

Amasty

For more details see the [Abandoned Cart Email](#) extension page.

Abandoned Cart Email

Increase your conversion rate by motivating customers to recover their abandoned carts. Send mass cart reminders, easily customize email templates and generate coupons to encourage visitors come back to your store.

- Create unlimited number of flexible rules
- Capture email early via AJAX
- Use customizable sending schedule
- Automatically generate coupons
- Track sending history

Database Installation

Databases are required for the correct work of the module. Also you need to install [php bcmath](#) or [gmp](#) extension on your server.

To install the Geo IP database, go to **System → Configuration → Amasty Extensions → GeoIP Data**.

Geo Ip Data

[Save Config](#)

Download and Import

[STORE VIEW]

Download and Import

Last Imported: 2019-04-01 07:56:05

Download Import Completed

Import

[STORE VIEW]

Import

Last Imported:

- 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 Completed

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.

General Settings

To set up Abandoned Cart Email, please go to **System > Configuration > Abandoned Cart**

Abandoned Cart

General		
The coupon is available only for particular customer	<input type="text" value="No"/> ▼	[STORE VIEW]
	▲ If the option is disabled the coupon can be used by all customers.	
Send emails only to registered customers	<input type="text" value="No"/> ▼	[STORE VIEW]
Disable guest email logging for EU customers (GDPR compliance requirement)	<input type="text" value="Yes"/> ▼	[STORE VIEW]

Email Templates		
Sender Name	<input type="text" value="Owner"/>	[STORE VIEW]
Sender Email	<input type="text" value="owner@example.com"/>	[STORE VIEW]
Sends copy of emails to	<input type="text"/>	[STORE VIEW]
Reply To Name	<input type="text"/>	[STORE VIEW]
Reply To Email	<input type="text"/>	[STORE VIEW]
Main Template	<input type="text" value="AMASTY: Abandoned Cart Email Template"/> ▼	[STORE VIEW]

Import		
Import Blacklist	<input type="button" value="Выберите файл"/> Файл не выбран	[GLOBAL]

Debug (For Developers Only)		
Enable Debug Mode	<input type="text" value="No"/> ▼	[GLOBAL]
	▲ If the option is enabled module will be working without delay and only selected emails.	
Abandoned Gap Time	<input type="text" value="600"/>	[GLOBAL]
	▲ Time after which cart is abandoned. In seconds.	

Log		
Log Enable	<input type="text" value="Yes"/> ▼	[GLOBAL]
Log Storage Period	<input type="text"/>	[GLOBAL]
Show Log		

The coupon is available only for particular customer - The extension can generate and add special coupons to abandoned cart emails automatically. Set this option to 'Yes' if you want to make the coupon available only to the email recipient. In other words, the coupon code can be used only if a customer gets to a store through the link in the email or if he/she is logged in as an email recipient.

Send emails only to registered customers - Set this option to 'Yes' if you want to send abandoned cart emails only to registered customers.

Disable guest email logging for EU customers (GDPR compliance requirement) - set to **Yes** if you want EU customers' emails not to be saved in the system's base in order to prevent sending unsolicited emails.

Email Templates

Sender Name, Sender Email - Specify general email details of the sender.

Sends copy of emails to - Specify the address to send the email copy

Main Template - choose an email template. To edit or create a template, please, go to System > Transactional Emails.

Import

Import Blacklist - import customer emails that you want to add to your blacklist.

Debug

Enable Debug Mode - In usual mode, abandoned cart emails are sent with a 10 minutes delay after the cart was abandoned. If you enable test/debug mode, the emails will be sent without any delay, but only to the specified email domains. For example, your team would like to test the sending of abandoned cart emails, so you set 'storename.com' in the **Permitted Email Domains** and after one of the team members, for example, john@storename.com, leaves the cart, he will receive the email right off the bat if everything works fine.

Log

Log Enable - when enabled, all your steps of rules creation and sending of emails will be recorded in the log. This will help to find mistakes if they are committed.

Log Storage Period - specify the time the log should be saved.

Create New Rule

To create a new rule for abandoned cart emails, go to **Promotions > Abandoned Cart Emails > Rules**

Rules + Add Rule

Page 1 of 1 pages | View 20 per page | Total 5 records found Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected Actions Submit

ID	Status	Name
Any		
<input type="checkbox"/>	6 Active	Discount on \$100+ abandoned carts
<input type="checkbox"/>	5 Active	25% off for Enterprise customers when abandoned for a week
<input type="checkbox"/>	4 Active	Alert for Wholesale customers
<input type="checkbox"/>	3 Active	Immediate Discount on \$1K+ abandoned carts
<input type="checkbox"/>	2 Active	5% discount on Apple products

Click **Add rule** to create a new rule or click on the already existing one to edit it.

Rule Configuration

General

- Stores & Customer Groups
- Conditions
- Schedule
- Google Analytics
- Test

Edit Rule `Discount on \$100+ abandoned carts`

Back Reset Delete Save Save and Continue Edit

General

Name *

Status

Priority

Cancel Condition

- Any product went out of stock
- All products went out of stock

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

Name - Specify the name of the rule

Status - enable or disable the rule

Priority - specify the priority: Rules with higher priority will be applied first

Cancel Condition - choose the events, that will stop email sending.

Link from email clicked - after a customer clicks on the link in the abandoned cart email, he/she won't receive this emails anymore.

Any product went out of stock - the email sending stops if any of the products in the customer's abandoned cart is out of stock.

All products went out of stock - the email sending stops if all products in the customer's abandoned cart are out of stock.

Rule Configuration

- General
- Stores & Customer Groups**
- Conditions
- Schedule
- Google Analytics
- Test

Edit Rule `Alert for Wholesale customers`

Back Reset Delete Save Save and Continue Edit

Apply In

Stores

Main Website
Main Store
English
French
German

▲ Leave empty or select all to apply the rule to any store

Apply For

Customer Groups

NOT LOGGED IN
General
Wholesale
Retailer
QAAAA

▲ Leave empty or select all to apply the rule to any group

Specify the store view and customer groups to which the rule should be applied.

Rule Configuration

- General
- Stores & Customer Groups
- Conditions**
- Schedule
- Google Analytics
- Test

Edit Rule `Discount on \$100+ abandoned carts`

[Back](#) [Reset](#) [Delete](#) [Save](#) [Save and Continue Edit](#)

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :
Subtotal **equals or greater than** **100**

Choose as many conditions as you need to create the most flexible rule. You can specify particular brands, subtotal, country origin etc.

Rule Configuration

- General
- Stores & Customer Groups
- Conditions
- Schedule**
- Google Analytics
- Test

Edit Rule `Discount on \$100+ abandoned carts` [Back](#) [Reset](#) [Delete](#) [Save](#) [Save and Continue Edit](#)

Transactional Email	Delivery Time	Coupon	Action
AMASTY: Abandoned Cart	Days: <input type="text"/> Hours: <input type="text"/> Minutes: <input type="text"/>	Type: -- None -- Discount Amount: 0 More <input type="checkbox"/> Use Shopping Cart Rule	X
AMASTY: Abandoned Cart	Days: 1 Hours: <input type="text"/> Minutes: <input type="text"/>	Type: Percent of product price discount Discount Amount: 15 More <input type="checkbox"/> Use Shopping Cart Rule	X
AMASTY: Abandoned Cart	Days: 3 Hours: <input type="text"/> Minutes: <input type="text"/>	Type: Percent of product price discount Discount Amount: 20 More <input type="checkbox"/> Use Shopping Cart Rule	X

[+ Add Record](#)

Transactional Email - choose an email template

Delivery Time - set the time intervals after which the cart will be considered abandoned and the email reminder will be sent to a customer.

Coupon - choose a coupon type, a date of its expiration, a discount amount and a cart subtotal for each particular email.

Add Record - You can add as many new scheduled emails as you need.

Rule Configuration

General
Stores & Customer Groups
Conditions
Schedule
Google Analytics
Test

Edit Rule 'Discount on \$100+ abandoned carts'

[Back](#) [Reset](#) [Delete](#) [Save](#) [Save and Continue Edit](#)

Google Analytics	
Campaign Source	<input type="text" value="google"/> <small>▲ Required. Use utm_source to identify a search engine, newsletter name, or other source. Example: utm_source=google</small>
Campaign Medium	<input type="text" value="cpc"/> <small>▲ Required. Use utm_medium to identify a medium such as email or cost-per-click. Example: utm_medium=cpc</small>
Campaign Name	<input type="text" value="running+shoes"/> <small>▲ Required. Used for keyword analysis. Use utm_campaign to identify a specific product promotion or strategic campaign. Example: utm_campaign=spring_sale</small>
Campaign Term	<input type="text" value="logolink"/> <small>▲ Used for paid search. Use utm_term to note the keywords for this ad. Example: utm_term=running+shoes</small>
Campaign Content	<input type="text" value="spring_sale"/> <small>▲ 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</small>

These settings allow you to get Google Analytics statistics in your email campaign.

The fields Campaign Source, Campaign Medium, and Campaign Name are REQUIRED.

The information will be accessible under campaigns in your GA account.

Rule Configuration

- General
- Stores & Customer Groups
- Conditions
- Schedule
- Google Analytics
- Test**

Edit Rule 'Discount on \$100+ abandoned carts'

Page 1 of 1 pages | View 20 per page | Total 9 records found

[Reset Filter](#) [Search](#)

	Customer Name	Email	Number of Items	Quantity of Items	Subtotal	Applied Coupon	Created At	Updated At	IP Address
			From:	From:	From:		From:	From:	
			To:	To:	To:		To:	To:	
Run		dariya.bogretsova@amasty.com	2	2	36.6700		Jun 3, 2016 5:26:59 AM	Jun 3, 2016 6:06:50 AM	213.184.226.82
Run		vitaly.kolukshhev@amasty.com	1	1	149.9900		Aug 26, 2014 1:05:40 AM	Aug 26, 2014 1:06:39 AM	213.184.226.82
Run		vitaly.kolukshhev@amasty.com	1	1	349.9900		Jul 18, 2014 6:26:05 AM	Jul 18, 2014 6:26:11 AM	87.252.238.217
Run		vitaly.kolukshhev@amasty.com	1	1	149.9900		Apr 15, 2014 7:41:06 AM	Apr 15, 2014 7:41:12 AM	87.252.238.217
Run		vitaly.kolukshhev@amasty.com	1	1	349.9900		Feb 18, 2014 3:47:25 AM	Feb 18, 2014 3:48:06 AM	87.252.238.217
Run		vitaly.kolukshhev@amasty.com	1	1	349.9900		Jan 28, 2014 4:46:50 AM	Jan 28, 2014 4:47:06 AM	93.125.39.185
Run		joe.black@example.com	2	2	649.0000		Oct 27, 2013 4:36:44 AM	Oct 27, 2013 4:37:42 AM	93.125.18.184
Run		john.williams@example.com	2	2	561.9300		Oct 27, 2013 3:52:24 AM	Oct 27, 2013 4:24:57 AM	93.125.18.184
Run	John Doe	john.doe@example.com	1	1	161.9400		Oct 27, 2013 4:01:21 AM	Oct 27, 2013 4:02:01 AM	195.222.72.111

You have the opportunity send test emails to check if everything works fine.

To send test reminder, please choose the email you need and click **Run**.

Test emails work only for registered users. When a customer adds some items to the cart and then leaves it without making a purchase, his/her email address gets to the test grid.

Emails Queue

Go to **Promotions > Abandoned Cart Emails > Emails Queue**

Queue: 2013-10-17 22:43:43

Refresh

Page 1 of 1 pages | View 20 per page | Total 2 records found

Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

Actions Submit

	ID ↓	Rule	Customer Name	Customer Email	Delay	Coupon	Scheduled At	Action
Any ▾							From: <input type="text"/> To: <input type="text"/>	
<input type="checkbox"/>	3	Abandoned Cart Emails		customer@email.com	1 Days	52605A4DC4F97	Oct 18, 2013 2:44:45 PM	Edit
<input type="checkbox"/>	2	Abandoned Cart Emails		customer@email.com	3 Hours	52605A4D52F2C	Oct 17, 2013 5:44:45 PM	Edit

On the queue grid, you can see all emails that are waiting to be sent. You can also see the scheduled sending time and the coupon code.

Click **Edit** to start editing email templates.

Here you can insert and edit any template you need:

General

Email *

Scheduled At *

Subject *

Nody * Show / Hide Editor

Path: div » table » tbody » tr » td » table » tbody » tr » td

Edit email templates right from the queue grid. You can change customer email address, scheduled sending date and time as well as the subject of your email.

Emails History

History

Page 1 of 3 pages | View 20 per page | Total 51 records found

Export to: CSV Export Reset Filter Search

ID	Rule	Customer Name	Customer Email	Coupon	Sent At	Last Action At	Status
					From: [icon] [input] To: [icon] [input]	From: [icon] [input] To: [icon] [input]	[dropdown]
63	Alert for Wholesale customers	Lora Dane	dariya.bogretsova@amasty.com			Jul 25, 2017 5:09:27 AM	Sent
62	Alert for Wholesale customers	Lora Dane	dariya.bogretsova@amasty.com			Jul 25, 2017 5:09:27 AM	Sent
61	Alert for Wholesale customers	Lora Dane	dariya.bogretsova@amasty.com	575180E9E23A9		Jul 25, 2017 5:09:27 AM	Sent
54	5% discount on Apple products	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			May 13, 2015 5:14:30 AM	Sent
53	5% discount on Apple products	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			May 13, 2015 5:14:30 AM	Sent
52	5% discount on Apple products	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			May 13, 2015 5:14:30 AM	Sent
51	25% off for Enterprise customers when abandoned for a week		vitaly.kolukshev@amasty.com			Aug 26, 2014 1:05:05 AM	Sent
50	25% off for Enterprise customers when abandoned for a week		vitaly.kolukshev@amasty.com			Aug 26, 2014 1:05:05 AM	Sent
49	25% off for Enterprise customers when abandoned for a week		vitaly.kolukshev@amasty.com			Aug 26, 2014 1:05:05 AM	Sent
48	25% off for Enterprise customers when abandoned for a week		vitaly.kolukshev@amasty.com			Aug 26, 2014 1:05:05 AM	Sent
47	25% off for Enterprise customers when abandoned for a week		vitaly.kolukshev@amasty.com			Aug 26, 2014 1:05:05 AM	Sent
46	25% off for Enterprise customers when abandoned for a week		vitaly.kolukshev@amasty.com			Aug 26, 2014 1:05:05 AM	Sent
39	25% off for Enterprise customers when abandoned for a week	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			Apr 2, 2014 5:10:05 AM	Sent
38	25% off for Enterprise customers when abandoned for a week	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			Apr 2, 2014 5:10:05 AM	Sent
37	25% off for Enterprise customers when abandoned for a week	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			Apr 2, 2014 5:10:05 AM	Sent
36	5% discount on Apple products	Nigel Woods	woods.nigel@mail.com			Apr 2, 2014 5:10:05 AM	Sent
35	5% discount on Apple products	Nigel Woods	woods.nigel@mail.com			Apr 2, 2014 5:10:05 AM	Sent
34	5% discount on Apple products	Nigel Woods	woods.nigel@mail.com			Apr 2, 2014 5:10:05 AM	Sent
33	5% discount on Apple products	Emma Peters	emma_peters@example.com			Apr 2, 2014 5:10:05 AM	Sent
32	5% discount on Apple products	Emma Peters	emma_peters@example.com			Apr 2, 2014 5:10:05 AM	Sent

Customer Email - See and export the list of email addresses to which email reminders have already been sent.

Observe email statuses for proper analyzing your email campaign. See how many email recipients recovered their abandoned carts or just clicked on the recovery link.

Emails Black List

Black List

Page 1 of 1 pages | View 20 per page | Total 5 records found

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

ID	Email
5	example@demo.com
4	customer.email@example.com
3	test.email@example.com
2	peter_parker@example.com
1	demo@example.com

Edit already existing emails on your blacklist or manually add new ones.

How to create e-mail template

- To create a template, go to **System → Transactional Emails**;

Transactional Emails

[Add New Template](#)

Page 1 of 1 pages | View 20 per page | Total 10 records found

[Reset Filter](#) [Search](#)

ID	Template Name	Date Added	Date Updated	Subject	Template Type	Action
		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>			
5	AMASTY: Abandoned Cart Email Template	Aug 22, 2014 3:51:20 AM	Aug 4, 2017 8:48:10 AM	{{var store.getFrontendName()}}: Items in your shopping bag	HTML	Preview
7	Admin Password Email Template	Aug 4, 2017 6:51:13 AM	Aug 4, 2017 8:07:23 AM	Password Reset Confirmation for {{var user.name}}	HTML	Preview
8	New Invoice Email Template	Aug 4, 2017 7:33:18 AM	Aug 4, 2017 8:07:37 AM	{{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} for Order # {{var order.increment_id}}	HTML	Preview
10	Credit Memo Update Email Template	Aug 4, 2017 7:46:11 AM	Aug 4, 2017 8:07:55 AM	{{var store.getFrontendName()}}: Credit Memo # {{var creditmemo.increment_id}} update	HTML	Preview
11	New Order Email Template	Aug 4, 2017 7:49:44 AM	Aug 4, 2017 8:13:16 AM	{{var store.getFrontendName()}}: New Order # {{var order.increment_id}}	HTML	Preview
12	New Shipment Email Template	Aug 4, 2017 8:06:36 AM	Aug 4, 2017 8:13:28 AM	{{var store.getFrontendName()}}: Shipment # {{var shipment.increment_id}} for Order # {{var order.increment_id}}	HTML	Preview
13	New Account Email Template	Aug 4, 2017 8:16:01 AM	Aug 4, 2017 8:16:01 AM	Welcome, {{var customer.name}}!	HTML	Preview
14	Currency Update Warnings	Aug 21, 2018 5:01:21 AM	Aug 21, 2018 5:01:21 AM	Currency Update Warnings	Text	Preview
15	{{var history.getSubject()}}	Aug 21, 2018 5:01:49 AM	Aug 21, 2018 5:01:49 AM	{{var history.getSubject()}}	HTML	Preview
16	invoice	Aug 21, 2018 5:06:50 AM	Aug 21, 2018 5:06:50 AM	{{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} for Order # {{var order.increment_id}}	HTML	Preview

- Hit **Add New Template**;
- In the *Template* dropdown, select a certain ready-made template e.g. **Amasty: Abandoned Cart Reminder**.

New Email Template

Load default template

Template *

Locale *

Template Information

Template Name *

Template Subject *

Template Content *

```

<div style="float: right; border: 1px solid #DE5400; background: #F18200; padding: 10px; font-size: 14px;">
  <a style="color: white; font-weight: bold; text-decoration: none;" href="{{var
history.getPlaceOrderUrl()}}">Place Order</a>
</div>
Total with coupon: {{var quote.getSubtotalWithCoupon()}}<br/>
Total without coupon:{{var quote.getSubtotalWithoutCoupon()}}
<div>
  Don't want to...
</div>
<a href="{{var history.getUnsubscribeUrl()}}" style="color:#1E7EC8;">Unsubscribe</a>
</td>
</tr>
</table>
</td>
</tr>
</table>
</div>
</body>
                
```

Template Styles

Then hit "Load Template" button. Name the template and edit the code if necessary, then save the template and then it will be available to use in the corresponding rule. Now you can use any templates created in 'Transactional e-mails' section for abandoned cart e-mails.

You can create your own template. However, consider that in order to display a template in the Abandoned Cart properly, it has to be created, being modified from the existing templates that are added with the module installation.

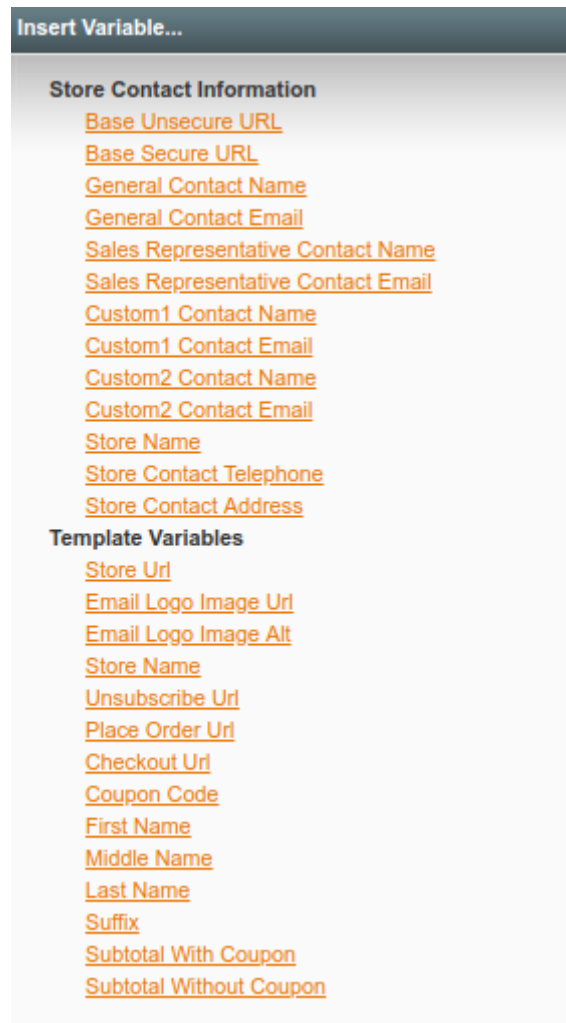
[To see more templates ready to use on the schedule tab, located at Promotions - Abandoned Cart Emails - Rules](#), create them on the basis of existing templates, according to the settings below.

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

	ID ↓	Status	Name
Any ▼	<input type="text"/>	▼	<input type="text"/>
<input type="checkbox"/>	6	Active	Discount on \$100+ abandoned carts
<input type="checkbox"/>	5	Active	25% off for Enterprise customers when abandoned for a week
<input type="checkbox"/>	4	Active	Alert for Wholesale customers
<input type="checkbox"/>	3	Active	Immediate Discount on \$1K+ abandoned carts
<input type="checkbox"/>	2	Active	5% discount on Apple products

Use variables

- To use default variables, hit **Insert Variable** button.
- From the list, select the needed variable to insert it in a template.



To use custom variables, go to **Template Content** field:

- **“mode=table”** - Show items to your customers in the table view mode. Just edit the template located in 'Transactional emails' section. Set up **“mode=table”** in HTML content.
- **“image=yes”** - Set **“image=yes”** to display product images in your template.

Edit Email Template
Back
Reset
Delete Template
Convert to Plain Text
Preview Template

Template Information

Used Currently For: System -> Configuration -> Abandoned Ca

Template Name *: Amasty: Abandoned Cart Reminder

Template Subject *: {{var store.getFrontendName()}}: Items in

Insert Variable...

Template Content *:

```
<center>use coupon<span s
10px; background-color: #f9f9f9;">{{var his

{{layout
  handle="amacart_email
  quote=$quote
  history=$history
  mode=table
  image=yes
  price=yes
  PriceFormat=excludeTa
  discount=no
  descriptionFormat=sho
  description=yes
  optionList=yes
  showConfigurableImag
}}<br/>

<div style="float: right; border
14px">
```


Template Styles: body,td { color:#2f2f2f, font:11px/1.35em Verdana, Arial, Helvetica, sans-serif; }

Dear Adam Brown,


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

+7(45) 123 45 67 info@company_name.com


Items in your cart...




ASKS Men's GEL-Kayano XII
Price: \$134.99



Coalesce: Functioning On Impatience T-shirt
Price: \$15.00



The Only Children: Paisley T-Shirt
Price: \$240.00 x 2

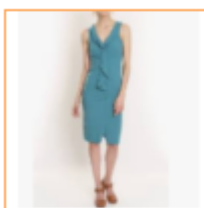


Zolof The Rock And Roll Destroyer: LOL Cat T-shirt
Price: \$13.50

CHECK OUT

- **“showCoonfigurableImage=yes”** - displays configurable products’ images in the template.
- **“showCoonfigurableImage=no”** - displays simple products’ images in the template.
- **“mode=list”** - You can arrange items in the list mode with their description aside. For this aim, you need to specify “mode=list” in the template HTML content.
- **“descriptionFormat=full”, “descriptionFormat=short”** - You can also edit the product description length with “descriptionFormat=full” or “descriptionFormat=short” according to your goals.

A sample: **descriptionFormat=short**



Lafayette Convertible Dress

This all day dress has a flattering silhouette and a convertible neckline to suit your mood. Wear tied and tucked in a sailor knot, or reverse it for a high tied feminine bow.

Price: \$340.00

- **“discount=yes”** - to display the coupon code, write “discount=yes”. When you specify “discount=yes”, the Discounted Price will be also displayed in the template.

- **priceFormat=includeTax,priceFormat=excludeTax** - Decide which price to show to customers: tax-included or tax-excluded and then specify the appropriate settings: priceFormat=includeTax or priceFormat=excludeTax.
- **“price=yes” or “price=no”** - You can show or hide the product price. Set up “price=yes” or “price=no” when editing the template.
- **“optionList=yes” or “optionList=no”** - You can show or hide configuration options like color, size and etc. for configurable products. Set up “optionList=yes” or “optionList=no” when you edit the template.
- **“showConfigurableImage=yes”, “showConfigurableImage=no”** - You can show or hide a product image of the parent configurable product.
- You can choose whether to use **short/long** or medium display type. Here you can see the example with long date format.

System -> Configuration -> Abandoned Cart -> Email Templates -> Main Template (GLOBAL)

Amasty: Abandoned Cart Reminder

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

Insert Variable...

```

<div style="float: right; border: 1px solid #DE5400; background: #F18200; padding: 10px; font-size:
14px;">
  <a style="color: white; font-weight: bold; text-decoration: none;" href="{{var
history.getPlaceOrderUrl()}}">Place Order</a>
</div>
Total with coupon: {{var quote.getSubtotalWithCoupon()}}<br/>
Total without coupon:{{var quote.getSubtotalWithoutCoupon()}}
<div>
  Date purchase: {{var formatmanager.formatDate('quote', 'created_at', long)}}<br/>
  Don't want to...
</div>
<a href="{{var history.getUnsubscribeUrl()}}" style="color:#1E7EC8;">Unsubscribe</a>
</td>
</tr>
</table>
</td>
</tr>
</table>
</div>

```

body,td { color:#2f2f2f; font:11px/1.35em Verdana, Arial, Helvetica, sans-serif; }

CHECK OUT Date purchase: December 9, 2014
Don't want to...

- Use **URL** manager to automatically create URLs corresponding to Magento requirements.

System -> [Configuration](#) -> [Abandoned Cart](#) -> Email Templates -> Main Template (GLOBAL)


Amasty: Abandoned Cart Reminder

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



[Insert Variable...](#)

```
Delivered by CompanyName, Street 123, City |Telephone | support@company.com <a href="{{var urlmanager.mageUri('checkout/onepage/index')}}" style="color:#FFA453;">Unsubscribe</a>
</td>
</tr>
</table>
</td>
</tr>
</table>
</body>
```

Template Sample




Dear Jane Doe,
You have items in your shopping bag.
Get them with discount!


 +7(45) 123 45 67  info@company_name.com

Save money with coupon code **5977483521888!**
Coupon expiration date: **2017-07-29 00:00:00!**

Items in your cart... [View carts>>](#)



Lafayette Convertible Dress
This all day dress has a flattering silhouette and a convertible neckline to suit your mood. Wear tied and tucked in a sailor knot, or reverse it for a high tied feminine bow.
Price: \$340.00



Jackie O Round Sunglasses
These distinct, feminine frames balance a classic Jackie-O styling with a modern look.
Price: \$225.00

CHECK OUT

Delivered by CompanyName, Street 123, City |Telephone |
support@company.com [Unsubscribe](#)

This is the example of one of ready-to-use email templates. Here you can place a coupon code, the coupon expiration date and the complete list of the abandoned cart items.

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