

# Abandoned checkout automated emails

Last Modified on 17/08/2023 11:42 am IST

The reengagement automation for abandoned checkouts enables you to automatically send emails to customers who have added products to their cart and initiated the checkout process, yet departed before finalizing their purchase.

To access this feature, follow these steps:

1. Log in to your WebStore Manager.
2. Go to **Settings > All Config Options**.
3. Search **Enable Abandoned Cart Follow-up E-mail**.

## How to enable the abandoned cart follow-up email

- Specify the number of days to wait before issuing the email.

Enable **Abandoned** Cart Follow-up E-mail

**Description:**Enabling this option causes the abandoned cart follow-up e-mail to be sent to customers who have registered, added items to their basket and not completed the checkout process. Please specify how long, in days, the store should wait before sending a customer the e-mail. For instance, setting it to 1 day (recommended) causes the store to send the e-mail 24 hours after they were last on the store. [more...](#)

**Enable Abandoned Cart Follow-up E-mail**

Configuration:

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- The WebSell platform will look for customer records that have been modified in the 24 hours since that date and, if there are any items in that customer's basket, builds an email from the **Abandoned Cart Email** template.
- A second WSM option is also available **Period during which Abandoned Cart Follow-up Email is not repeated**.

Period during which **Abandoned** Cart Follow-up E-mail is not repeated

**Description:**Enabling this option causes the abandoned cart follow-up e-mail to not issue for the specified period regardless of the number of times the shopper modifies their basket. [more...](#)

**Period during which Abandoned Cart Follow-up E-mail is not repeated**

Configuration:

1 day

- You set a period in days that will stop any subsequent email issuing to a customer that has already had an abandoned cart email issued to them.

## **Customer records**

- This functionality works by checking when a customer record has been modified.
  - This modification could be the customer logging in, making a modification to items in their basket.
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