Customize your reader welcome emails

Last Modified on 09/24/2025 12:27 pm EDT

Reader welcome emails are sent to each reader when they've been added access to a knowledge base.

The standard text for these welcome emails is:

> **Hi [reader's first name]!**
>
> **You have been invited to the following knowledge bases:**
>
> **[Title of knowledge base]**
> **[Link to knowledge base]**
>
> **--------------**
>
> **You may log in with the following credentials:**
>
> **Username: [reader's username]**
>
> **Password: [reader's password]**
>
> **--------------**

You can customize this reader welcome email. To do so:

1. **Go to Account > Readers. The Readers page opens to the Readers tab.**

2. **Open the Settings tab.**

3. **Make your changes in the Reader Welcome Email section. You can make changes to:**

   - **From Name: The name displayed when the email is sent.**

     > **SMTP limitations**
     > **Some SMTP providers will ignore this From Name and will use the name associated with the email address/account configured in the SMTP service instead. If you aren't using your own Custom SMTP for this, the name should work. :)**

- Reply To email address: If someone replies to the email, this is the email address that it will send to. This can be any valid email address.

- Subject: The subject line of the welcome email. This welcome email is used for all knowledge bases in your account so if you have multiple knowledge bases, you may want to make it general/generic.

- Body: The actual body of the email. This field requires straight HTML. (If you haven't worked with HTML before, you can create what you want in an article and then select Code View to copy the HTML formatting!)

> **Required fields**
> **Reader Password** and **Reader Login/Username** are required. Otherwise they won't know how to login!

- The -- **Select a Merge Code** -- dropdown at the bottom allows you to add KnowledgeOwl variables such as the reader's first or last name. The existing template uses the merge codes for:

  - Reader first name

  - List of KBs reader has access to

  - Reader Login / Username

  - Reader Password

4. Once you've finished making changes, **Save** the settings.

> **Accounts with multiple knowledge bases**
> If you have multiple knowledge bases, this reader welcome email template is used for **ALL** of your knowledge bases.