



Magento Extension User Guide

Target the right customers, with the right message, at the right time. Drip takes the gold mine of customer data in your Magento store and enables personalized, relevant, revenue-driving marketing campaigns.

With Drip + Magento, you can capture lost sales, make product recommendations, collect product reviews, and more -- all to build **better relationships**, enable **more sales**, and **grow your business**.

- **Cart Abandonment:** Capture lost revenue from customers who have abandoned their cart.
- **Browse Abandonment:** Track the products customers view to tailor email content and drive purchase behavior.
- **Re-engagement:** Bring customers who haven't purchased recently back to your store.
- **Welcome Series:** Trigger a series of emails to new customers introducing them to your brand and your products.
- **Customer Service Survey:** Ask customers who have recently interacted with your brand for feedback.
- **Product Review:** Product reviews create valuable social proof for your products. Trigger emails to customers asking for a review.
- **Social Share:** Word-of-mouth is your best marketing. Ask your customers to share a photo with your product on their social media account.
- **Next Sell:** Recommend an adjacent or complementary product after a customer completes a purchase.
- **Replenishment:** When a customer purchases a product that needs replenishment, automatically follow up to prompt a repurchase.



Installation Instructions

To install Drip's Magento extension, [log in](#) to your Drip account and:

1. Click the three dots in the upper-right of the screen (☰).
2. Navigate to **Integrations**, then click **Ecommerce** on the left.
3. Click **Magento**. From there, follow the on-screen instructions.