

Remind Cart Abandoners with Triggered Email



Send relevant, 1:1 content to cart abandoners reminding them of the product(s) they recently left behind with a clear call to action to complete their purchase.

Category	Triggered Email	Vertical	Retail, E-Commerce
Topic	Encourage customers to come back after an indication of intent to purchase but haven't converted	ID #	2314

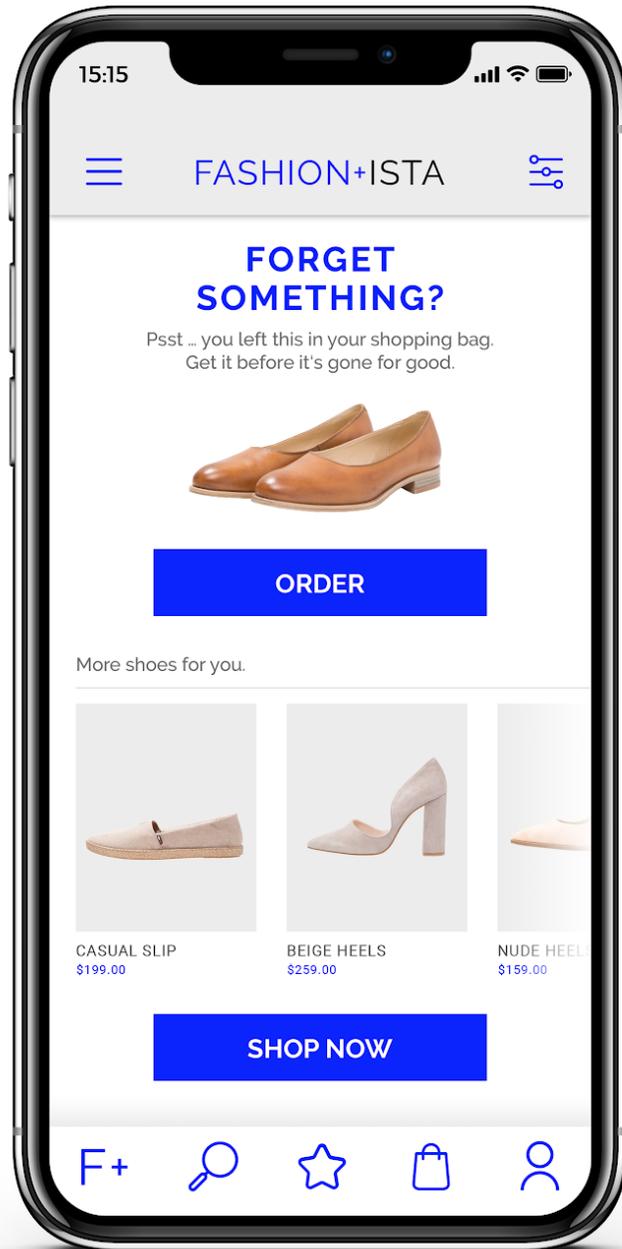
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Example

Trigger an email to send when a customer leaves your site with products still in the cart. You can showcase the product that the customer last added to cart, recommend more products based on products in the cart or overall customer affinities, and remind the customer to return to complete the purchase.



Segment

No segment is required for this play, simply choose the Cart Abandonment option in "Send Options" and establish a desired delay

The screenshot shows the 'Send Options' configuration for a 'Cart Abandonment' email campaign. The interface includes a sidebar with navigation tabs: 'CAMPAIGN SETTINGS', 'OVERVIEW', 'SEND OPTIONS', 'HISTORY', and 'EXPERIENCES'. The 'SEND OPTIONS' section is active, displaying the email type as 'Cart Abandonment' and a description: 'Remind visitors of products they left in their shopping cart.' Below this, there are two buttons: '+ Add Catalog Filter' and '+ Add User Behavior Filter'. At the bottom, there is a checkbox for 'Delay send by' which is checked, followed by a text input field containing '2' and a dropdown menu set to 'hours', with the text 'after trigger fires.' to the right.

Measure

Leverage the open and clickthrough rate to understand engagement, but also focus on conversion rate and revenue per user to understand the campaign's impact. Increased average order value is also a key indicator of success for this campaign.

Setup

Process

Evergage will assist you with the setup of your triggered email campaign, but you can streamline the process by doing the following:

1. Work with your Customer Success Manager to ensure all "email setup" steps have been completed
2. Create a new Triggered Email campaign
3. Determine the details of the email including the subject line, number of experiences to use and test, "FROM" email and name, reply-to, creative, and any other details needed
4. Select the "Cart Abandonment" option under Send Options
5. Provide the required HTML for each email experience to your Customer Success Manager
6. Once the campaign is built, test the email using the "Preview" button
7. When ready to deploy, send a request to your Customer Success Manager
8. Monitor results

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create an Email Campaign](#)
- [Triggered and SmartBatch Email Campaigns](#)
- [Configure Settings for Triggered and SmartBatch Email Campaigns](#)