User Guide
Abandoned Cart Reminder Pro

The ABANDONED CART REMINDER PRO module allows you to automatically send a reminder email to any customer who creates a cart without completing their order on your store.

1 - REMINDER DASHBOARD TAB

Here you'll find the DashBoard of your set reminders.
All created reminder will be sum up here with important information :

> **1- The time** after cart abandonment before your customer will receive your reminder

2 - The email subject *you have set for each reminder*

3 - The discount *you have set for each reminder*

4 - The languages *you have fulfill for email content.*

5 - Status *of each reminder : you can at anytime enable or deactivate one of these reminders.*

6 - Actions : *preview the email content or delete a reminder.*

Tips ! By clicking on a line you'll have even more detail about it !
- **Email template chosen** *(image is static and won't change according to your settings of content or color, the preview features in action buttons is meant for that).*
- **Target of the reminder**
- **Discount detail** *if you have set discount depending on cart value ranges.*

N.B. :
- *The reminders will be automatically sorted according to interval of time set.*
- *Your customers will receive email according to their language during their journey on your shop. If you have not set their language, they'll receive english version instead. If you have not fulfilled english version, they won't receive any reminder.*
- *You can set up to 5 reminder at maximum. Don't spam your customer with email, drive conversion through content or discount and not quantity of reminder.*

The main action on this tab is to **create a new reminder or edit an existing one.**

By clicking on **"Create New Reminder"**, *you'll start a 3 steps configuration process.*

2 – CREATE A NEW REMINDER CAMPAIGN IN 3 STEPS

First Step - Target & Frequency

In this step, choose the clients to whom you wish to send reminders emails and the frequency of emailing.

- **Target:** choose if you want to send reminders to all of your clients who abandoned their cart with NO or only to those who subscribed to the newsletter of your store with YES.

You can also target your customers according to their experience with your shop:
- **active customers** which have completed an order in the last 6 months
- **inactive customers**, which have completed an order, but at least 6 months ago
- **customers with no order** that have only created an account but never completed a order on your shop (so far!).

N.B. : Please check about legal obligations and restrictions in sending emails to your customers.

- **Reminder frequency.** You can set the time interval in hours or days when reminders will be sent, starting from the cart abandonment.

Tips : Best practice recommend to set only 3 reminders at 1 hour, 1 day and 5 days after cart abandonment. Feel free to take our recommendations into account!

Then click on **Next** and go to the next step.

Second Step - Discount

First, choose if you want discounts to depend on the total amount of the abandoned cart or if you will offer a fixed discount for all cart amounts.

Let's configure a fixed discount first !

(1) Discount type: *percentage, amount, free shipping or no discount at all.*

Amount: *This rule applies a monetary discount to the total order. For example, suppose that the order costs €200 before taxes. If a value of €20 is given to the rule, customers who benefit from the rule will only pay €180 (before shipping). You can choose if the discount will apply before or after taxes and if it is combinable with any other rule the customer owns.*

Percentage (%): *This rule applies a percentage to the total order amount. For example, suppose that the order would cost €200 before taxes. If a value of 15% is given to the rule, customers who benefit from the rule will only pay €170 (before shipping). You can choose if the discount is combinable with any other rule the customer owns.*

Free shipping: *free shipping for the order.*

No Discount : *the reminder will not provide any discount code*

(2) *If you choose a percentage or amount reduction, fill in the reduction value in the **'Value' field**.*

(3) *Indicate the **validity date** (number of days for which the discount is valid). If you choose to offer free shipping, fill in the validity date for the discount only.*

(4) *You can choose if this discount will be **combinable** with any other cart rule that the customer owns. In the case of amount discount type, you can also choose if the discount will apply on the price **including or excluding taxes.***

Let's set a discount based on the customer's cart total:
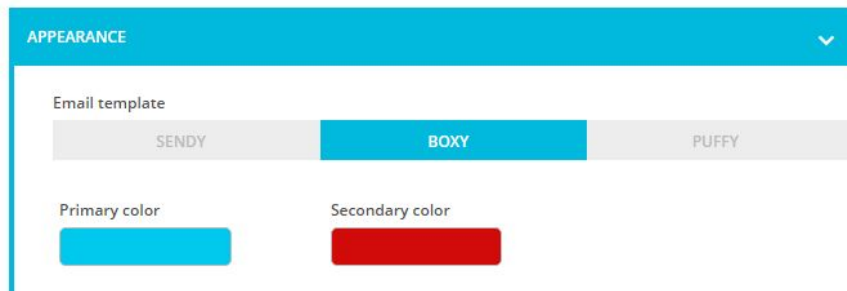
(1) Switch « Enable cart value ranges to define discount » on YES

(2) You can select the limits for each range. You can determine a minimum cart total to receive the reduction and a maximum for the first range by clicking on grey amount on the left.

(3) For this first range (1€ - 50€ in this example), choose the discount to apply, as the previous fixed range tutorial

(4) Then click on « + » to add a new range, set its limits as before, and continue.

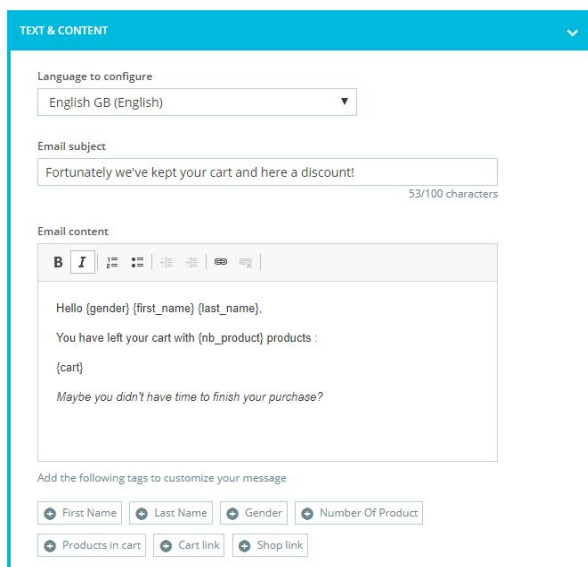(5) When you have created as many ranges and discounts as you wanted, click on Next.

Tips ! Please check that you will still be profitable once your customer will finish his purchase using the discount.

Third Step – Email Template

Appearance tab

(1) Select the **email template** you want to use among the 3 professional templates provided : Boxy, Sendy or Puffy. You can see the Live Preview on the right side to help you choose.

(2) Pick a **main color and a secondary color** to customize the template. By choosing your brand colors, the customer will automatically identify the email from your shop.
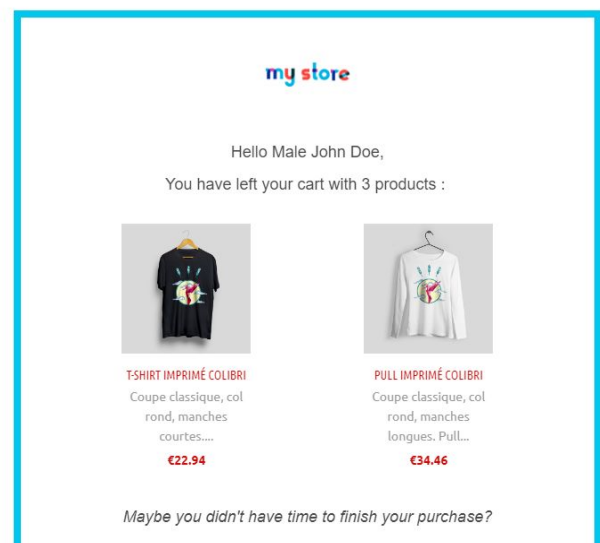
Text & Content Tab and live preview

(3) Select the **language** you want to configure in the following fields. Come back to that step for every language you want to configure.

Tips ! Customers will receive the reminder email in their shopping language, if you have configured it. If you haven't, they will receive the english version, if you haven't, they won't receive any reminder. We recommend to configure the email template in every

language of your shop to maximize your abandoned cart reminder campaign. Addressing your prospects in their mother tongue will ensure that they understand the message, therefore increasing the chances of converting them into customers.

(4) Fill the **email subject**. *Make it short (less than 60 characters) and incentive. (e.g.: "Complete your order before it's too late!", or "There's still time to confirm your order!".*

(5) **Email Content**. *Use the available tags that allow you to add the customer's first name and surname as well as the content of the abandoned cart or cart link.*

Tips ! Be more moderate in the main body text: "Maybe you didn't have time to finish your purchase?" or "Can we help you?", etc.

Discount text & Call to action and live preview

(6) **Discount text**. *Use the available tags to provide a discount code with its value and validity date to your customer. This text will only be present in the email if the customer cart value is eligible to any discount according to your configuration in step 2.*

(7) **Call-to-action text**. *A good call-to-action to redirect the customer to his cart awaiting to be converted will boost your click rate and therefore conversion rate.*

Reassurance elements and Social Networks and live preview

(8) Reassurance elements. *You can choose among dozens of icons and set short reassurance statements to boost your conversion rate : safe payment, quick delivery, qualified after-sales support, ...*

(9) Social Network. *By adding your social network URL, customers will be able to visit and follow your social network pages.*

Unsubscribe text & Live Preview

(10) Unsubscribe text. *You can set a unsubscribe text in your email footer. The customers will be able to click on your unsubscribe text to remove their email address from the reminder list for ever. Use the unsubscribe tag and replace its tex in the unsubscribe link text.*

(11) Mobile or Tablet Preview. *You can preview your email on other device sizes.*

*(12) **Go back to step 3** to configure another language if needed or **Save**.*

3 – AUTOMATIC EMAIL SENDINGS TAB

So far, you have configured your reminder campaign with their target, frequency, content and probably discount.
Before these emails are automatically sent to your customer if they do abandon their cart, you need to make configure the automatic checking of any customer to be targeted. You need to configure you CRON TASK. This is a URL to call every hour to trigger the email sendings according to your settings.
You can set this CRON TASK with the native module in PrestaShop. We do recommend to use a free external service.
This is pretty easy !

(1) Go to http://www.easycron.com/user and log in with an account.
(2) Create a new Cron Job and copy and paste the URL below into the required field:
(3) In "When to execute", select "Every hour".
(4) Click on "Create CRON Job"

4 – STATISTICS TAB
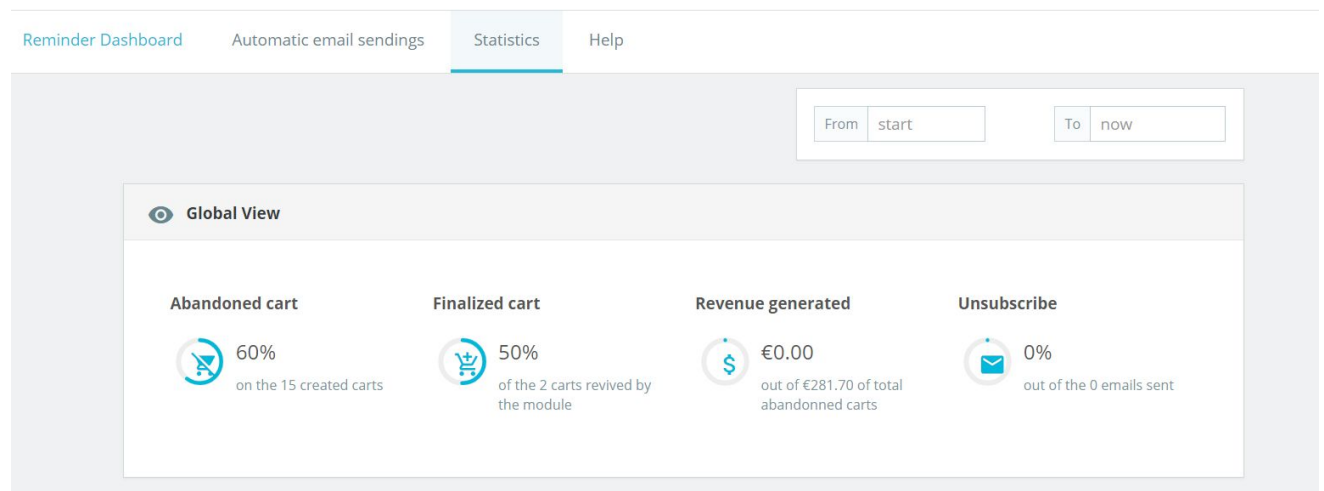
Global Statistics

These 4 global statistics will give you a dashboard to drive your campaign.

(1) Abandoned carts : rate of abandoned cart on your shop out of the total amount of cart created
(2) Finalized cart : rate of carts that have led to an order out of the total number of abandoned carts that the module has treated and sent an email to the corresponding customer.

(3) Revenue Generated : Corresponding value of converted carts with the module out of the value of every abandonned carts that the module has treated and sent an email to the corresponding customer.

(4) Unsubscribe : rate of customers having unsubscribe of your campaign out of number of customer that have received at least one reminder email.

Tips! You can select a period with the date picker.

For every reminder that you have created, you will also have specific statistics and therefore conversion funnel.
Number of email sent > Number of email opened > Number of email clicked > Number of converted carts through that reminder.

Tips ! If you opening rate is low, you should rework your email subject to be more incentive. If your clicking rate is low, you should add more link to your shop, the cart or a Call-to-Action. If your conversion rate is low, you may try to configure higher discount.

5 – HELP TAB

FAQ. You can view the questions most frequently asked by retailers that have purchased this module at any time. This FAQ section should answer most of your questions about how the module works and its configuration.
CONTACT. Get our contact details for any questions you may have about using the module.

The Abandoned Cart Reminder Pro module for PrestaShop was developed by the PrestaShop Team, guaranteeing perfect compatibility with the PrestaShop e-commerce software.