

Abandoned Cart Email Sequences (Plug N Play)

Things to note:

Building out an abandoned cart email sequence will capture the 3 out of 4 people who go onto your website and have every intention of completing their purchase but life gets in the way and it results in them forgetting.

The beauty of having this type of email sequence in place is that once you have built it out, you never need to think about it again as it runs automatically in the background and it consistently brings in a healthy return.

Here are some of the best email templates we have found that routinely convert at a very high level across all of our clients. This email automation can be easily implemented via any email marketing software, but a couple of our favorite platforms are **Klaviyo**, **Drip** and **ActiveCampaign**.

Here are the email templates:

Email 1 - Sent 20 Minutes After Cart Abandonment

Subject line: Hey [first_name] can I help? 😊

Hey [first_name],



My name is [Business_Owner_First_Name] and I'm the founder of [Business_Name]. I noticed you added some items to your cart but never completed checkout.

I wanted to reach out personally and see if there was anything I could do to help. If you have any questions please do not hesitate to respond to this email. 😊

You can go back to your cart using the images, link, or button below! 🖱️

CART DETAILS SHOULD BE AVAILABLE HERE

Thanks for stopping by our site, that in itself means a lot to us. ❤️

Thanks Again,

[Business_Owner_Name]

[Signature_Of_Business]

P.s. We can only reserve the items in your cart for a short period of time, after which we can't guarantee they stay in stock for long!

Notes: The goal of this email is to simply provide customer service. Consumers are busy! Sometimes life gets in the way, which is why we don't believe in including any offers in the first email. The goal is to save the cart at full price!

Email 2 - Sent 24 Hours After Cart Abandonment

Subject line: Hey [first_name] your cart is going to expire! 😞

Hey again [first_name],



I'm sending you this email to let you know that **your cart is going to expire in 24 hours.** 🤖

I hope it's safe to assume that you added these items to your cart because you wanted them! So, as some extra motivation for you to save your stuff here is a code for **FREE SHIPPING!**

[Free_Shipping_Code]

Just a heads up though [first_name], the code for free shipping expires when your cart does, so be sure to take advantage of it!

Like last time you can find your cart below! 🖱️

CART DETAILS SHOULD BE AVAILABLE HERE

Also, like last time, if you have any questions or concerns for me, don't hesitate to ask by replying to this email! 😊

Thanks Again,

[Business_Owner_Name]

[Signature_Of_Business]

Notes: This email is usually where you want to create some urgency. For the most part, you want to offer 'free shipping' as shipping costs are one of the top reasons why people abandon their cart. As a replacement, you could change out the 'free shipping' for a discount code if 'free shipping' doesn't make sense for you.



Email 3 - Sent 44 Hours After Cart Abandonment

Subject line: [first_name] your cart and free shipping expires in the next 4 hours! 🤖

Hey [first_name],

I just wanted to let you know that **your cart and free shipping code is going to expire within the next 4 hours!** 🤖

After that, you'll lose the free shipping code, and the items in your cart will be released which means they can be scooped up by someone else! 😞

So, if you want your stuff (we hope you do) complete your purchase by clicking the link below! 👉

CART DETAILS SHOULD BE AVAILABLE HERE

As always, if you have any questions or concerns feel free to just reply to this email [first_name].

But, **do so quickly because your cart does expire within the next 4 hours!**

Hope you join the [business_name] family 😊

[Business_Owner_Name]

[Signature_Of_Business]

Notes: This is the final email in the sequence. The goal is to get them to convert by letting them know that they're not only going to lose the items in their cart, but their



offer as well! At this point you want to experiment with urgency, "4 hours remaining" is just a standard time you can use.

Email 4 (Optional) - Sent 72 Hours After Cart Abandonment

Subject line: Hey [first_name], was the timing not right?

Hey [first_name],

I just wanted to check in and let you know your cart and free shipping code did expire.

I get it, don't worry, sometimes the timing just isn't right. 😊

I was just curious though [first_name], **would you mind providing us with some feedback on what caused you to decide against purchasing?**

Maybe it was the price, shipping times, a lack of information, maybe you don't like me...



Whatever the case may be, any feedback would be helpful.

One of our philosophies at [business_name] is that everything is a learning experience.

So, any and all feedback will help us improve our products and processes!

With that said [first_name], send feedback my way by simply replying to this email! 😊



I look forward to hearing from you,

[Business_Owner_Name]

[Signature_Of_Business]

Notes: This final email is optional, but we do recommend all of our clients incorporate it. At this point the potential customer has let their cart expire and may have lost their intent to purchase. We believe this is an opportunity for you to get some valuable feedback, and potentially start a conversation.

The conversation could even lead to a purchase! And because the lost customer will be providing direct feedback on what you could have done better it then allows you to *flex* your customer service muscles and *WOW* the customer into potentially buying.

Final Words

This abandoned cart email sequence is something we firmly believe in! Implementing it into your backend will increase your conversion rate overall without spending any more. Essentially you will be getting a lot more juice from your squeeze.

Email is just one of many verticals in which you can have automated follow up abandoned cart sequences in place. Things like Facebook Messenger sequences, SMS sequences etc can all be equally as powerful.