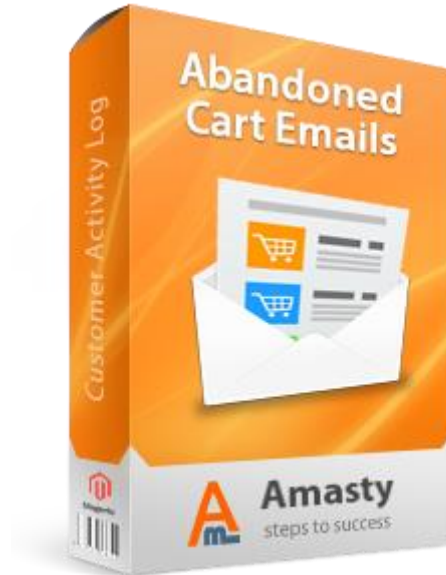


Abandoned Cart Email



Magento Extension User Guide

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



User Guide: [Abandoned Cart Email](#)

Support: <http://amasty.com/contacts/>

Table of contents:

1.	<u>General Settings.....</u>	<u>3</u>
2.	<u>Create New Rules.....</u>	<u>4</u>
3.	<u>Emails Queue.....</u>	<u>10</u>
4.	<u>Emails History.....</u>	<u>12</u>
5.	<u>Emails Black List.....</u>	<u>13</u>
6.	<u>Test Emails.....</u>	<u>14</u>
7.	<u>Abandoned Cart Email – How to create e-mail template</u>	<u>15</u>
8.	<u>Template Sample.....</u>	<u>17</u>
9.	<u>Template Settings.....</u>	<u>18</u>



1. Abandoned Cart Email – General Settings

Current Configuration Scope:
Default Config

Configuration

AMASTY EXTENSIONS

Abandoned Cart

Abandoned Cart

General

The coupon is available only for particular customer [STORE VIEW]
If the option is disabled the coupon can be used by all customers.

Send emails only to registered customers [STORE VIEW]

Email Templates

Sender Name [STORE VIEW]
Sender Email [STORE VIEW]
Sends copy of emails to [STORE VIEW]
Reply To Name [STORE VIEW]
Reply To Email [STORE VIEW]
Main Template [STORE VIEW]

Import

Import Blacklist No file chosen

Debug (For Developers Only)

Enable Debug Mode [GLOBAL]
If the option is enabled module will be working without delay and only selected emails.

Permitted Email Domains [STORE VIEW]
Comma separated email domains without @ symbol.

Save Config

Set this option to 'Yes' if you want to make the coupon available only for the email recipient.

Specify general email sender details as well as the address to send the email copy to.

With the option enabled, the email will be sent only to the domains specified in the settings, with no delay.

Quickly import customer emails for you blacklist.

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



2. Abandoned Cart Email– Create New Rule

[Dashboard](#) [Sales](#) [Catalog](#) [Mobile](#) [Customers](#) **[Promotions](#)** [Newsletter](#) [CMS](#) [Reports](#) [System](#) [Get help for this page](#)

Rules

Click here to create a new rule.

[+ Add Rule](#)

Page [1](#) of 1 pages | View [20](#) per page | Total 3 records found [Reset Filter](#) [Search](#)

ID	Status	Name
3	Active	Brand Samsung
2	Inactive	VIP members
1	Active	For orders over \$100

Observe already created rules, their id numbers and statuses.



2. Abandoned Cart Email – Create New Rule

Dashboard Sales Catalog Mobile Customers **Promotions** Newsletter CMS Reports System [Get help for this page](#)

Rule Configuration

General

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

Edit Rule `Abandoned Cart Emails`

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

General

Name * Abandoned Cart Emails

Status Active

Priority 10

Cancel Condition Order Placed
Order Placed
Link from Email Clicked

If after receiving the reminder customer places the order or clicks on the email link, he/she won't be sent any reminders anymore.

Set the rule's priority. Rules with higher priority will be applied first



2. Abandoned Cart Email – Create New Rule

Dashboard

Sales

Catalog

Mobile

Customers

Promotions

Newsletter

CMS

Reports

System

Get help for this page

Rule Configuration

General

Stores & Customer Groups

Conditions

Schedule

Google Analytics

Test

Edit Rule `Abandoned Cart Emails`

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.



2. Abandoned Cart Email – Create New Rule

Dashboard Sales Catalog Customers **Promotions** Newsletter CMS Reports System

Rule Configuration

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

Edit Rule 'Abandoned Cart Emails'

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

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

- Subtotal **greater than** 100
- If **total quantity greater than** 2 for a subselection of items in cart matching **ALL** of these conditions:
 - Brand **is** Apple

Please choose a condition to add...

- Conditions Combination
- Cart Item Attribute
 - Price in cart
 - Quantity in cart
 - Row total in cart
- Product Attribute
 - Activation Information
 - Active From
 - Active To
 - Allow Gift Message
 - Attribute Set
 - Brand
 - CPU Speed
 - Category
 - Color
 - Contrast Ratio
 - Cost
 - Country of Origin
 - Custom Design

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



2. Abandoned Cart Email – Create New Rule

Rule Configuration

General
Stores & Customer Groups
Conditions
Schedule
Google Analytics
Test

See how to create e-mail template on [page 16](#)

You can add as many new scheduled emails as you need.

Set the time intervals after which the cart will be considered abandoned and the email reminder will be sent to a customer.

Schedule			
Transactional Email	Delivery Time	Coupon	Action
Amasty: Abandoned Car	Days: - Hours: - Minutes: 10	Type: -- None -- Discount Amount: 0 More or <input type="checkbox"/> Use Shopping Cart Rule	
Amasty: Abandoned Car	Days: - Hours: 3 Minutes: -	Type: -- None -- Discount Amount: 0 More or <input type="checkbox"/> Use Shopping Cart Rule	
Amasty: Abandoned Car	Days: 1 Hours: - Minutes: -	Type: -- None -- Discount Amount: 0 More or <input type="checkbox"/> Use Shopping Cart Rule	
Add Record			

Choose the coupon type, the date of its expiration as well as the discount amount and the cart subtotal for each particular email.



2. Abandoned Cart Email – Create New Rule

New Rule

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

Rule Configuration

[General](#)[Stores & Customer Groups](#)[Conditions](#)[Schedule](#)[Google Analytics](#)[Test](#)

Google Analytics

Campaign Source

▲ **Required.** Use **utm_source** to identify a search engine, newsletter name, or other source.
Example: utm_source=google

Campaign Medium

▲ **Required.** Use **utm_medium** to identify a medium such as email or cost-per-click.
Example: utm_medium=cpc

Campaign Term

▲ Used for paid search. Use **utm_term** to note the keywords for this ad.
Example: utm_term=running+shoes

Campaign Content

▲ 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

Campaign Name

▲ Used for keyword analysis. Use **utm_campaign** to identify a specific product promotion or strategic campaign.
Example: utm_campaign=spring_sale

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

NOTE: the fields Campaign Source, Campaign Medium and Campaign Name are **REQUIRED**.

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



3. Abandoned Cart Email – Emails Queue

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

Queue: 2013-10-17 22:43:43 [Refresh](#)

Page of 1 pages | View 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

Click here to start editing email templates.



3. Abandoned Cart Email – Emails Queue

Edit History Item Back Save Save and Continue Edit

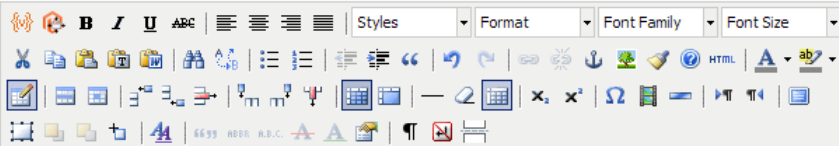
General


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.

Here you can insert and edit any template you need.

4. Abandoned Cart Email – Emails History

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

Dashboard Sales Catalog Mobile Customers **Promotions** Newsletter CMS Reports System [Get help for this page](#)

History

Page 1 of 3 pages | View 20 per page | Total 48 records found

Export to: CSV **Export**

Reset Filter **Search**

ID	Rule	Customer Name	Customer Email	Coupon	Sent At	Last Action At	Status
					From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	<div>-- None -- Sent Recovered Link Opened Added to Black List Cancelled by Admin New Cart Created</div>
54	5% discount on Apple products	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			May 13, 2015 5:14:30 AM	
53	5% discount on Apple products	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			May 13, 2015 5:14:30 AM	
52	5% discount on Apple products	Vitaly Kolukshev	vitaly.kolukshev@amasty.com			May 13, 2015 5:14:30 AM	
51	25% off for Enterprise customers when abandoned for a week		vitaly.kolukshev@amasty.com			Aug 26, 2014 1:05:05 AM	
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			AM	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.



User Guide: [Abandoned Cart Email](#)

Support: <http://amasty.com/contacts/>

5. Abandoned Cart Email – Emails Black List

Dashboard Sales Catalog Mobile Customers **Promotions** Newsletter CMS Reports System [Get help for this page](#)

Black List [Add New](#)

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

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

Reset Filter Search

Actions Submit

	ID	Email
Any		
<input type="checkbox"/>	5	example@demo.com
<input type="checkbox"/>	4	customer.email@example.com
<input type="checkbox"/>	3	test.email@example.com
<input type="checkbox"/>	2	peter_parker@example.com
<input type="checkbox"/>	1	demo@example.com

Catalog Price Rules
Shopping Cart Price Rules
Abandoned Cart Emails
Rules
Emails Queue
History
Black List

Edit already existing emails in your black list or manually add new ones.



6. Abandoned Cart Email – Test Emails

You have the opportunity send test emails in order to check out if everything functions well.

Rule Configuration

General

Stores & Customer Groups

Conditions

Schedule

Google Analytics

Test

Edit Rule `Subtotal is greater than 100`

[Back](#) [Reset](#) [Delete](#) [Save](#)

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

	Customer Name	Email	Number of Items	Quantity of Items	Subtotal
	<input type="text"/>	<input type="text"/>	From: <input type="text"/>	From: <input type="text"/>	From: <input type="text"/>
			To: <input type="text"/>	To: <input type="text"/>	To: <input type="text"/>
Run	demo demo	customer@example.com	1	1	299.9900

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

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.



7. Abandoned Cart Email – How to create e-mail template

To create a template please go
System -> Transactional Emails

Click 'Add new
template'

Dashboard Sales Catalog Mobile Customers Promotions Newsletter CMS Reports **System** [Get help for this page](#)

Latest Message: Imagine 2014 Registration is Open [Read details](#) You have 13 minor a [messages inbox](#)

Transactional Emails

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

ID	Template Name	Date Added	Date Updated	Subject
		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	
2	Amasty: Abandoned Cart Reminder		Oct 25, 2013 1:36:43 AM	{{var store.getFrontendName()}} in your shopping bag
3	Reminder with a discount	Oct 25, 2013 3:39:10 AM	Oct 25, 2013 3:39:10 AM	Abandoned Cart Recovery
4	Abandoned Notification for Enterprise Customers	Oct 27, 2013 4:39:35 AM	Oct 27, 2013 4:39:35 AM	You cart is waiting for you! Get {{var quote.getSubtotalWithCou}}

- My Account
- Notifications
- Tools
- Web Services
- Design
- Import/Export
- Manage Currency
- Transactional Emails
- Custom Variables
- Permissions
- Magento Connect
- Cache Management
- Index Management
- Manage Stores
- Order Statuses
- Configuration

[Add new Template](#) [Search](#)



User Guide: [Abandoned Cart Email](#)

Support: <http://amasty.com/contacts/>

7. Abandoned Cart Email – How to create e-mail template

New Email Template

Back

Reset

Convert to Plain Text

Preview Template

Save Template

Load default template

Template *

Amasty Abandoned Cart

Locale *

English (United States)

Load Template

Save the template after you finish it.
Now you can use any templates created in 'Transactional e-mails' section for abandoned cart e-mails.

Template Information

Template Name *

Amasty: Abandoned Cart Reminder

Template Subject *

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

Insert Variable...

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

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



8. Abandoned Cart Email – 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 [reply to this mail](#)

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 | Tel: +7(45) 123 45 67
support@company.com [Unsubscribe](#)

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

Display the coupon expiration date.

Provide customers with the opportunity to unsubscribe from your emails.

9. Abandoned Cart Email – Template Settings

Edit Email Template

[Back](#)[Reset](#)[Delete Template](#)[Convert to Plain Text](#)[Preview Template](#)[Save Template](#)

Template Information

Used Currently For

System -> [Configuration](#) -> [Abandoned Cart](#)

Template Name *

Amasty: Abandoned Cart Reminder

Template Subject *

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

Template Content *

Insert Variable...

```
<center>use coupon<span style="font-size: 10px; background-color: #f9f9f9;">{{var his  
{{layout  
  handle="amacart_email  
  quote=$quote  
  history=$history  
  mode=table  
  image=yes  
  price=yes  
  PriceFormat=excludeTax  
  discount=no  
  descriptionFormat=short  
  description=yes  
  optionList=yes  
  showConfigurableImage  
}}<br/>  
  
<div style="float: right; border: 1px solid #ccc; padding: 10px;">
```

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 [reply to this mail](#)

Items in your cart...


[View carts>>](#)




[ASICS® Men's GEL-Kayano® XII](#)
Price: \$134.99




[Coalesce: Functioning On Impatience T-Shirt](#)
Price: \$15.00



[The Get Up Kids: Band Camp Pullover Hoodie](#)
Price: \$30.00



[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](#)

Show items to your customers in the table view cell mode. Just edit the template located in 'Transactional emails' section. Set up "mode=table" in html content.

Specifying "image=yes" you enable product images displaying in your template.

"showConfigurableImage=yes" displays configurable products' images, if you mention their simple products in your template.

9. Abandoned Cart Email – Template Settings


Template Information	
Used Currently For	System -> Configuration -> Abandoned Cart -> Edit
Template Name *	Amasty: Abandoned Cart Reminder
Template Subject *	{{var store.getFrontendName()}}: Items in your shopping cart
	Insert Variable...
Template Content *	<div> <p>Get them with discount!


 <center>use coupon{{var history.getDiscountCode()}}</center></p> <p> {{layout handle="amacart_email_quote quote=\$quote history=\$history mode=list image=yes price=yes PriceFormat=includeTax discount=no descriptionFormat=full description=yes showConfigurableImage=yes }}
 <div style="float: right; border: 1px solid black; padding: 5px; text-align: center; width: 150px; margin-top: 10px;"> Use Coupon: {{var history.getDiscountCode()}} </div> </p> </div>


Dear Adam Brown,

You have items in your shopping bag.

Get them with discount!

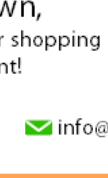
 +7(45) 123 45 67

 info@company_name.com

 [reply to this mail](#)

Items in your cart...

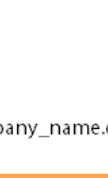
[View carts>>](#)



ASICS® Men's GEL-Kayano® XII

The ASICS® GEL-Kayano® XII running shoe delivers the ultimate blend of cushioning and support.


Price: \$134.99



Coalesce: Functioning On Impatience T-Shirt

- o 6.1 oz. 100% preshrunk heavyweight cotton
- o Shoulder-to-shoulder taping
- o Double-needle sleeves and bottom hem

Price: \$15.00



The Get Up Kids: Band Camp Pullover Hoodie

Printed on American Apparel Classic style 5495 California Fleece Pull-Over Hoodies.

Price: \$30.00

CHECK OUT

9. Abandoned Cart Email – Template Settings

Edit Email Template

[Back](#)[Reset](#)[Delete Template](#)[Convert to Plain Text](#)[Preview Template](#)[Save 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 *

Get them with discount!
<center>use coupon<span st
10px; background-color: #f9f9f9;">{{var his

You can show or hide the product price. Set up "price=yes" or "price=no" when editing template.

When you specify "discount=yes" you add the discount price which was fixed in Abandoned Cart Rules (see page 8).

Decide which price to show to customers: tax-included or tax-excluded and then specify the appropriate settings: priceFormat=includeTax or priceFormat=excludeTax.

```
{{layout  
  handle="amacart_email,  
  quote=$quote  
  history=$history  
  mode=list  
  image=yes  
  price=yes  
  PriceFormat=includeTax  
  discount=yes  
  descriptionFormat=full  
  description  
  showC  
  variableImage  
}}<br>
```

Template Styles

Dear Adam Brown,

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

+7(45) 123 45 67

info@company_name.

Here is a coupon code appeared after specifying "discount=yes".

Save money with coupon code 53BBB75F4262A !

Items in your cart...

[View carts>>](#)



Coalesce: Functioning On Impatience T-Shirt

Comfortable preshrunk shirts. Highest Quality Printing.

- o 6.1 oz. 100% preshrunk heavyweight cotton
- o Shoulder-to-shoulder taping
- o Double-needle sleeves and bottom hem

Price: \$15.00

Discount Price: \$13.50



The Get Up Kids: Band Camp Pullover Hoodie

Printed on American Apparel Classic style 5495 California Fleece Pull-Over Hoodies. Sizing info is available here.

Price: \$30.00

Discount Price: \$27.00



User Guide: [Abandoned Cart Email](#)

Support: <http://amasty.com/contacts/>

9. Abandoned Cart Email – Template Settings

Template Information

Used as Default For

System -> [Configuration](#) -> [Abandoned Cart](#) -> Email

Template Name *

Template Subject *

Template Content *

Template Styles

Insert Variable...

```
quote=$quote
history=$history
mode=list
image=yes
price=yes
priceFormat=exculdeTax
descriptionFormat=short
discount=yes
optionList=yes
}}<br/>
</td>
</tr>

<tr class="email-footer">
<td>
<table cellpadding="10" cellspacing="10">
<tr>
<td align="center" class="font-size-12">
<a style="text-decoration: none; color: #000000;" href="#">
```

You can show or hide configuration options like color, size etc. for configurable products in your email template. Set up "optionList=yes" or "optionList=no" when editing the template.

Dear Adam Brown,

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

+7(45) 123 45 67


info@company_name.com

reply to this mail

Save money with coupon code 54B64AC7A8A5E!

Items in your cart...

View carts>>



Anashria Womens Premier Leather Sandal

Shoe Size 6

Buckle embellished contrasting straps adorn both the heel and canvas covered wedge of this t-strap sandal to make it a truly unique addition to your wardrobe

Price: \$38.75

Discount Price: \$34.88

Here is the example of the configuration option (shoe size) "optionList=yes"

CHECK OUT

9. Abandoned Cart Email – Template Settings

Edit Email Template

[Back](#) [Reset](#) [Delete Template](#)

Template Information

Used Currently For System -> [Configuration](#) -> [Abandoned Cart](#) -> En

Template Name * Amasty: Abandoned Cart Reminder

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

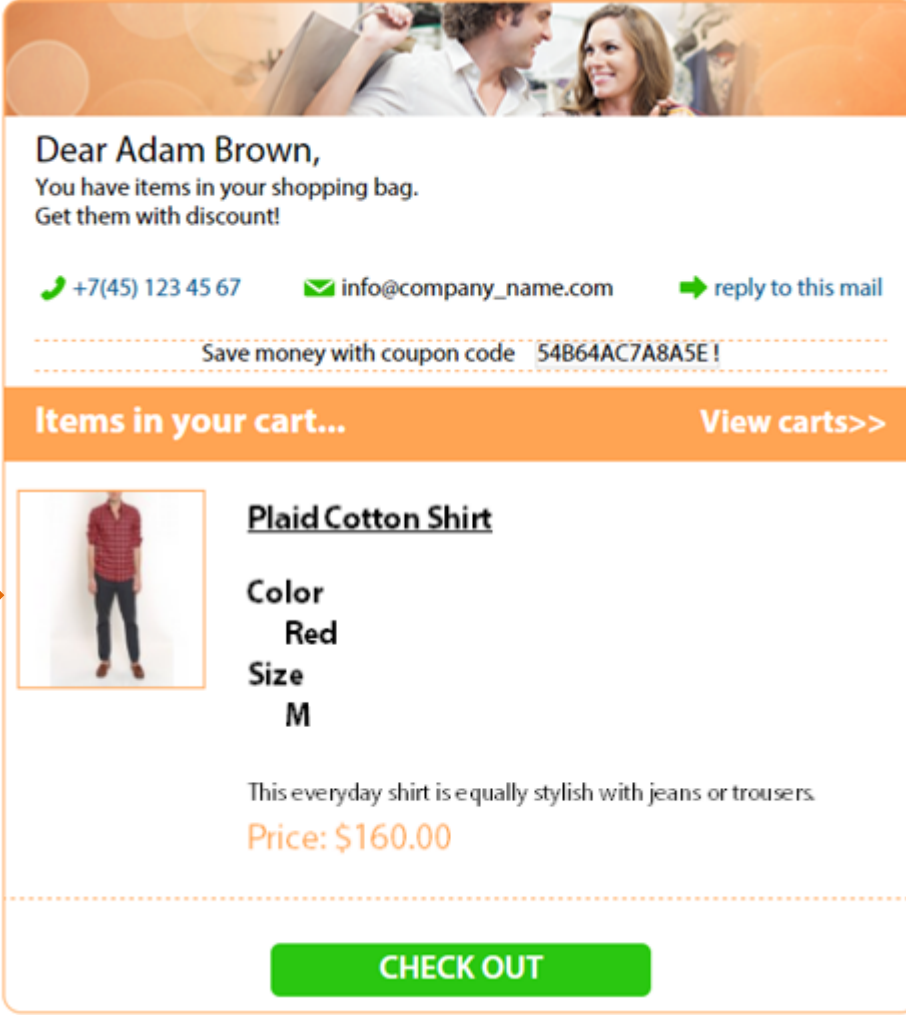
Insert Variable...

Template Content *

You can show or hide a product image of the parent configurable product. Set up “showConfigurableImage=yes” or “showConfigurableImage=no” when editing the template.

```
price=yes
PriceFormat=includeTax
discount=yes
descriptionFormat=full
description=yes
showConfigurableImage=yes
}}<br/>
<div style="float: right; border: 1px so
14px;">
  <a style="color: white; font-weight:
history.getPlaceOrderUrl()}}>Place Order</a>
</div>
Total with coupon: {{var quote.getSul
Total without coupon:{{var quote.getS
<div>
  Don't want to...
</div>
<a href="{{var history.getUnsubscrib
..
```

Template Styles body,td { color:#2f2f2f; font: 11px/1.35em Verdana,




Dear Adam Brown,
You have items in your shopping bag.
Get them with discount!

+7(45) 123 45 67 info@company_name.com reply to this mail

Save money with coupon code 54B64AC7A8ASE!

Items in your cart...

[View carts>>](#)



Plaid Cotton Shirt

Color
Red

Size
M

This everyday shirt is equally stylish with jeans or trousers.

Price: \$160.00

[CHECK OUT](#)



9. Abandoned Cart Email – Template Settings

Template Information

Used Currently For

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

Template Name *

Amasty: Abandoned Cart Reminder

Template Subject *

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

Insert Variable...

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>
    Date purchase: {{var formatmanagerformatDate('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>
```

Template Styles

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

Use format manager to choose how to display in the template:

- currency
- date
- price
- time

You can choose whether to use short/long or medium display type. Here you can see the example with date format.

The long type is specified.



CHECK OUT

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

The long date format is displayed in the email template.



User Guide: [Abandoned Cart Email](#)

Support: <http://amasty.com/contacts/>

9. Abandoned Cart Email – Template Settings

Template Information	
Used as Default For	System -> Configuration -> Abandoned Cart -> Email Templates -> Main Template (GLOBAL)
Template Name *	Amasty: Abandoned Cart Reminder
Template Subject *	{{var store.getFrontendName()}}: Items in your shopping bag
	Insert Variable...
Template Content *	<pre></table> </td> </tr> <tr class="footer"> <td align="center" valign="top"> <table border="0" cellpadding="20" cellspacing="0" width="600" style="width: 600px; margin: 0 auto;"> <tr> <td align="center" valign="top" class="font_14" style="font-size: 14px; font-family: 'Verdana', Geneva; white-space: nowrap;"> Delivered by CompanyName, Street 123, City Telephone support@company.com Unsubscribe </td> </tr> </table> </td> </tr> </table> </body></pre> <div>Use URL manager to automatically create URLs corresponding to Magento requirements.</div>
Template Styles	



Thank you!

Should you have any questions or feature suggestions, please contact us at:

<http://amasty.com/contacts/>

Your feedback is absolutely welcome!



User Guide: [Abandoned Cart Email](#)

Support: <http://amasty.com/contacts/>