

Amasty

For more details see the [Abandoned Cart Email for Magento 2](#) extension page.

Abandoned Cart Email for Magento 2

Convert unfinished orders into sales by sending reminder email with discount coupon.

- Send multiple emails with different delay intervals
- Use cart conditions to control who will receive emails
- Send emails with discount coupons
- Create unique template for each email sent by extension

General extension settings

Extension configuration is located at **Stores > Configuration > Amasty Extensions > Abandoned Cart Email**

General



The coupon is available only for particular customer [global]
If the option is disabled the coupon can be used by all customers.

Trigger a rule no more than 1 time per quote [global]

Send emails only to registered customers [global]

Automatically remove sent emails from History [global]
In days.

Disable guest email logging for EU customers (GDPR compliance requirement) [store view]

Email Templates



Sender Name [store view]

Send to Newsletter Subscribers Only [store view]

Sender Email [store view]

Sends copy of emails to [store view]

Reply To Email [global]

Reply To Name [global]

Testing



Safe Mode [global]
When safe mode is activated, the extension sends emails only to the test email, nothing will be sent to customers

Recipient Email [global]

Debug (For Developers Only)



Permitted Email Domains [global]
Comma separated email domains without @ symbol.

Enable Debug Mode [global]
If the option is enabled module will be working without delay and only selected emails.

Blacklist



Import [global] Файл не выбран

- **The coupon is available only for particular customer** - when this options is enabled, only the customer who received the email will be able to apply the coupon on the cart.
- **Trigger a rule no more than 1 time per quote** - when this option is enabled, a customer will receive abandoned cart email (or email if you created a set) only once even if the cart conditions suit more than 1 rule. The rule that triggers emails sending is determined by the priority setting.
- **Send emails only to registered customers** - with this setting guest customers won't receive any abandoned cart emails.
- **Automatically remove sent emails from History** - specify the number of days, after which sent emails should be removed from History.
- **Disable guest email logging for EU customers (GDPR compliance requirement)** - when enabled, the EU customers' emails won't be saved by the system to avoid sending emails, to which the customers from EU didn't give a consent.
- **Sender Name** - specify the **From - Name** field in the abandoned cart email.
- **Send to Newsletter Subscribers Only** - set to **Yes** if you want to restrict sending emails to those customers, who have not subscribed to the newsletter.
- **Sender Email** - specify the **From - Email** field in your emails.
- **Sends copy of emails to** - you can specify the address to which the copies of every abandoned cart email will be sent.
- **Reply To Email** - specify the recipient's email manually, if necessary.
- **Reply To Name** - specify the recipient's name.
- **Testing - Safe Mode** - choose 'Yes' to take the extension into the testing mode. In this case, all abandoned cart emails are sent only to the recipient email address.
- **Testing - Recipient Email** - the recipient address for the testing mode and test emails.
- **Permitted Email Domains** - specify the email domains like "example.com" or "amasty.com". In this case all carts associated with emails from one of the listed domains will trigger the Debug Mode.
- **Enable Debug Mode** - this option is useful when you need to check the process of abandoned cart email sending. In this case the carts will be considered abandoned right after the product is added.
- **Blacklist - Import** - here you can import CSV file with the blacklisted email addresses.

Abandoned Cart rule settings

Rules can be created at **Marketing > Abandoned Cart Email > Rules**

General

General

Name *

Status * ▼

Priority

Cancel Condition

Link from Email Clicked

Any product went out of stock

All products went out of stock

Note! Additional to the listed actions Order Placed action will always cancel the abandoned cart email

- **Name** - specify the name of the rule.
- **Status** - enable and disable the rule.
- **Priority** - set the priority to specify the triggering rules' order processing.
- **Cancel Condition** - here you can set the event which will cancel the further emails. For example, the rule is configured to send a set of three emails. If you choose the **Link from the email clicked** as a cancel condition, the customer stops the emails sending after he\she clicks the link in the first email so that two other emails won't be sent to a customer anymore.

Stores & Customer Groups

Apply In

Stores

Main Website

Main Website Store

Default Store View



Leave empty or select all to apply the rule to any store

Apply For

Customer Groups

NOT LOGGED IN

General

Wholesale

Retailer

Leave empty or select all to apply the rule to any group

- **Stores** - you can limit the stores to which the rule will be applied. If you select nothing, the rule will be applied to all stores.
- **Customer Groups** - you can control to which customer groups the rule will be applied. If you select nothing, the rule will be applied to all groups.

Conditions

Conditions (don't add conditions if need all products)

If **ALL** of these conditions are **TRUE** :

Subtotal equals or greater than 100

- **Condition tree** - specify conditions to activate the rule only when the conditions are met. If you leave the tree empty, the rule works all the time.

Schedule

Schedule

Transactional Email	Delivery Time	Coupon	
Amasty: Abandoned Car ▼	Days: 0 Hours: 1 Minutes: -	Type: None Discount Amount: 0 <input type="checkbox"/> Use Shopping Cart Rule	Delete More
Amasty: Abandoned Car ▼	Days: 1 Hours: - Minutes: -	Type: Percent of product price discount Discount Amount: 5 <input type="checkbox"/> Use Shopping Cart Rule	Delete More
<input type="button" value="Add Record"/>			

- **Transactional Email** - see what the email template is used. If you want to add your own template please [check here](#) how it can be done.
- **Delivery Time** - set a time-lag between the cart abandonment and the email sending.
- **Coupon** - here you can configure a discount for abandoned carts. In **Type** field select the type of the discount, you would like to create (percent, fixed amount or a fixed amount for the whole cart). In the **Discount Amount** field you need to specify the amount of the discount.
- **Use Shopping Cart Rule** - choose this option and you will be able to select the already existing cart price rule to use for abandoned cart promotions.

Please note that 'Use Auto Generation' option in the promotion rule have to be enabled for this rule to appear in the list.

Analytics

Google Analytics

Campaign Source

Required. Use **utm_source** to identify a search engine, newsletter name, or other source.

Example: utm_source=google

Campaign Medium

Required. Use **utm_medium** to identify a medium such as email or cost-per-click

Example: utm_medium=cpc

Campaign Name

Required. Used for keyword analysis. Use **utm_campaign** to identify a specific product promotion or strategic campaign.

Example: utm_campaign=spring_sale

Campaign Term

Used for paid search. Use **utm_term** to note the keywords for this ad.

Example: utm_term=running+shoes

Campaign Content

Used for A/B testing and content-targeted ads. Use **utm_content** to differentiate ads or links that point to the same URL.

Example: utm_content=logolink or utm_content=textlink

Here you can set Google Analytics parameters which will be added to the links in Abandoned Cart emails. Please check the [Google Analytics help articles](#) for more details.

Test

Search [Reset Filter](#) 3 records found 20 per page 1 of 1

	Email	Products	Quantity	Subtotal	Applied Coupon	Created	Updated	IP Address
	<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>	<input type="text"/>
<input type="button" value="Send"/> to test@example.com	roni_cost@example.com	1	1	\$29.00		Nov 15, 2017, 1:46:48 PM	Nov 15, 2017, 1:46:49 PM	
<input type="button" value="Send"/> to test@example.com	roni_cost@example.com	1	1	\$32.00		Nov 15, 2017, 1:46:50 PM	Nov 15, 2017, 1:46:50 PM	
<input type="button" value="Send"/> to test@example.com	page@m12.com	1	1	\$45.00		Dec 5, 2017, 12:20:20 PM	Dec 5, 2017, 12:33:20 PM	192.168.169.134

Here you can send a test email to see how the email looks. Please note that in this list you will see all quotes from your Magento. No filtering by conditions or event store view is applied there. This tab is for testing purposes only.

Troubleshooting checklist

Emails are not being sent automatically

The extension works with Magento cron jobs to schedule and send emails. If Magento cron is not configured or configured incorrectly the extension won't send any emails.

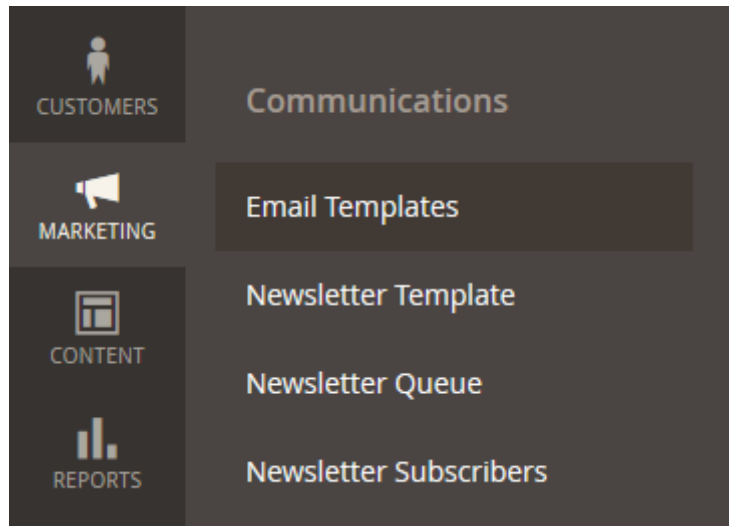
To solve this, please check [this article](#) to see how Magento cron is configured.

I can't use the email template in the rule

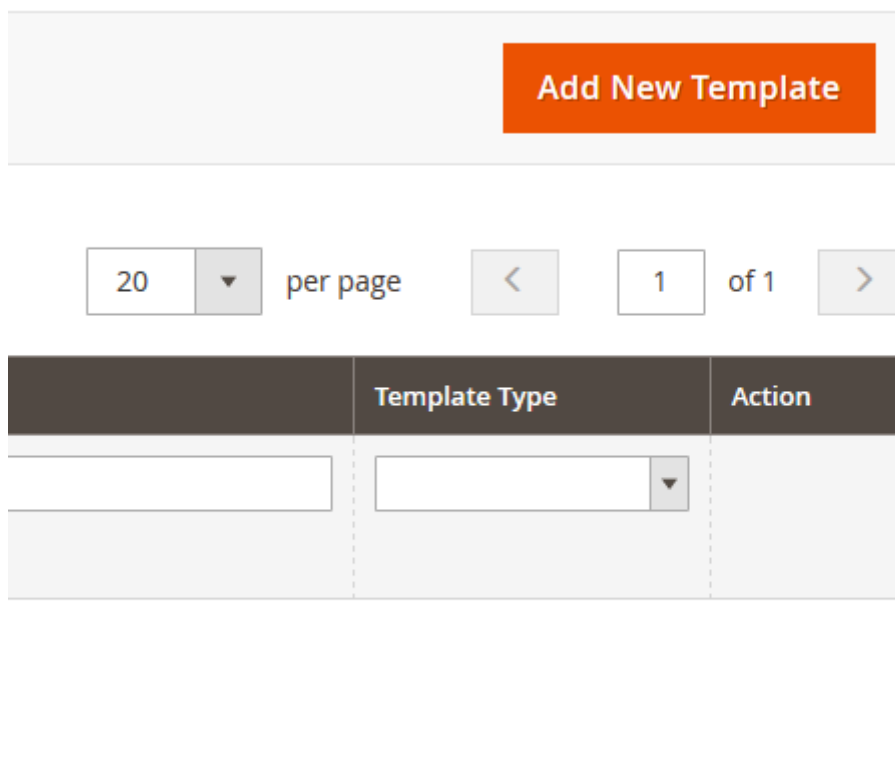
All available templates in the **Schedule** can be filtered by the type. In the list of templates, you can see only the emails that were created based on the default Abandoned Cart template.

To create a new template, please, do the following:

- Navigate to **Marketing - Communications - Email Template** menu



Click **Add New Template** button



- In **Load default template - Template** find **Abandoned Cart Email Template**, select it and hit **Load Template**

Load default template

Template

Abandoned Cart Email	▲
Amasty_Acart	▲
Abandoned Cart Email	
Magento_Checkout	
Payment Failed	
Magento_Contact	
Contact Form	

Template Information

- Give a new template a name and make changes you want.

Template Information

Template Name *

Template Subject *

- You can also add different variables to your template from the box. It will pull up the necessary information. To do this, press the **Insert Variable** button and choose the necessary one from the list. Each template has a different set of variables.

Template Variables

- Store Name
- Unsubscribe Url
- Place Order Url
- Checkout Url
- Coupon Code
- Coupon Expiration Date
- Abandonment Date With Time
- Abandonment Date
- First Name
- Last Name
- Middle Name
- Suffix
- Subtotal
- Discount
- Subtotal With Discount
- Grand Total
- Customer Is Guest

- Save it. Now you can use a newly created template in Abandoned Cart rules!

The screenshot shows the left sidebar of the Magento Admin interface. The sidebar contains several menu items: 'General', 'Stores & Customer Groups', 'Conditions', 'Schedule' (which is highlighted with an orange bar and a pencil icon), and 'Analytics'.

Schedule

The screenshot shows the 'Schedule' configuration panel. It is divided into two main sections: 'Transactional Email' and 'Delivery Time'. Under 'Transactional Email', there is a dropdown menu with three options: 'Amasty: Abandoned Car', 'Amasty: Abandoned Cart Reminder' (which is highlighted in blue), and 'New Template!'. Under 'Delivery Time', there are three input fields: 'Days' (empty), 'Hours' (set to '-'), and 'Minutes' (set to '5'). At the bottom of the panel, there is an 'Add Record' button.

Usage examples

How to send two different emails for abandoned carts under and over \$100

To achieve this, we need to create two email templates and two Abandoned Cart rules.

Please [check here](#) to learn how to add a new email template for Abandoned Cart rules.

After this, proceed to **Marketing > Abandoned Cart Email > Rules** and click **Create New Rule** button.

First, let's create an email sending rule for abandoned carts below \$100 subtotal:

General

Name * Carts below \$100

Status * Active

Priority

Cancel Condition

- Link from Email Clicked
- Any product went out of stock
- All products went out of stock

Note! Additional to the listed actions Order Placed action will always cancel the abandoned cart email

Here's how to set the condition to trigger the rule only for carts below \$100

- General
- Stores & Customer Groups
- Conditions**
- Schedule
- Analytics

Conditions (don't add conditions if need all products)

If **ALL** of these conditions are **TRUE** :

Subtotal **less than 100**



In the **Schedule** tab we set to send two emails, the first email - after two hours of cart abandonment, and the second one - a day after. We use a template 'Carts below 100\$' that was created earlier and apply no discounts.

- General
- Stores & Customer Groups
- Conditions
- Schedule**
- Analytics
- Test


Schedule

Transactional Email	Delivery Time	Coupon
Carts below \$100	Days: 0 Hours: 2 Minutes: -	Type: None Discount Amount: 0 <input type="checkbox"/> Use Shopping Cart Rule
Carts below \$100	Days: 1 Hours: - Minutes: -	Type: None Discount Amount: 0 <input type="checkbox"/> Use Shopping Cart Rule

[Add Record](#)

The first rule has been done!

Then we'll create a rule for carts above \$100 in subtotal:

General 

Stores & Customer Groups

Conditions


Schedule

Analytics

Test

General

Name *

Status * 

Priority

Cancel Condition



Link from Email Clicked

Any product went out of stock

All products went out of stock


Note! Additional to the listed actions Order Placed action will always cancel the abandoned cart email

Here we see the 'above \$100' condition.

- General 
- Stores & Customer Groups
- Conditions **
- Schedule
- Analytics
- Test




Conditions (don't add conditions if need all products)

If **ALL** of these conditions are **TRUE** :

Subtotal equals or greater than 100 



Then we configure two emails again, but this time we use another email template and to the second email we've attached a 5% discount coupon.

- General 
- Stores & Customer Groups
- Conditions 
- Schedule **
- Analytics
- Test

Schedule

Transactional Email	Delivery Time	Coupon
Carts above \$100	Days: 0 Hours: 2 Minutes: -	Type: None Discount Amount: 0 More <input type="checkbox"/> Use Shopping Cart Rule
Carts above \$100	Days: 1 Hours: - Minutes: -	Type: Percent of product price discount Discount Amount: 5 More <input type="checkbox"/> Use Shopping Cart Rule

[Add Record](#)

And that's all!

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