

Abandoned Cart Email

(Magento 2.x to 2.2.x)



Magento Extension User Guide

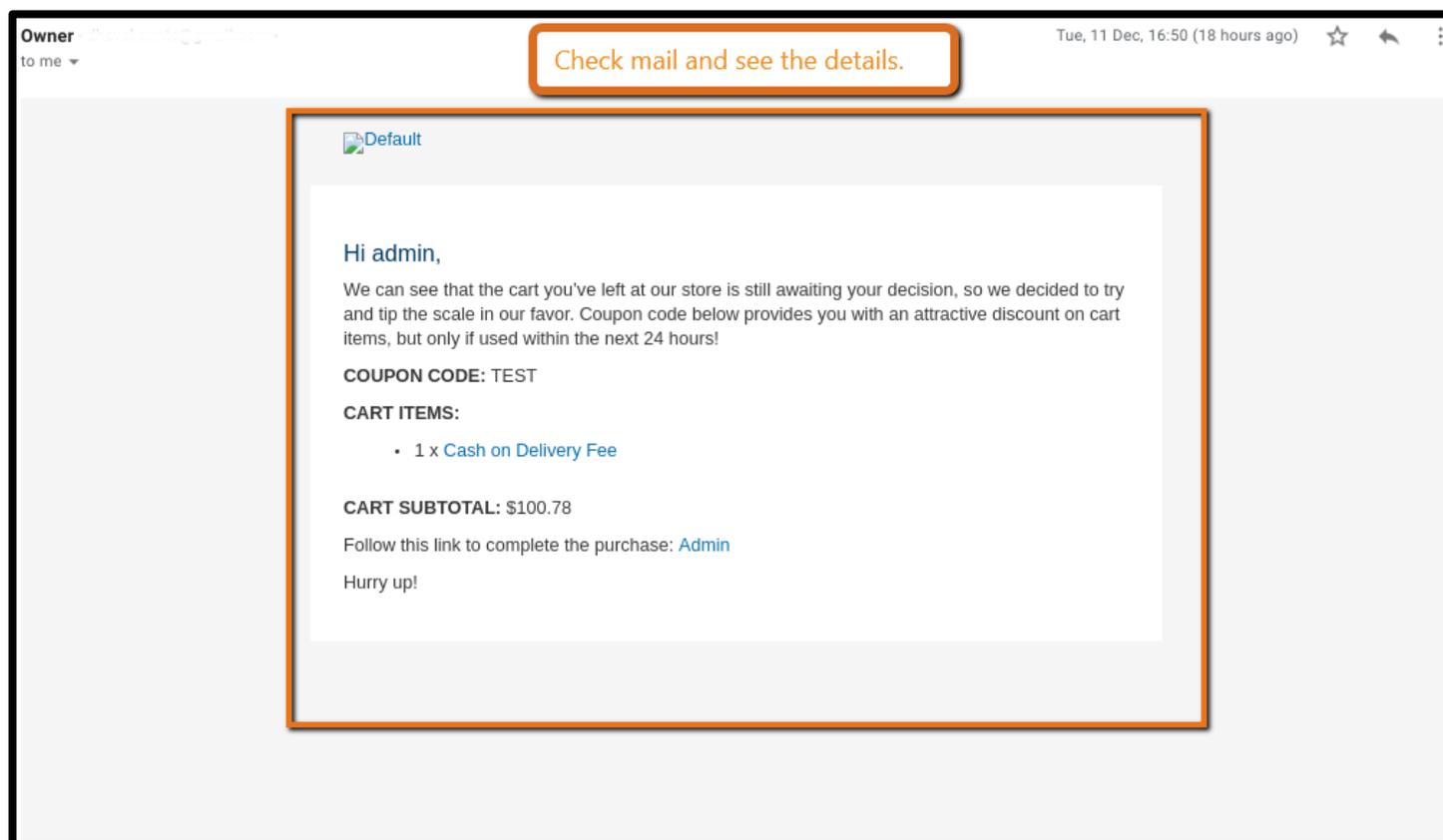
Official extension page: [Abandoned Cart Email - MageGadgets Extensions](#)

Abandoned Cart Email for M2 Documentation

Magento 2 Abandoned Cart Reminder extension help out to recover all your customer's forgotten carts by helping them to come back your online store to complete the checkout very easily. Enhance customer loyalty by offering discount coupons.

This extension offers an automated solution to remind customers to get back to the store and place an order for the products they have had added. The most important thing is to establish fast and soft communication. And Abandoned Cart Reminder for Magento 2 does just it -it lets you email customers automatically with a personalized message and a link to the store.

Abandoned cart Reminder are sent to customers who add products to their cart but fail to check out. It's an effective sales recovery tactic and helps recover lost sales. As per some statistics*, nearly half of all abandoned cart emails are opened and over a third of clicks lead to purchases back on site!!!

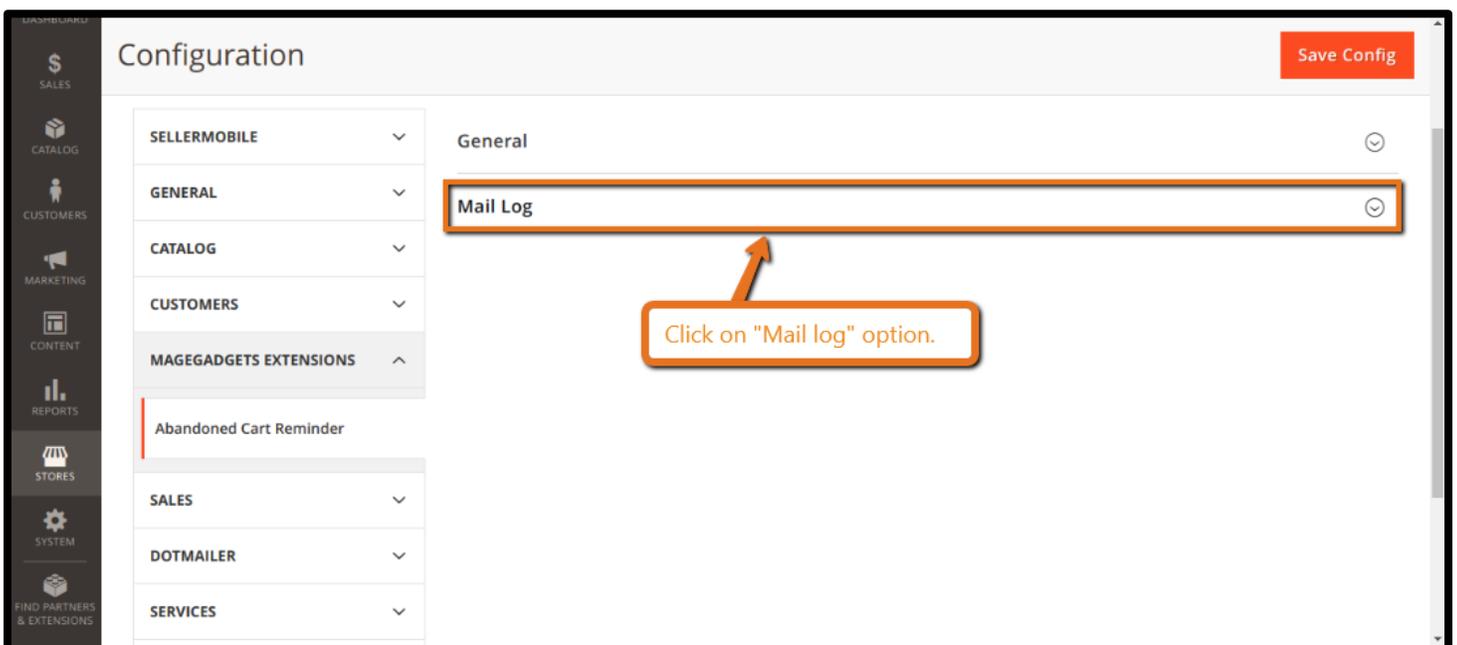


1. Key Features:

- a - Upgrade Proof Module.
- b - Tested for Magento version 2.x.
- c - Easy to install & configure.
- d - Option to enable/disable.
- e - Flexible email chain configuration.
- f - Email Logs.
- g - Report: Sent emails, cart abandonment rate
- h - Pre-made email templates.
- i - Personalize Emails Easily.
- j - Compatible with SMTP.
- k - Admin can set cron to send automatic emails to customers.
- l - Mail templates for each follow-up mail can be set from the admin configuration.
- m - Admin can configure the content of the auto emails.
- o - Admin can view abandoned cart detail and product details.
- p - The admin able to see the list of all sent emails for the abandoned cart.
- q - Admin can schedule auto emails timing from the admin configuration.

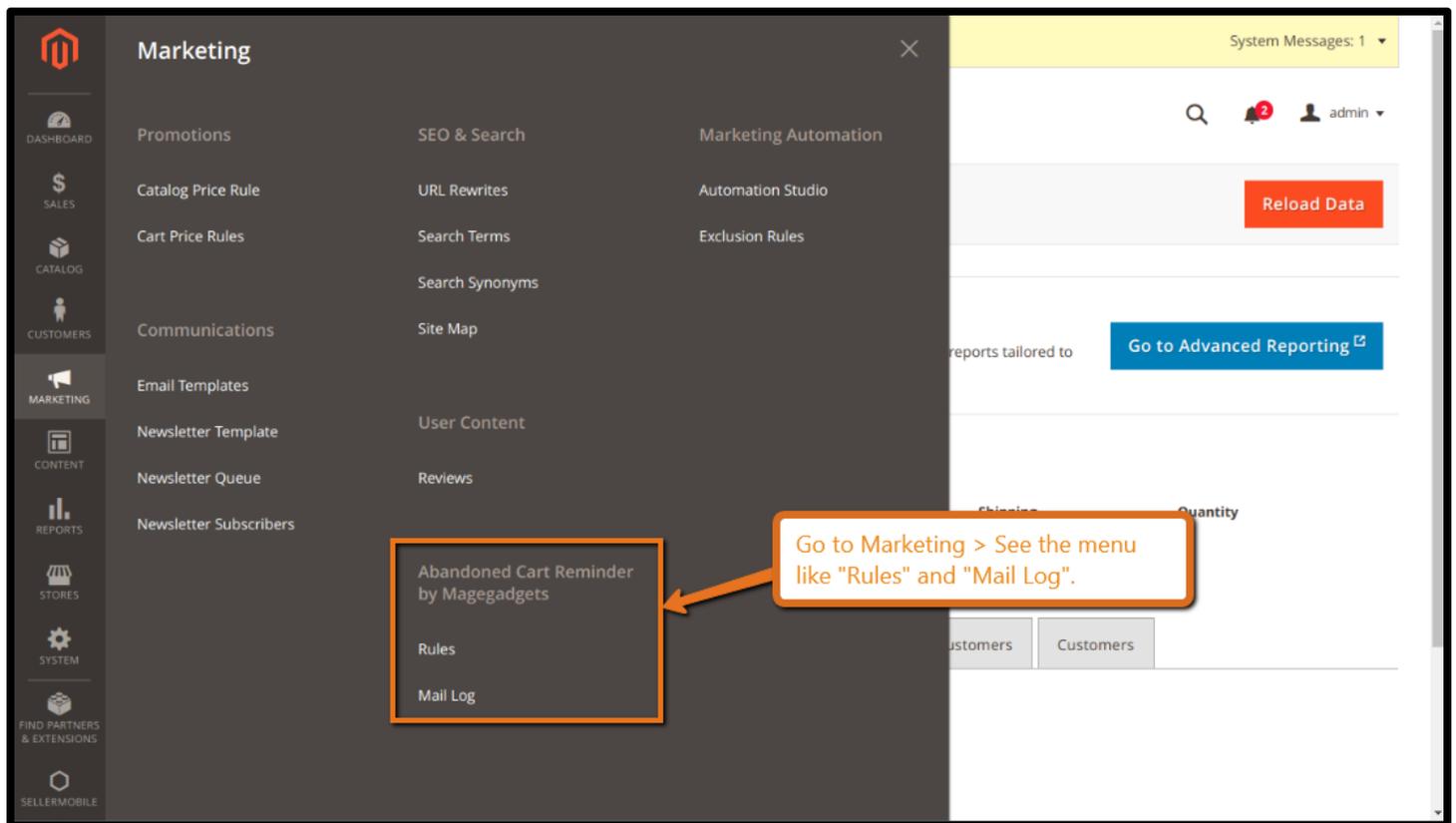
2. All settings are available admin:

Go to Admin -> Store -> Settings-> Configuration > Magegadgets Extensions-> Abandoned Cart Reminder



Go to Admin -> Marketing -> Configuration > Abandoned Cart Reminder by Magegadgets

* Rules * MailLogs



In Store Configuration > Magegadgets Extensions > Abandoned Cart Reminder we can manage

General : Here we can Configure settings for testing our mail which is working properly or not. We also enable or disable the test mode from here.

Send Test Email :

Set up your test email campaign to make sure that everything works correctly before starting a mass emails sending.

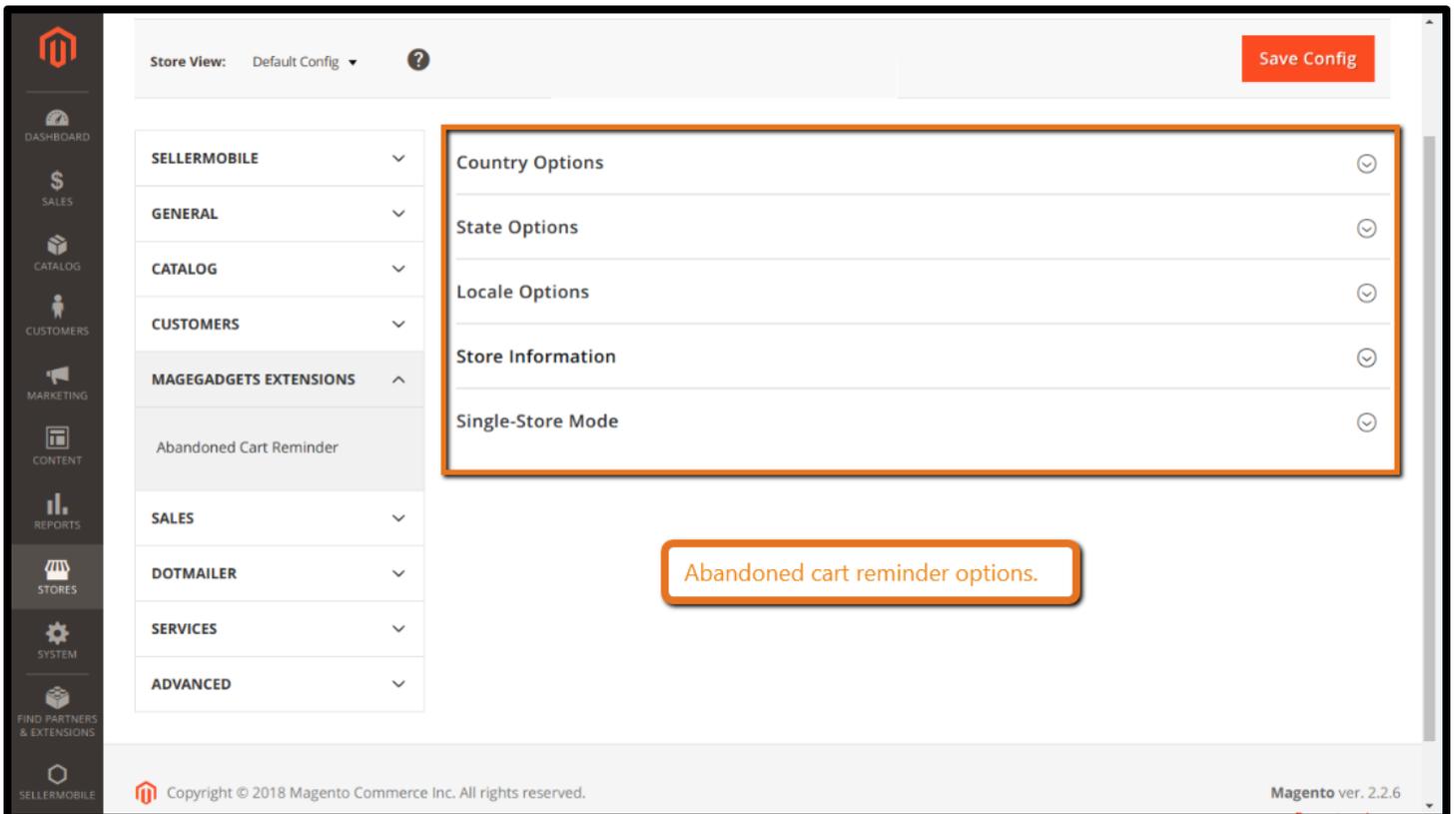
- ⑩ Configure a test email campaign for sending
- ⑩ Access a history of test email campaigns
- ⑩ Track test email campaigns by product, discount and data creation

Mail Log : This option for how many days you want your email log. You can set this by number of dates. 0 suggest for no email log needed which is not recommended.

Email Log :

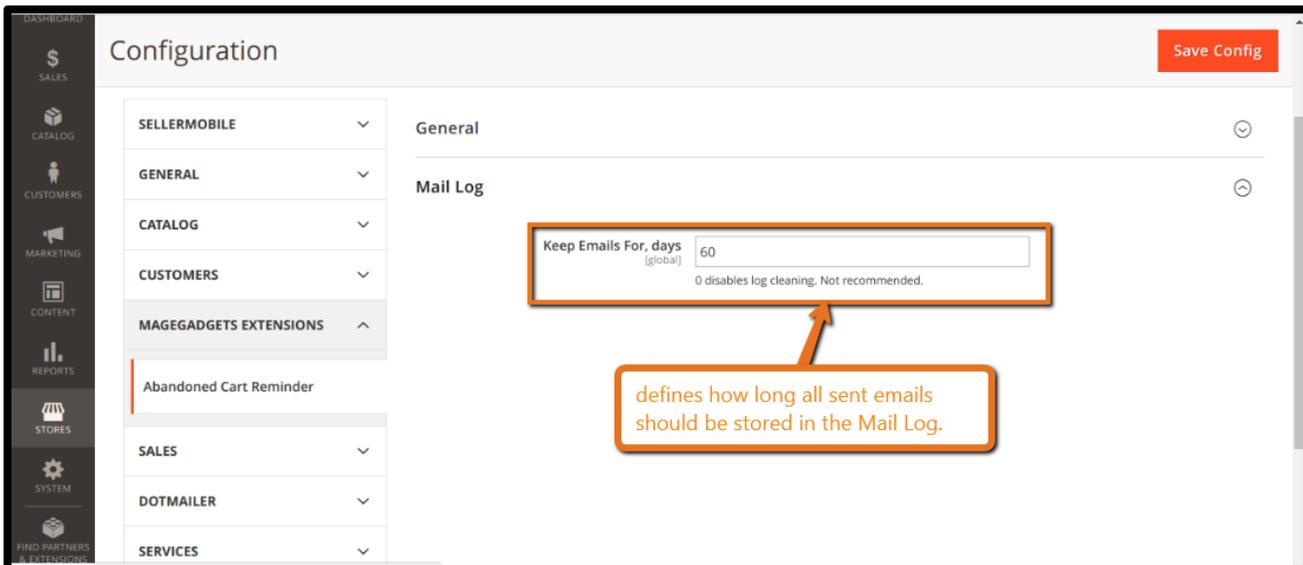
In the backend, all of essential information about abandoned cart emails will be recorded in a grid. From this, store admins can view other details like email subject, receiver, coupon code, sequence number, sending date and email status. Moreover, admins can take specific actions on an email including to preview, to delete and to send again.

In Marketing - > Configuration > Abandoned Cart Reminder by magegadgets Reminder > Rules we can manage



This will show you list of the emails which is send to the customers and it supports preview, cancel, delete, send now options which quite usefull for admin.Admin can view created order date scheduled order date, status, recipient name, recipient email address.

In Marketing - > Configuration > Abandoned Cart Reminder by magegadgets Reminder > Mail Log we can manage



Admin can Add different different rules for sending abandoned car email.

Getting customers to your store is not an easy task, you sure never want to lose them before they make a purchase. Sending follow up emails will help you keep your customer as well as gaining more revenue

When customers add products to their cart and leave it without check out Emails will coupons and promotional messages will be automatically send customers persuading them to comeback and complete their shopping
Automatically stop the follow up email chains when customers checkout successfully

Enable Yes ← defines if the rule is enabled or disabled.

Name * Abandoned cart ← defines the name of the rule for internal identification purposes.

Subject * Your cart is waiting at {{var store.name}}! ← The subject of the reminder email that will be displayed to customer.

Content Show / Hide Editor Insert Widget... Insert Image... Insert Variable... ← defines the content of the reminder email. The text can be edited with native Magento WYSIWYG editor.

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<p>{{template config_path="design/email/header_template"}}</p>
<h3 style="color: #073763;">Hi {{var customer.firstname}},</h3>
<p>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!</p>
<p><strong style="text-transform: uppercase;">Coupon code:</strong> {{var coupon.code}}</p>
<p><strong style="text-transform: uppercase;">Cart items:</strong></p>
<ul>
<li>{{for item in quote.getAllVisibleItems()}}
<li>{{var item.qty}} x <a href="{{store url='catalog/product/view' id='*item.product_id'}}">{{var item.name}}</a></li>
</li></ul>
<p><strong style="text-transform: uppercase;">Cart subtotal:</strong> {{var quote.subtotal|formatPrice}}</p>
<p>Follow this link to complete the purchase: <a href="{{store url=''}}">{{var store.name}}</a></p>
<p>Hurry up!</p>
<p>{{template config_path="design/email/footer_template"}}</p>

```

Preview Send Test Email

Easy Coupon Management :

Set emails to send coupons to customers

- Set coupon name and coupon pattern that suit your email and marketing campaign.
- Set a fixed expiry date for coupon or set an expiry date following x days after the coupon email is sent.
- Set the discount calculation method : percentage discount, fixed cart discount, fixed product discount.
- Set the discount amount.
- Choose to apply the coupon before or after calculating tax.
- Prevent multiple coupons from being used.
- Set coupon to allow for free shipping.

3. Set up your Email Schedule :

Easily configure rules for your email dispatch. Just choose a delivery time and select a discount amount for your coupon.

- Specify a time span for your email campaign.
- Send emails only to registered customers.
- Send the email copy to a specified address.
- Import an email blacklist.

The screenshot shows the 'Configuration' page in a Magento admin interface. The left sidebar contains navigation menus for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, and System. The main content area is titled 'Configuration' and includes a 'Save Config' button in the top right corner. The configuration is organized into sections: SELLERMEDIA, GENERAL, CATALOG, CUSTOMERS, and MAGEGADGETS EXTENSIONS. The CUSTOMERS section is expanded to show email-related settings. Three callout boxes with orange borders and arrows provide explanations:

- The first callout points to the 'Sender' dropdown menu, which is set to 'General Contact'. The text reads: 'defines an address that will send all reminder emails;'. Below the dropdown, it says 'This will be used by default as "From" in outgoing emails'.
- The second callout points to the 'Test Email Recipient' text input field. The text reads: 'defines an email address to which all test emails will be sent;'. Below the field, it says 'All outgoing emails will be sent to test email recipient'.
- The third callout points to the 'Enable Test Mode' dropdown menu, which is set to 'Yes'. The text reads: 'if enabled all outgoing emails will be sent to Test Email Recipient.' Below the dropdown, it says 'All outgoing emails will be sent to test email recipient'.

 At the bottom of the configuration, there is a 'Keep Emails For, days' field set to '60', with a note: '0 disables log cleaning. Not recommended.'

One or more **indexers** are invalid. Make sure your **Magento cron job** is running. System Messages: 1

Rules

Set rule for Abandoned Cart Email.

Rules ▾ Add Rule

Filters | Default View | Columns

Actions ▾ 1 records found | 20 per page | 1 of 1

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

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Edit Rule

← Back Delete Reset Save and Continue Edit Save

Content Show / Hide Editor ← Click "Show/hide Editor" and see the content.

Rich text editor toolbar with Paragraph, Font Family, and Font Size options.

Content preview:

```

{{template config_path="design/email/header_template"}}

Hi {{var customer.firstname}},

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!

COUPON CODE: {{var coupon.code}}

CART ITEMS:


- {{for item in quote.getAllVisibleItems()}}
{{var item.qty}} x {{var item.name}}
{{/for}}


CART SUBTOTAL: {{var quote.subtotal|formatPrice}}

Follow this link to complete the purchase: {{var store.name}}

Hurry up!

{{template config_path="design/email/footer_template"}}

```

Path: p

Preview Send Test Email

Edit Rule ← Back Delete Reset Save and Continue Edit Save

Specify when email should be sent

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

Coupon

Send Coupon No

Conditions

Store View * All Store Views
Main Website
Main Website Store
Default Store View

Customer Groups * All groups
General

Annotations:

- Defines the delay after which an email is sent to the customer.
- Defines if the coupon should be included in the reminder email.

Edit Rule ← Back Delete Reset Save and Continue Edit Save

Customer Groups * All groups
General
Wholesale
Retailer

Cart Conditions

If ALL of these conditions are TRUE :

Products

If ALL of these conditions are TRUE :

Product Types * All Product Types
Simple Product
Virtual Product
Bundle Product
Configurable Product
Downloadable Product

Annotations:

- Define the shopping cart related conditions like subtotal, item quantity, product combination.
- Define the product related conditions such as product attributes and product type (simple, configurable etc.).

One or more indexers are invalid. Make sure your [Magento cron job](#) is running. System Messages: 1

Mail Log

Mail Log section found at Marketing > Abandoned Cart Reminder by Aheadworks > Mail Log.

Mail Log ▾

Filters Default View Columns

Actions ▾ 0 records found 20 per page 1 of 1

ID	Status	Created At	Scheduled At	Email Name	Recipient Name	Recipient Email	Action
We couldn't find any records.							

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Mail Log

In "Mail Log" you can filter mail

Filters Default View Columns

ID from
Created At from
Scheduled At from
Email Name

Recipient Name
Recipient Email
Status

Cancel Apply Filters

Actions ▾ 0 records found 20 per page 1 of 1

ID	Status	Created At	Scheduled At	Email Name	Recipient Name	Recipient Email	Action
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Thank you!

Should you have any questions or feature suggestions,

Please contact us at:

<http://www.magegadgets.com/contacts>

Your feedback is absolutely welcome!