



FREE MERCHANT RESOURCE

# The Order Confirmation Email That Stops Disputes Before They Start

A plug-and-play template with the 5 elements that prevent "Unrecognized Charge" disputes — billing descriptor preview, support number, cancel link, and more. Copy it, fill it in, and send it today.

**~26%**

of disputes stem from charges customers don't recognize

**52%**

of cardholders skip contacting the merchant before disputing

**5**

elements this template covers to reduce disputes

**From:** orders@yourbrand.com  
**Subject:** Your order is confirmed — here's everything you need

[YOUR BRAND]

## Order Confirmed. Thanks, [First Name].

We've got your order and it's being processed. Here's a full summary of what you purchased and how to reach us if you need anything.

**1** **How this charge appears on your statement:**  
YOURBRAND.COM · (800) 000-0000

ITEM	QTY	PRICE
<b>2</b> [Product Name]	1	\$00.00
<b>Total Charged</b>		<b>\$00.00</b>

**3** **Estimated Delivery**  
[Date Range] · Tracking #: [00000000]

[Track Order](#)

**4** **Questions? We're here.**  
Call (800) 000-0000 · Email [support@yourbrand.com](mailto:support@yourbrand.com)  
Mon–Fri, 9am–6pm EST

**5** [Changed your mind? Cancel or modify your order here.](#)

© [Year] [Your Brand] · [Address] · [Unsubscribe](#) · [Privacy Policy](#)

### **1** Billing Descriptor Preview

Show customers exactly how the charge appears on their statement. A mismatched name is the #1 trigger for "I don't recognize this" disputes.

### **2** Order Summary

Item names, quantities, and total charged. Customers should verify the purchase at a glance, no login required.

### **3** Shipping + Tracking

Estimated delivery and a tracking link reduce "Item Not Received" disputes before the customer starts wondering where their order is.

### **4** Support Phone Number

Make it easy to reach you before they reach their bank. A visible number gives customers a direct path to resolution.

### **5** Cancel / Modify Link

Critical for subscriptions. A visible cancel link removes the "I couldn't figure out how to cancel" reason for friendly fraud disputes.

Replace every **[BRACKETED PLACEHOLDER]** with your own details. Paste directly into any ESP — Klaviyo, Mailchimp, Postmark, or similar.

## ✉ SUBJECT LINE

Your **[Brand Name]** order is confirmed — here's everything you need

## 1 BILLING DESCRIPTOR PREVIEW

How this charge will appear on your bank statement:

**[YOUR STATEMENT DESCRIPTOR]** · **[SUPPORT PHONE NUMBER]**

If you have questions, call or email us first — we'll sort it out faster than your bank will.

## 2 ORDER SUMMARY

Order # **[ORDER NUMBER]** · Placed on **[ORDER DATE]**

**[Product Name]** Qty: **[X]** \$ **[PRICE]**

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Subtotal \$ **[AMOUNT]**

Shipping \$ **[AMOUNT]**

Tax \$ **[AMOUNT]**

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TOTAL CHARGED \$ **[AMOUNT]**

Payment: **[Card Brand]** ending in **[XXXX]**

## 3 SHIPPING + TRACKING

Estimated Delivery: **[DATE RANGE]**

Shipping to: **[CUSTOMER ADDRESS]**

Tracking Number: **[TRACKING NUMBER]**

Track your order: **[TRACKING URL]**

## 4 SUPPORT PHONE NUMBER

Questions? We're easy to reach.



[SUPPORT PHONE NUMBER]



[SUPPORT EMAIL]



[SUPPORT HOURS — e.g. Mon-Fri, 9am-6pm EST]

## 5 CANCEL / MODIFY LINK

Changed your mind? Cancel or modify your order here: [CANCELLATION URL]



**Pro tip on the billing descriptor:** Run a test transaction on your own card and check how it appears in your banking app. If the name doesn't match your store name, update it in your processor settings — usually under Branding or Business Details — before sending this email to customers.

### How to use this template

- 1 Copy the sections above into your ESP (Klaviyo, Mailchimp, Postmark, etc.)
- 2 Replace every **[bracketed placeholder]** with your actual details and dynamic variables
- 3 Verify your billing descriptor by running a test charge first — confirm the name matches your brand
- 4 For subscriptions, link the cancel URL directly to your cancellation page, not just the account portal
- 5 Send to the email used at checkout, triggered immediately after purchase confirmation

STILL GETTING CHARGEBACKS?

# Your Email Is Set. Now Catch the Disputes That Slip Through.

A great confirmation email prevents a lot of disputes — but not all of them. Chargeblast sends real-time alerts from both the Visa and Mastercard networks so you can resolve issues before they become formal chargebacks.



### Real-Time Alerts

Get notified the moment a cardholder initiates a dispute — before it hits your account.



### Visa + Mastercard Networks

Aggregates Verifi and Ethoca alerts in one place, so nothing slips through the cracks.



### Lower Dispute Rates

Resolve issues before they escalate and protect your standing with processors.

[Try Chargeblast Today](#)

Free to explore. No commitment required.