



Abandoned Cart Sequence

Email 1

Subject: Did something happen, First Name?

Send 3 hours later

Hi First Name,

Is everything okay? You started a new purchase for [what they were purchasing] that you didn't get a chance to finish. I just wanted to see if there were any problems, or anything at all that we can help you with? If so, please let me know by replying to this email.

In case you were hoping to pick up where you left off, here's a reminder of what you were thinking of getting:

[insert info about the product]

It's not too late to continue your purchase, simply click the link below to continue

[insert link to their cart]

Thank you for being a valued customer and shopping with [company name.] Please let me know if you have any suggestions about how we can improve our customer experience.

Your Closing,

Your Name



Email 2

Subject: Did you get cold feet?
Send next day

Hi First Name!

So, it looks like you got cold feet. Well, it happens to all of us. Here's what you almost ordered:

[insert info about the product]

I've got a deal for you.

Use discount code [insert discount code] when you check out to save 10% on your order when you complete your purchase in the next 48 hours. It's our way of saying thank you for being a customer.

Use the link below to go back to your cart:

[insert cart link]

Or, you can place a new order by visiting [company website]. Please keep in mind that we love what we do and we stand by our quality products and services. It is our pleasure to serve you!

Your Closing,
Your Name,



Email 3

Subject: Complete your order, First Name
Send one day later

First Name,

Take a few minutes to save 10% when you complete the order you left in your shopping cart the other day.

Here's what you were ordering:

[insert info about the product]

With your 10% savings, you're on your way to a victory but you've gotta finalize your order soon, time is running out.

Use the link below to go back to your cart:

[insert cart link]

Or, you can place a new order by visiting [company website]. Please keep in mind that we love what we do and we stand by our quality products and services. It is our pleasure to serve you!

If you didn't finish your order due to technical difficulties or because you need help, please give us a call at [insert your toll-free number]

Your Closing,
Your Name