Magento 2 - Abandoned Cart Reminder

A module which sends reminder email to customer upon cart abandonment after certain time has passed. User can configure cart abandonment duration in the module configuration as well as view the logs for reminder emails sent in the provided grid in REPORTS menu.

By default, module only sends reminder email to those emails that has given opt-in consent in newsletter entity. This option is configurable in the module configuration, to bypass consented option and send email to all emails irrelevant to consent.

Email template is editable, it can be edited in admin backOffice menu item MARKETING -> Email Templates -> Add New Template -> Load Default Template -> 'AQ Abandoned Carts: Reminder Email'. Newly created template can be used for sending Abandoned Cart reminders by mapping it in module's configuration.

Requirements

- Magento 2.3+
- Magento module(s) dependency
  - Sales
  - Config
  - Quote
  - Catalog
  - Store
- Adeelq core module

Installation

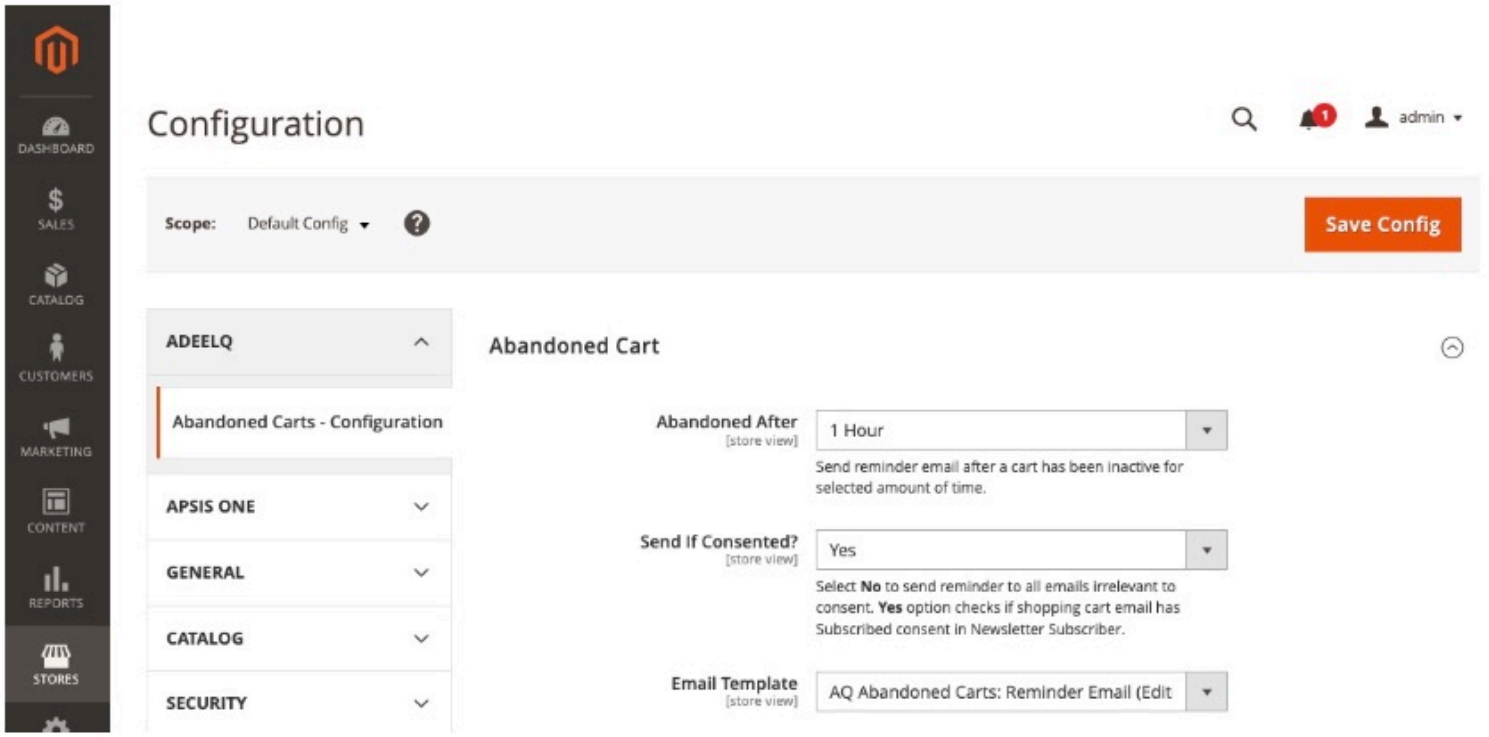
It is recommended to use composer to install the module.

```
composer require adeelq/magento2-abandoned-cart-reminder
```

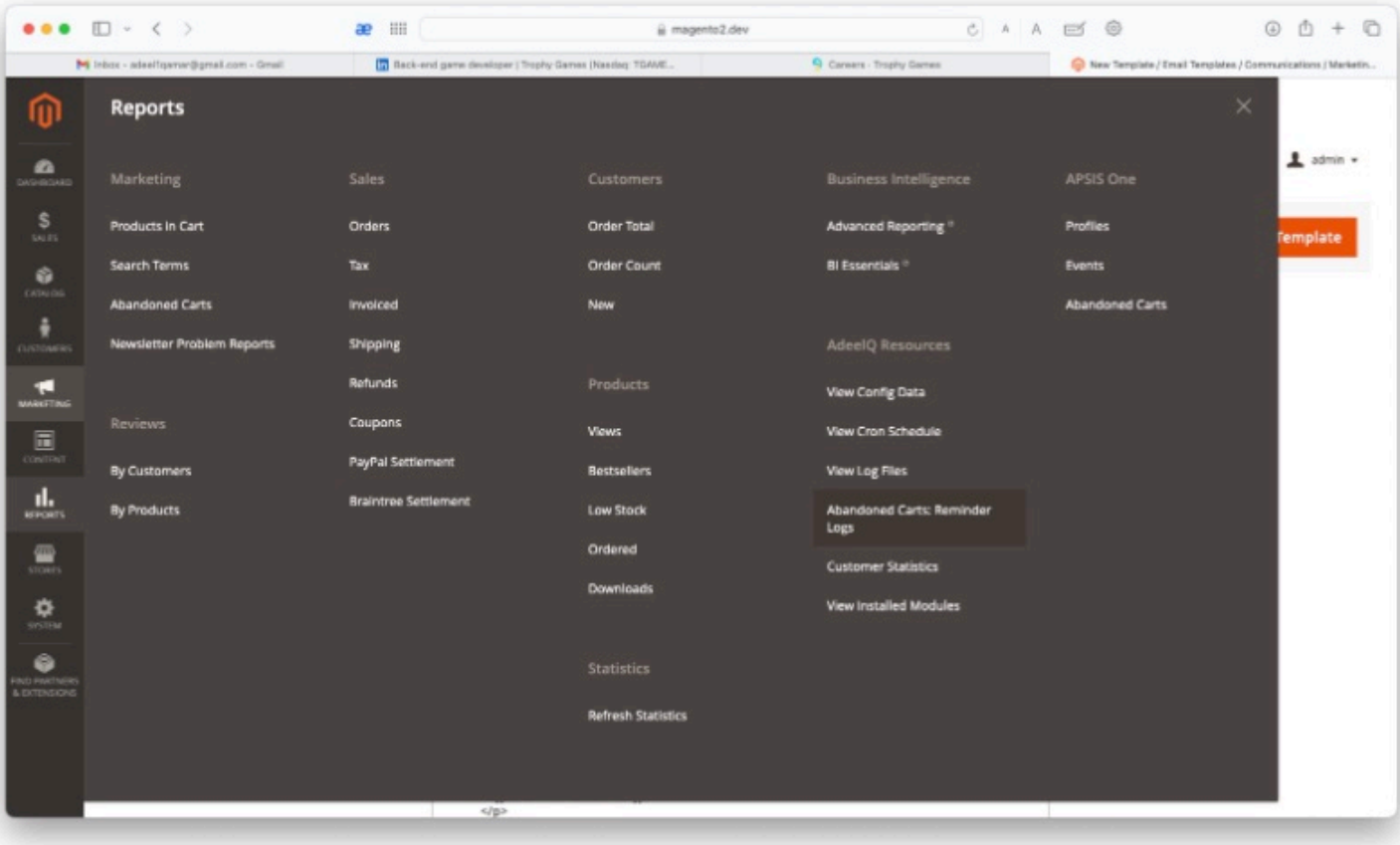
If you do not use composer, ensure that you also load any dependencies that this module has.

Screenshots

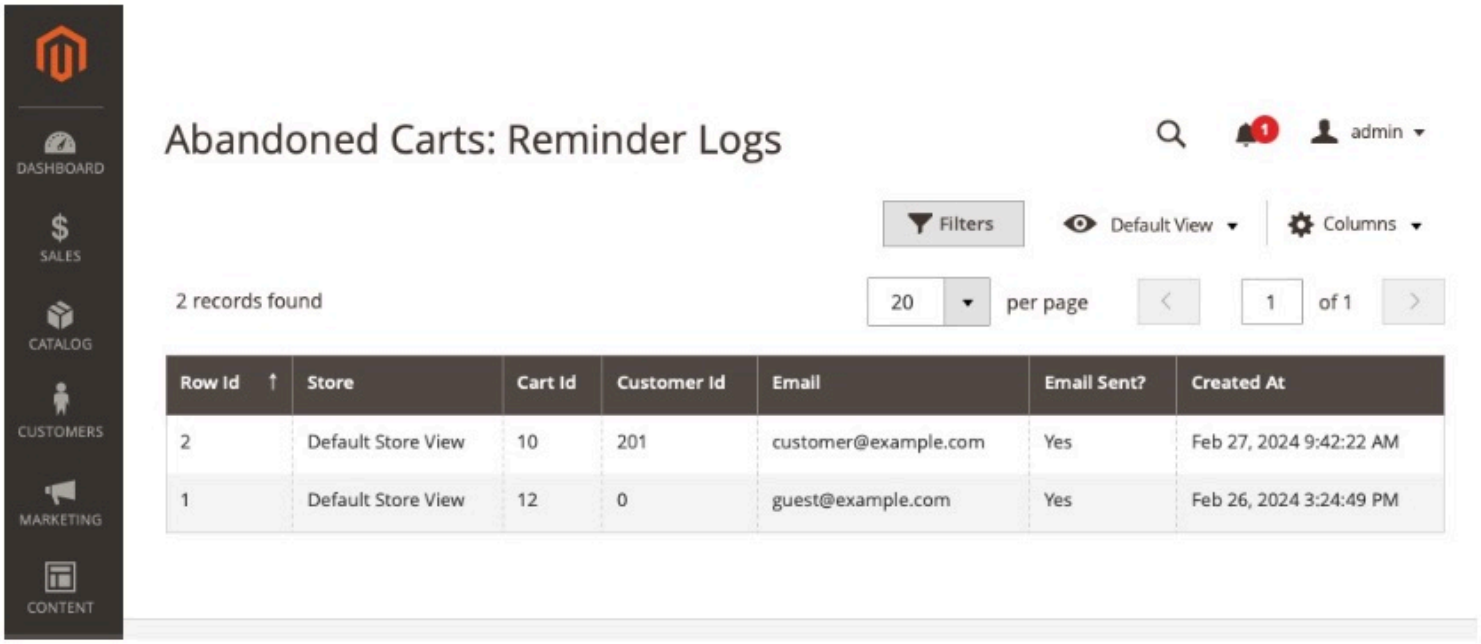
Configuration page



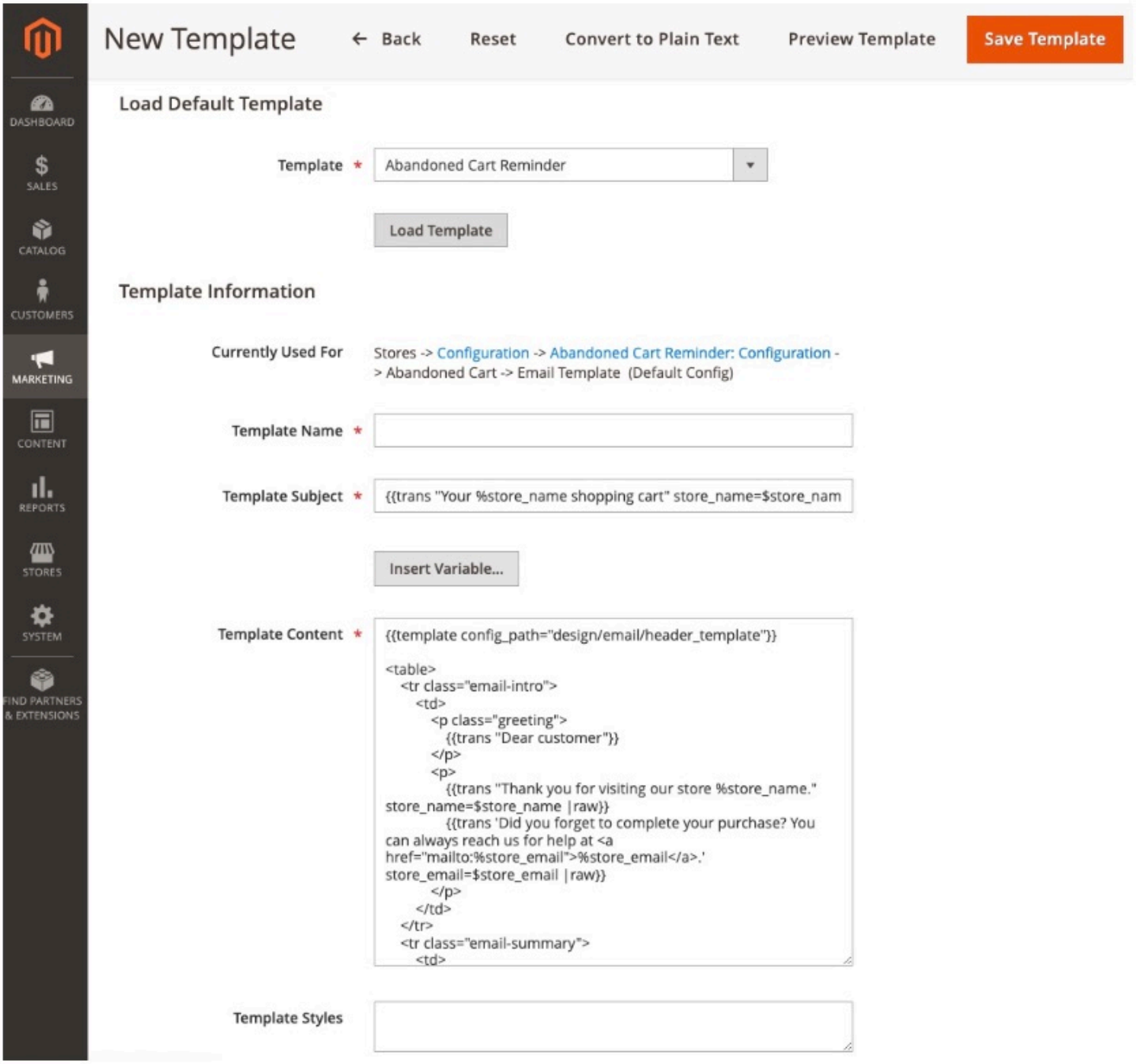
Menu


magento2.dev
Reports
Marketing
Products In Cart
Search Terms
Abandoned Carts
Newsletter Problem Reports
Reviews
By Customers
By Products
Sales
Orders
Tax
Invoiced
Shipping
Refunds
Coupons
PayPal Settlement
Braintree Settlement
Customers
Order Total
Order Count
New
Products
Views
Bestsellers
Low Stock
Ordered
Downloads
Statistics
Refresh Statistics
Business Intelligence
Advanced Reporting
BI Essentials
AdeelQ Resources
View Config Data
View Cron Schedule
View Log Files
Abandoned Carts: Reminder Logs
Customer Statistics
View Installed Modules
APSIS One
Profiles
Events
Abandoned Carts
admin
Template

Grid page


DASHBOARD
SALES
CATALOG
CUSTOMERS
MARKETING
CONTENT
Abandoned Carts: Reminder Logs
admin
Filters
Default View
Columns
2 records found
20
per page
1
of 1
Row Id
Store
Cart Id
Customer Id
Email
Email Sent?
Created At
2
Default Store View
10
201
customer@example.com
Yes
Feb 27, 2024 9:42:22 AM
1
Default Store View
12
0
guest@example.com
Yes
Feb 26, 2024 3:24:49 PM

Edit email template



Example abandoned cart reminder email

From CustomerSupport <support@example.com>
Subject **Your Default Store View shopping cart**
To adeel1qamar@gmail.com

Show headers

HTML | Plain text | Source

LUMA

Dear customer

Thank you for visiting our store Default Store View. Did you forget to complete your purchase? You can always reach us for help at support@example.com.

Your cart contains 3 products.

Click on following link to go back to cart.

Items	Qty	Price
Push It Messenger Bag SKU: 24-WB04	1	SEK32.51
Fusion Backpack SKU: 24-MB02	1	SEK42.63
Hero Hoodie SKU: MH07-M-Gray	1	SEK45.90

How to test the Abandoned Cart Reminder module?

PREREQUISITES

- **Cron**. Make sure Magento cron is setup.
- **Store Info**. Make sure store name and support email is setup.
- **Module Configurations**. Either use default values provided by the module or modify them and then proceed to test. Read below for more detailed explanation for each configuration.

Module configurations can be accessed from admin backOffice menu item
STORES -> Configurations -> ADEELQ -> Abandoned Cart Reminder - Configuration

- Default value for module config **Abandoned After** (cart abandonment) is set to 1 hour. This can be changed to as low as 15 minutes and as high as 24 hours.
- Default value for module config **Send If Consented** is set to YES. This is in compliance with EU GDPR rules. It can be changed to NO to send to all emails.
- Default value for module config **Email Template** is set to unedited default template. This can be changed to other edited versions of default template.

STEPS TO PERFORM

1. Make sure all prerequisites are met.
2. Proceed to shop front page.
3. Create a customer account.
4. This step is needed only if **Send If Consented** config is set to **YES**.
    - Login to customer account page and subscribe to Newsletter.
5. Add one or more products to the cart.
6. Either close the browser tab/window or logout from customer account.
7. Wait for cart to become abandoned as per configured duration set in **Abandoned After** config.
8. Once the cart abandonment duration has passed and cart has been identified as abandoned
    - You should receive a abandoned cart reminder email.
    - A log entry should not exist in **Abandoned Carts: Reminder Logs** report.