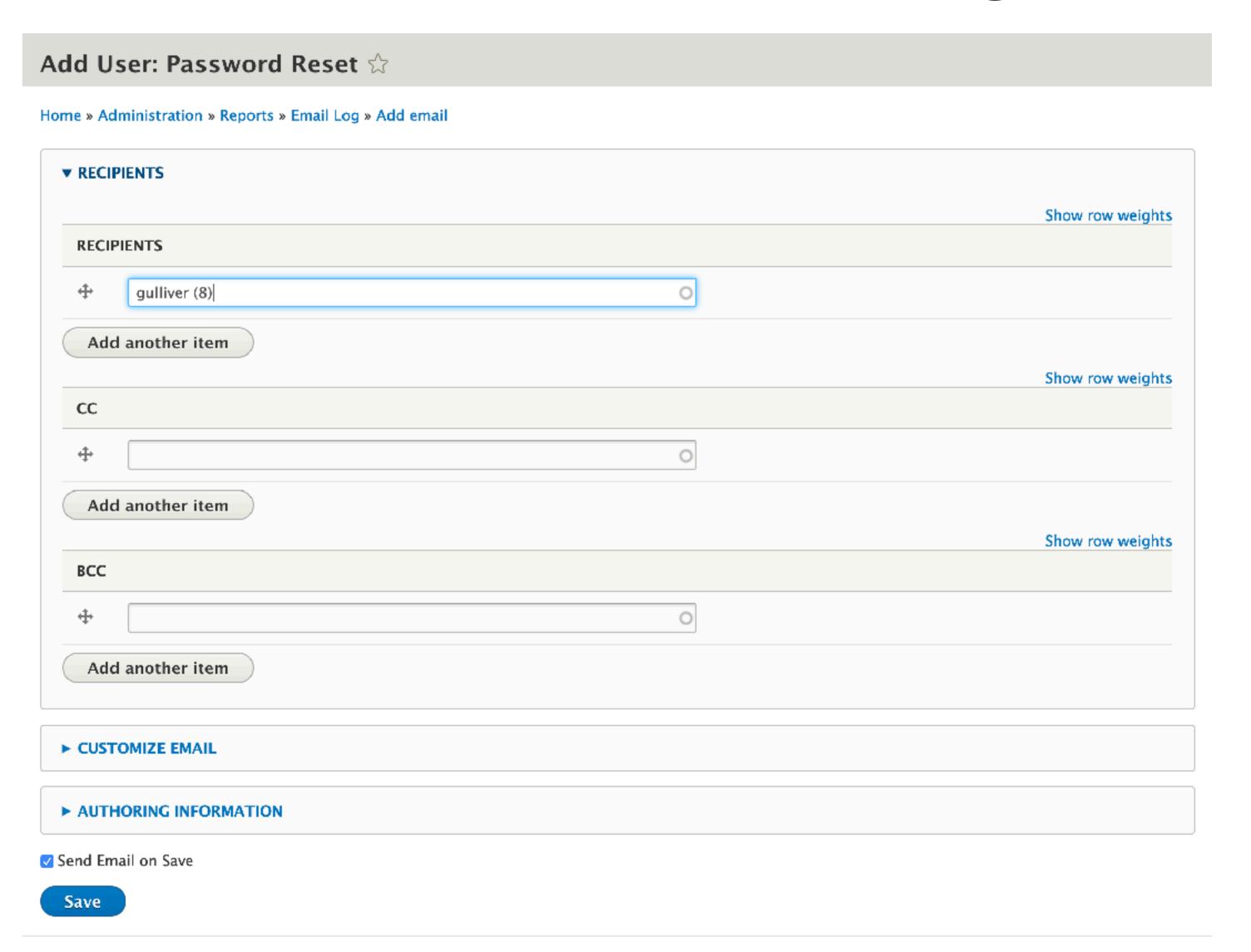
Duplicate Email Prevention

Edit Webinai	r Reminder 🏠								
Edit Template	Preview Template	Manage fields	Manage form display	Manage display					
Home » Administration	on » Structure » Email Tem	ıplates » Webinar Rem	inder						
Label *									
Webinar Reminder			Machine name: webi	nar_reminder					
Label for the Email typ	e.								
Unique Key Pattern									
webinar:::[easy_ema	il:field_webinar:target_id]	:::[easy_email:field_us	er:target_ic						
To prevent duplicate emails, use tokens to define a key that uniquely identifies a specific email. If duplicates are allowed, you can leave this blank.									
RECIPIENTS									
СС									

Email Override System



Manual Sending



Email History

Email Log ☆

Content

Files

Media

Emails

Home » Administration » Content

+ Create New Email

ID	TYPE	RECIPIENT	CREATED	SENT	STATUS	OPERATIONS
12	Order Receipt	gulliver@jerkyco.in	04/05/2019 - 14:18	04/05/2019 - 14:18	Sent	View
11	Order Receipt	gulliver@jerkyco.in	04/05/2019 - 14:16	04/05/2019 - 14:16	Sent	View
10	Order Receipt	gulliver@jerkyco.in	04/05/2019 - 14:12	04/05/2019 - 14:12	Sent	View
9	Order Receipt	gulliver@jerkyco.in	04/05/2019 - 14:09	04/05/2019 - 14:09	Sent	View
8	Order Receipt	gulliver@jerkyco.in	04/05/2019 - 14:06	04/05/2019 - 14:06	Sent	View
4	Password Recovery	gulliver@jerkyco.in	04/05/2019 - 13:30	04/05/2019 - 13:30	Sent	View
3	Password Recovery	gulliver@jerkyco.in	04/05/2019 - 13:08	04/05/2019 - 13:08	Sent	View
2	Password Recovery	gulliver@jerkyco.in	04/05/2019 - 13:07	04/05/2019 - 13:07	Sent	View
1	Password Recovery	gulliver@jerkyco.in	04/05/2019 - 12:52	04/05/2019 - 12:52	Sent	View -

Email History

STATUS

Status: Sent

Sent Time: 04/05/2019 - 14:18

HEADERS

MIME-Version: 1.0

Content-Type: text/html; charset=UTF-8;

Content-Transfer-Encoding: 8Bit

X-Mailer: Drupal

Return-Path: noreply@jerkyco.in

Sender: noreply@jerkyco.in

From: JerkyCoin <noreply@jerkyco.in>

To: gulliver@jerkyco.in

Subject: Order #19 at JerkyCoin

INBOX PREVIEW

JerkyCoin

Order #19 at JerkyCoin

Thank you for your order! Total: \$1,200.00, placed Fri, 04/05/2019 - 14:18 by

HTML BODY



Thank you for your order!

Order #17

Billing Information

Gulliver August 123 Bison Road Buffalo, NY 14201 United States

Payment Information

Visa ending in 1111

Order Details

1 x JerkyCoin Subscription

Total: \$50.00

Entity API

Works with Views

Entity lifecycle hooks: hook_entity_insert() hook_entity_presave() hook_entity_delete()

Templates and overrides exportable as configuration

Test Suite

Template Creation

Template Preview

Email Sending

Permissions (coming soon)

Email overrides (coming soon)

Future Roadmap

Choose theme per template

Better inline image handling

Default bundle field configuration

Option to disable email saving per template

Option to purge old email entities

Webform integration

Emails with Easy Email Module

HTML Formatting

Attachments & Images

Editor Experience & Templates

Email History

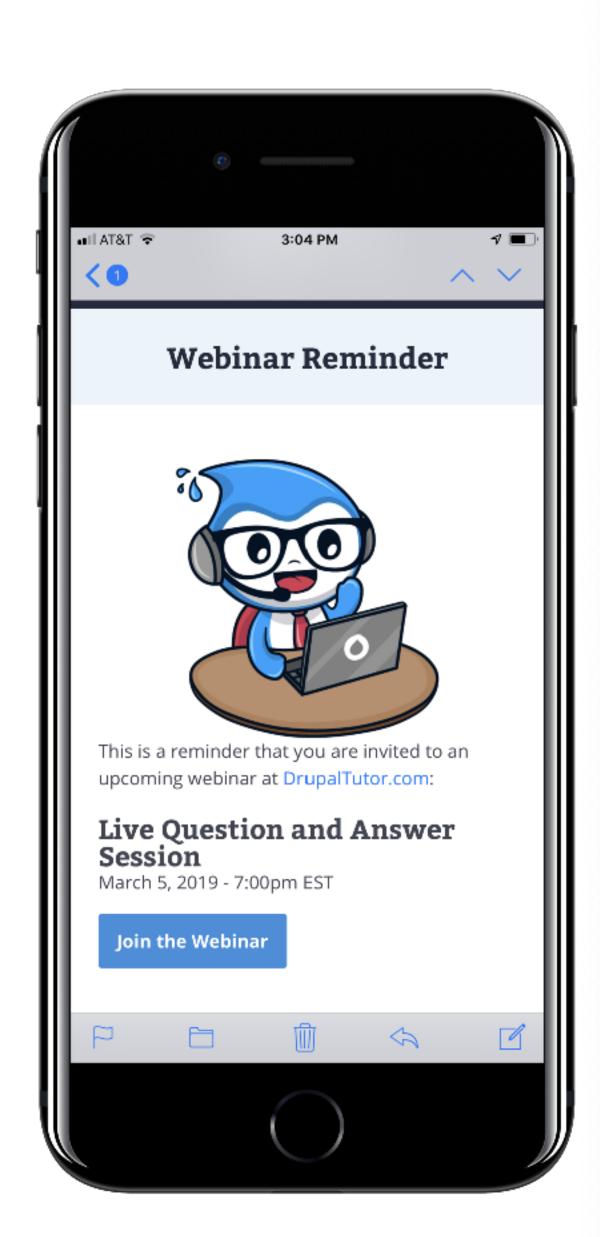


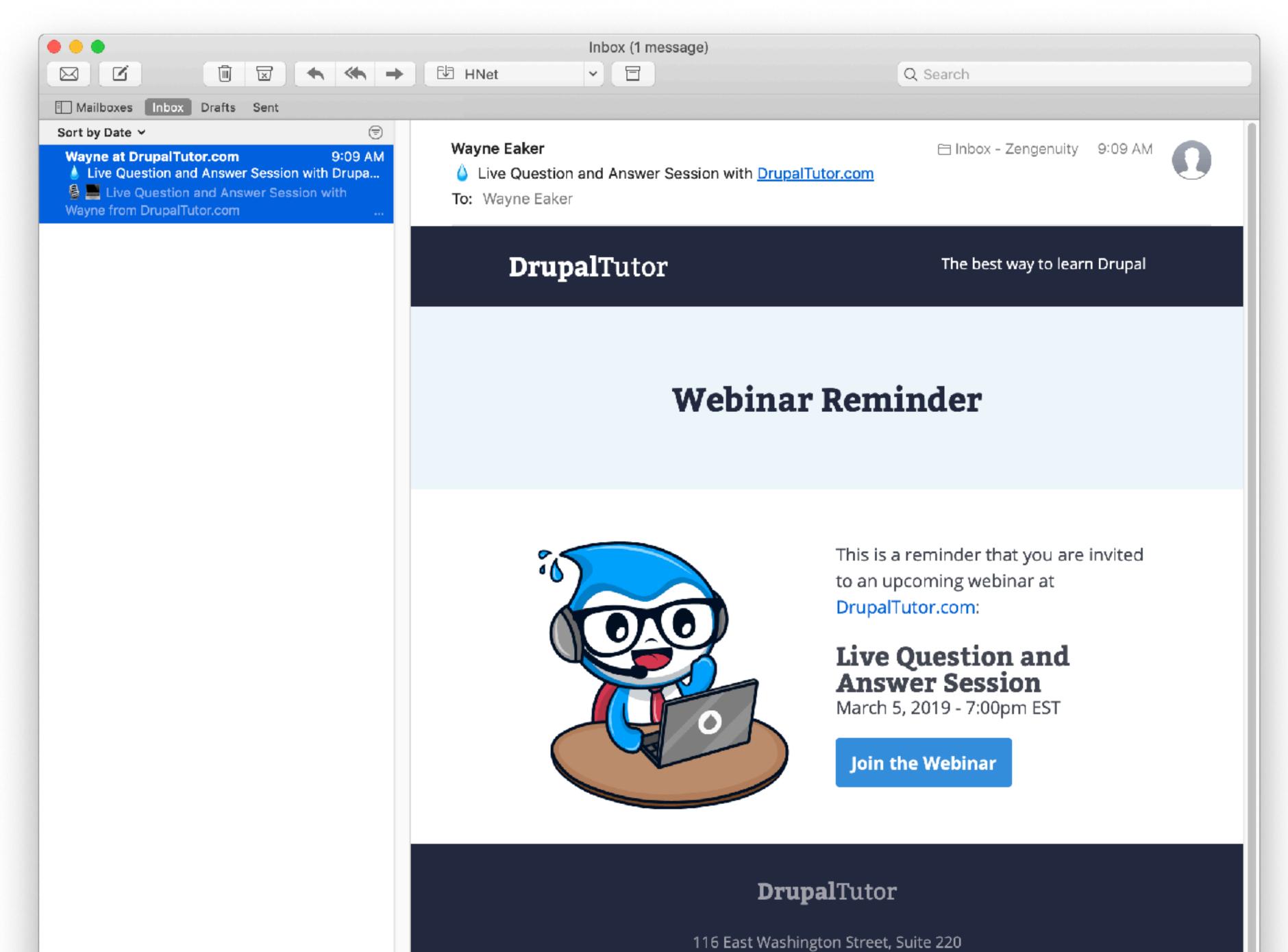




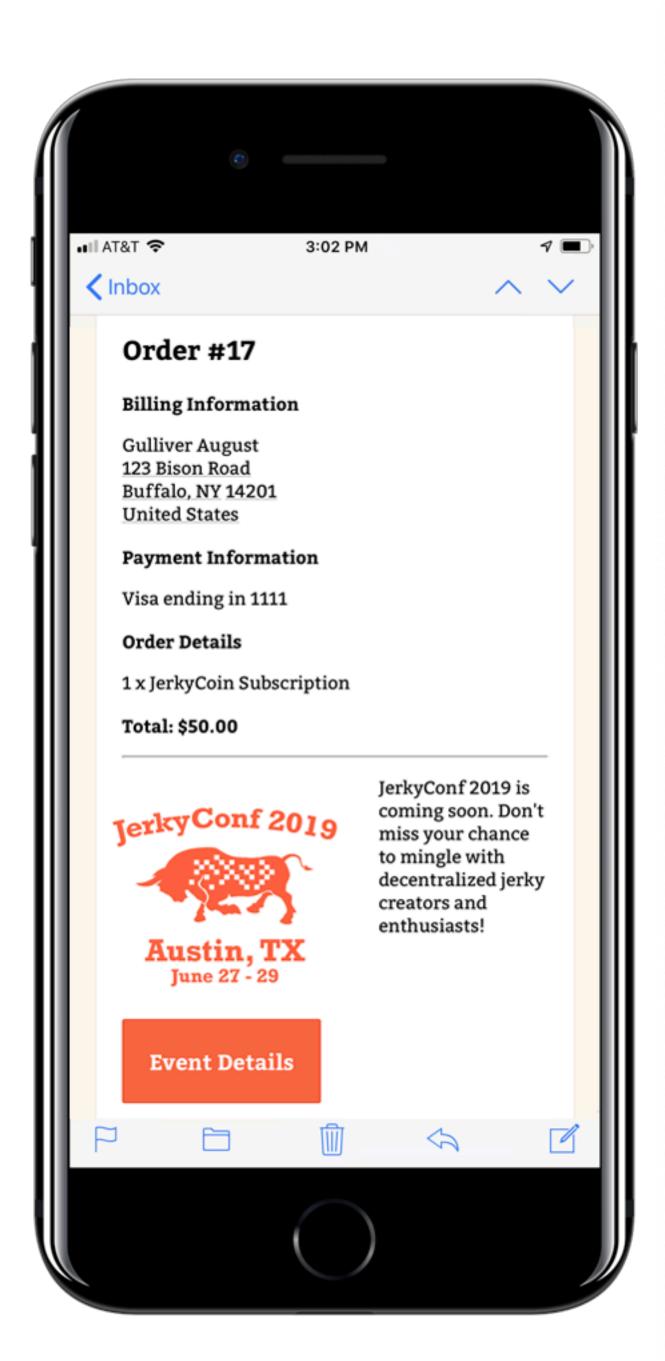


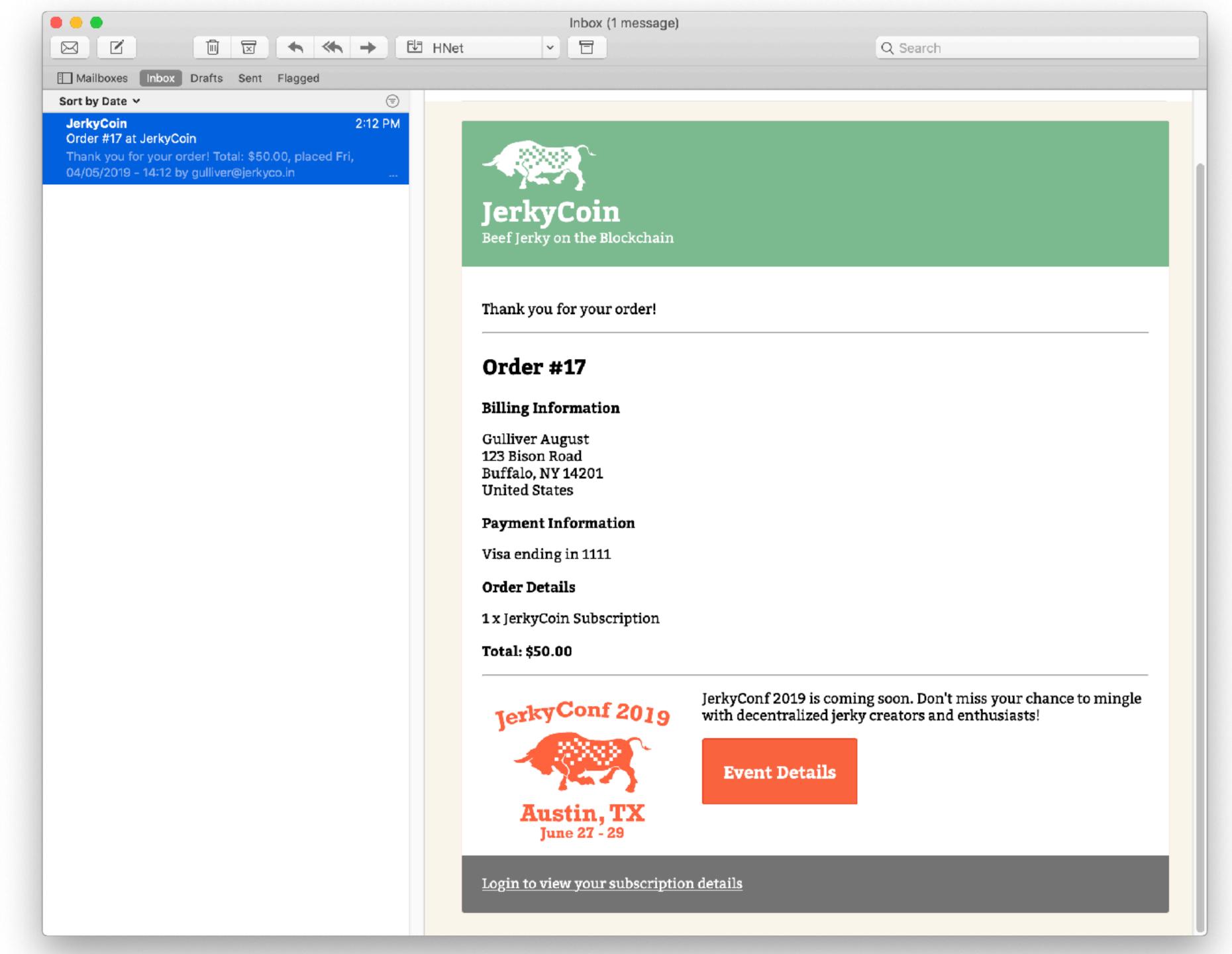
Examples

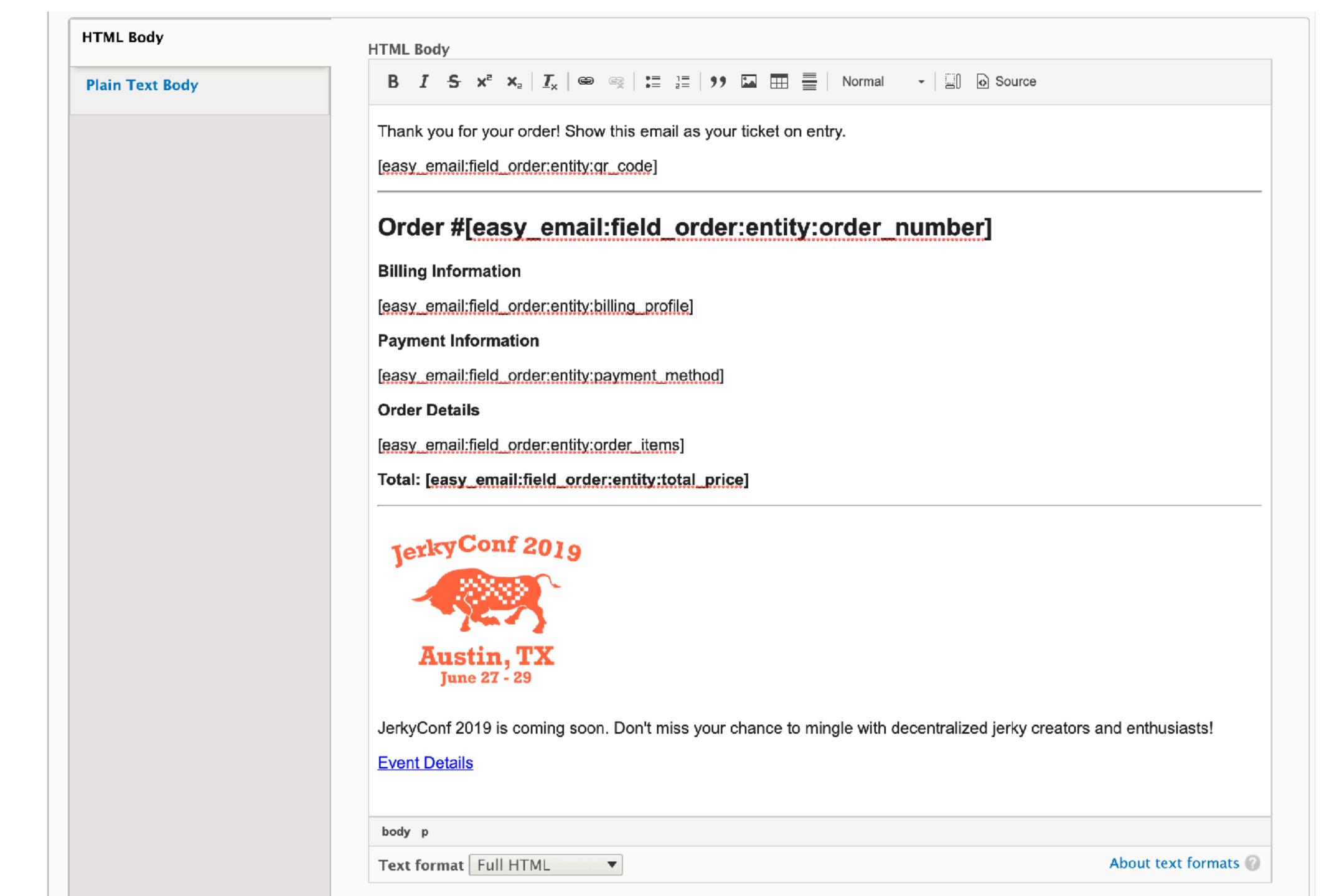


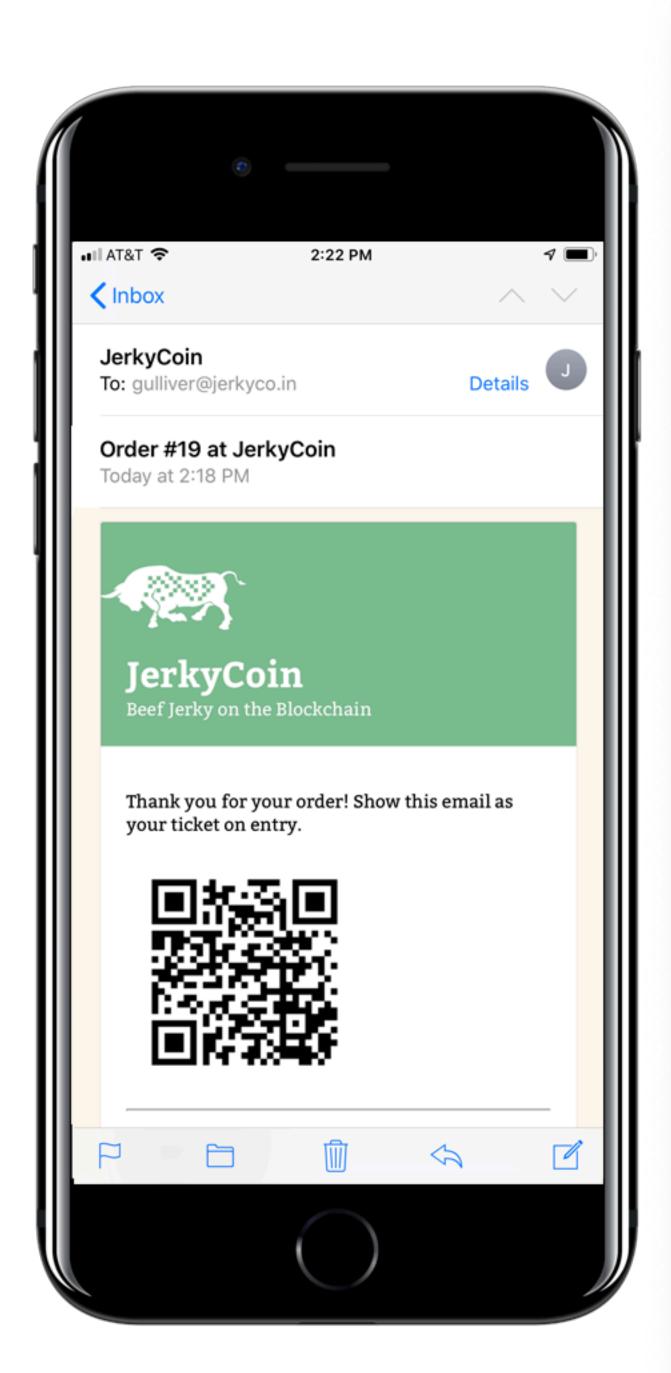


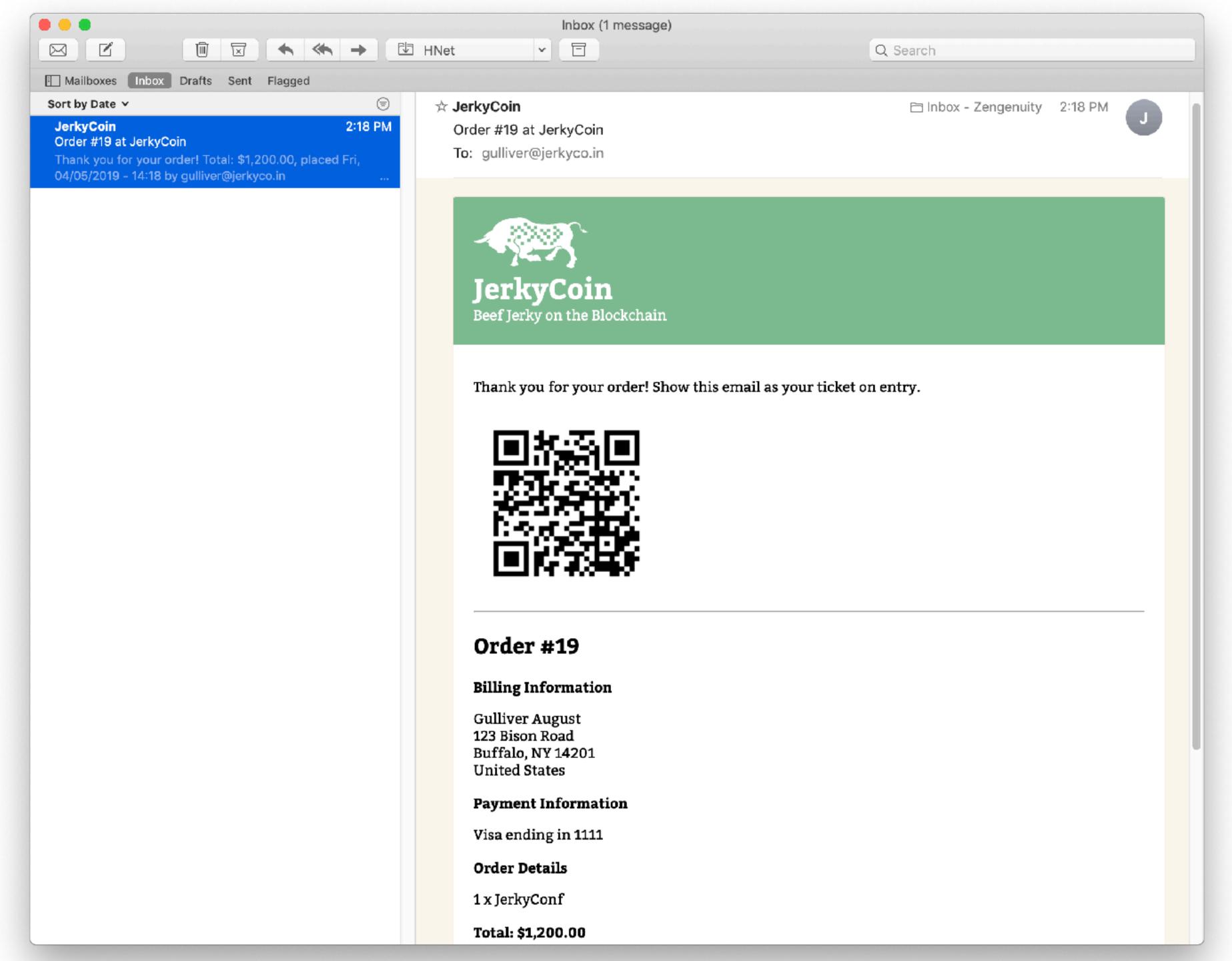
Ann Arbor, MI 48104, USA











Demos

Creating a Template

Creating an Email Override

Previewing a Template

Sending an Email Manually



Join us for contribution opportunities Friday, April 12

Mentored Contribution

9:00 - 18:00

Room: 602

First-Time
Contributor Workshop

9:00 - 12:00

Room: 606

General Contribution

9:00 - 18:00

Room: 6A

#DrupalContributions





This project is not covered by the security advisory policy.

Use at your own risk! It may have publicly disclosed vulnerabilities.

Downloads

8.x-1.0-beta2 released 6 April 2019 ↓ tar.gz (55.02 KB) | zip (90.06 KB)

Development version: 8.x-1.x-dev updated 6 Apr 2019 at 18:28 UTC

Testing result: PHP 7.1 & MySQL 5.7, D8.8 40 pass all results



Roadmap to Stable Release

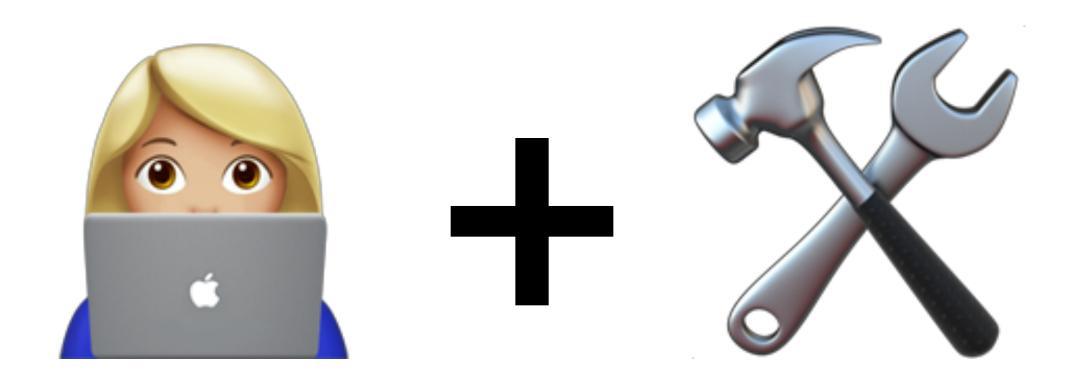
Finish test coverage

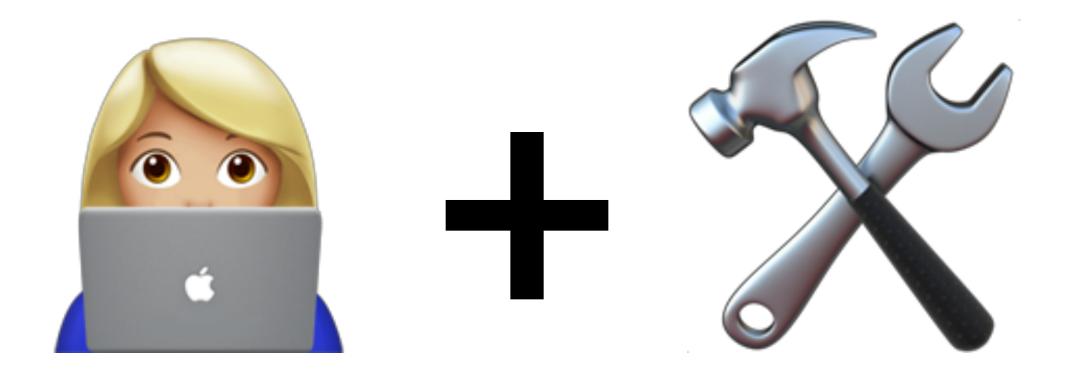
Option to disable email saving per template

Option to purge old email entities

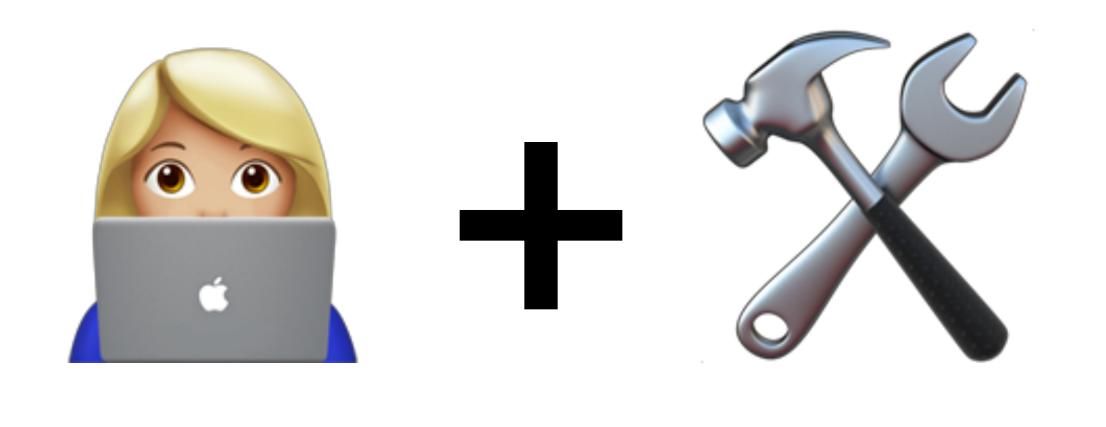
More feedback from users

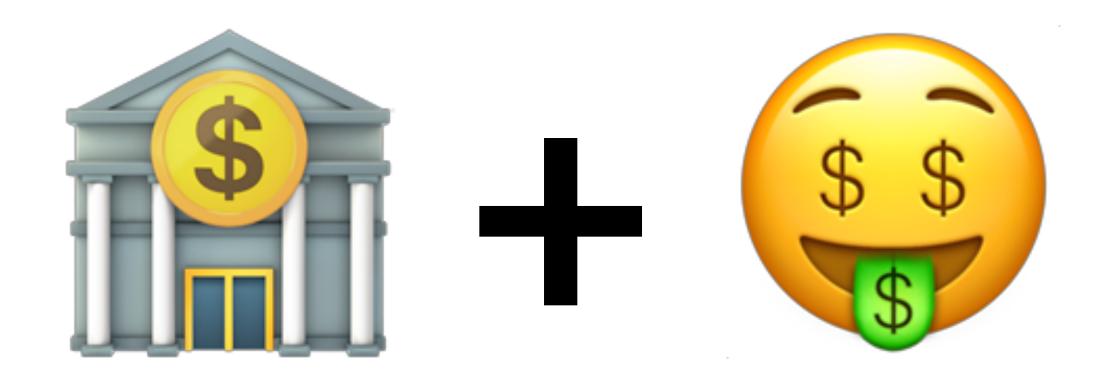












Go Team!













Questions?

Please Provide Your Feedback http://bit.ly/amazing-drupal-emails

Sprint Tomorrow

Ping @zengenuity in Drupal Slack