

5 Dunning Email Examples

This is an extra resource to go along with the original article:
[The SaaS' Complete Guide to Creating a Dunning Email Sequence](#)

[View in browser](#)

hulu



Uh oh! There Was
a Problem with
Your Payment

Hi Smiles Davis,

Something went wrong, and we're unable to process the charges on your VISA ending in 3768. Unfortunately, your Hulu subscription has been canceled.

But don't worry, we understand that sometimes these things happen. You can always reactivate your Hulu subscription at any time. There's still so much to watch, and we're always adding more. Hope to see you back soon.

[REACTIVATE HULU](#)

Questions? [Contact us](#) anytime.



hulu

Hulu, LLC. 2500 Broadway, 2nd Floor, Santa Monica, CA 90404
[Preferences](#) | [Support](#)

Here's why this email works: Hulu's call to action ("Reactivate Hulu") is prominently displayed.



Your subscription has been canceled

Your Unlimited subscription is active through

March 7, 2018

You'll still be able to take advantage of Unlimited delivery perks through this date, but you will not be charged a subscription fee moving forward. [Learn More](#)

If you change your mind, you can always switch Unlimited back on from your app Settings. If you canceled by mistake, you can easily re-subscribe.

RE-SUBSCRIBE

Postmates

If you have any questions or concerns, we're here to help. Contact us via our [Help Center](#).

Here's why this email works: Postmates gives the customer information on how long they'll be able to use the service. This email also encourages the customer to easily re-subscribe.



Your Pandora Premium subscription has been cancelled and will end on Wednesday, September 6, 2017.

Until then, you will still have access to your Premium features.

When your subscription expires, you'll still be able to listen to your stations you've created. You can come back and enjoy Pandora Premium anytime by [re-subscribing](#).



Your subscription is subject to the [Pandora subscription terms](#).

This is a one-time account email.
[Help](#) | [Contact Us](#) | [Privacy Policy](#)

© 2017, Pandora Media, Inc. All rights reserved.
2101 Webster St. Ste. 1650, Oakland, CA 94612

Here's why this email works: It reassures the customer that they can continue to use Pandora and are also invited to re-subscribe at any time.



Delivery Cancelled

Your order could not be completed and has been cancelled. Your account has not been charged and we apologize for the inconvenience.

[BACK TO POSTMATES](#)

If you have any questions or concerns, we're here to help. Contact us via our [Help Center](#).

Thank You,
Team Postmates

Here's why this email works: This email is both transparent and helpful. It gives the customer the option to reach out with questions or concerns.



Advanced security. Internet freedom. Complete privacy.

Your VPN account has expired.

Renew your subscription to get back to safety.



Your NordVPN account **has expired**. We kindly remind you that browsing the Internet without a VPN leaves you **vulnerable to monitoring** by your broadband provider, government and even cyber criminals.

We strongly suggest you renew your VPN subscription to **protect your private online communications**.

[Renew Account](#)

Best Regards,
NordVPN Team



We at NordVPN strive to provide absolutely uncompromised safety and privacy on the Web. We make sure no one sees what you do online because they shouldn't. Nor should we, for that matter. [Read our Manifesto.](#)

[Unsubscribe](#)

Here's why this email works: It uses a fear-based message ("vulnerable to monitoring") to encourage the customer to renew.