Abandoned Cart Email

For Magento 2

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Getting Around

Magento 2 Abandoned Cart Email allows sending automated reminders to those purchasers who previously abandoned their shopping carts. In the extension's settings, merchants can create custom rules with adjustable content, schedule, conditions, and other options according to which emails should be delivered. Created emails can be initially previewed and sent in the test mode. All emails are managed from a separate table.

Compatibility: Magento Open Source 2.3.X - 2.4.X, Magento Commerce using on-prem (EE) 2.3.X - 2.4.X, Magento Commerce on Cloud (ECE) 2.3.X - 2.4.X.

For support please contact: awsupport@aheadworks.com

Introducing Abandoned Cart Email

Abandoned Cart Email is a smart email marketing tool that allows store owners to remind customers to check back and check out:

- Product conditions;
- Cart conditions;
- Customer group conditions;
- Store view conditions;
- Mail log;
- Built-in coupon code generator.

This is a straightforward extension that allows store owners converting abandoned carts into orders. Abandoned Cart Email allows sending email reminders to customers who for some reason left their products in the cart, without checking out.

The email reminders can be sent per different store views targeting customers of different languages. With the help of email rule conditions, store owners can further narrow down the reminder audience or create more targeted offers. For example, it is possible to send a special reminder to customers who left products in the cart totaling more than $100, or products from a particular category. In addition, a Shopping Cart

Price rule can be linked to the email reminder, allowing for fully automatic coupon code generation. The wide range of targeting and promotional opportunities helps to build a solid marketing strategy.

Creating Abandoned Cart Reminders

The extension allows sending emails automatically to the customers who have left products in the shopping cart and left the store without checking out. One of the crucial features of the extension is the ability to send abandoned checkout emails to guest users.

> Once the shopping cart has been changed it is put in an abandoned cart queue. After an hour, if no other products have been removed/added to the cart it receives 'Abandoned' status, and Abandoned Cart Email rules are scheduled.
>
> After the time, set in the Abandoned Cart Email rule, the email is sent to the customer. Thus, the time total after which an email is sent can be calculated by the following formula:
>
> **(1 hour since the last cart update) + (time set in the rule) = time after which an email is sent**

Abandoned Cart Email extension introduces its sections to **Marketing > Abandoned Cart Reminder by Aheadworks**. The main section for email administration is **Rules**.

Rules

This is the section where storeowner creates and manages Abandoned Cart Email rules. **Rules** are the main extension entity that controls when, what and on which conditions an email is sent to customers.

☐▾	ID ↓	Rule name	Email subject	When	Status	Store-Views
☐	1	Abandoned cart	Your cart is waiting at {{var store.name}}!	5 minutes later	Enabled	All Store Views

The Abandoned Cart Email rule grid comes with the following interactive elements:

- **The 'Columns'** button allows customizing the grid look by hiding, applying columns. Some columns may be excessive and some relevant to the current tasks;
- **The 'Filters'** button allows looking for particular rules depending on the filters selected. Filters include all available abandoned cart rule attributes;
- **The 'Default View'** button allows saving the perfect grid look to quickly load it whenever required.

Creating a rule

To create new rule storeowner clicks the 'Add Rule' button. The New Rule section comes with the following settings:

- **Enable** - defines if the rule is enabled or disabled;
- **Name** - defines the name of the rule for internal identification purposes;
- **Subject** - the subject of the reminder email that will be displayed to customers;
- **Content** - defines the content of the reminder email. The text can be edited with native Magento WYSIWYG editor.

The **Abandoned Cart Email** extension supports **image display** and allows **restoring the cart link**. Restore cart link is added with this variable: **{{var cart_restore_link}}**. When a customer clicks on the restore cart link, they are redirected to a cart page. The cart contains all items left in the cart, disregarding whether a customer is logged in or not.
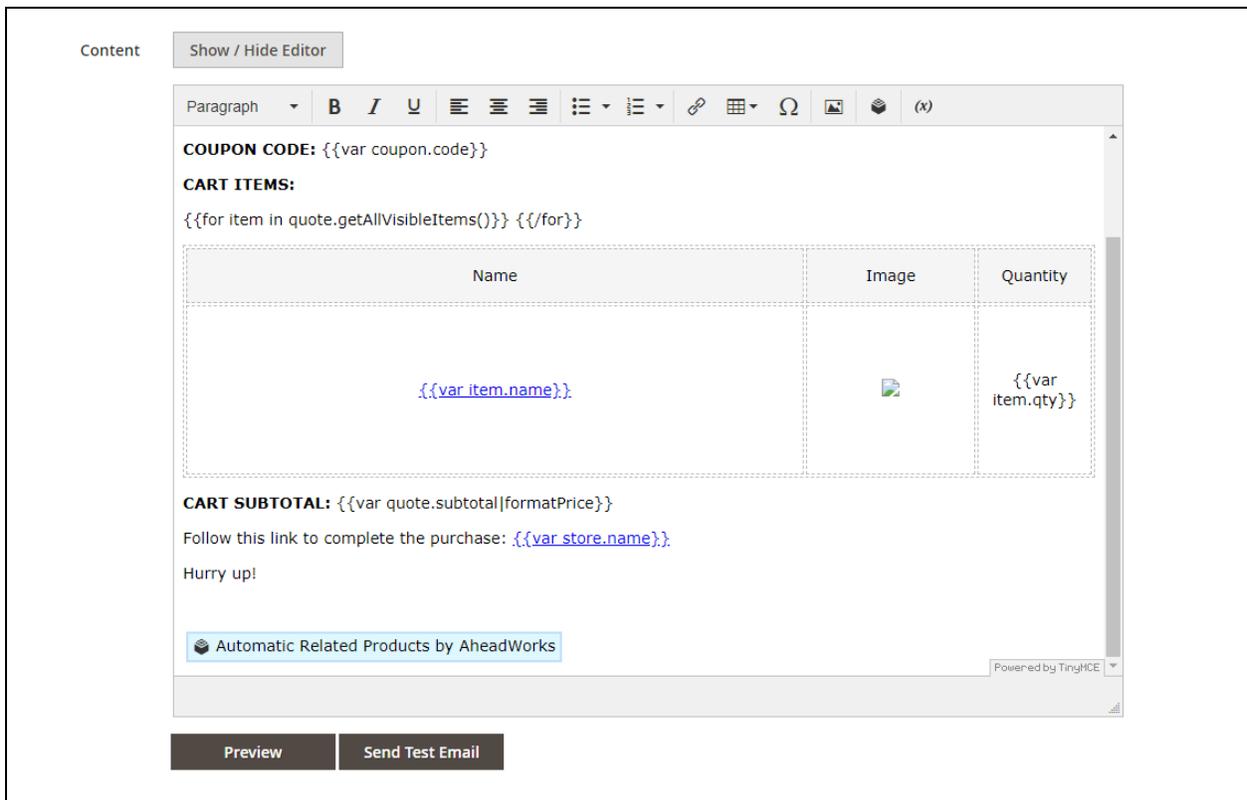
In addition, right below the Content section, store owner can click the '**Preview**' button to see how the end email will look like. Or send a test email to the specified address by clicking the '**Send Test Email**' button.

If a product image is missing (not displayed):

1. upgrade to Magento 2.3.3;
2. make alterations within the lib/web/mage/adminhtml/wysiwyg/tiny_mce/tinymce4Adapter.js file.

To complete Option 2, find lines 648 and 650 in the tinymce4Adapter.js file

and change the highlighted parts in dark red so that they look like the ones below (in green)

```
// process tag attributes string
attributesString = attributesString.gsub(/([a-z0-9\-\_]+)="(.*?)(\{\{.+?\}\})(.*?)"/i, function (m) {
    decodedDirectiveString = encodeURIComponent(Base64.mageEncode(m[3].replace(/&quot;/g, '"') + m[4]));

    return m[1] + '="' + m[2] + this.makeDirectiveUrl(decodedDirectiveString) + '"';
}.bind(this));
```

The image display error is found in a Magento 2.3.2 file. The error is eliminated in the successive version 2.3.3.

Specify when email should be sent

Send	0 day(s)	5 hours ▾	0 minutes ▾ later

Coupon

Send Coupon	🟢 Yes
Cart Price Rule ∗	Abandoned Cart Promo ▾
Code Length ∗	12

Excluding prefix, suffix, and separators.

- **Send** - defines the delay after which an email is sent to the customer (one should consider that the cart is considered abandoned after an hour since the last update);
- **Send Coupon** - defines if the coupon should be included in the reminder email;
- **Cart Price Rule** - defines what cart price rule should be used to generate the coupon code (**only** rules with **Use Auto Generation** option **enabled** can be used in Abandoned Cart Email rules);

- **Coupon code settings** - below Cart Price Rule come coupon code settings, like prefix, suffix and other adjustments that can be used to give the code a required look.

The coupon code is introduced with variable:

{{var coupon.code}}

IMPORTANT! The variable should present in the email content for the coupon code to be generated.

The conditions section allow targeting an email to a particular audience:

- **Cart Conditions** - define the shopping cart-related conditions like subtotal, item quantity, product combination;
- **Products** - define the product related conditions such as product attributes and product type (simple, configurable, etc.);

Once every rule aspect is configured storeowner clicks the **'Save'** button.

The rule is now created and an email will be sent after a set time to customers who left the cart matching conditions set.

Displaying related products

Version 1.1.0 has brought the ability to display related products in the abandoned cart email, thanks to the integration with **Magento 2 Automatic Related Products**.

The related product block is added to the email content in the form of a widget. Thy widget is set up like any native Magento 2 widget via the path **Content > Widgets** and is bound to a specific Automatic Related Products rule.

The widget can be added to the email body via the 'Insert a widget' functionality or with the help of the variable

{{widget type="Aheadworks\Autorelated\Block\Widget\Related" rule_id="1" type_name="Automatic Related Products by AheadWorks"}}

where the rule id is the number of the corresponding Automatic Related products rule.

Sent Email View

The abandoned cart email looks in the following way:

Hi Veronica,

We can see that the cart you've left at our store is still awaiting your decision, so we decided to try and tip the scale in our favor. Coupon code below provides you with an attractive discount on cart items, but only if used within the next 24 hours!
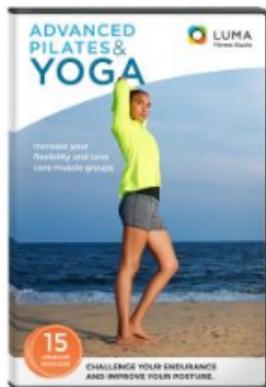
CART ITEMS:

Name	Image	Quantity
Go-Get'r Pushup Grips		1

CART SUBTOTAL: $93.00

Follow this link to complete the purchase: Default Store View

Hurry up!

You might be also interested in

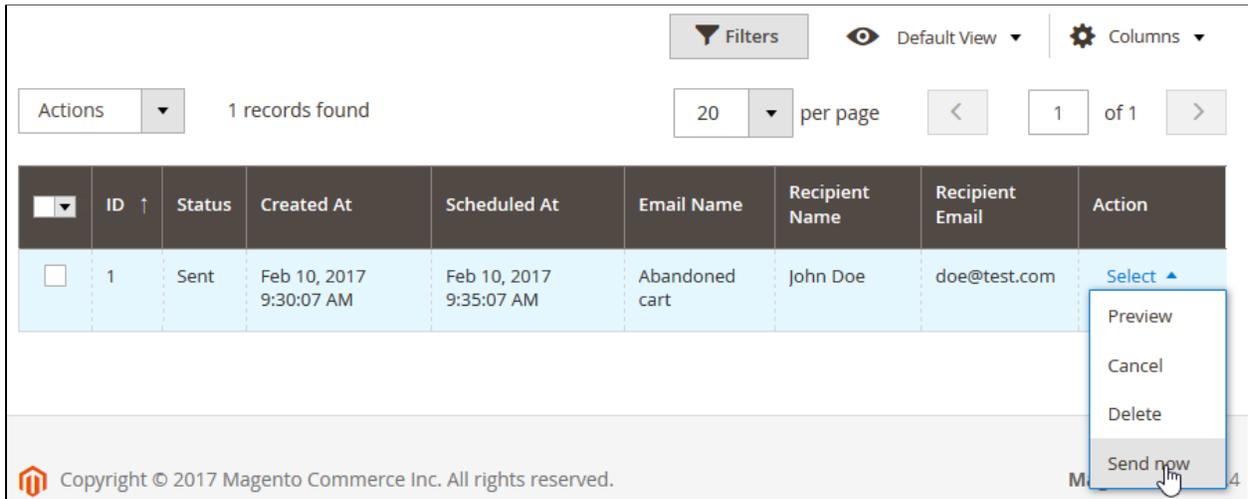**Advanced Pilates & Yoga (Strength)**
$18.00

Yoga Adventure
$22.00

The layout is created with the built-in content settings and enabled integration with Aheadworks Automatic Related Products.

Mail Log

Once the rules have been configured storeowner can track the extension performance under the Mail Log section found at **Marketing > Abandoned Cart Reminder by Aheadworks > Mail Log**

The section comes with the same interactive elements as Rules section, allowing for quick management. In addition, Mail Log allows storeowner to manually manage scheduled email statuses either one-by-one or en masse. To do this, storeowner selects required emails and in the Action column selects an action:

- Preview;
- Cancel;
- Delete;
- Send now.

Extension Settings

The last section storeowner has to pay attention to is the settings section. It can be found under **Store > Configuration > Aheadworks extensions > Abandoned Cart Reminder.**

The section comes with the following elements:
- **Sender** - defines an address that will send all reminder emails;
- **Test Email Recipient** - defines an email address to which all test emails will be sent;
- **Enable Test Mode** - if enabled all outgoing emails will be sent to Test Email Recipient.
- **Keep Emails For, days** - defines how long all sent emails should be stored in the Mail Log.

For an in-depth look visit Adandonded Cart Email demo store at the extension's

product page.

Feel free to contact our support team with any questions:

Submit a help desk ticket

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