Cart Abandonment Email Templates (Dummy Format)

# 1. Gentle Reminder + Discount (Classic Style)

\*\*Subject:\*\* Oops! You left something behind…

📦 [LOGO HERE]   
\*Still thinking it over?\*

Hi [First Name],  
  
We noticed you left [Product Name] in your cart. We saved it for you—just in case.  
  
Here’s a little gift to help you decide:   
🎁 \*\*Use code COMEBACK10 for 10% off\*\* – only valid for 24 hours!  
  
👉 [Return to Your Cart]  
  
Hope to see you soon!   
Cheers,   
\*\*[Your Brand Name]\*\*   
[Digital Signature Placeholder]

# 2. Urgency-Driven Email (Bold & Time-Sensitive)

\*\*Subject:\*\* ⚠️ Your cart is expiring in 3 hours!

⏳ [LOGO HERE]   
\*Don’t miss out on [Product Name]\*

Hey [First Name],  
  
Items in our shop go fast—and your cart is about to expire in just 3 hours!  
  
We’d hate for you to miss out.   
Complete your order now and enjoy \*\*exclusive 15% off with code LASTCHANCE15\*\*.  
  
👉 [Complete My Order]  
  
Act fast. This deal (and your cart) won’t last.  
  
Cheers,   
\*\*[Your Brand Team]\*\*   
[Digital Signature Placeholder]

# 3. Storytelling Hook (Friendly & Relatable)

\*\*Subject:\*\* We get it…life gets busy

❤️ [LOGO HERE]   
\*Just a little nudge\*

Hi [First Name],  
  
We’ve all been there—life gets hectic, and carts get forgotten.   
But guess what? Your [Product Name] is still here, waiting patiently.  
  
We’re keeping it warm for you… and giving you \*\*10% off with code FORYOU10\*\*.   
You deserve a treat.  
  
👉 [Return to Your Cart]  
  
See you soon?   
With love,   
\*\*[Your Friendly Brand Name]\*\*   
[Digital Signature Placeholder]

# 4. Value-Focused (Why This Product Rocks)

\*\*Subject:\*\* Did you forget how amazing [Product Name] is?

💡 [LOGO HERE]   
\*There’s a reason you picked it…\*

Hey [First Name],  
  
You added [Product Name] to your cart for a reason—it’s packed with benefits like:  
  
✅ [Key Benefit 1]   
✅ [Key Benefit 2]   
✅ [Key Benefit 3]  
  
Don’t miss out.   
Use \*\*code: SMARTBUY10\*\* for 10% off—just for you.  
  
👉 [Grab My Deal]  
  
Smart choices never go out of style.   
– \*\*[Your Brand Name]\*\*   
[Digital Signature Placeholder]

# 5. Free Shipping Incentive (Low Barrier Offer)

\*\*Subject:\*\* Free shipping just for you!

🚚 [LOGO HERE]   
\*Make it yours—on us\*

Hi [First Name],  
  
We noticed you were eyeing [Product Name]. How about this:   
\*\*FREE shipping on your order—no code needed.\*\*  
  
It’s waiting in your cart. But not forever…  
  
👉 [Return to My Cart]  
  
Your order ships on us.   
\*\*[Your Brand Name]\*\*   
[Digital Signature Placeholder]