# Upsell Email

*This email template is designed to help you promote additional products or services to an existing customer, based on their previous purchases or interests. Use this format to suggest relevant upsells and drive more value from your customer base.*

Dear **{firstName}**,

We hope you’re enjoying your recent purchase with us! Based on what you love, we thought you might be interested in a few more items that perfectly complement your choice.

Here are some handpicked recommendations just for you:

{#productSuggestions}

* **{productName}**: *{productDescription}* – {productPrice}

{/productSuggestions}

{#hasDiscount}

As a valued customer, we're giving you an exclusive **{discountPercent}% discount** on any of the items listed above. Use code {discountCode} at checkout before **{expirationDate}**!

{/hasDiscount}

{^hasDiscount}

Be sure to grab your favorites soon as availability is limited and we wouldn't want you to miss out!

{/hasDiscount}

## Why You'll Love These Suggestions

These picks are selected based on your interests and past purchases to ensure they add the most value to your experience with our products.

### Recently Viewed Items

|  |  |  |
| --- | --- | --- |
| **Product** | **Last Viewed** | **Price** |
| {#recentlyViewed}{productName} | {viewedDate} | {productPrice}{/recentlyViewed} |

If you have any questions or need help choosing the best product for your needs, don't hesitate to reach out. We're here to help!

Happy Shopping,  
**The {companyName} Team**