

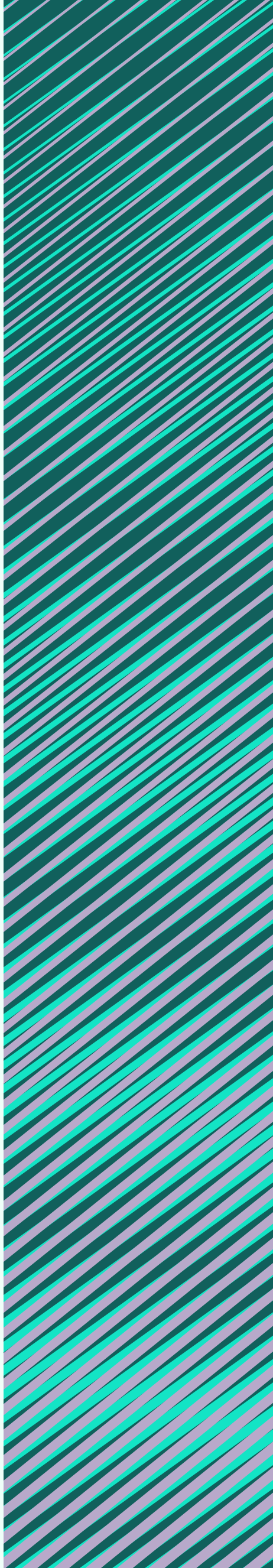
IDENTITY VERIFICATION EMAIL TEMPLATES

veriff 





HOW TO USE THESE IDENTITY VERIFICATION EMAIL TEMPLATES



These email templates are designed to help you boost conversion, reduce fraud, and build trust in your user onboarding process through Veriff.

Whether you are a founder, product manager or member of growth or marketing teams.

Best practices on how to use these templates

REMEMBER THESE ARE TEMPLATES

You can fully customize them. Adapt the copy to your brand's tone of voice (ToV), product context, and user journey. Include custom links like dashboards, FAQs, or feature pages that reflect your user experience.

PERSONALIZE EVERY EMAIL

Use dynamic fields like `{{first_name}}` and session-specific links to keep messages relevant and engaging.

SEND AT THE RIGHT TIME

- Immediately after session creation (Email 1)
- After 2–3 days of inactivity or failed attempt (Email 2 + 3)
- After successful verification (Email 4)

KEEP INSTRUCTIONS CLEAR

Most issues arise from bad lighting or unreadable IDs. Use emojis or bold text to emphasize key steps.

USE REASSURING TONE & GUIDANCE

Especially in decline scenarios, reinforce that it's normal and easily fixable.

LINK TO HELPFUL CONTENT

Always include this article for transparency and support. Here some examples:

[How the verification process works](#) ↗

[Get verified](#) ↗

[Help Center articles](#) ↗

Automation tips with Zapier

Turn these emails into an automated flow with Zapier + Veriff.

[Read the full guide](#) ↗

1/

Set up Email Decision Notifications

- Go to Veriff Station > Integrations > Settings
- Add your email to receive verification status updates

2/

Create a Zap in Zapier

- Trigger: New Decision in Veriff
- Action: Send an email (via Gmail, Mailchimp, Sendgrid, etc.)

3/

Use filters or paths to automate the right email:

- Approved → Email 4 (Success)
- Declined → Email 3
- Expired/Abandoned → Email 2
- Session Created → Email 1

4/

Optional

- Track engagement by connecting with your CRM (HubSpot, Salesforce) or Intercom for follow-ups.

Cautionary Reminders



DON'T SOUND ROBOTIC

Always sign off with a warm tone.



AVOID FALSE URGENCY

Make it clear that help is available if needed.



BE GDPR & PRIVACY COMPLIANT

always include a way for users to get support or manage their data if relevant.

EMAIL 1

Prepare & complete Identity check/reminder

SUBJECT LINE IDEAS:

- "Hi {{First Name}} Complete your identity check in under 1 minute"
- 🙌 "Hi {{First Name}}, ready to verify? Here's what you need"

Hi {{first_name}},

You're almost there! To keep your account secure and access all features, we just need to verify your identity. It's designed to keep you safe and ensure a smooth, secure experience on our platform.

Here's how to complete your identity check:

- ✅ **Upload a valid government-issued ID** (passport, driver's license, or national ID)
- ✅ **Take a quick selfie**: this helps us confirm it's really you and avoid account takeover
- ✅ Make sure you're in a **well-lit place** and using a phone or webcam

👉 **Your session link:** {{Start Verification}}

⌚ **Please note:** your session will expire in **7 days**. If it expires, you'll need to request a new one.

Need guidance? Here's a helpful step-by-step article on how the process works and what to do if something goes wrong:

🔗 [How the verification process works](#)

Need help? {{Contact our support team}} — we're here to assist.

Cheers,
{{Your Company}} Team

EMAIL 2

Follow-up for abandoned/expired session

SUBJECT LINE IDEAS:

- "Your session expired – here's how to try again"
- "Verification? Here's how to fix it and continue"

Hi {{first_name}},

We noticed you didn't complete your identity check — or your last attempt didn't go through. But no worries, you can try again anytime.

Here's what may have happened: the session was abandoned or expired — no worries, you just need a fresh link

Here's how to complete your identity check in under 1 minute:

- ✓ **Upload a valid government**-issued ID (passport, driver's license, or national ID)
- ✓ **Take a quick selfie** — this confirms it's really you
- ✓ Make sure you're in a **well-lit place** using a phone or webcam

👉 **{{Request New Verification Session}}**

Need help understanding how to verify?

[Check this page](#)

We're here to help you get verified smoothly. Just reply if you need support.

To your success,
{{Your Company}} Team

EMAIL 3

Declined verification : let's try again

SUBJECT LINE IDEAS:

- "Your ID check didn't go through. Try again in less 1 minute"
- "Verification failed? Here's what to do next"

Hi {{first_name}},

We've reviewed your identity verification attempt, but unfortunately, we couldn't complete it.

This doesn't mean you did anything wrong. Most declines are due to small issues that are easy to fix.

Let's get you verified successfully in just a few minutes:

- ✅ **Use a valid, government-issued ID**, such as a passport, driver's license, or national ID.
- ✅ Make sure **your face is well-lit and fully visible** in the selfie.
- ✅ Hold the **ID steady and don't cover any part** of it with fingers or reflections.
- ✅ **Avoid blurry or low-resolution photos** – use a smartphone camera if possible.

When you're ready, we'll guide you through the process again

👉 Start your new verification session: **{{Start Verification}}**

Still unsure why your check was declined?

[Here is how to get verified](#)

If you have any questions, just reply to this email, we're here to help.

Can't wait to have you on board,
{{Your Company}} Team

EMAIL 4

Successful verification: what's next?

SUBJECT LINE IDEAS:

- 🎉 You're verified! Here's what's next"
- "{{First Name}}, your ID check was successful. Welcome on board!"

Hi {{first_name}},

Great news — your identity has been successfully verified! 🎉

What happens now?

- ✅ **Your account is fully active**, and you can now access all features
- ✅ We've secured your profile and protected your data
- ✅ You can start [your next key action — e.g., "listing products," "receiving payouts," "joining your team"]

Explore your dashboard to see what's next:

🔗 {{Go to my account / Go to setting/ Go to feature}}

Thanks for verifying with us . Trust and safety are what we're all about.

Welcome on board,
{{Your Company}} Team