



ABANDONED CART EMAIL

USER GUIDE

Version 1.0.2

Welcome to Abandoned Cart Email Extension for Magento 2 developed by Sparsh.

This extension is the perfect tool to convert visitors or guests into real customers. Send email reminders to bring customers back to the store to complete orders by giving lucrative offers.

KEY FEATURES:

- ❖ Easy To Install & Manage
- ❖ Enable/Disable from the backend
- ❖ Send automated triggered emails to customers who left your store without completing the checkout process
- ❖ Capture guest email address and send automated triggered emails to guests customers
- ❖ Customizable email templates for your follow-ups
- ❖ Customers can restore the abandoned cart with only one-click
- ❖ Configure the schedule of email sending
- ❖ 100% Open Source

1. HOW TO ENABLE ABANDONED CART EMAIL

To use this extension, you first need to enable it from the backend.

Go to Magento 2 Admin > Login > Stores > Configuration > Sparsh Extensions > Abandoned Carts.

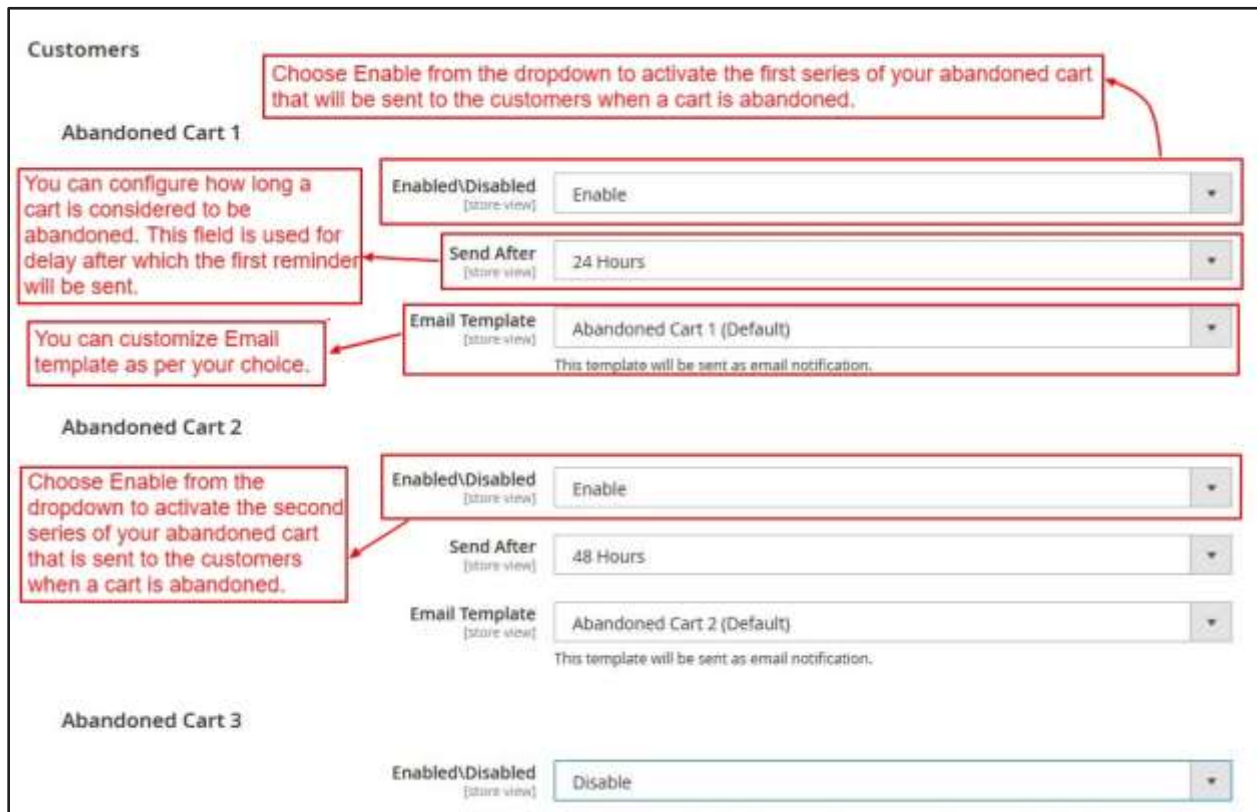
Expand the **Customers** section, and do the following:

Abandoned Cart 1

- > **Enabled\Disabled:** Select “Enable” to send the first reminder email of the abandoned cart to registered customers.

- **Send After:** Choose Mins/Hours after which the first abandoned cart email will be sent to registered customers.
- **Email Template:** Choose the email template for the first abandoned cart email for registered customers. You can define own template from Marketing > Email Templates and use it over here.

Likewise, you can set up to 4 different email reminders for registered customers.



Customers

Abandoned Cart 1

Choose Enable from the dropdown to activate the first series of your abandoned cart that will be sent to the customers when a cart is abandoned.

Enabled\Disabled [store view] Enable

Send After [store view] 24 Hours

Email Template [store view] Abandoned Cart 1 (Default)
This template will be sent as email notification.

You can configure how long a cart is considered to be abandoned. This field is used for delay after which the first reminder will be sent.

You can customize Email template as per your choice.

Abandoned Cart 2

Choose Enable from the dropdown to activate the second series of your abandoned cart that is sent to the customers when a cart is abandoned.

Enabled\Disabled [store view] Enable

Send After [store view] 48 Hours

Email Template [store view] Abandoned Cart 2 (Default)
This template will be sent as email notification.

Abandoned Cart 3

Enabled\Disabled [store view] Disable

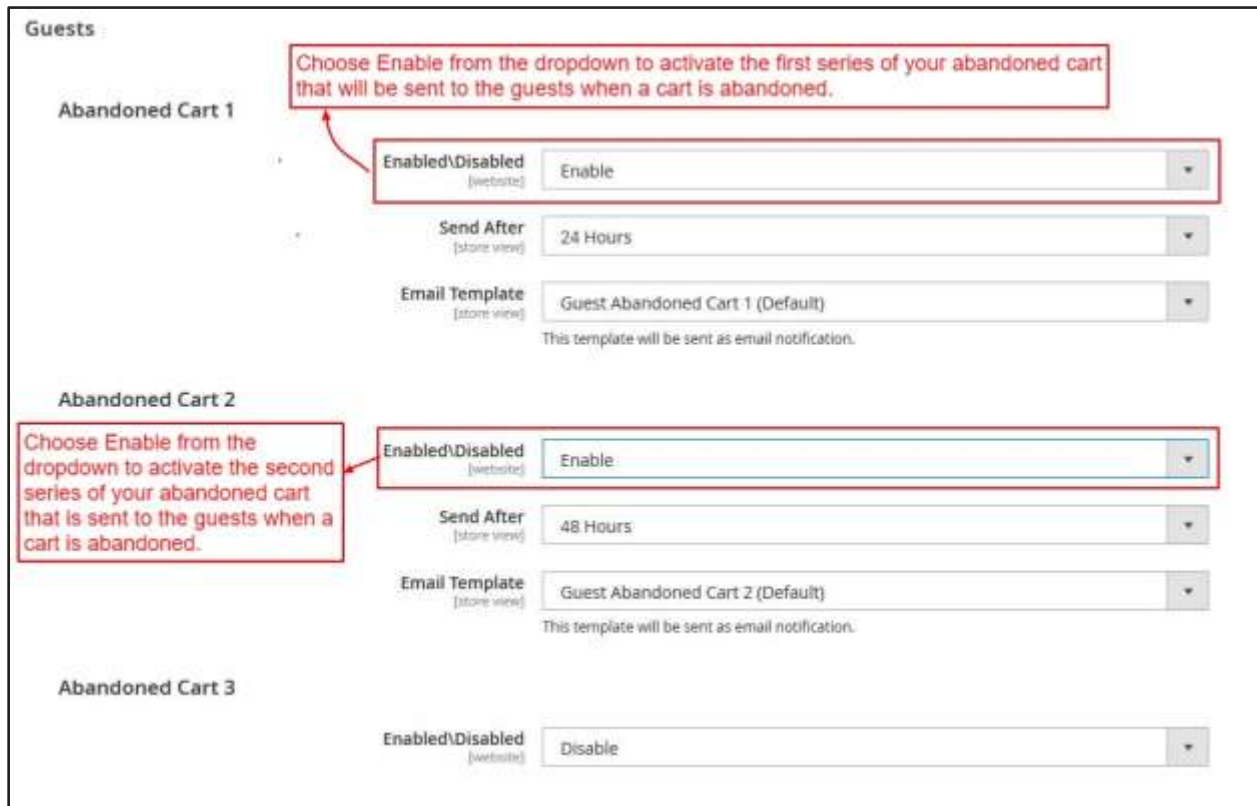
Expand the **Guests** section, and do the following:

Abandoned Cart 1

- **Enabled\Disabled:** Select “Enable” to send the first reminder email of the abandoned cart to guest users.
- **Send After:** Choose Mins/Hours after which the first abandoned cart email will be sent to guests.

- **Email Template:** Choose the email template for the first abandoned cart email for guests. You can define own template from Marketing > Email Templates and use it over here.

Likewise, you can set up to 4 different email reminders for guests also.



Guests

Abandoned Cart 1

Choose Enable from the dropdown to activate the first series of your abandoned cart that will be sent to the guests when a cart is abandoned.

Enabled\Disabled (website) **Enable**

Send After (store view) 24 Hours

Email Template (store view) Guest Abandoned Cart 1 (Default)
This template will be sent as email notification.

Abandoned Cart 2

Choose Enable from the dropdown to activate the second series of your abandoned cart that is sent to the guests when a cart is abandoned.

Enabled\Disabled (website) **Enable**

Send After (store view) 48 Hours

Email Template (store view) Guest Abandoned Cart 2 (Default)
This template will be sent as email notification.

Abandoned Cart 3

Enabled\Disabled (website) **Disable**

2. BASIC CONFIGURATION

To make this extension work 100%, below basic configuration needs to be done first.

2.1. ENABLE EMAIL CONFIGURATION

Go to Magento 2 Admin > Login > Stores > Configuration > Advanced > System > Mail Sending Settings

You can also install any third-party extension for SMTP email.

You can find more details on https://docs.magento.com/m2/ce/user_guide/system/email-communications.html

Mail Sending Settings

Disable Email Communications <small>(store view)</small>	No	<input checked="" type="checkbox"/> Use system value
Host <small>(store view)</small>	localhost	<input checked="" type="checkbox"/> Use system value
<small>For Windows server only.</small>		
Port (25) <small>(store view)</small>	25	<input checked="" type="checkbox"/> Use system value
<small>For Windows server only.</small>		
Set Return-Path <small>(global)</small>	No	

2.2. SET FROM EMAIL ADDRESS

Go to Magento 2 Admin > Login > Stores > Configuration > General > Store Email Addresses > Sales Representative

By default, sales representative name and email are used as from name and email address.

Sales Representative

Sender Name <small>(store view)</small>	Sales	<input type="checkbox"/> Use system value
Sender Email <small>(store view)</small>	magento@sparsh-technologies.com	<input type="checkbox"/> Use system value

2.3. SET UP CRON JOB

Below cronjob needs to be set up properly as part of the Magento setup.

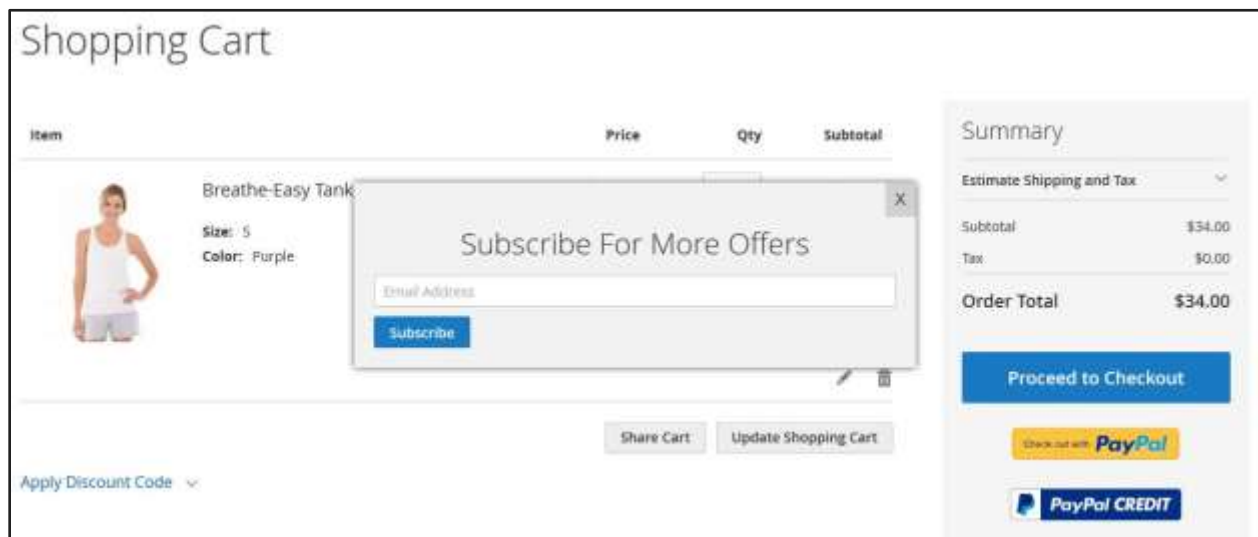
```
bin/magento cron:run --group sparsh_cron
```

You can find more details on <https://devdocs.magento.com/guides/v2.3/config-guide/cli/config-cli-subcommands-cron.html>

3. CAPTURE GUEST EMAIL ADDRESS

To send the abandoned cart email to guest customers, it is required to capture their email address first.

Any user who is not logged in and will be on the cart page for a few seconds, a pop up will be shown to him as below to ask for his email-address.

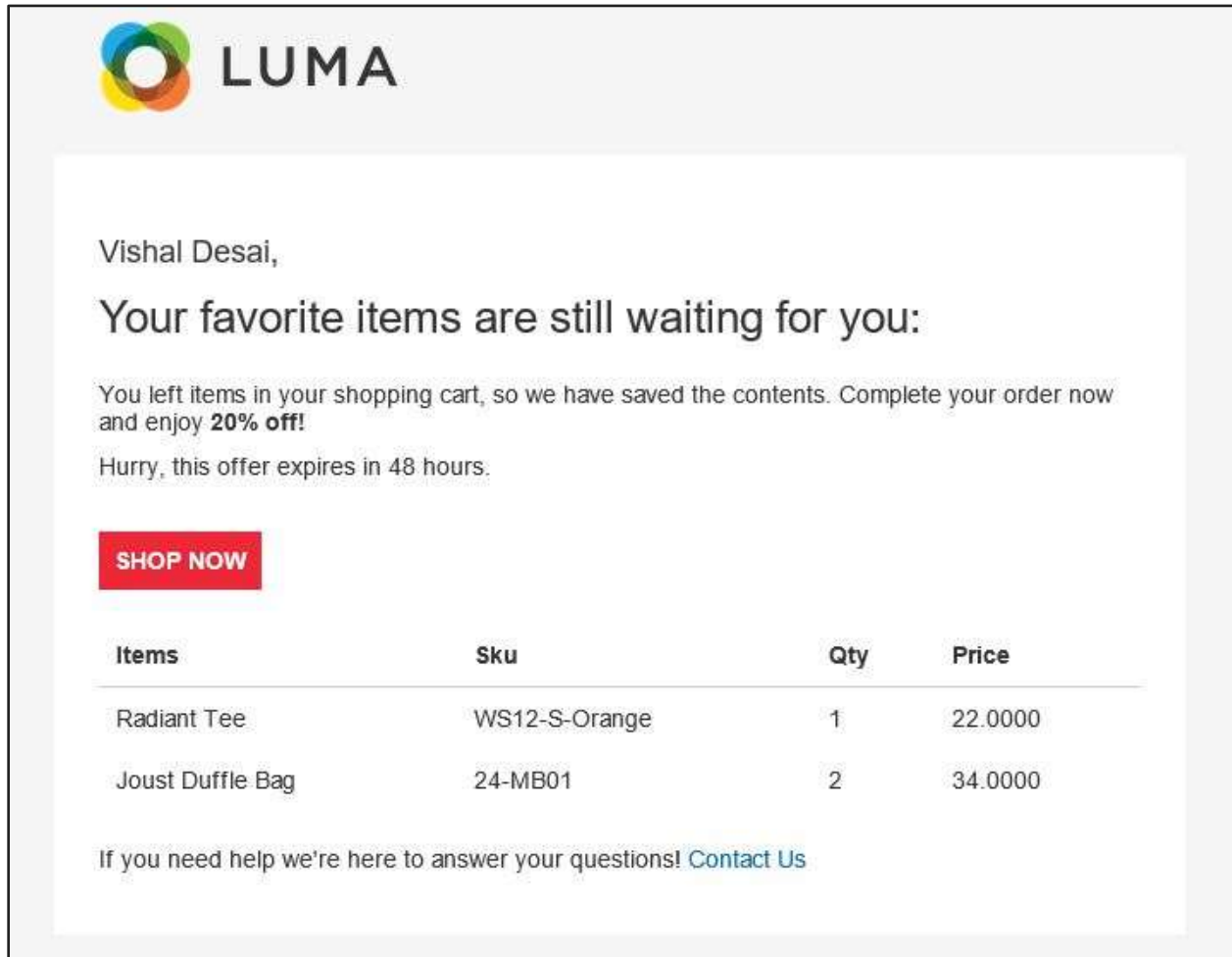


Once, the email address is entered by the guest, and if he leaves the cart abandoned, he will receive emails as configured from the backend.

Note: If any user will not enter his email address, then he won't receive any abandoned cart email.

4. ABANDONED CART EMAIL

Once enabled from the backend and the basic configurations are done, whenever any customer or guest user adds products and leaves the website without completing the checkout process due to any reason, abandoned cart emails will be sent to them at regular intervals as configured in the backend.



The screenshot shows an email header with the LUMA logo and name. The recipient is Vishal Desai. The main message says "Your favorite items are still waiting for you:" followed by a promotional offer: "You left items in your shopping cart, so we have saved the contents. Complete your order now and enjoy 20% off!" and a urgency message: "Hurry, this offer expires in 48 hours." Below this is a red "SHOP NOW" button. A table lists the items in the cart:

Items	SKU	Qty	Price
Radiant Tee	WS12-S-Orange	1	22.0000
Joust Duffle Bag	24-MB01	2	34.0000

At the bottom, there is a link: "If you need help we're here to answer your questions! [Contact Us](#)"

Users can retrieve their shopping carts too by clicking on the “Shop Now” button.