User Guide

Abandoned Cart Reminder Pro

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

1. GETTING STARTED TAB

You can visit this tab at any time to access the module documentation and get configuration help.

2. TARGET AND FREQUENCIES TAB

In this tab, 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 or only to those who subscribed to the newsletter of your store.

Learn more about legal obligations and restrictions in sending emails to your customers: Commerce et données personnelles.

- **Reminder frequency.** You can create up to 3 reminders by determining the times or days when reminders will be sent, starting from the first reminder. Feel free to take our recommendations into account. You can also issue reminders about carts that were abandoned before you installed the module by specifying the time limit in days.

Then click on Save and go to the next tab.

3. EMAIL TEMPLATES TAB

In this tab, you can create reminder emails that are adapted to your customers languages and to the number of reminders you configured by choosing:

- **The language used in the reminder email.** Addressing your prospects in their mother tongue will ensure that they understand the message, therefore increasing the chances of converting them into customers.

Make sure you offer the abandoned cart reminder email in all the languages you offer on your store. If a customer's language is not defined, configure cart reminders in your store's default language.

In the **Template List**, you will find a **summary table** of all the cart reminders created for each language selected in the 'Language' section.

In **Configure your templates** section, configure the following elements:

- **Content.** To optimize the opening rate of your emails (and therefore conversion to your store), 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.

Be careful: the tag %DISCOUNT_TXT% is special. You need to go to the discount tab to configuration its content before using it inside your template.
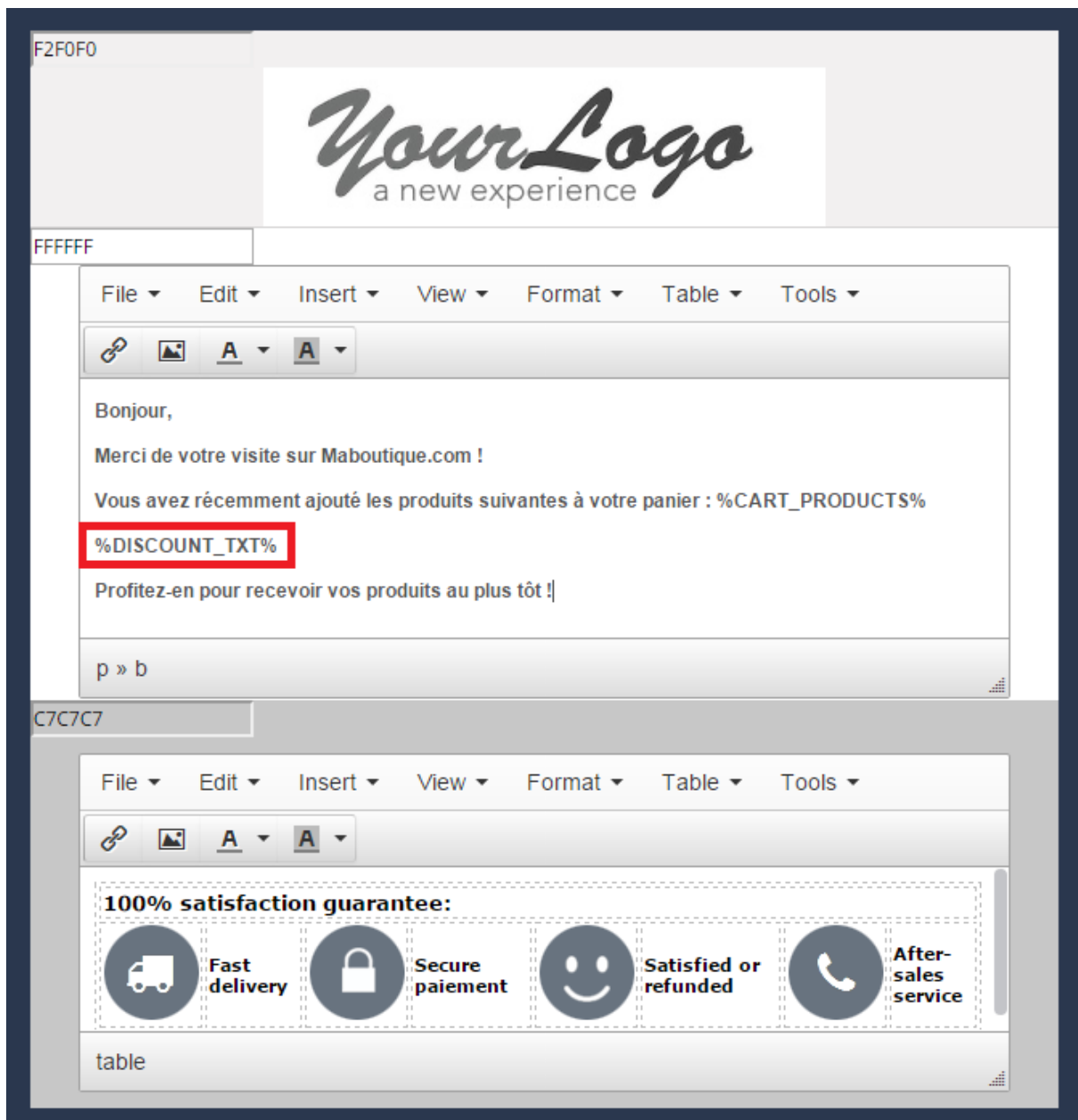
For the subject, feel free to use enticing sentences (e.g.: "*Complete your order before it's too late!*", or "*Complete your order to get your items as soon as possible!*"). It is also recommended that you do not use more than 60 characters.

Write a reassuring hook: "*There's still time to confirm your order!*", "*We've reserved your items until tomorrow!*", etc.

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

You can also include a link to your store.
And remember to add the CNIL notice. You can find French-language templates at the following link: http://www.cnil.fr/vos-obligations/informations-legales/

- **Template design**. Choose the template you want to use for your reminders.

    Templates can be fully customized in your store's colors. You can add your logo, choose the font, insert tables and images, and more.

Save the configuration of your template and do the same for other templates. Then go to Discounts tab.

4. DISCOUNTS TAB

This tab allows you to configure the following aspects:

- ✓ Enable/disable the discount

- ✓ Type: percentage, amount or free shipping.

- ✓ Reduction by an amount. Allows you to configure different types of discounts depending on the abandoned cart value.

- ✓ Value

- ✓ Validity (choose between a fixed date or a period of a number of days)

First, choose the template you want to use to add discounts. Then enable the discount option.

You can 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.

Fixed discount:

Voulez vous que la valeur de votre réduction change selon le montant total du panier du client ?

| | | OUI | NON |

| Type | **1** | Pourcentage | MONTANT | Frais de port offerts |

| Valeur | **2** | | € |

| Date de validité | **3** | | Jours |

(1) You can choose a percentage reduction or amount reduction, or you can offer free shipping.

> *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 taxes and shipping).
> *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 taxes and shipping).
> *Free shipping:* free shipping for the order.

(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.

Discount based on the customer's cart total:

Voulez vous que la valeur de votre réduction change selon le montant total du panier du client ?

| | OUI | NON |

1 Choisissez le nombre de tranches de réduction | 1 ▼ |

TRANCHE 1

Un panier d'un montant total supérieur à   **2** | | € | Type   **3** | Montant ▼ | Le montant de la réduction est | | € | **4**

Date de validité | | Jours | **5**

(1) You can configure between 1 and 3 discount ranges.

(2) You can select the limits for applying each range. You can determine a minimum cart total to receive the reduction.

(3) (4) Also select the type of reduction applied.

> *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 taxes and shipping).

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 taxes and shipping).
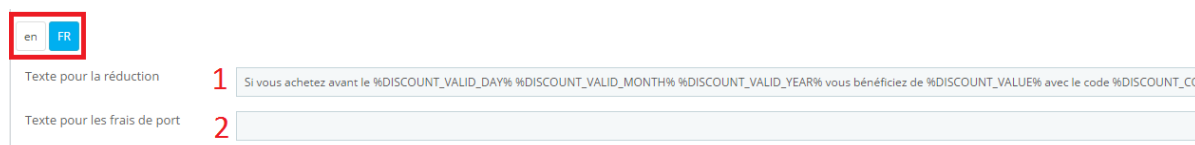*Free shipping:* free shipping for the order.

(5) Select the validity date. Maximum number of days during which the discount will be enabled.

If you choose to offer free shipping, fill in the validity date for the discount only.

DISCOUNT TEXT CONFIGURATION

You can add a text reminder to your email, including information on the discount for all languages enabled on your store.

(1) Use the "Discount text" field ONLY if the reduction you have configured is a percentage or amount reduction.
(2) Use the "Free shipping text" field ONLY if the reduction you have configured is for free shipping.

Important: To write the text, use the labels provided to include the total amount, validity date and discount code automatically:

%DISCOUNT_VALUE% - This label will be replaced in the reminder email by the reduction amount you configured. E.g.: 20% or €50
%DISCOUNT_VALID_DAY% - This label will be replaced in the reminder email by the day on which the reduction expires.
%DISCOUNT_VALID_MONTH% - This label will be replaced in the reminder email by the month in which the reduction expires.
%DISCOUNT_VALID_YEAR% - This label will be replaced in the reminder email by the year in which the reduction expires.
%DISCOUNT_CODE% - This label will be replaced in the reminder email by the reduction code. E.g.: CAVa70c6

Example text for a reduction by a percentage or amount:

If you buy before %DISCOUNT_VALID_DAY% / %DISCOUNT_VALID_MONTH% / %DISCOUNT_VALID_YEAR%, you'll receive %DISCOUNT_VALUE% with the code %DISCOUNT_CODE%

Example shipping text:

Free shipping until %DISCOUNT_VALID_DAY% using the code %DISCOUNT_CODE%.

Important: In order for the discount text to be displayed in the email, copy the label "%DISCOUNT_TXT%" into the body of your reminder email. Your free shipping or reduction text will be automatically displayed in the place of the label.

To finalize the discount, save the configuration and return to the Email Templates tab.

5.   REMINDERS ACTIVATION TAB

In order to send reminders, you must configure a cron task, which is a process that allows you to schedule regular tasks.

Choose one of the 3 options below to activate reminders and start sending mails to your clients who have abandoned carts.

1) Automatic reminders (with native cronjob module)

To do this, click the "ACTIVATE AUTOMATIC REMINDER" button.
Reminders will then be automatically configured with the 'Cron task' module, which can be found in your PrestaShop Back Office.

2) Manual reminders

You can also send manual reminders. To do this, enter the following URLs in your browser:

First reminder:
http://192.168.11.110/presta_chris/modules/cartabandonmentpro/send.php?id_shop=1&token=1658736211542eb05dd3aa46.69659419&wich_remind=1
Second reminder:
http://192.168.11.110/presta_chris/modules/cartabandonmentpro/send.php?id_shop=1&token=1658736211542eb05dd3aa46.69659419&wich_remind=2
Third reminder:

http://192.168.11.110/presta_chris/modules/cartabandonmentpro/send.php?id_shop=1&token=1658736211542eb05dd3aa46.69659419&wich_remind=3

3) Setting up a cron task on your server

If you like, you can configure your cron task yourself on your own server:

First reminder:
0   *   *   *   * php –f
/var/www/htdocs/presta_chris/modules/cartabandonmentpro/send.php?id_shop=1&token=165873
6211542eb05dd3aa46.69659419&wich_remind=1
Second reminder:
0   *   *   *   * php -f
/var/www/htdocs/presta_chris/modules/cartabandonmentpro/send.php?id_shop=1&token=165873
6211542eb05dd3aa46.69659419&wich_remind=2
Third reminder:
0   *   *   *   * php -f
/var/www/htdocs/presta_chris/modules/cartabandonmentpro/send.php?id_shop=1&token=165873
6211542eb05dd3aa46.69659419&wich_remind=3

For a better performance, we recommend you to choose the third option, which is setting up a cron task on your own server.

6.   STATISTICS TAB

Here you can find a summary of reminder emails created as well as the number of times each email has been opened and clicked.

7.   FAQ (Frequently Asked Questions) TAB

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.

8.   CONTACT TAB

Get our contact details for any questions you may have about using the module.

Useful links:

PrestaShop User Guide