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For more details see the Abandoned Cart Email for Magento 2 extension page.

Guide for Abandoned Cart Email for Magento 2

Augment sales revenue by the increased number of completed orders. Automatically send catchy reminders. Enhance customer loyalty by offering discount coupons.

- One-step cart recovery
- Precise email targeting
- Flexible dispatch schedule
- Personalize email templates
- Built-in discount coupon generator
- Analyze email campaigns performance

General extension settings

Extension configuration is located at **Stores → Configuration → Amasty Extensions → Abandoned Cart Email**

General

General

<table>
<tr>
<td>The Coupon is Available Only for Particular Customer [global]</td>
<td>No ▼
If the option is disabled the coupon can be used by all customers.</td>
</tr>
<tr>
<td>Trigger a Campaign No More Than 1 Time per Quote [global]</td>
<td>Yes ▼</td>
</tr>
<tr>
<td>Send Emails Only to Registered Customers [global]</td>
<td>No ▼</td>
</tr>
<tr>
<td>Automatically Remove Sent Emails from History [global]</td>
<td>180
In days.</td>
</tr>
<tr>
<td>Disable Guest Email Logging for EU Customers (GDPR Compliance Requirement) [store view]</td>
<td>Yes ▼
For use this setting you need import GEOIP Data
import GeoIP Data</td>
</tr>
</table>

- **The coupon is available only for a particular customer** - when this option is enabled, only the customer who received the email will be able to apply the coupon on the cart.
- **Trigger a campaign no more than 1 time per quote** - when this option is enabled, a customer will receive abandoned cart email (or email if you created a set) only once even if the cart conditions suit more than 1 campaign. The campaign that triggers email sending is determined by the priority setting.
- **Send emails only to registered customers** - with this setting guest customers won't receive any abandoned cart emails.
- **Automatically remove sent emails from History** - specify the number of days, after which sent emails should be removed from History.
- **Disable guest email logging for EU customers (GDPR compliance requirement)** - when enabled, the EU customers' emails won't be saved by the system to avoid sending emails, to which the EU customers didn't give consent.

Email Templates

Email Templates

Sender Name [store view]	Owner
Sender Email [store view]	General Contact ▼
	General Contact
	Sales Representative
	Customer Support
	Custom Email 1
	Custom Email 2
Send to Newsletter Subscribers Only [store view]	No ▼
Sends Copy of Emails to [store view]	example@email.com
Reply to Name [global]	Jack Doe
Reply to Email [global]	example@email.com

- **Sender Name** - specify the **From - Name** field in the abandoned cart email.
- **Sender Email** - specify the **From - Email** field in your emails.
- **Send to Newsletter Subscribers Only** - set to '*Yes*' if you want to restrict sending emails to those customers, who have not subscribed to the newsletter.
- **Sends copy of emails to** - you can specify the address to which the copies of every abandoned cart email will be sent.
- **Reply to Name** - specify the recipient's name.
- **Reply to Email** - specify the recipient's email manually, if necessary.

Testing

Testing

Enable Safe Mode
[global]

Disable

Enable
Disable

If enabled, emails will be sent only to the test email (not to customers).

Test Email
[global]

test@email.com

- **Enable Safe Mode** - choose 'Yes' to take the extension into the testing mode. In this case, all abandoned cart emails are sent only to the recipient's email address.
- **Test Email** - the recipient address for the testing mode and test emails.

Blacklist

Blacklist

Import
[global]   Choose File My Blacklist.csv

- **Import** - here you can import CSV file with the blacklisted email addresses.

Debug

Debug (for Developers Only)

- **Enable Debug Mode** - this option is useful when you need to check the process of abandoned cart email sending. In this case, the carts will be considered abandoned right after the product is added.
- **Authorized Email Domains** - specify the email domains like "example.com" or "amasty.com". In this case, all carts associated with emails from one of the listed domains will trigger the Debug Mode.

Abandoned Cart Campaign settings

Check our video guide about abandoned cart email campaign creation
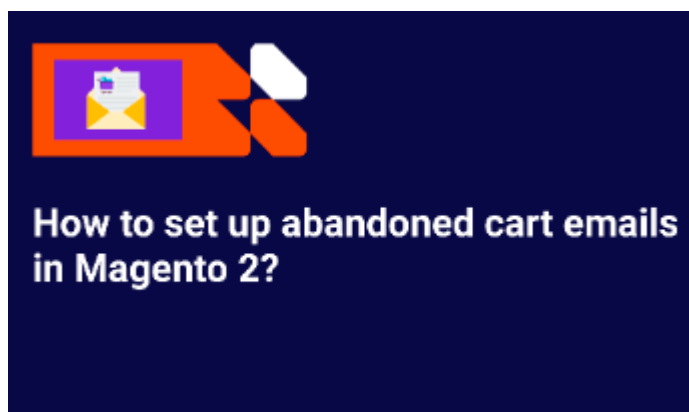
Campaigns can be created at **Marketing → Abandoned Cart Email → Campaigns → Create new campaign**

General

- **Name** - specify the name of the rule.
- **Status** - enable and disable the rule.
- **Priority** - set the priority to specify the triggering rules' order processing.
- **Cancel Condition** - here you can set the event which will cancel the further emails. For example, the rule is configured to send a set of three emails.

If you choose the **Link from the email clicked** as a cancel condition, the customer stops the emails sending after he\she clicks the link in the first email so that two other emails won't be sent to a customer anymore.

Stores & Customer Groups

Apply In

Stores

> Main Website
>
> **Main Website Store**
>
> Default Store View

Leave empty or select all to apply the campaign to any store

Apply For

Customer Groups

> NOT LOGGED IN
>
> General
>
> Wholesale
>
> Retailer

Leave empty or select all to apply the campaign to any group

- **Stores** - you can limit the stores to which the rule will be applied. If you select nothing, the rule will be applied to all stores.
- **Customer Groups** - you can control which customer groups the rule will be applied. If you select nothing, the rule will be applied to all groups.

Conditions

- **Condition tree** - specify conditions to activate the rule only when the conditions are met. If you leave the tree empty, the campaign works all the time.

Schedule

- **Transactional Email** - see what the email template is used.
- **Delivery Time** - set a time-lag between the cart abandonment and the email sending.
- **Coupon** - here you can configure a discount for abandoned carts. In **Type** filed select the type of the discount, you would like to create (percent, fixed amount or a fixed amount for the whole cart). In the **Discount Amount** field you need to specify the amount of the discount.
- **Use Shopping Cart Rule** - choose this option and you will be able to select the already existing cart price rule to use for abandoned cart promotions.

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Please note that '*Use Auto Generation*' option in the promotion rule have to be enabled for this rule to appear in the list.

Analytics

Google Analytics

Campaign Source	utm_source=google

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

Campaign Medium	utm_medium=cpc

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

Campaign Name	utm_campaign=spring_sale

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

Campaign Term	utm_term=running+shoes

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

Campaign Content	utm_content=logolink or utm_content=textlink

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

Here you can set Google Analytics parameters which will be added to the links in Abandoned Cart emails.

Please check the **Google Analytics help articles** for more details.

Test Emails

	Email	Products	Quantity	Subtotal	Applied Coupon	Created	Updated	IP Address
		From	From	From		From	From	
		To	To	To		To	To	
Send *to* test@example.com	roni_cost@example.com	1	1	$29.00		Nov 15, 2017, 1:46:48 PM	Nov 15, 2017, 1:46:49 PM	
Send *to* test@example.com	roni_cost@example.com	1	1	$32.00		Nov 15, 2017, 1:46:50 PM	Nov 15, 2017, 1:46:50 PM	
Send *to* test@example.com	page@m12.com	1	1	$45.00		Dec 5, 2017, 12:20:20 PM	Dec 5, 2017, 12:33:20 PM	192.168.169.134

Search   **Reset Filter**   3 records found   20 ▾ per page   ‹   1   of 1   ›

Here you can send a test email to see how the email looks.
Please note that in this list you will see all quotes from your Magento. No filtering by conditions or event store view is applied there. This tab is for testing purposes only.

Abandoned Cart Reports

Make data-driven decisions by analyzing the efficiency of your Abandoned Cart Email campaigns.

To check out your campaign reports, please navigate to **Reports → Abandoned Cart Reports**
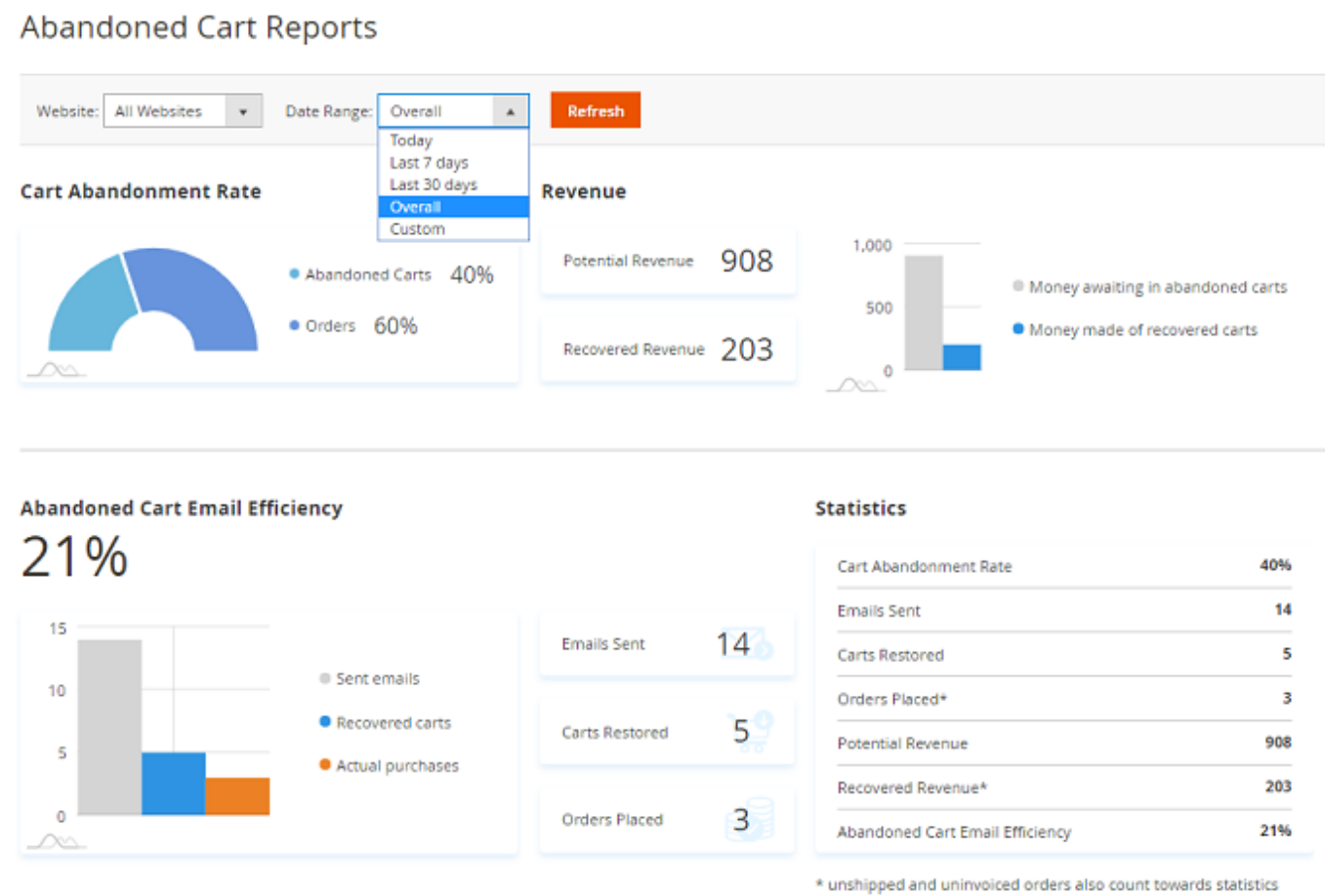
Here, you get valuable insights on your cart abandonment rate and abandoned cart emails efficiency, displayed on visual reports:

- Cart Abandonment Rate (is calculated as the number of abandoned quotas divided by their total amount * 100%);
- Potential Revenue in abandoned carts;
- Recovered Revenue (money made of recovered carts);
- The number of Emails Sent;
- The number of Recovered Carts;
- The number of Orders Placed thanks to abandoned cart emails;
- Abandoned Cart Email Efficiency (is calculated as the number of orders placed divided by the emails sent * 100%).

Also, you can filter the results: choose the necessary website and date range, then click the "Refresh" button.

Database Installation

To install the GeoIP database, go to **Stores → Configuration → Amasty Extensions → GeoIP Data**.
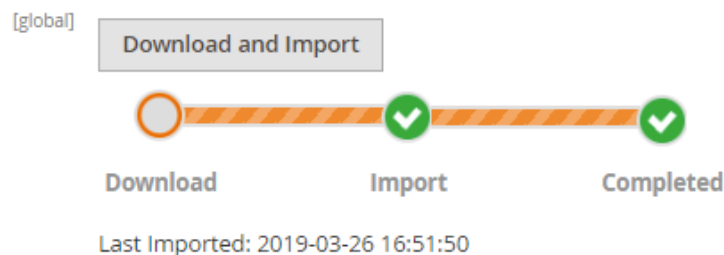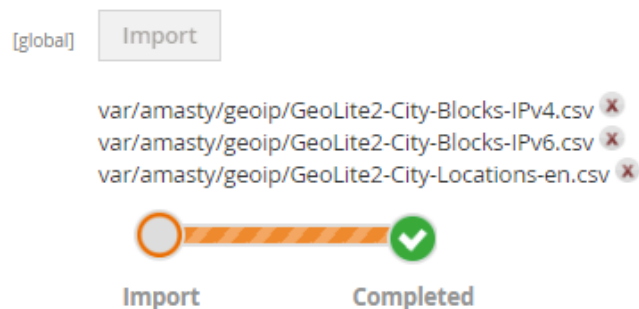
Databases are required for the correct work of the module. Also you need to install php bcmath or gmp extension on your server.

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.

Cron Tasks List

To manage all existing cron tasks, please, go to **System → Cron Tasks List**.

Here, you can see all the existing cron tasks and their statuses. Run cron tasks and generate their schedule by clicking the **'Run Cron'** button. Also, delete tasks in bulk, apply filtering and sorting options when it is needed.

Troubleshooting checklist

Emails are not being sent automatically

The extension works with Magento cron jobs to schedule and send emails. If Magento cron is not configured or configured incorrectly the extension won't send any emails.

To solve this, please check **this article** to see how Magento cron is configured.

I can't use the email template in the rule

All available templates in the **Schedule** can be filtered by the type. In the list of templates, you can see only the emails that were created based on the default Abandoned Cart template.

To create a new email template please navigate to **Marketing → Communications → Email Templates → Click 'Add New Template'**

- In **Load default template → Template** find **Abandoned Cart Email Template**, select it and hit **Load Template**

Load default template

Template | Abandoned Cart Email ▼

Amasty_Acart
Abandoned Cart Email
Amazon_Payment
Hard-declined Authorization
Soft-declined Authorization
Magento_Checkout
Payment Failed
Magento_Contact
Contact Form
Magento_Customer
Change Email
Change Email and Password
Forgot Password
New Account
New Account (Magento/luma)
New Account Confirmation Key
New Account Confirmed
New Account Without Password
Remind Password
Reset Password

- Name your new template and make all the changes you need.

Template Information

Template Name * | Reactivation Email

Template Subject * | {{var store.getFrontendName()}}: Items in your shopping bag

Insert Variable...

- You can also add different variables to your template from the box. It will pull up the necessary information. To do this, press the **Insert Variable** button and choose the necessary one from the list. Each template has a different set of variables.

Template Variables

Store Name

Unsubscribe Url

Place Order Url

Checkout Url

Coupon Code

First Name

Last Name

Middle Name

Suffix

Subtotal

Subtotal With Discount

Grand Total

In the **Template Content** field, you can make adjustments to the text and the structure of the email template. Find the code starting with *"layout"*.

Template Content *

```
    </li>
{{/depend}}
<li>
    {{layout
        handle="amasty_acart_email"
        rule=$rule
        quote=$quote
        history=$history
        ruleQuote=$ruleQuote
        mode=list
        showImage=yes
        showConfigurableImage=no
        showPrice=yes
        priceFormat=excludeTax
        showDescription=yes
        optionList=yes
    }}
</li>
<li style="text-align: center">
    <span style="font-weight: bold; font-size: 1.3em;">
        {{trans "Subtotal"}}:
    </span>
```

In the **layout** settings, you can configure the content and the basic composition of the product list that is included in the email.

The **mode** defines the appearance of the product list. This setting has 2 possible configurations:

- **table**;
- **list**.

The **showImage** in its turn adds pictures to products. Choose:

- **yes** to include images;
- **no** to omit them.

The **priceFormat** is used to show either prices with taxes (=**includeTax**) or excluding taxes (=**exculdeTax**).

The **showDescription** is responsible for the product description display. Type in:

- **yes** to show a full Description;
- **no** to provide no description at all.

Use **showPrice** to enable or disable price display in the email body.

- Save it. Now you can use a newly created template in Abandoned Cart rules!

Usage examples

How to send two different emails for abandoned carts under and over $100

First, we need to create two new relevant email templates (check out the previous section for more details).

Then proceed with creation of two new Abandoned Cart campaigns.

In order to create new campaign, proceed to **Marketing → Abandoned Cart Email → Campaigns** and click **Create New Campaign** button.

First, let's create a campaign for abandoned carts below $100 subtotal:

General

General ✏	
Stores & Customer Groups	
Conditions	
Schedule	
Analytics	

Name * `Carts below $100`

Status * `Active` ▼

Priority `_____`

Cancel Condition

Link from Email Clicked

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

Here's how to set the condition to trigger the campaign only for carts below $100

General ✏	
Stores & Customer Groups	
Conditions ✏	
Schedule	
Analytics	

Conditions (don't add conditions if need all products)

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

Subtotal **less than** 100 ⊗

⊕

In the **Schedule** tab we set to send two emails, the first email - after two hours of cart abandonment, and the second one - a day after. We use a template 'Carts below 100$' that was created earlier and apply no discounts.

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The first rule has been done!

Then we'll create a rule for carts above $100 in subtotal:

Here we ser the 'above $100' condition.

Conditions (don't add conditions if need all products)

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

Subtotal **equals or greater than** 100 ⊗

⊕

Then we configure two emails again, but this time we use another email template and to the second email we've attached a 5% discount coupon.
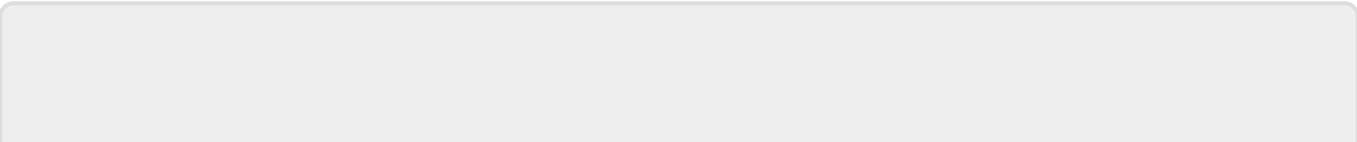
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Last update: **2020/04/20 07:31**