



# CREATING A SUCCESSFUL ABANDONED CART EMAIL

There are a ton of reasons customers abandon their cart before purchase. The good news is that an abandoned cart email can provide a second chance for your business to make a sale and capture lost revenue. **And even better news** — you can automate your email so it sends at the ideal time.

## Amount and timing



### Timing

Test with your audience to determine the best send times for abandoned cart emails. To start, try sending your first abandoned cart email **twenty-four hours** later.

### Amount

Send up to **three** abandoned cart emails to potential customers.



## Abandoned cart email subject lines

An abandoned cart email subject line serves to encourage the recipient to open the email and follow through with their purchase. Craft an email subject line that reengages the reader with their abandoned cart through wit, curiosity, a reminder, or a special offer. Here's a list to get you started:

Leaving so soon? Your cart is waiting for you.

Do not forget that you have candy in your cart. So. Much. Candy.

Full carts and empty hearts...sigh

Psst...what you left in your cart is now 20% off

This [ \_\_\_\_\_ ] isn't going to buy itself

Your cart is twiddling its metaphorical thumbs

*\*The feeling of impending mail glee\*...if you return to your cart*



Why did you leave me? (this is your cart speaking!!!)

Step 1: return to cart, step 2: buy the thing, step 3: joy

### Abandoned cart email best practices

- 1 Use a familiar sender name
- 2 Include the name of recipient in the email or subject line
- 3 Include the items still in the cart
- 4 Use past purchase data to suggest similar/additional items
- 5 Remember this is an opportunity to grow your relationship and brand perception - even if they don't act on this purchase

## Email content

Email content should be personalized and either solve an issue or encourage the reader to buy. There are three main categories of abandoned cart emails: technical issues, reengagement emails, and incentive-based emails.

### Technical issues email

If you identify an issue or have an issue reported (like payment errors), send an email to resolve the problem. Remind the customer of the issue preventing their purchase, provide a solution, and encourage them to follow through with their order.

### Reengagement email

Rekindle customer interest in an abandoned product or service by sending an email highlighting its benefits, suggesting related products, and asking for the sale.

### Incentive email

Consider sending an email offering an incentive like a discount code or promotion to entice customers to come back and complete their purchase.



TIP

Additional elements that can boost the likelihood of customers completing the purchase include social proof (customer testimonials), suggested additions, and similar/previous purchases. Suggested content is useful if your business has access to customer data.\*

Craft beautiful, personalized, and [automated](#) abandoned cart [emails](#) with Constant Contact.

Start your free trial today.



\*Please be aware that businesses operating in Canada and the EU have special parameters for suggesting additional products/services.