

Abandoned cart follow-up email

Last Modified on 29/09/2023 2:40 pm IST

This option causes an email notification to issue to a registered store user when they add items to their basket but don't finalize a purchase. The option can be found in the **WSM --> Settings --> All config options --> Enable Abandoned Cart Follow-up E-mail**

And: **WSM under marketing --> Manage store Emails --> Order related emails**

Manage Store Emails

Home » Manage Store Emails

Order Related Emails

Abandoned cart

Days Wait Before Sending

Days Delay Before Re Sending

Subject

Primary Recipient

Reply To Email

Cc

Bcc

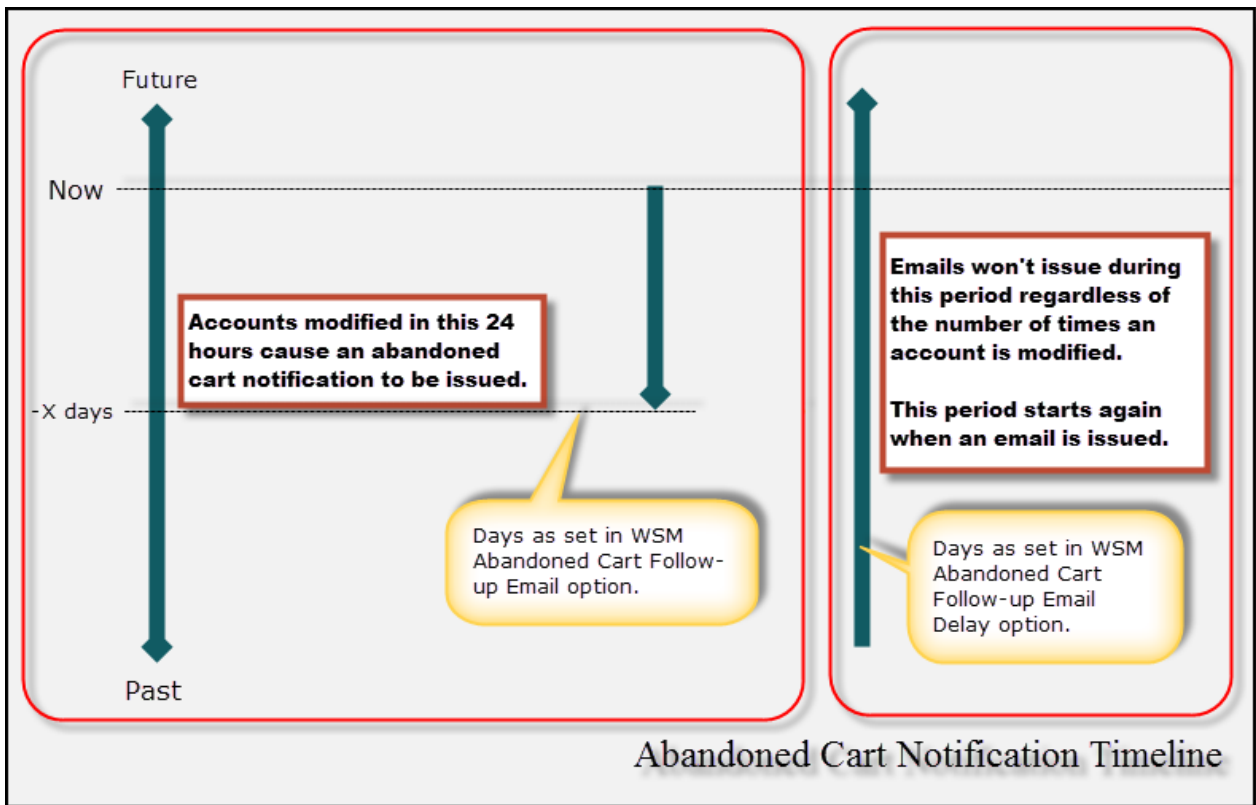
Sender Email

Debug

Auto Close Curl

Email issued to registered and logged in shoppers when they add items to their basket but do not proceed to buy.

When setting the option you specify the number of days to wait before issuing the email. 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 customers basket, builds an email from the *Abandoned Cart Email* template.



A second WSM option, ***Period during which Abandoned Cart Follow-up Email is not repeated***, does exactly what it says on the tin. You set a period in days which will stop any subsequent email issuing to a customer that has already had an abandoned cart email issued to them. The option can be found in the WSM under Settings --> All config options

Search Results

15 option(s) found:

- Display a modal window to pick shopper's location and redirect nearby store
- Enable display of stock per store on product listing page
- Restrict shopper registration by e-mail domain
- Use GEO IP country code to auto-select shopper currency
- Enable Facebook login with NitroSell's Facebook App (per-store SSL disabled)
- Enable Facebook login with your own Facebook App (per-store SSL enabled)
- Disable shopping cart persistence between browsing sessions
- Enable automatic selection of shopper country based on IP address (GeoIP)
- Specify the length of your shoppers' sessions
- Experian Address Validation
- Set PeriShip credentials
- Period during which Abandoned Cart Follow-up E-mail is not repeated

- Change number of matches per page
- Display a dropdown that allows shoppers to change number of matches per page
- Customer Password: Require at least one upper-case character

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:

30 days

Save Cancel

