

**amasty**

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.

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## General extension settings

Extension configuration is located at **Stores → Configuration → Amasty Extensions → Abandoned Cart Email**

### General

## General

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

**Sender Email** [store view]  ▼

**Send Campaign Email Copy to** [store view]  ×

**Send Campaign Email Copy Method** [store view]  ▼

**Add Customer Contact Details to Email Copy** [store view]  ▼

Please note: enabling this setting may impact the module's performance.

**Send Emails to Registered Customers Only** [global]  ▼

**Send Emails to Newsletter Subscribers Only** [store view]  ▼

**Remove 'pub' from Image URL** [global]  ▼

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** [global]

Specify the maximum number of products from the abandoned cart that will be displayed in the email. Leave the field empty to display all abandoned cart products.

**Set Number of Related/Up-Sell/Cross-Sell Products in Email** [global]

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.

**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):



### Abandoned Cart - Customer Contact Details

**Email:** roni\_cost@example.com

**Phone Number:** (555) 229-3326

**Customer Name:** Veronica Costello



Dear Veronica Costello,

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

Save money with coupon code 🏷️ **609407ER812Y01**

Coupon expiration 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







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](#)

📧 [support@example.com](mailto: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.



Dear **NAME SURNAME**

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

Save money with coupon code 🤪

**609407ER812Y01**

UNTIL  
Jul  
**10**  
2024  
15:16



### 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**

Subtotal:	\$164.00
Tax:	\$6.60
Discount:	\$20.00

Total: **\$137.40**

[Go to Checkout](#)

+375 125 55 22 support@example.com



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[Unsubscribe](#)



Dear  
**NAME SURNAME**

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

Save money  
with coupon code 🤖  
**609407ER812Y01**

UNTIL  
Jul  
**10**  
2024  
15:16



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Total: **\$137.40**

[Go to Checkout](#)

+375 125 55 22 support@example.com



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[Unsubscribe](#)



Dear  
**NAME SURNAME**

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



Save money with coupon code 🧡  
**609407ER812Y01**

UNTIL 15:16  
**Jul 10**  
2024



**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.
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**Size:** S  
**Color:** Gray

**\$60.00**

Subtotal:	\$164.00
Tax:	\$6.60
Discount:	\$20.00
<hr/>	
<b>Total:</b>	<b>\$137.40</b>

[Go to Checkout](#)

☎ +375 125 55 22    ✉ support@example.com



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[Unsubscribe](#)

 Dear **NAME SURNAME**

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



Save money with coupon code 🎁  
**609407ER812Y01**

UNTIL 15:16  
**Jul 10**  
2024



**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.
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**Size:** S  
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**\$60.00**

Subtotal:	\$164.00
Tax:	\$6.60
Discount:	\$20.00
<b>Total:</b>	<b>\$137.40</b>

[Go to Checkout](#)

+375 125 55 22    support@example.com



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[Unsubscribe](#)

## 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

<b>Notify Admin about Coupons Generation Threshold Reaching</b> <small>[store view]</small>	Yes	▼
	Enable a notification for the imminent reaching of the threshold of available unique coupon codes.	
<b>Notify Qty</b> <small>[store view]</small>	50	
	An email will be sent when specified unique coupons quantity left available for a campaign.	
<b>Email Template to Notify Threshold Reaching</b> <small>[store view]</small>	Abandoned Cart Threshold Reaching	▼
<b>Admin Email Address</b> <small>[store view]</small>	admin@example.com	
	Comma-separated emails, no spaces.	
<b>Sender Email</b> <small>[store view]</small>	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 (comma-separated, with no spaces) where the notifications should be sent.

**Sender Email** - select an email sender.

## Testing

### Testing

<b>Enable Safe Mode</b> [global]	<div style="border: 1px solid #ccc; padding: 2px;"><div style="border-bottom: 1px solid #ccc; padding: 2px;">Disable</div><div style="border-bottom: 1px solid #ccc; padding: 2px;">Enable</div><div style="padding: 2px; background-color: #007bff; color: white;">Disable</div></div>
	<p>If enabled, emails will be sent only to the test email (not to customers).</p>
<b>Test Email</b> [global]	<div style="border: 1px solid #ccc; padding: 2px;">test@email.com</div>

- **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 the authorized email domains.

**Authorized Email Domains**  
[global]

domainexample.com, domain2.uk
-------------------------------

List of email domain names separated by commas (","). Don't use "@".

- **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

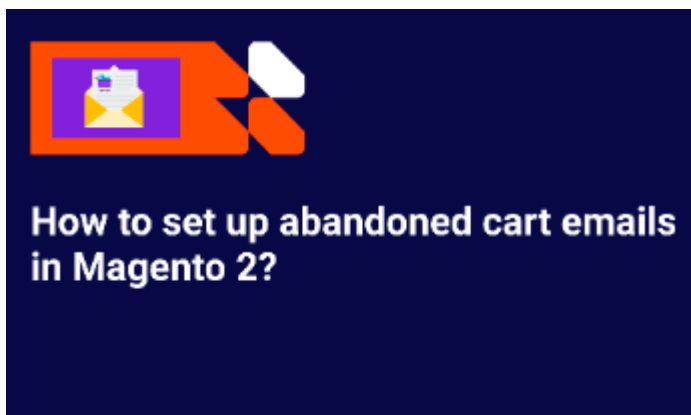
### Cron (Last 5)

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

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## Abandoned Cart Campaign settings

Check our video guide about abandoned cart email campaign creation



Campaigns can be created at **Marketing → Abandoned Cart Email → Campaigns → Create new campaign**

### General

## General

---

Name \*

Status \*  ▼

Priority

Cancel Condition

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

Note! Additional to the listed actions Order Placed action will always cancel the abandoned cart email

Custom Coupon Name

{L} - letter, {D} - digit  
e.g. PROMO\_{L}{L}{D}{D}{D} results in PROMO\_DF627  
Recommended code length is 20 symbols

Expiry Date Format  ?

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}{D}{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.

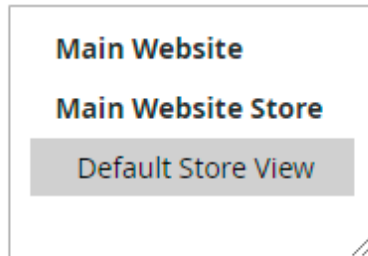
E.g. *d-m-Y* results in *19-09-2023*. Click the [link](#) to learn more about possible configuration options.

## Stores & Customer Groups

## Stores & Customer Groups

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Stores



A screenshot of a dropdown menu for selecting stores. The menu is open, showing three options: "Main Website", "Main Website Store", and "Default Store View". The "Default Store View" option is highlighted with a grey background. The dropdown is contained within a white box with a thin border and a small double-slash icon in the bottom right corner.

Leave empty or select all to apply the campaign to any store

Customer Groups



A screenshot of a dropdown menu for selecting customer groups. The menu is open, showing four options: "NOT LOGGED IN", "General", "Wholesale", and "Retailer". The "General" option is highlighted with a grey background. The dropdown is contained within a white box with a thin border and a small double-slash icon in the bottom right corner.

Leave empty or select all to apply the campaign to any group

- **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    



A category tree diagram with the following items and counts:

- 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
<p>Amasty: Abandoned Cart Reminder</p> <p><input checked="" type="checkbox"/> Use Google Analytics UTM Parameters</p>	<p>Days</p> <p>0</p> <p>Hours</p> <p>-</p> <p>Minutes</p> <p>5</p>	<p>Type</p> <p>None</p> <p>Discount Amount</p> <p>10</p> <p>Collapse ^</p> <p>Expired in (days)</p> <p>4</p> <p>Maximum Qty Discount is Applied To</p> <p>1</p> <p>Discount Qty Step (Buy X)</p> <p>1</p> <p><input type="checkbox"/> Use Shopping Cart Rule</p>	
<p>Amasty: Abandoned Cart Reminder</p> <p><input checked="" type="checkbox"/> Use Google Analytics UTM Parameters</p>	<p>Days</p> <p>0</p> <p>Hours</p> <p>12</p> <p>Minutes</p> <p>-</p>	<p>Type</p> <p>Fixed amount discount</p> <p>Discount Amount</p> <p>5</p> <p>Expand v</p> <p><input type="checkbox"/> Send the Same Coupon Again</p> <p><input type="checkbox"/> Use Shopping Cart Rule</p>	

**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** field 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

UTM Medium

UTM Campaign

---

Amasty: Abandoned Cart Reminder ▼

Use [Google Analytics](#) UTM Parameters

UTM Source

UTM Medium

UTM Campaign

None ▼ Delete

Expand

Send the Same Coupon Again

---

Use Shopping Cart Rule ←

▼

Rule option `Use Auto Generation` should be turned on.  
Enrich your cart price rules list with 20 more promo actions. Run a great variety of exclusive promotions to easily attract customers' attention and increase sales. See more details [here](#)

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



The screenshot shows the configuration page for an Abandoned Cart Email promotion rule. In the top-left corner, a red box highlights the 'Custom Template' dropdown menu and the 'Use Google Analytics UTM Parameters' checkbox. A red arrow points from this box to the 'Custom Template' section on the right side of the page. This section contains the following fields and controls:

- Days:** Input field with value '0'.
- Hours:** Input field with value '-'.
- Minutes:** Input field with value '5'.
- Type:** Dropdown menu with value 'None'.
- Discount Amount:** Input field with value '10'.
- Expand:** A blue 'Expand' link with a downward arrow.
- Use Shopping Cart Rule:** A checkbox that is currently unchecked.
- Custom Template Section:**
  - Template \*:** Dropdown menu with value 'Abandoned Cart Email (Amasty\_4' and a 'Load Template' button.
  - Template Subject \*:** Text input field.
  - Insert Variable:** A button to insert variables into the template.
  - Template Content \*:** Large text area for the email body content.
  - Template Styles:** Text area for CSS 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**

## Google Analytics

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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

*Example:* 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.

*Example:* utm\_campaign=spring\_sale

Campaign  
Term

utm\_term=running+shoes

Used for paid search. Use **utm\_term** to note the keywords for this ad.

*Example:* 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.

*Example:* utm\_content=logolink or 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

Search [Reset Filter](#) 3 records found 20 per page 1 of 1

	Email	Products	Quantity	Subtotal	Applied Coupon	Created	Updated	IP Address
	<input type="text"/>	<input type="text"/> From <input type="text"/> To	<input type="text"/> From <input type="text"/> To	<input type="text"/> From <input type="text"/> To	<input type="text"/>	<input type="text"/> From <input type="text"/> To	<input type="text"/> From <input type="text"/> To	<input type="text"/>
<a href="#">Send</a> 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	
<a href="#">Send</a> 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	
<a href="#">Send</a> 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 → Abandoned Cart Email → History**.

History admin

[Filters](#) [Default View](#) [Columns](#)

44 records found 20 per page 1 of 3

<input type="checkbox"/>	ID ↑	Campaign	Email	First Name	Last Name	Coupon	Status	Sent	Opened
<input type="checkbox"/>	66	Promo Campaign	jane_smith@example.com	Jane	Smith	T1L9HSQ1ADVQ	Sent	Jul 2, 2021 7:33:22 AM	0
<input type="checkbox"/>	65	Promo Campaign	john_doe@example.com	John	Doe	G3COOXDM9ORX	Sent	Jul 2, 2021 7:33:22 AM	1
<input type="checkbox"/>	64	Seasonal Discounts	roni_cost@example.com	Veronica	Costello	60DEC02F4A72F	Sent	Jul 2, 2021 7:28:47 AM	1
<input type="checkbox"/>	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.

Filters
Default View
Columns

15 out of 15 visible 20 per page < 1 of 3 >

<input checked="" type="checkbox"/> ID	<input checked="" type="checkbox"/> Campaign	<input checked="" type="checkbox"/> Email
<input checked="" type="checkbox"/> First Name	<input checked="" type="checkbox"/> Last Name	<input checked="" type="checkbox"/> Phone
<input checked="" type="checkbox"/> Coupon	<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Scheduled
<input checked="" type="checkbox"/> Sent	<input checked="" type="checkbox"/> Opened	<input checked="" type="checkbox"/> Product Name
<input checked="" type="checkbox"/> SKU	<input checked="" type="checkbox"/> Price	<input checked="" type="checkbox"/> Quantity

Reset
Cancel

Product Details					Sent	Opened
:38:04		<b>Product Name</b>	<b>SKU</b>	<b>Price</b>	<b>Quantity</b>	
		Push It Messenger Bag	24-WB04	\$45.00	10	Jul 2, 2021 2:32:56 PM
:29:52		<b>Product Name</b>	<b>SKU</b>	<b>Price</b>	<b>Quantity</b>	
		Josie Yoga Jacket	WJ02-M-Blue	\$56.00	1	Jul 2, 2021 7:33:22 AM
		Josie Yoga Jacket-M-Blue	WJ02-M-Blue	\$0.00	1	
		Nadia Elements Shell	WJ10-M-Yellow	\$69.00	1	
		Nadia Elements Shell-M-Yellow	WJ10-M-Yellow	\$0.00	1	
		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

Website All Websites Campaigns All Campaigns Date Range Custom Date From 04.04.2020 To 04.04.2020 Refresh

#### Statistics

Cart Abandonment Rate	8%
Recovered Carts Rate	10%
Emails Sent	36
Open Rate	15%
Click Rate	10%
Carts Restored	5
Orders Placed*	3
Potential Revenue	3
Recovered Revenue*	3
Abandoned Cart Email Efficiency	3

\*unshipped and uninvoked orders also count towards statistics

#### Top-5 Abandoned Products



Stellar Solar Jacket	370
Josie Yoga Jacket	120
Augusta Pullover Jacket	120
Ingrid Running Jacket	70
Riona Full Zip Jacket	20

Campaign Name	Status	Statistic						
Fashion	Active	Sent: 324	Opened: 0	Open Rate: 10%	Clicked: 5672	Click Rate: 10%	Converted: 12%	Revenue: 105
Exclusive Offers	Inactive	Sent: 52	Opened: 4	Open Rate: 10%	Clicked: 32	Click Rate: 10%	Converted: 12%	Revenue: 105
Season Sales Off	Active	Sent: 132	Opened: 24	Open Rate: 10%	Clicked: 61	Click Rate: 10%	Converted: 12%	Revenue: 105
Visit Our Store	Inactive	Sent: 21	Opened: 3	Open Rate: 10%	Clicked: 2	Click Rate: 10%	Converted: 12%	Revenue: 105

Cart Abandonment Rate

Revenue

Abandoned Cart Email Efficiency



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%).

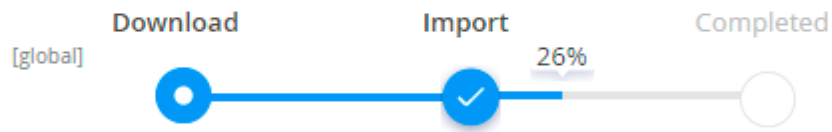
Also, you can filter the results: choose the necessary website and date range, then click the “Refresh” button.

## 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 → Configuration → Amasty Extensions → Geo IP Data**.

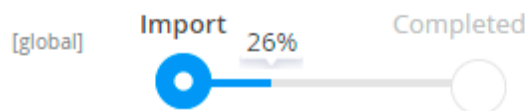
## Download and Import



Last Imported: 2019-03-20 17:14:14

Download and Import

## Import



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

Import

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.

### 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.

**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 → Cron Tasks List**.

### Cron Tasks List

[Run Cron](#)

i Last Cron Activity: 4 hours 50 minutes ago

Filters Default View Columns

Actions 328 records found 20 per page < 1 of 17 >

<input type="checkbox"/>	ID	Job Code	Status ↑	Messages	Created At	Scheduled At	Executed At	Finished At
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	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.

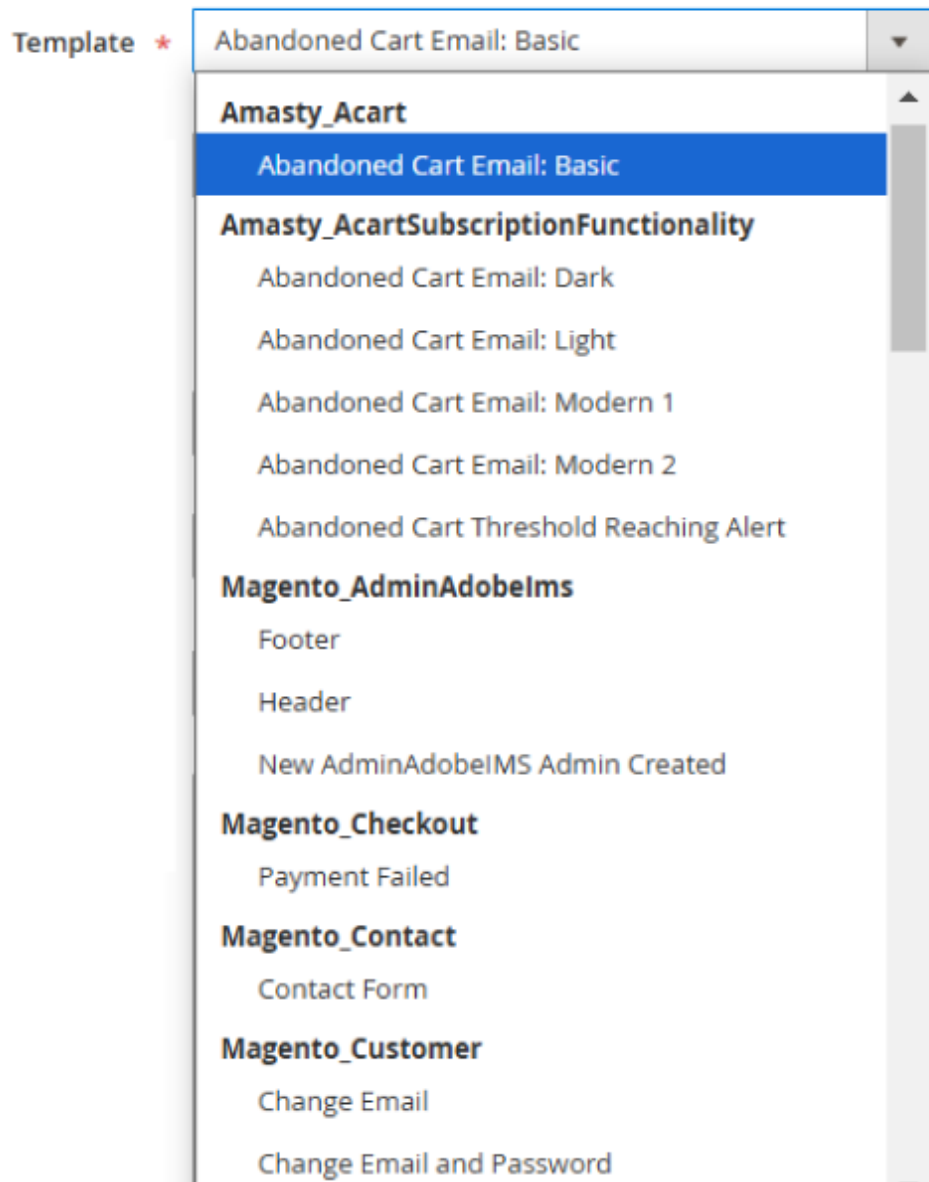
## I can't use the email template in the rule

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



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

## Template Information

Template Name \*

Reactivation Email

Template Subject \*

{{var store.getFrontendName()}}: Items in your shopping bag

Insert Variable...

- 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 With Discount

Grand Total

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*.

## Template Content \*

```
<li>
  {{layout
    handle="amasty_acart_email"
    rule=$rule
    quote=$quote
    history=$history
    ruleQuote=$ruleQuote
    mode=list
    showImage=yes
    showConfigurableImage=no
    showPrice=yes
    priceFormat=excludeTax
    showDescription=yes
    optionList=yes
    showSku=yes
    showQty=yes
  }}
</li>
<li style="text-align: center">
  <span style="font-weight: bold; font-size: 1.3em;">
```

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 money with coupon code 🏷️ **609407ER812Y01**  
Coupon expiration date: **2021-05-10, 15:16:48**



### 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**

Price: **\$60.00**  
Qty: **2**

- 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** → **handle** section.

Template Content \*

```
</li>
  {{layout
    handle="amasty_acart_email_related"
    rule=$rule
    quote=$quote
    history=$history
    ruleQuote=$ruleQuote
    mode=list
    showImage=yes
    showConfigurableImage=no
    showPrice=yes
    priceFormat=excludeTax
    showDescription=yes
    optionList=yes
  }}
</li>
<li style="text-align: center">
  <span style="font-weight: bold; font-size: 1.3em;">
    {{trans "Subtotal"}}:
  </span>
  {{if quote.getDiscount()}}
```

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.

Template Content \*

```
<p class="acart-social">
  <a href="#" title="{{trans 'Facebook'}}">
    
  </a>
  <a href="#" title="{{trans 'X'}}">
    
  </a>
  <a href="#" title="{{trans 'Linkedin'}}">
    
  </a>
  <a href="#" title="{{trans 'Instagram'}}">
    
  </a>
</p>
```

Subtotal: \$164.00  
Tax: \$6.60  
Discount: \$20.00

Total: **\$137.40**

[Go to Checkout](#)

+375 125 55 22 support@example.com



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[Unsubscribe](#)

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.

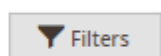

## Customer Segmentation

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

### Manage Segments

 demouser ▾

[Create New Segment](#)

 Filters  Default View ▾  Columns ▾

Actions ▾ 5 records found 20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	ID ↑	Segment	Status	Website	Action
<input type="checkbox"/>	5	Average Order Value is More Than \$500	Active	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	4	Long-term Customers	Active	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	3	Customers with 3 or More Products Purchased	Active	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	2	Total Spent Amount is More Than \$10.000	Active	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	1	Users from Canada	Active	Main Website	<a href="#">Edit</a>

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)

If **ALL** of these conditions are **TRUE** :

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 :

Subtotal equals or greater than 100

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.

## General

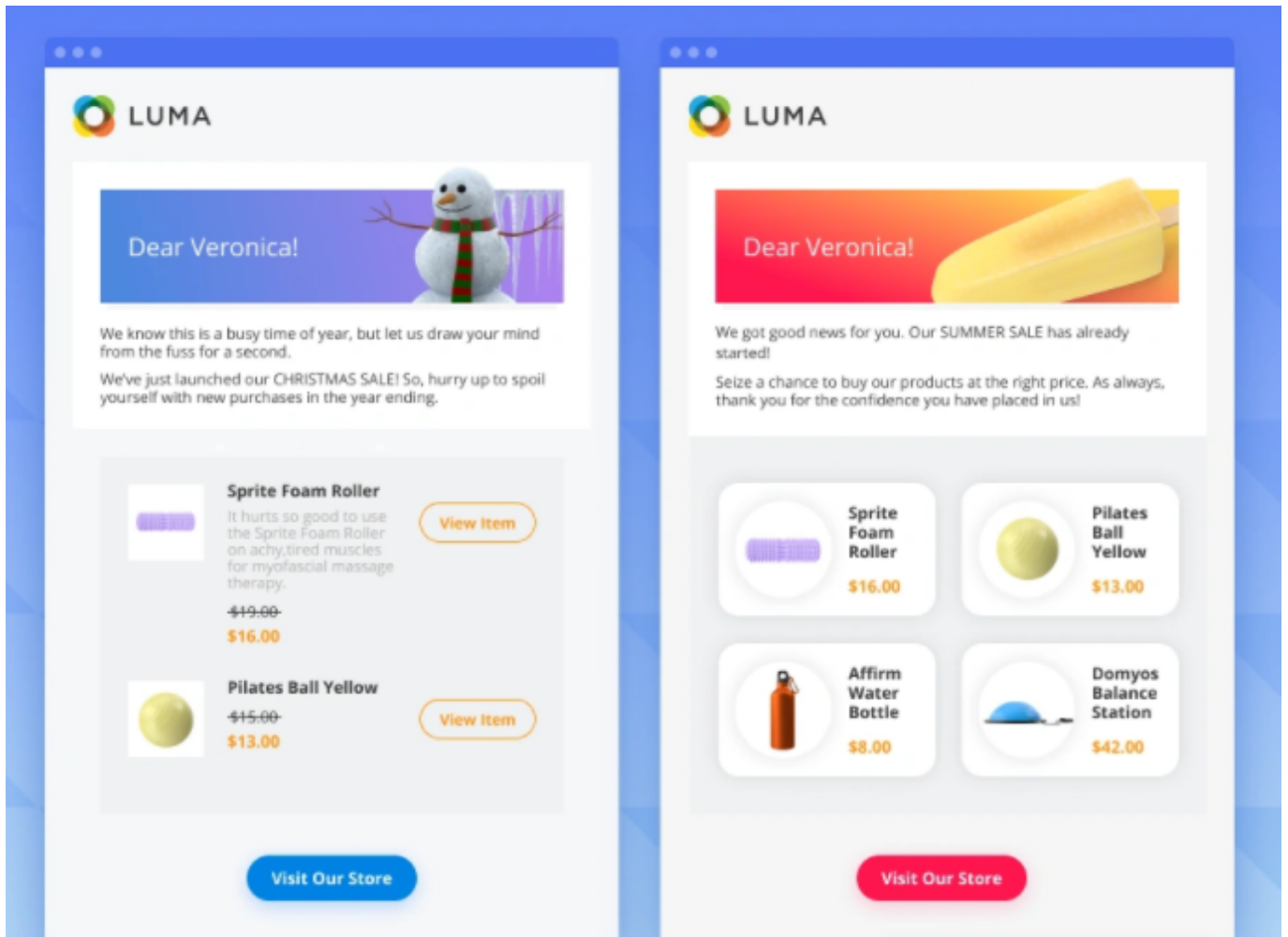
---

Name \*

Start Event \*

- 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

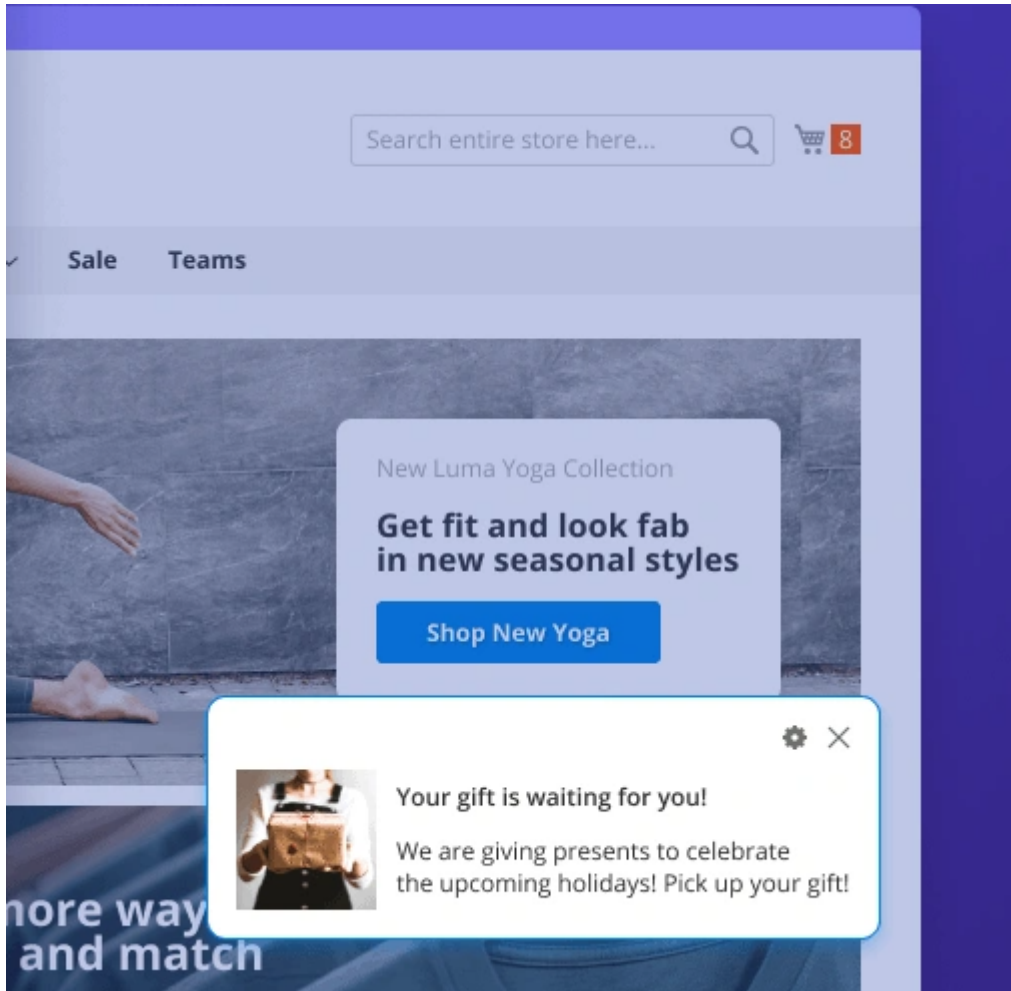
Use the ready-made templates or customize them according to your needs.



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.

# Manage Campaigns

demouser

New Campaign

Filters Default View Columns

Actions 4 records found 20 per page 1 of 1

ID	Name	Scheduled	Is Active	Status	Clicks	Views	Click Rate, %	Test Notification	Action	
<input type="checkbox"/>	1	New Arrival	12/16/2021 15:28:00	Inactive	Passed	1	1	100.00	Send Test Notification	Edit
<input type="checkbox"/>	2	Special Sale	12/16/2021 15:35:00	Inactive	Passed	1	1	100.00	Send Test Notification	Edit
<input type="checkbox"/>	3	Christmas gifts		Active	By Event	11	16	68.75	Send Test Notification	Edit
<input type="checkbox"/>	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.

**LUMA**

Shipping **Review & Payments**

Payment Method:

Check / Money order

My billing and shipping address are the same

Veronica Costello  
6146 Honey Bluff Parkway  
Calder, Michigan 49628-7978  
United States  
(555) 229-3326

**Place Order**

Apply Discount Code ▾

**Order Summary**

1 Item in Cart ▾

**Ship To:** ✎

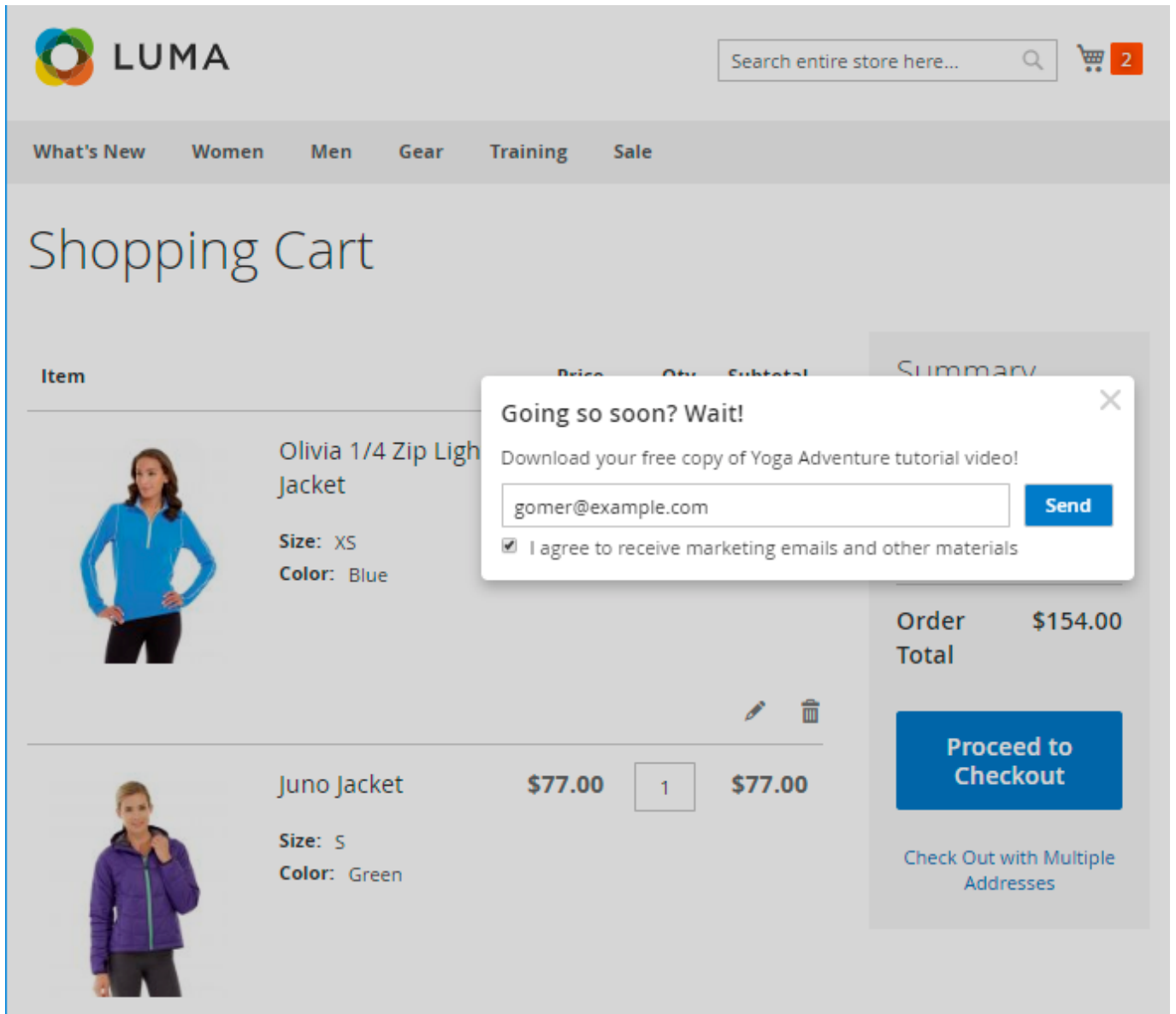
Veronica Costello  
6146 Honey Bluff Parkway  
Calder, Michigan 49628-7978  
United States  
(555) 229-3326

**Would you like to save 10% off this purchase?** ✕

Use it now, or we'll send you an e-mail so you can save it for later!

**Send**

I agree to receive marketing emails and other materials



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** → **Configuration** → **Amasty Extensions** → **SMTP**.



## General Settings

<b>Enable SMTP For E-mail</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	When disabled, the extension has no impact on Magento e-mail sending routines.	
<b>Log Outgoing Mail</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Makes it possible to see the list of all e-mails ever sent through Magento, including email contents.	
<b>Enable Debug Mode</b> <small>[store view]</small>	<input type="text" value="No"/>	▼
	When enabled, all debug information is logged. Recommended not to use on production sites.	
<b>Disable E-mail Delivery</b> <small>[store view]</small>	<input type="text" value="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.](#)

- \* [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 →](#)
- 

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<https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link:  
[https://amasty.com/docs/doku.php?id=magento\\_2:abandoned-cart-email](https://amasty.com/docs/doku.php?id=magento_2:abandoned-cart-email)



Last update: **2025/01/21 10:55**