Dear [Customer name],

Thank you so much for [using Acme /shopping with Acme]. We hope you’re enjoying [our product/your order]!

We have a small favor to ask – if you’re happy with our services, could you leave an online review on [Yelp/TripAdvisor/TrustPilot/Capterra]? It would mean the world to us :)

As a way of saying thank you, we’re offering a [$15 coupon/10% discount on your next purchase/other].

Cheers,

[Your name]