For more details see how the Abandoned Cart Email for Magento 2 extension works.

Guide for Abandoned Cart Email for Magento 2

Augment sales revenue by the increased number of completed orders. Automatically send catchy reminders. Enhance customer loyalty by offering discount coupons.

- One-step cart recovery
- Precise email targeting
- Flexible dispatch schedule
- Personalize email templates
- Built-in discount coupon generator
- Analyze email campaigns performance

The solution has 3 package variations:

- Basic: includes Abandoned Cart Email
- **Pro:** includes Standard, Follow Up Email, Push Notifications, Exit Intent Popup, Customer Segmentation
- Premium: includes Standard, Pro and SMTP

Explore our internal **Knowledge Base** to gain even more valuable insights and uncover answers to popular questions about the configuration and features of the Magento 2 Abandoned Cart Email extension.

The extension is compatible with Hyvä Checkout. You can find the **amasty/module-acart-hyvacheckout** package for installing in composer suggest. The compatibility is available as a part of an active product subscription or support subscription.

General extension settings

Extension configuration is located at Stores \rightarrow Configuration \rightarrow Amasty Extensions \rightarrow Abandoned Cart Email

General

General

Cart Considered Abandoned After Period (Minutes) [global]	10
Trigger Campaign Only Once per Quote [global]	Yes
Coupon is Available Only for Email Recipient [global]	No If the option is disabled the coupon can be used by all customers.
Specify Number of Days to Clean Emails History [global]	180
Disable Guest Email Logging for EU Customers (GDPR Compliance Requirement) [store view]	Yes
Enable Auto Login from Email [global]	Yes
Auto Login Lifetime Period (Days) [global]	7
Blacklist Email Addresses	Select CSV File

Cart Considered Abandoned After Period (Minutes) - specify the time period in minutes after which a cart will be considered abandoned.

Trigger Campaign Only Once 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 campaign. The campaign that triggers email sending is determined by the priority setting.

Coupon is Available Only for Email Recipient - when this option is enabled, only the customer who received the email will be able to apply the coupon on the cart.

Specify Number of Days to Clean Emails History - set 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 EU customers didn't give consent.

Enable Auto Login from Email - set Yes to let shoppers log in automatically after clicking the link in

the email and, thus, reduce the number of steps to purchase.

Auto Login Lifetime Period (Days) - specify the number of days the auto-login via a link feature will remain active after email sending. This feature enhances security by allowing customers to auto-login by clicking the link only during the specified period.

Additionally, the abandoned cart email template now includes a forwarding warning: "Be aware and avoid forwarding this email, as it could potentially grant unauthorized access to your account". This warning is placed below the checkout button.

Blacklist Email Addresses - import a list of addresses using a CSV file to exclude them from emailing.

Email Templates

Email Templates		
Sender Name [store view]	Owner	
Sender Email [store view]	General Contact	•
Send Campaign Email Copy to [store view]	example@mail.com ×	
Send Campaign Email Copy Method [store view]	Separate Email	•
	Bcc	
	Separate Email	
Add Customer Contact Details to Email Copy [store view]	Yes	•
	Please note: enabling this setting may impact the module's performance.	
Send Emails to Registered Customers Only [global]	No	•
Send Emails to Newsletter Subscribers Only [store view]	No	•
Remove 'pub' from Image URL	Yes	•
j	lf enabled, image url like http://domain.zone/pub/media/wysiwyg/home/home-main.jpg wi replaced by http://domain.zone/media/wysiwyg/home/home-main	ll be n.jpg.
Set Number of Abandoned Products in Email [global]	5	
	Specify the maximum number of products from the abandoned ca that will be displayed in the email. Leave the field empty to display abandoned cart products.	art y all
Set Number of Related/Up-Sell/Cross-Sell	3	
[global]	When enabling the setting, do not forget to update your template abandoned cart emails adding the corresponding layout to display Related/Up-Sell/Cross-Sell Products in emails.	s for y

Sender Name - specify the From - Name field in the abandoned cart email.

Sender Email - specify the From - Email field in your emails.

Send Campaign Email Copy to - you can specify the address to which the copies of every abandoned cart email will be sent.

Send Campaign Email Copy Method - select 'Bcc' if you want to add CHECK OUT url in copy of email.

Add Customer Contact Details to Email Copy - when enabled, customer contact information (block title, customer name, phone, and email) will appear in copies of abandoned cart emails sent to the admin.

This setting can be configured if the *Separate Email* option is selected in the *Send Campaign Email Copy Method* setting.

Example (**basic** email template design):



Dear Veronica Costello,

You have 3 items in your shopping bag. Get them with discount!

```
Save money with coupon code 609407ER812Y01
Coupon expriration date: 2021-05-10, 15:16:48
```

Please note that after enabling the *Add Customer Contact Details to Email Copy* setting, customer contact information will be automatically added to admin copies of newly created email templates (Basic, Light, Dark, Modern 1, and Modern 2). To display this information in already created templates, you will need to manually insert the following code snippet in the *Template Content* field:

```
{{if isCustomerDetailsEnabled}}
{{layout
handle="amasty_acart_customer_info"
customer_firstname=$ruleQuote.getCustomerFirstname()
customer_lastname=$ruleQuote.getCustomerLastname()
customer_email=$ruleQuote.getCustomerEmail()
customer_phone=$ruleQuote.getCustomerPhone()
}}
{{/if}}
```

Send Emails to Registered Customers Only - with this setting guest customers won't receive any

abandoned cart emails.

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.

Remove 'pub' from image URL - if enabled, image url like

http://domain.zone/pub/media/wysiwyg/home/home-main.jpg

will be replaced by

http://domain.zone/media/wysiwyg/home/home-main.jpg

Set Number of Abandoned Products in Email - specify the maximum number of products from the abandoned cart to be shown in the email. If left empty, all abandoned cart products will be displayed.

Set Number of Related/Up-Sell/Cross-Sell Products in Email - specify the number of cross-sell products that should be displayed in an email template. Leave the field empty to display all available products.

When enabling the setting, do not forget to update your templates for abandoned cart emails adding the corresponding layout to display Related/Up-Sell/Cross-Sell Products in emails. When you use this setting related/up-sell/cross-sell products are generated in email by the default Magento functionality.

See possible examples of abandoned cart emails below:

• Basic template design

🔿 luma

Dear customer,

You have 2 item(s) in your shopping bag. Get them with discount!

Save money with coupon code: 60DED8AED3F25 Coupon expiration date: 2021-07-06 09:14:18



Joust Duffle Bag

The sporty Joust Duffle Bag can't be beat - not in the gym, not on the luggage carousel, not anywhere. Big enough to haul a basketball or soccer ball and some sneakers with plenty of room to spare, it's ideal for athletes with places to go.

- · Dual top handles.
- · Adjustable shoulder strap.
- Full-length zipper.
- L 29" x W 13" x H 11".

Price: \$34.00



Beaumont Summit Kit

The smooth nylon shell around the Beaumont Summit Kit combats wind, reinforced with a cold-fighting brushed fleece layer. The jacket is reversible, giving you a new look for the return trek. Ample pocket space rounds out this hiker's paradise package.

- Yellow full zip rain jacket.
- Full-zip front.
- · Stand-up collar.
- Elasticized cuffs.
- · Machine wash/dry.

Size: **M** Color: **Red**

Price: \$42.00

Subtotal:	\$76.00
Discount	\$7.60
Total:	\$68.40
Go	to Checkout
L 🗠 s	support@example.com
	Unsubscribe



• Templates with new designs (Light, Dark, Modern 1, and Modern 2)

These four new template designs are available only as a part of an active support subscription or product subscription. You can find the **amasty/module-abandoned-cart-email-subscription-functionality** package for installing in composer suggest.





Cora Parachute Pant

SKU#: 245-A

Good for running, hiking, lounging or stretching, the Cora Parachute Pant presents comfortable styling designed to help you look and feel great.

- · Light blue parachute pants.
- · Power mesh internal waistband for support.
- · Internal waistband pocket.
- Antimicrobial finish.

Size: S

Color: Gray

\$60.00



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Size: S

Color: Gray

\$60.00



Unsubscribe

Last update: 2025/08/27 08:46 magento_2:abandoned-cart-email https://amasty.com/docs/doku.php?id=magento_2:abandoned-cart-email





Cora Parachute Pant

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Size: S

Color: Gray

\$60.00



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Admin Notifications

Configure the settings in this tab if you want to send notifications to the admin's email when the threshold for available custom coupon codes is reached. It refers to coupons with custom names generated with the help of the *Custom Coupon Name* setting in the general configuration tab of a specific campaign.

Please note that this functionality is available as a part of an active product subscription or support subscription.

Admin Notifications

Notify Admin about Coupons Generation Threshold Reaching	Yes	•
[store view]	Enable a notification for the imminent reaching the threshold of available unique coupon codes	of
Notify Qty [store view]	50	
	An email will be sent when specified unique cou quantity left available for a campaign.	ipons
Email Template to Notify Threshold Reaching [store view]	Abandoned Cart Threshold Reaching	•
Admin Email Address [store view]	admin@example.com	
	Comma-separated emails, no spaces.	
Sender Email [store view]	General Contact	•

Notify Admin about Coupons Generation Threshold Reaching - enable this setting to notify the admin of the imminent reaching of the threshold of available unique coupon codes.

Notify Qty - specify the number of custom coupon codes remaining available for a campaign (threshold) that will trigger the notification dispatch to the admin's email.

Email Template to Notify Threshold Reaching - choose the email template for the threshold reaching notification.

Admin Email Address - specify the admin's email address or even several addresses (commaseparated, with no spaces) where the notifications should be sent.



Sender Email - select an email sender.

Testing

Testing



- **Enable 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's email address.
- Test Email the recipient address for the testing mode and test emails.

Debug

Debug (for Developers Only)

Enable Debug Mode [global]	Enable	•
	Enable Disable	
	If enabled, emails will only be sent to a authorized email domains.	the
Authorized Email Domains [global]	domainexample.com, domain2	2.uk
	List of email domain names separated commas (","). Don't use "@".	l by

- **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.
- Authorized 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.

Cronjob Information

In this tab you can cronjobs and their statuses with the relevant dates.

Cronjob Information

Current Time	2021-10-29 10:58:31		
Cron (Last 5)			
	amasty_acart_refresh	pending	2020-07-03 08:17:09
	amasty_acart_refresh	pending	2020-07-03 08:17:09
	amasty_acart_refresh	pending	2020-07-03 08:17:09
	amasty_acart_refresh	pending	2020-07-03 08:17:09
	amasty_acart_refresh	pending	2020-07-03 07:57:01

Abandoned Cart Campaign settings

Check our video guide about abandoned cart email campaign creation



Campaigns can be created at Marketing \rightarrow Abandoned Cart Email \rightarrow Campaigns \rightarrow Create new campaign

General

19/50

General		
Name *	Cart >\$100	
Status *	Active 💌	
Priority	0	
Cancel Condition	Link from Email Clicked Any product went out of stock All products went out of stock All products were disabled	
	always cancel the abandoned cart email	
Custom Coupon Name	PROMO_{L}{L}D}D}D} {L} - letter, {D} - digit e.g. PROMO_{L}L}D}D} results in PROMO_DF627 Recommended code length is 20 symbols	
Expiry Date Format	d-m-Y	

Read more about possible configurations here.

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, if the products in a shopping cart become disabled, a customer won't get an email.

Cancel conditions available:

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

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.

In line with the module's default logic, if a scheduled abandoned cart email contains only one product and the customer removes that product from the cart before the scheduled sending date, the email will be automatically deleted from the queue and will not be sent.

Custom Coupon Name - set a custom format for coupon names which will replace the standard coupon name format.

E.g. *PROMO_{L}{L}{D}* results in *PROMO_DF627*. Recommended code length is 20 symbols.

Please note that this feature is available as a part of an active product subscription or support subscription.

You can receive notifications when the threshold of available unique coupon codes is reached by configuring settings in the Admin Notifications tab.

If the threshold is reached, a warning notice will also appear in the admin panel. If the unique code quantity reaches 0 and you haven't changed the custom coupon name parameters, the mailing will proceed with the standard (default) system coupon codes.

Expiry Date Format - specify the coupon expiry date format according to your local requirements.

E.g. *d-m-Y* results in *19-09-2023*. Click the link to learn more about possible configuration options.

Stores & Customer Groups

Stores & Customer Groups



- 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 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 (Excl. Tax) equals or greater than 150 🛞
If an item is FOUND in the cart with ALL of these conditions true:
Category is 3, 6
 Default Category (1181) What's New (0) Women (0) Men (0) Gear (46) Bags (14) Fitness Equipment (23) Watches (9) Collections (13) Training (6) Promotions (0)
Sale (0)
•
⊛

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

Schedule

Schedule

Schedule 🕜				
Transactional Email	Delivery Time		Coupon	Action
Louis the dead Cat Projects	Days		Туре	-
Amasty: Abandoned Cart Reminder 🔹	0		None	
Use Google Analytics UTM Parameters	Hours	¥	Discount Amount	
	Minutes		Collanse •	
	5	•	Expired in (days)	
			4	
			Maximum Qty Discount is Applied To	
			1	
			Discount Qty Step (Buy X)	
			1	
			Use Shopping Cart Rule	
	Days		Туре	-
Amasty: Abandoned Cart Reminder 🔹	0		Fixed amount discount 💌	
Use Google Analytics UTM Parameters	Hours		Discount Amount	
	12		5	
	Minutes		Expand 🗸	
		*	Send the Same Coupon Again	
			Use Shopping Cart Rule	
	Add Record			

- Transactional Email see what the email template is used.
- **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** filed 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.
- Use Google Analytics UTM Parameters tick the checkbox to use UTM on a campaign level in the links.

You can configure UTM tags for each letter separately to find out which email performs better.

Amasty: Abandoned Cart Reminder 🔹
Use Google Analytics UTM Parameters
UTM Source
google
UTM Medium
срс
UTM Campaign
email_1
·
Amasty: Abandoned Cart Reminder 🔹
Use Google Analytics UTM Parameters
UTM Source
google
UTM Medium
срс
UTM Campaign

None	*	Delete
0		
Send the Same Coupon Again	Expand	
Use Shopping Cart Rule		
Use Shopping Cart Rule	•	

You can also create a custom email template right during the rule configuration.

2025/08/30 21:36	25/50		Guide for Abandoned Cart Email for Magento
Custom Template	×	Days 0	Type 🔮
Use Google Analytics U	TM Parameters	Hours	Discount Amount
L		-	10
		Minutes	Expand 🗸
		5	Use Shopping Cart Rule
			Custom Template
		Template *	
		Abandoned Cart Email (Amasty_4 Load Template
		Template Subject 🔺	
		Insert Variable	
		Template Content *	
			4
		Template Styles	

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

Analytics

Goog	e	Ana	lyti	cs
<u> </u>			-	

Campaign Source	utm_source=google
	Required. Use utm_source to identify a search engine, newsletter name, or other source.
	Example: utm_source=google
Campaign Medium	utm_medium=cpc
	Required. Use utm_medium to identify a medium such as email or cost-per- click
	<i>Example:</i> utm_medium=cpc
Campaign Name	utm_campaign=spring_sale
	Required. Used for keyword analysis. Use utm_campaign to identify a specific product promotion or strategic campaign. <i>Example:</i> utm_campaign=spring_sale
Campaign Term	utm_term=running+shoes
	Used for paid search. Use utm_term to note the keywords for this
	<i>Example:</i> utm_term=running+shoes
Campaign Content	utm_content=logolink or utm_content=textlink
	Used for A/B testing and content-targeted ads. Use utm_content to differentiate ads or links that point to the same URL. <i>Example:</i> utm_content=logolink <i>or</i> 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 Emails

2025/08/30 21:36 27/50						Guide for	Abandoned Cart Em	ail for Magento 2
Search Reset				20 💌	per page 🛛 <	1 of 1 >		
	Email	Products	Quantity	Subtotal	Applied Coupon	Created	Updated	IP Address
		From To	From To	From To		From 🔛	From 📰 To	
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	
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	
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.

History

To view the log of all sent emails, navigate to **Amasty** \rightarrow **Abandoned Cart Email** \rightarrow **History**.

His	tory	,						۹ 1	admin 👻
					T Filte	rs 💿 Defa	ult View 🔻	🔅 Co	olumns 🔻
44 reco	ords fou	nd			20	• per page	<	1 of	3
	ID 1	Campaign	Email	First Name	Last Name	Coupon	Status	Sent	Opened
	66	Promo Campaign	jane_smith@example.com	Jane	Smith	T1L9HSQ1ADVQ	Sent	Jul 2, 2021 7:33:22 AM	0
	65	Promo Campaign	john_doe@example.com	John	Doe	G3COOXDM9ORX	Sent	Jul 2, 2021 7:33:22 AM	1
	64	Seasonal Discounts	roni_cost@example.com	Veronica	Costello	60DEC02F4A72F	Sent	Jul 2, 2021 7:28:47 AM	1
	63	Alert for Wholesale customers	jane_smith@example.com	Jane	Smith	GO0GS42JLED5	Sent	Jul 2, 2021 7:10:22 AM	0

You can also add product info to the grid. Additionally, enable the **Opened** column to see how many

times an email was opened.

- T F	Filters Oefau	ılt View 👻 🏠 Colum	ns .
15 out of 15 visible 20	per page	く 1 of	
✓ ID	✓ Campaign	✓ Email	
✓ First Name	✓ Last Name	✓ Phone	
✓ Coupon	✓ Status	✓ Scheduled	
✓ Sent Sent	✓ Opened	Product Name	C
SKU	✓ Price	✓ Quantity	
Reset		Cancel	

	Product Details	Sent	Opened				
:38:04	Product Name	SKU Pr 24-WB04 \$4		e	Quantity	Jul 2, 2021 2:32:56	0
	Push It Messenger Bag			45.00 10		PM	Ū
	Product Name	SKU		Price	Quantity		0
	Josie Yoga Jacket	WJ02-M-Blue		\$56.00	1		
	Josie Yoga Jacket-M-Blue	WJ02-M-Blue		\$0.00	1		
:29:52	Nadia Elements Shell	WJ10-M- Yellow		\$69.00	1	Jul 2, 2021 7:33:22	
	Nadia Elements Shell-M- Yellow	WJ10-M- Yellow		\$0.00	1	AM	-
	Gabrielle Micro Sleeve Top	WS02-M- Blue		\$28.00	1		
	Gabrielle Micro Sleeve Top-M- Blue	WS02-M- Blue		\$0.00	1		

Additionally, enable a **Phone** column to find customer contacts faster and run marketing campaigns

in messengers easier.

Abandoned Cart Reports

Make data-driven decisions by analyzing the efficiency of your Abandoned Cart Email campaigns.

To check out your campaign reports, please navigate to **Reports** → **Abandoned Cart Reports**

Abandoned Cart Report Date Range Custom Date 🔹 • Campaigns All Campaigns -From 04.04.2020 🚟 To 04.04.2020 🔠 Refresh Website All Websites Statistics Top-5 Abandoned Products Stellar Solar Jacket 370 120 Josie Yoga Jacket Cart Abandonment Rate 896 Augusta Pullover Jacket 120 Recovered Carts Rate 10% Ingrid Running Jacket 70 Emails Sent 36 Riona Full Zip Jacket 20 15% Open Rate Click Rate 10% Carts Restored 5 Orders Placed* 3 Potential Revenue 3 Recovered Revenue* з Abandoned Cart Email Efficiency 3 Campaing Name Status Statistic Active Fashion Sent: 324 Opened: 0 Open Rate: 10% Clicked: 5672 Click Rate: 10% Converted: 12% Revenue: 105 Inactive Exclusive Offers Sent 52 Opened: 4 Open Rate: 10% Clicked: 32 Click Bate: 10% Converted: 12% Revenue: 10\$ Season Sales Off Active Sent: 132 Opened: 24 Open Rate: 10% Clicked: 61 Click Rate: 10% Converted: 12% Revenue: 10\$ Clicked: 2 Visit Our Store Inactive Sent: 21 Opened: 3 Open Rate: 10% Click Rate: 10% Converted: 12% Revenue: 105 Abandoned Cart Email Efficiency Revenue Abandoned Carts 30% Orders 70%

Here, you get valuable insights on your cart abandonment rate and abandoned cart emails efficiency, displayed on visual reports:

- Cart Abandonment Rate (is calculated as the number of abandoned quotas divided by their total amount * 100%);
- Potential Revenue in abandoned carts;
- Recovered Revenue (money made of recovered carts);
- The number of Emails Sent;
- The number of Recovered Carts;
- The number of Orders Placed thanks to abandoned cart emails;
- Abandoned Cart Email Efficiency (is calculated as the number of orders placed divided by the emails sent * 100%).

Also, you can filter the results: choose the necessary website and date range, then click the "Refresh" button.

Geo IP Data

This product includes GeoLite2 Data created by MaxMind, available from 24.10.2023 (last update date).

To use the Geo IP Location option please go to Stores \rightarrow Configuration \rightarrow Amasty Extensions \rightarrow Geo IP Data.



Databases are required for the correct work of the module. Also, you need to install php bcmath or gmp extension on your server.

You can get the databases automatically or import your own data.

Hit the **Download and Import** button to make the extension download the updated CSV dump file and import it into your database automatically.

To import the files from your own source, use the **Import** option. Path to the files should look like this (the part 'var/amasty' should be replaced with your folders' names):

```
var/amasty/geoip/GeoLite2-City-Blocks-IPv4.csv
var/amasty/geoip/GeoLite2-City-Blocks-IPv6.csv
var/amasty/geoip/GeoLite2-City-Locations-en.csv
```

In the Import section, the **Import** button is grayed out by default. It will be available right after you upload the CSV files. The red error notification will switch to green success notification when the

import is completed.

IP Database Update Settings

The database included in the extension was last updated on October 24, 2023. To keep the IP database current, you can update it using one of two methods.

Please note that regardless of the updating method chosen, you need to import the IP database first.

 (\land)

IP Database Update Settings

Refresh IP Database [global]	Manually	•
	Manually	
	Update via Amasty Service	

Refresh IP Database - select the appropriate method for refreshing the IP database:

- Manually to manually upload the updated database files;
- **Update via Amasty Service** to update the database automatically and regularly via Amasty Service, which is complimentary for you *until August 2024*.

Debug Mode

You can enable IP forcing, which makes it possible to set a specific IP address that will be used instead of the visitor's real IP address when determining geolocation. The feature is useful while configuring or testing the extension.

Debug

Enable Force IP [global]	Yes	•
Force IP Address [global]	192.0.2.1	
	You can set IP address for testing. Please be careful to avoid issues on production.	D

Enable Force IP - set to Yes to replace the real IP address.

Force IP Address - specify the address to use instead of a real one.

Cron Tasks List

To manage all existing cron tasks, please, go to **System** \rightarrow **Cron Tasks List**.

Cron Tasks List

							Run	Cron
•	🔒 Las	t Cron Activity: 4 hours 50 minutes ag	go					
A	ctions	▼ 328 records found		▼ Filters 20	● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	Default View	• 🌣 G	olumns 🗸
T	ID	Job Code	Status 1	Messages	Created At	Scheduled At	Executed At	Finished At
	7688	sales_send_order_invoice_emails	SUCCESS		Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:00 AM	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:27 AM
	7689	sales_send_order_invoice_emails	SUCCESS		Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:42:00 AM	Apr 23, 2020 5:45:50 AM	Apr 23, 2020 5:45:50 AM
	7708	sales_send_order_shipment_emails	SUCCESS		Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:00 AM	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:27 AM
	7709	sales_send_order_shipment_emails	SUCCESS		Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:42:00 AM	Apr 23, 2020 5:45:50 AM	Apr 23, 2020 5:45:50 AM

Here, you can see all the existing cron tasks and their statuses. Run cron tasks and generate their schedule by clicking the **'Run Cron'** button. Also, delete tasks in bulk, apply filtering and sorting options when it is needed.

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 ready-made (default) Abandoned Cart templates.

To create a new email template please navigate to **Marketing** → **Communications** → **Email Templates** → **Click** '**Add New Template**'

 In Load default template → Template find the pre-styled templates Abandoned Cart Email: Basic, Light, Dark, Modern 1, and Modern 2, select the needed one and hit Load Template

Load Default Template

Template *	Abandoned Cart Email: Basic	Ŧ
	Amasty_Acart	-
	Abandoned Cart Email: Basic	
	Amasty_AcartSubscriptionFunctionality	
	Abandoned Cart Email: Dark	
	Abandoned Cart Email: Light	
	Abandoned Cart Email: Modern 1	
	Abandoned Cart Email: Modern 2	
	Abandoned Cart Threshold Reaching Alert	
	Magento_AdminAdobeIms	
	Footer	
	Header	
	New AdminAdobeIMS Admin Created	
	Magento_Checkout	
	Payment Failed	
	Magento_Contact	
	Contact Form	
	Magento_Customer	
	Change Email	
	Change Email and Password	_

• Name your new template and make all the changes you need.

Template Information



• 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 First Name Last Name Middle Name Suffix Subtotal Subtotal Subtotal With Discount

In the **Template Content** field, you can make adjustments to the text and the structure of the email template. Find the code starting with *"layout"*.



In the **layout** settings, you can configure the content and the basic composition of the product list that is included in the email.

The **mode** defines the appearance of the product list. This setting has 2 possible configurations:

- table;
- list.

The **showImage** in its turn adds pictures to products. Choose:

- yes to include images;
- **no** to omit them.

The **priceFormat** is used to show either prices with taxes (=**includeTax**) or excluding taxes (=**exculdeTax**).

The **showDescription** is responsible for the product description display. Type in:

- **yes** to show a full Description;
- **no** to provide no description at all.

Use **showPrice** to enable or disable price display in the email body.

The **showQty** is used to show the quantity of a particular product. Choose:

- **yes** to show the qty;
- **no** to hide it.

Enable **showSKU** to let customers easily find the desired products in your store. Fill in:

- yes to add a SKU to an email;
- no to hide it.

See a sample below:



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

If you enable the **Related/Up-Sell/Cross-Sell Products to Display in Email** option, you also need to update the email template.

To do this, load the template and proceed to the **layout** \rightarrow **handle** section.

Template Content *

	.	< i>	
7	k	{{layout	
		handle="amasty_acart_email_related"	
		quoteld=\$quoteld	
		quoteCustomerId=\$quoteCustomerId	
		mode=list	
		showImage=yes	
		showConfigurableImage=no	
		showPrice=yes	
		priceFormat=excludeTax	
		showDescription=yes	
		optionList=yes	
		showSKU=no	
		showQty=no	
		}}	_
			1.

Add the value in a handle section according to the information you need:

- "amasty_acart_email_related" to add related products to the email template;
- "amasty_acart_email_crosssel" for cross-sells;
- "amasty_acart_email_upsell" for upsells.

Save the template. Now related products will be added to the email template. You can adjust the number of the products to show in the general settings.

Moreover, you can include **social network icons with links** (Facebook, LinkedIn, X, and Instagram) in abandoned cart emails.

In the abandoned cart templates with new designs (Light, Dark, Modern 1, Modern 2), social network icons are embedded by default. You simply need to find all **#** in the Template Content field and replace them with your specific links to social networks.

To include social network icons in the **Basic** abandoned cart email template, you need to embed the piece of code provided below first (you can copy it from the code of the templates with the new designs) and then also replace **#** with your specific links to social networks.

Tomplate Content	<pre>class="acart-social"></pre>	
Template content		
	<img alt="{{trans 'Facebook'}}" src="{{view</td><td></td></tr><tr><td></td><td>url='Amasty_AcartSubscriptionFunctionality/images/social/svg/faceboo
k.svg'}}"/>	
	<a href="<mark>#</mark>" title="{{trans '<u>X'</u>}}">	
	<img alt="{{trans 'X'}}" src="{{view</td><td></td></tr><tr><td></td><td>url='Amasty_AcartSubscriptionFunctionality/images/social/svg/twitter.s
vg'}}"/>	
	<a href="<mark>#</mark>" title="{{trans <u>'Linkedin'</u>}}">	
	<img alt="{{trans 'Linkedin'}}" src="{{view</td><td></td></tr><tr><th></th><th>url='Amasty_AcartSubscriptionFunctionality/images/social/svg/linkedin
.svg'}}"/> <th></th>	
	<a <br="" href="<mark>#</mark>" title="{{trans 'Instagram'}}">><img src="{{view</td><td></td>	
	url='Amasty_AcartSubscriptionFunctionality/images/social/svg/instagra	
		\mathbf{T}
		11





Please note that this functionality, as well as four new template designs (Light, Dark, Modern 1, Modern 2), is available only as a part of an active support subscription or product subscription. You can find the **amasty/module-abandoned-cart-email-subscription-functionality** package for installing in composer suggest.

Abandoned Cart Email Pro

The Pro version includes additional extensions for the complex notification approach.

Customer Segmentation

Target email campaigns on particular audiences using **Customer Segmentation** extension. Create multiple rules for the segments to rearrange users automatically.

Manage Segments						
				Create New Segm	ient	
		T Filters	⊙ Defa	ult View 👻 🔅 Colu	umns 🔻	
Actions 🔻	5 records found	20 • pe	er page	< 1 of 1	>	
D t	Segment		Status	Website	Action	
5	Average Order Value is More Than \$500		Active	Main Website	Edit	
4	Long-term Customers		Active	Main Website	Edit	
3	Customers with 3 or More Products Purchased		Active	Main Website	Edit	
2	Total Spent Amount is More Than \$10.000		Active	Main Website	Edit	
1	Users from Canada		Active	Main Website	Edit	

During campaigns configuration, you can select a particular segment to tailor your emails.

Editing Campaign Cart >\$100

Conditions

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



	Average Order Value is More Than \$500 Long-term Customers					
	Customers with 3 or More Products Purchased					
	Total Spent Amount is More Than \$10.000					
	Users from Canada					
Segments contains :		//	8			
Subtotal equals or greater than 100 🛞						
۲						

Find out more about configuring segments here.

Follow Up Emails

This part of the solution lets you build an effective email strategy. Trigger emails dispatch according to customer activity and keep in touch with your audience.

neral		
Name +	"Thank you" discount!	
Nume A	mank you alscound	
Start Event *	Created	•
	Order	
	Created	
	Shipped	
	Invoiced	
	Completed	
	Cancelled	
	Customer	
	No Activity	
	Changed Group	
	Subscribed to Newsletter	
	Birthday	
	Registration	
	Wishlist	
	Product Added	
	Shared	
	Wishlist on sale	
	Wishlist back in stock	
	Date	
	Date	

Use the ready-made templates or customize them according to your needs.

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•••	•••
🚫 LUMA	C LUMA
Dear Veronica!	Dear Veronica!
We know this is a busy time of year, but let us draw your mind from the fuss for a second.	We got good news for you. Our SUMMER SALE has already started!
We've just launched our CHRISTMAS SALE! So, hurry up to spoil yourself with new purchases in the year ending.	Seize a chance to buy our products at the right price. As always, thank you for the confidence you have placed in us!
Sprite Foam Roller It hurts so good to use the Sprite Foam Roller on achy, tired muscles for myofascial massage therapy. \$19.00 \$16.00	Sprite Foam Roller \$16.00 Signal
Pilates Ball Yellow \$15.00 \$13.00 View Item	Affirm Water Bottle \$8.00
Visit Our Store	Visit Our Store

Explore how to create the rules for Follow Up Emails in this guide.

Push Notifications

Notify visitors about your special deals while they're shopping. Collect customers' consents for notifications and display catchy reminders on the frontend.



You can create various campaigns based on schedule or events.

I

Manage Campaigns						nouser 👻			
								New Camp	aign
					F	ilters	⊙ De	fault View 👻 🏘 Col	lumns 👻
Actions	▼ 4 reco	rds found			20	▼ p	er page	< 1 of 1	>
	D Name	Scheduled	ls Active	Status 🕴	Clicks	Views	Click Rate, %	Test Notification	Action
	1 New Arrival	12/16/2021 15:28:00	Inactive	Passed	1	1	100.00	Send Test Notification	Edit
	2 Special Sale	12/16/2021 15:35:00	Inactive	Passed	1	1	100.00	Send Test Notification	Edit
	3 Christmas gifts		Active	By Event	11	16	68.75	Send Test Notification	Edit
	4 Customers from Canada		Active	By Event	0	0	0.00	Send Test Notification	Edit

See how to configure the rules here.

Exit Intent Popup

The solution also includes a tool to prevent shoppers from abandoning. The exit intent popup appears when a customer wants to leave a store. Customize the popup to catch shoppers' attention and motivate them to finish purchases.

2025/08/30 21:36	47/50		Guide for Abandoned Cart Em	ail for Magento 2
C LUMA Shipping	Review & Payme	ents		
Payment Me	ethod:		Order Summa	ary
 My billing and shipping address are the sam Veronica Costello 6146 Honey Bluff Parkway Calder, Michigan 49628-7978 United States 		Would you like to save for Use it now, or we'll send you an melissa@example.com	10% off this purchase e-mail so you can save it for emails and other materials	? × r later! Send
(555) 229-3326		Place Order	1 Item in Cart	~
Apply Discount Co	de 🗸		Ship To: Veronica Costello 6146 Honey Bluff Parkw Calder, Michigan 49628- United States (555) 229-3326	/ay .7978



Check the available customization settings in this guide.

Abandoned Cart Email Premium

The Premium package includes all Lite and Pro features, plus SMTP.

SMTP

Configure SMTP to make sure your emails will be delivered successfully without getting into a spam folder. Use preconfigured providers or adjust your own connection.

Navigate to Stores \rightarrow Configuration \rightarrow Amasty Extensions \rightarrow SMTP.

General Settings

C	
Enable SMTP For E-mail [store view]	Yes 💌
	When disabled, the extension has no impact on Magento e-mail sending routines.
Log Outgoing Mail [store view]	Yes 💌
	Makes it possible to see the list of all e-mails ever sent through Magento, including email contents.
Enable Debug Mode [store view]	No
	When enabled, all debug information is logged. Recommended not to use on production sites.
Disable E-mail Delivery [store view]	No
	Set to "Yes" to not actually send e-mails. Useful when logging is enabled, for debug/development purposes.

Find out how to configure the connection using this tutorial.

Additional packages (provided in composer suggestions)

To make additional functionality available, please install the suggested packages you may need.

Available as a part of an active product **subscription** or support subscription:

For Basic, Pro, and Premium versions:

- amasty/module-abandoned-cart-email-subscription-functionality Install this package to:
- 1. customize Abandoned Cart coupon names;
- 2. access four new template designs (Light, Dark, Modern 1, and Modern 2);
- 3. enable the ability to add social network icons with links in abandoned cart emails.

FAQ

* I installed the Abandoned Cart Email extension but emails are not sent.

Last update: 2025/08/27 08:46 magento_2:abandoned-cart-email https://amasty.com/docs/doku.php?id=magento_2:abandoned-cart-email

* How can I make my email templates look like the example on the Abandoned Cart Email extension page?

- * How to change styles of the product layout for the abandoned cart email template?
- * How to change the type and the size of the product image for the abandoned cart email template?

×

- * When is the cart considered abandoned?
- * Show more articles →

From: https://amasty.com/docs/ - Amasty Extensions FAQ

Permanent link: https://amasty.com/docs/doku.php?id=magento_2:abandoned-cart-email

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