Abandoned Cart Reminder: Automated Email & Remarketing

A must-have PrestaShop abandoned cart reminder module to recover your lost shopping carts, send newsletters to customers, retain existing customers and increase your sales by 50%

A product of PrestaHero

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I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions that are beyond the scope of this documentation, please feel free to contact us.

Note:

Most of the instruction screenshots are taken from PrestaShop 1.7, but installing and configuring this module on PrestaShop 1.6 is similar.

II. INTRODUCTION

Abandoned Cart Reminder: Automated Email & Remarketing is a must-have PrestaShop abandoned cart reminder module and auto email marketing tool to recover your lost shopping carts, send a newsletter to customers, retain existing customers and increase your sales by 50%.

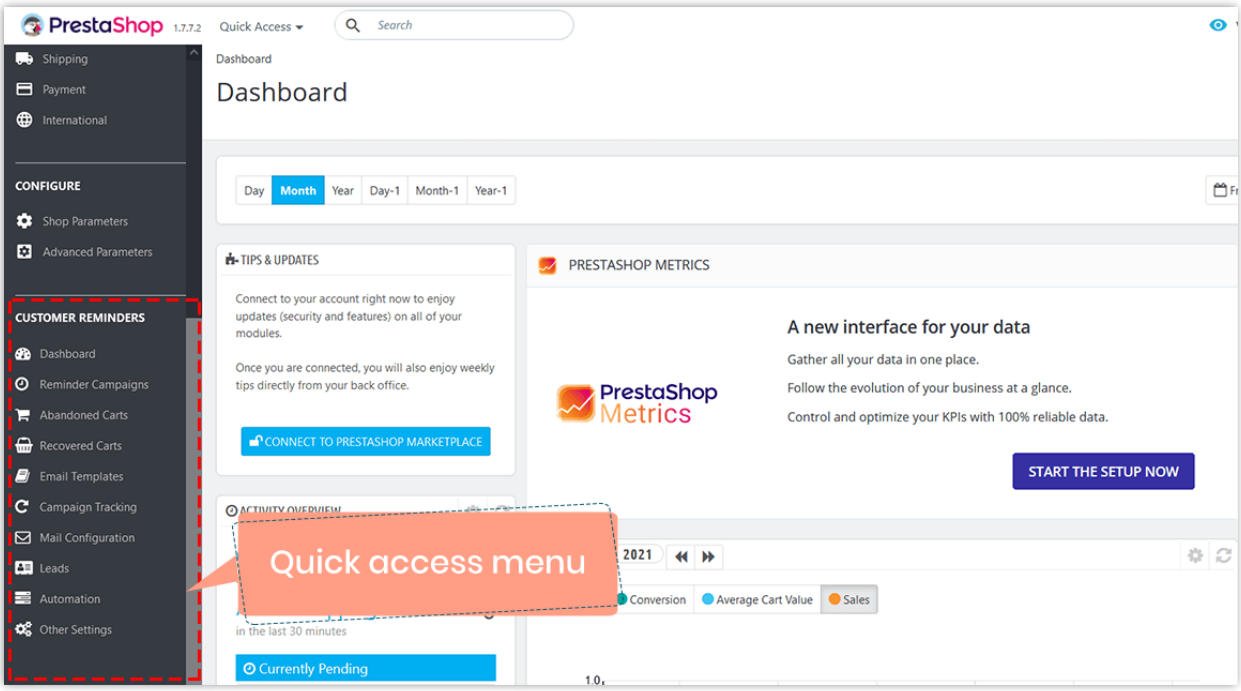
***Abandoned Cart Reminder: Automated Email & Remarketing** is compatible with PrestaShop 1.6.x, 1.7.x and 8.x*

III. INSTALLATION

1. In your website back office, navigate to **"Modules > Module manager"**
2. Click on **"Upload a module"**, select module installation file (**ets_abandonedcart.zip**) then upload the module.
3. On the module listing page, click on the **"Install"** button of the module you just uploaded and install it.

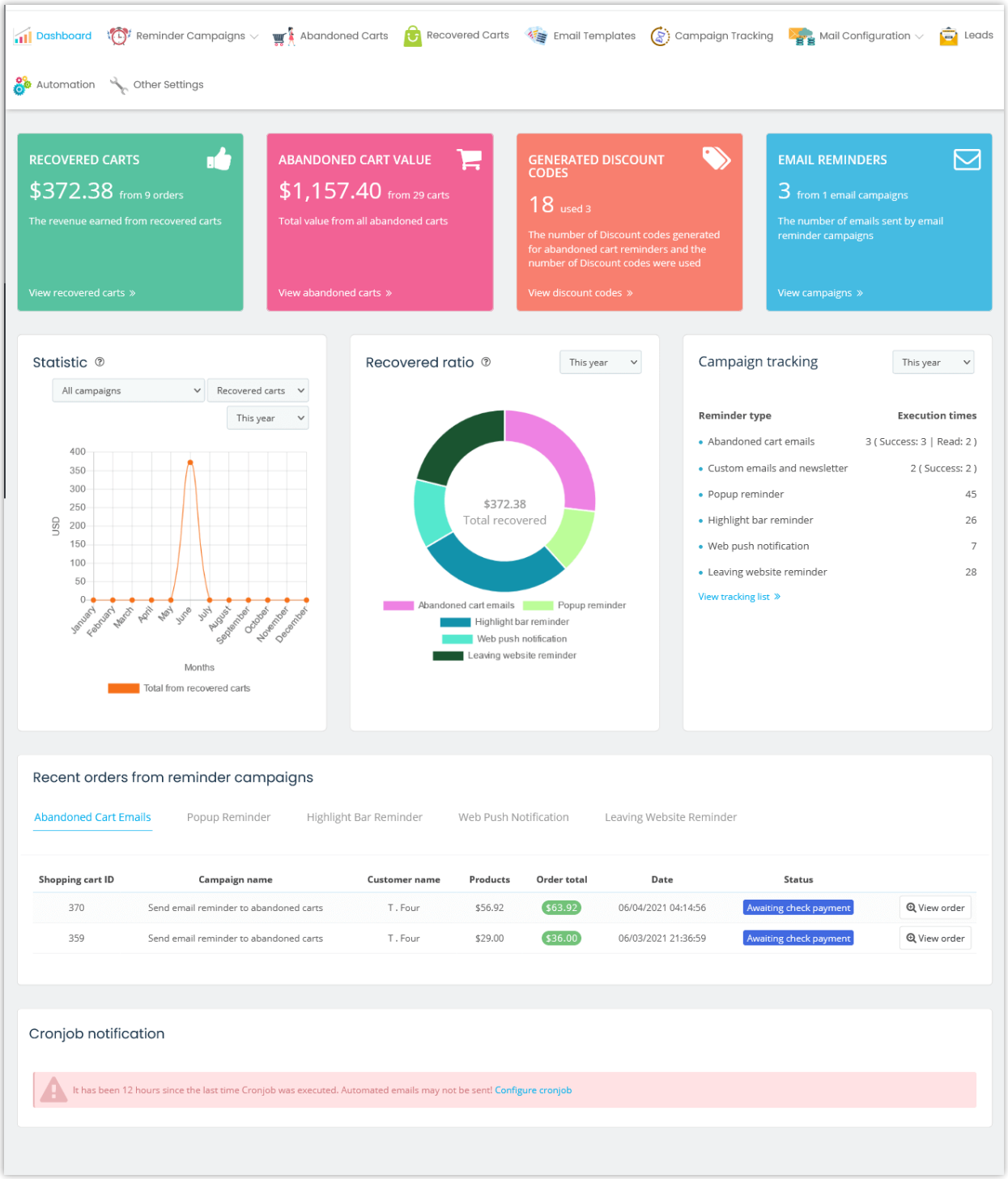
4. You're done! Click on the "**Configure**" button to navigate to the module working area.

Quick access: You can also navigate to **Abandoned Cart Reminder: Automated Email & Remarketing**'s configuration page through the quick access menu.



IV. DASHBOARD

From **Dashboard**, you can see the detailed statistic charts and helpful information about the overall activities of **Abandoned Cart Reminder: Automated Email & Remarketing** module.



Statistic line chart: The total turnover earned from recovering abandoned carts during a time range.

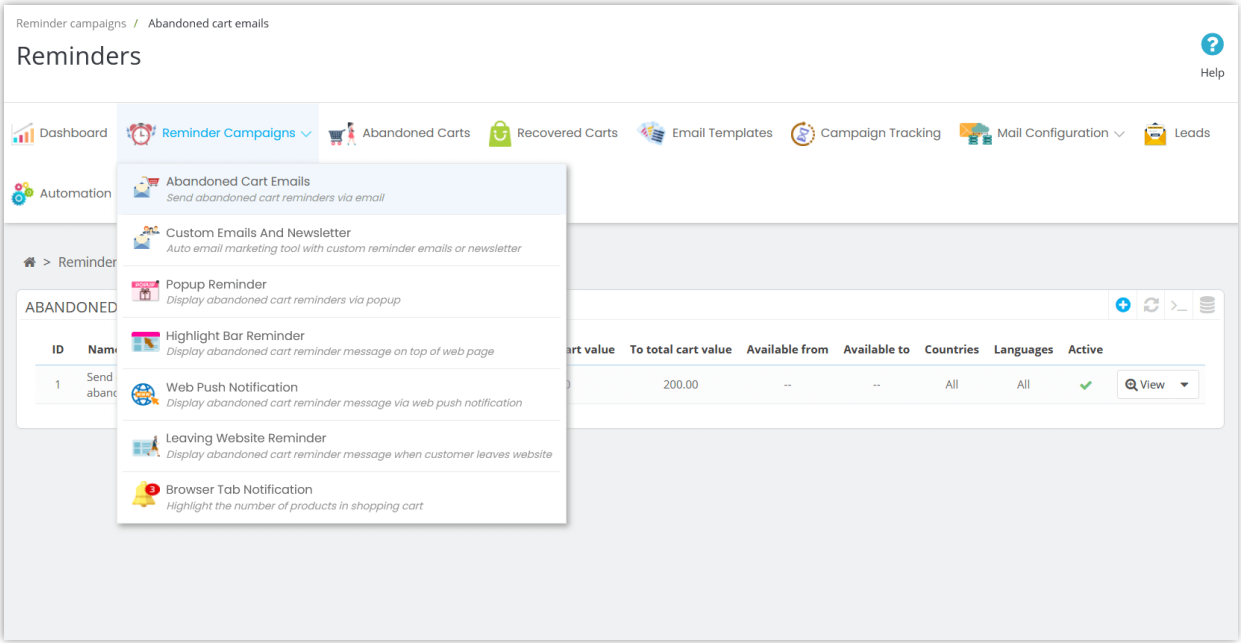
Recovered ratio pie chart: The turnover ratio earned from different methods of abandoned cart reminder.

Campaign tracking: List of execution times for every reminder type.

V. REMINDER CAMPAIGNS

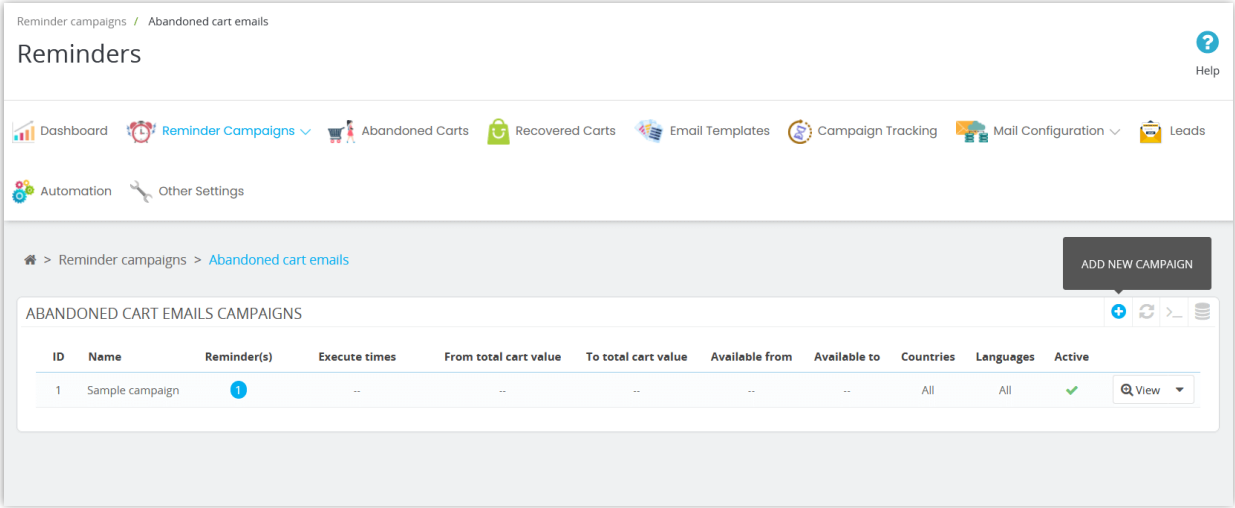
1. Abandoned cart email reminder

This feature helps you send reminder emails automatically to your customers to ask them to return to your store and complete their orders.

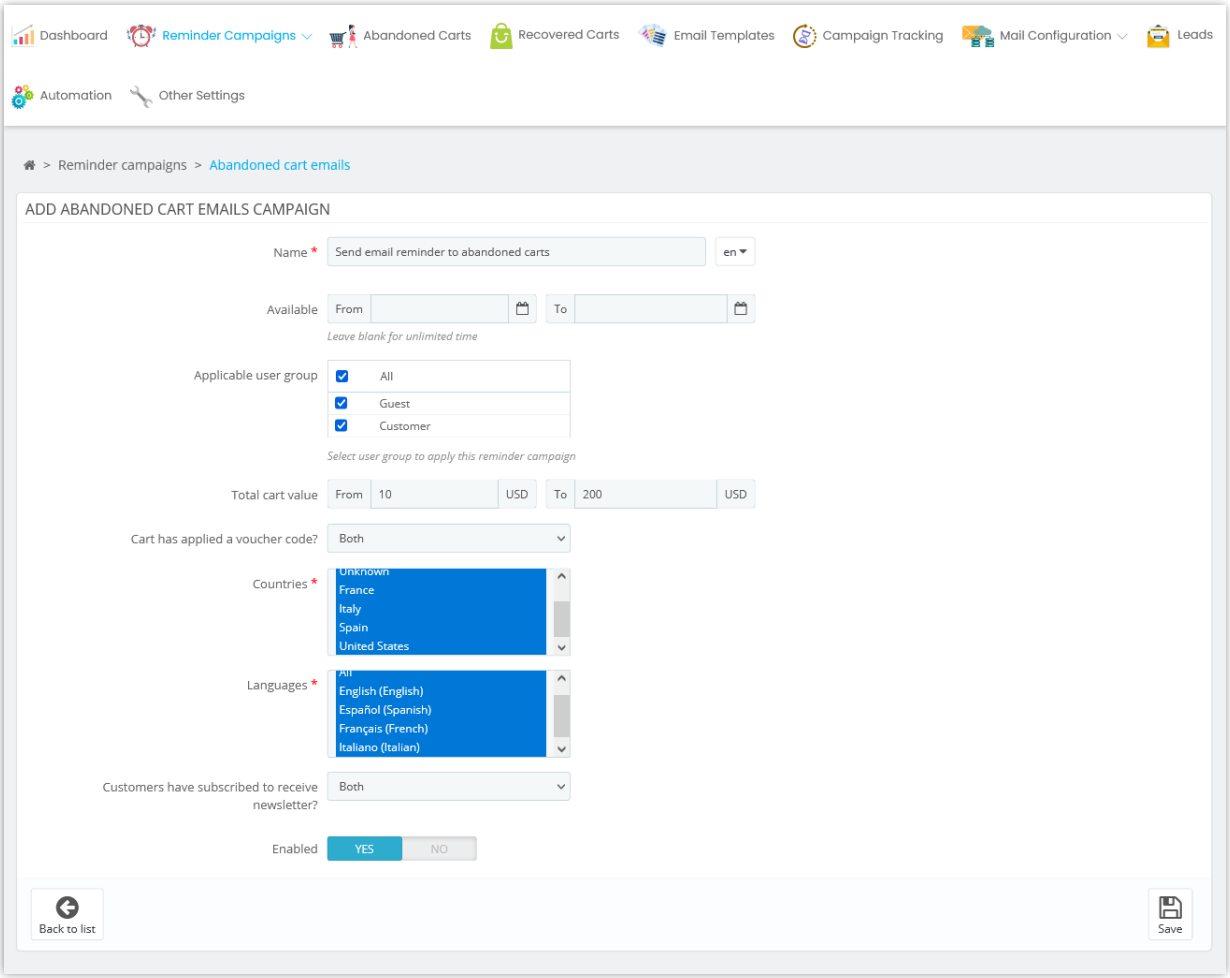


Add new campaign

Step 1: Click on the "**Add new campaign**" button, enter the name, and set the condition as you preferred.

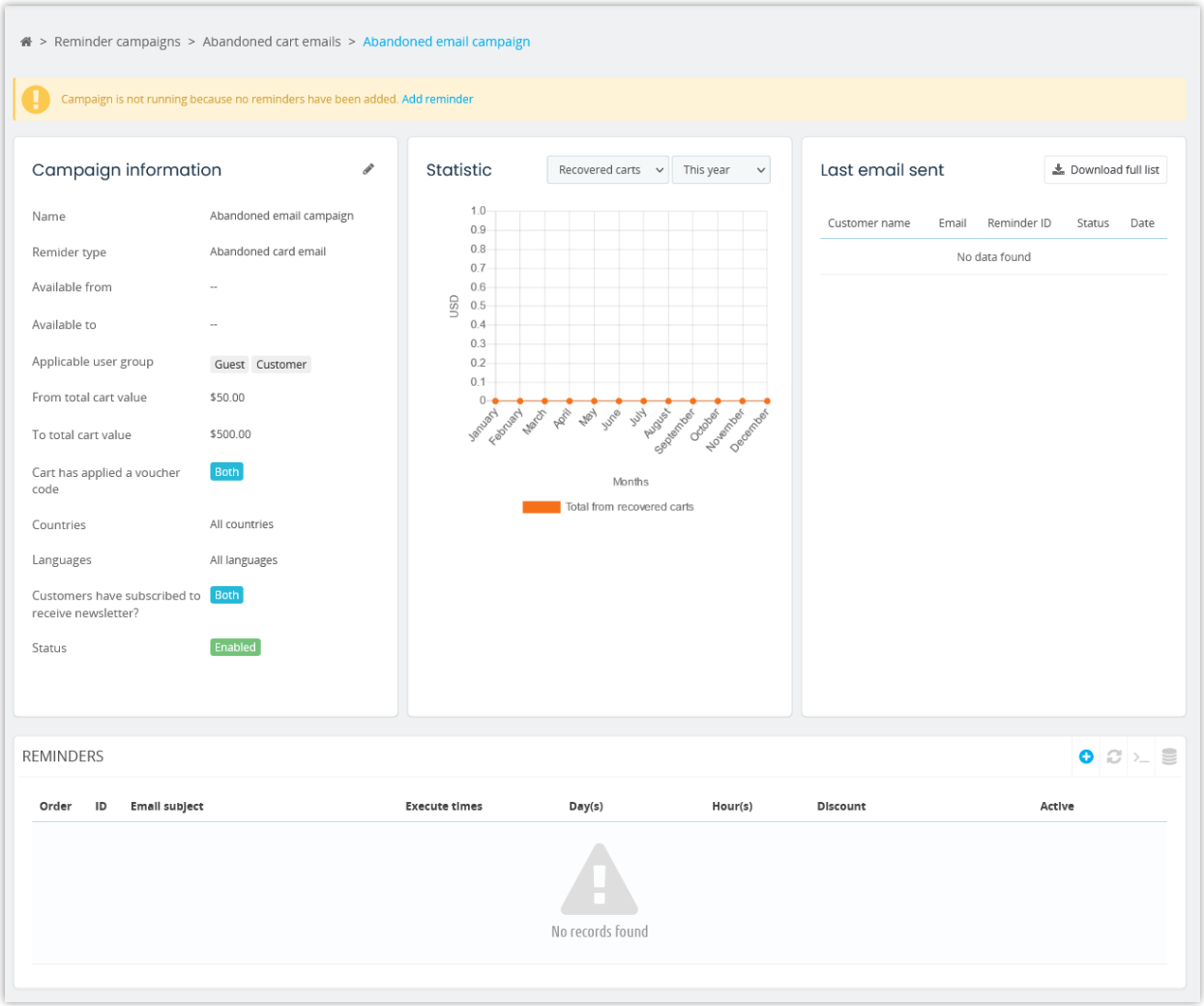


Set the available time and conditions to apply your campaign.



Click "**Save**" to finish.

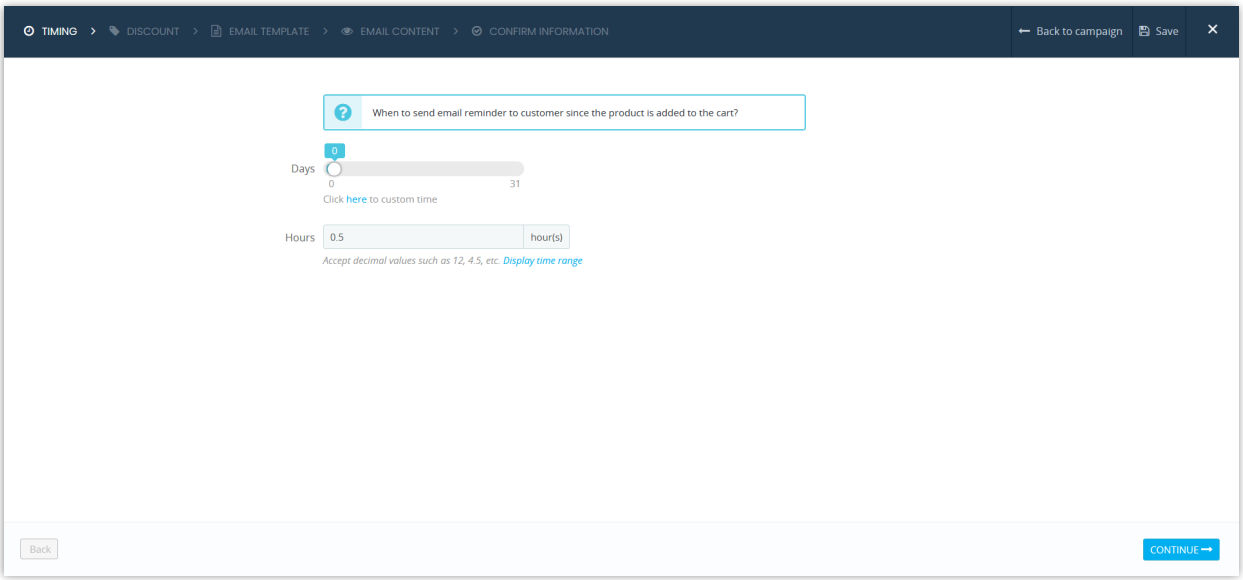
Step 2: You will be navigated to the statistic page of the newly added campaign. Click the "**Add reminder**" link to continue.



Step 3: Set the time to send an email reminder to customer since the product is added to the cart.

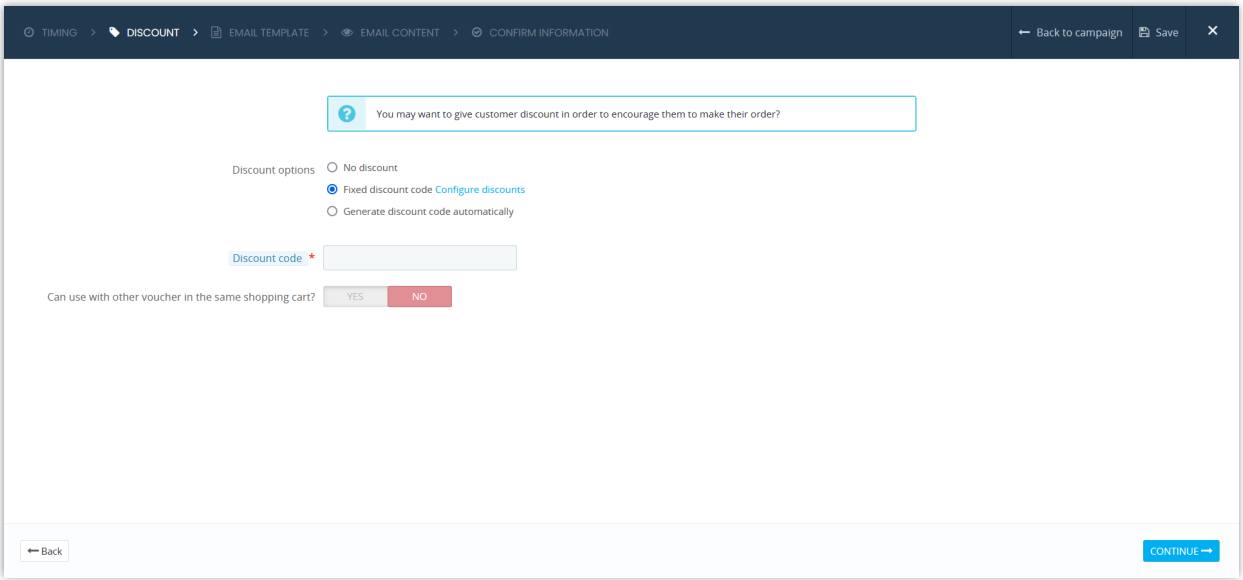
Use the slider to change the time or click on "**Click here to custom time**" and enter the exact value you want.

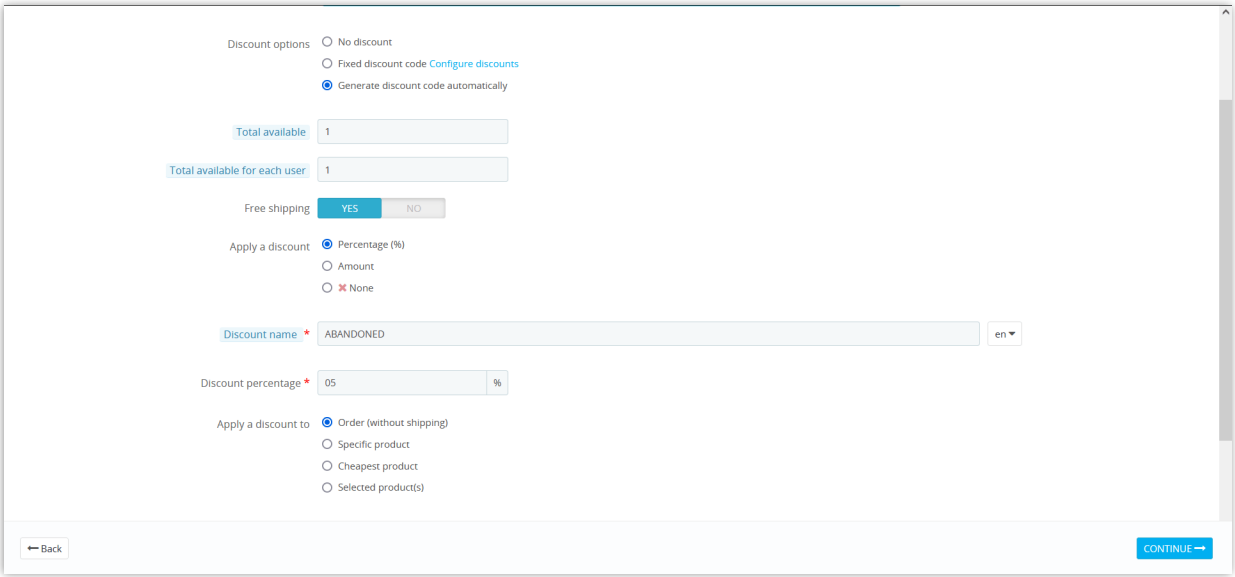
Click "**Continue**" to move on to the next step.



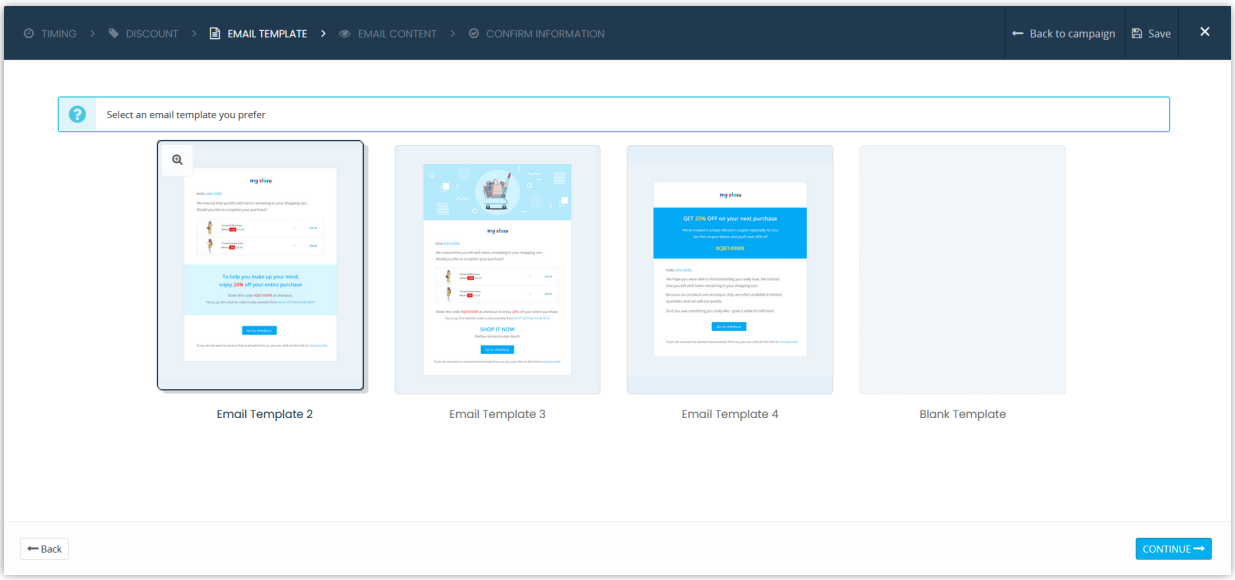
Step 4: the module provides options to set discount codes, you can set "*No discount*" if you don't want to offer a discount code to customers. If you have a discount code already, you can select "*Fixed discount code*", discount code can also be generated automatically if you select the third option.

Discount code is calculated correctly as how default PrestaShop does with tax included/excluded based on settings of the customer's group.

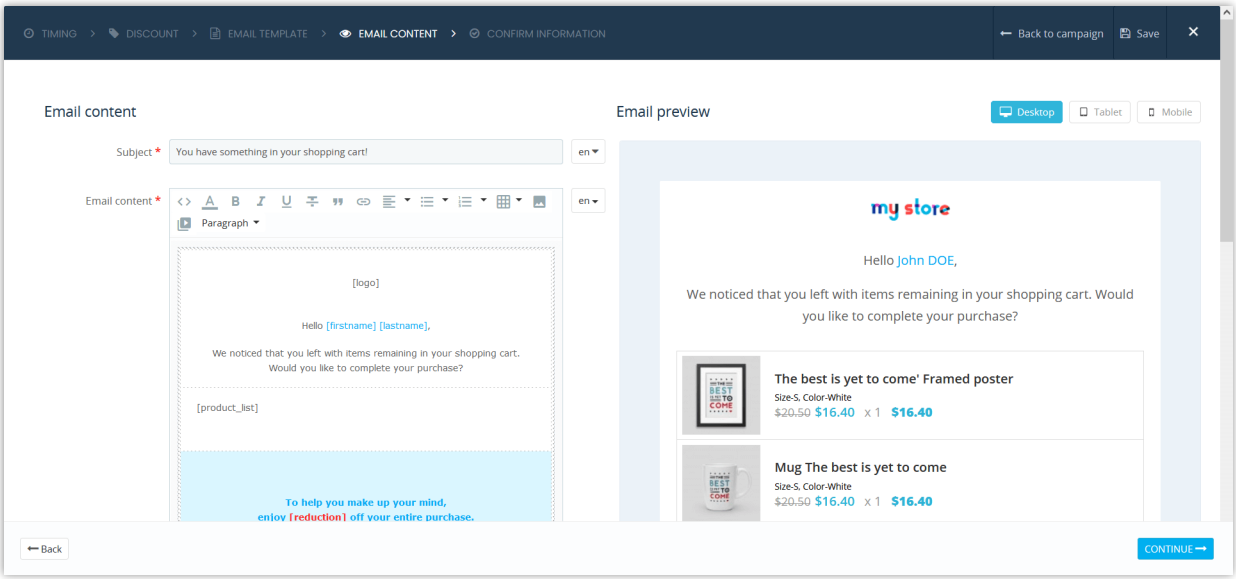




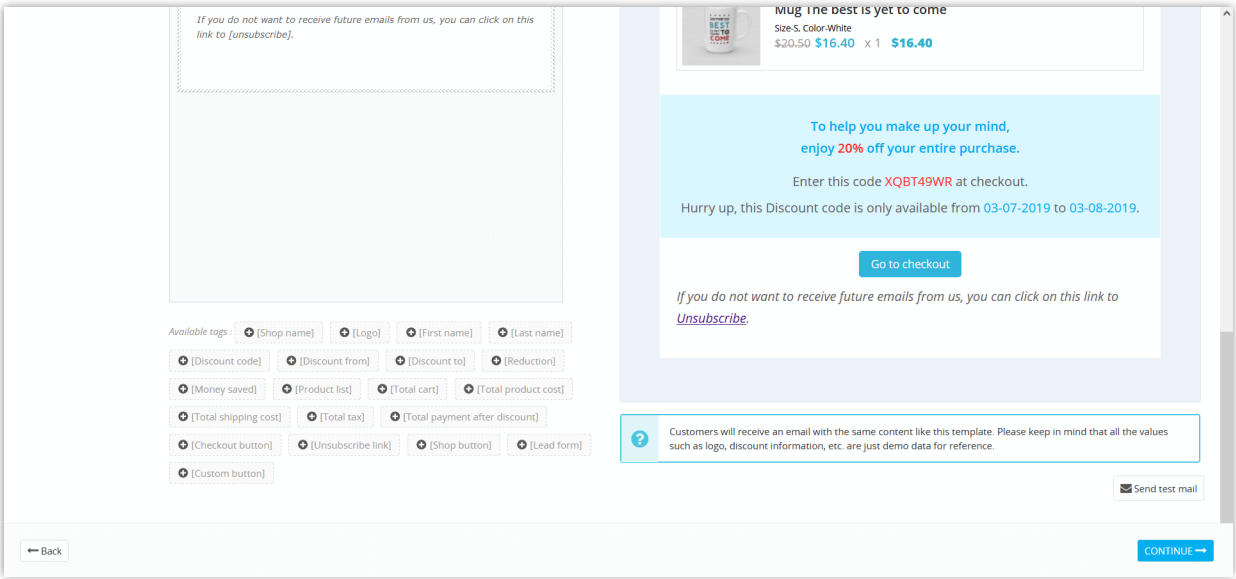
Step 5: Select an email template you prefer.



Step 6: Add email subject and content.

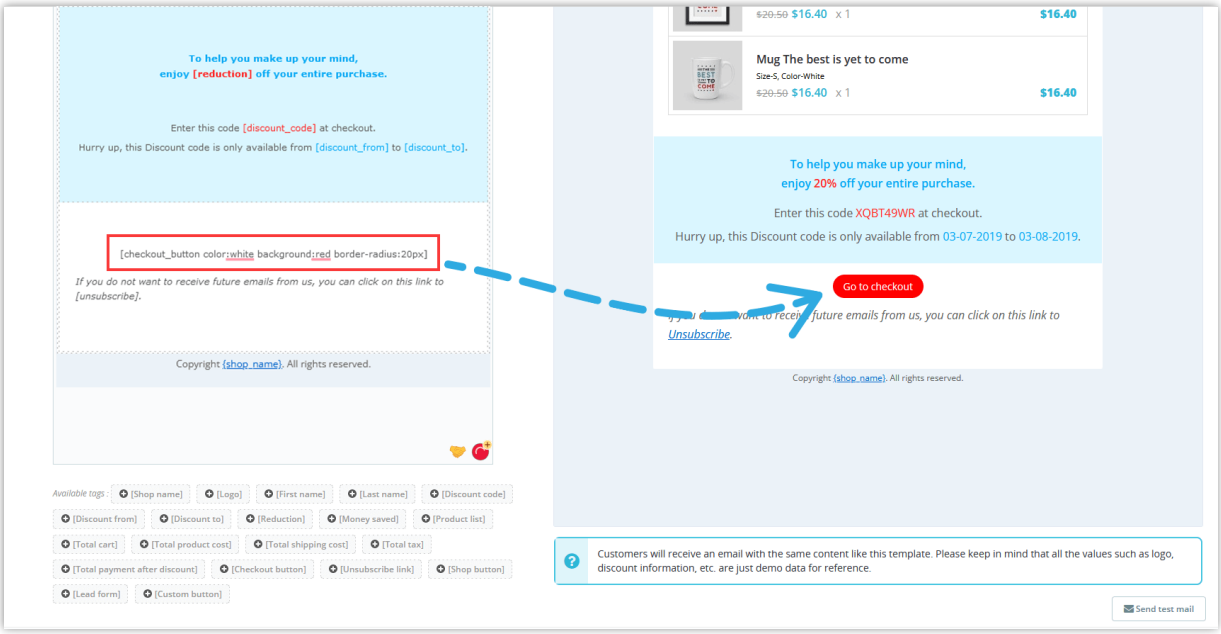


Available tags (shortcodes) to use in your email content are listed below the rich text editor. Copy and paste the tags into the email content if you would like to use them, the tags will be replaced with real information automatically when an email is sent to customers based on their shopping cart and their personal information.

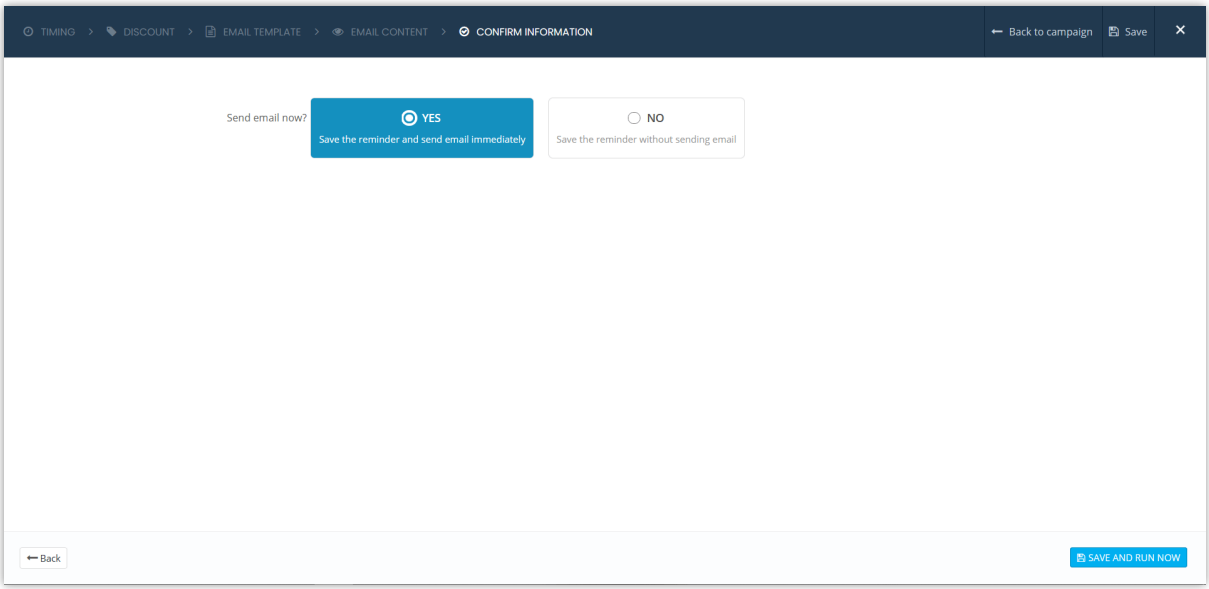


For the button (shortcodes) you use on the email content such as checkout button, shop button... you can completely customize them as you want. To add any element to customize the button, you need to put them on the **[]**, behind the button.

Here is an example of customizing the checkout button: **[checkout_button]** is our shortcode; the italics, blue are the ones I added to customize the button: **[checkout_button *color:white background:red border-radius:20px*]**



Step 7: Confirm information

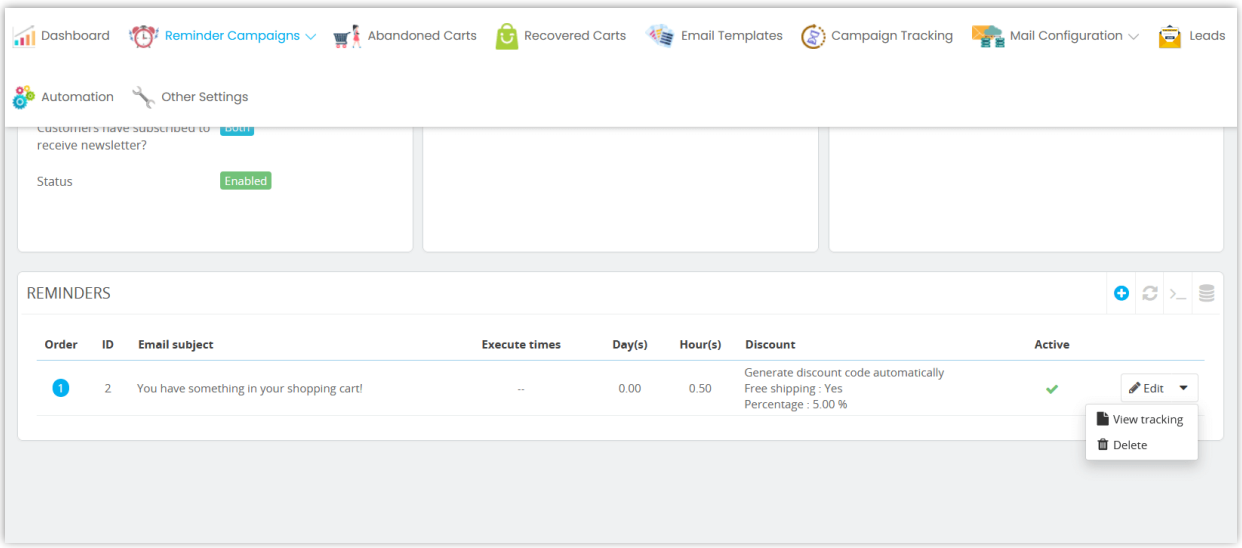


Click "**Save**" to save your configuration or "**Save and run now**" to save your reminder and run it.

And we're done! You may add as many email reminders as you want.

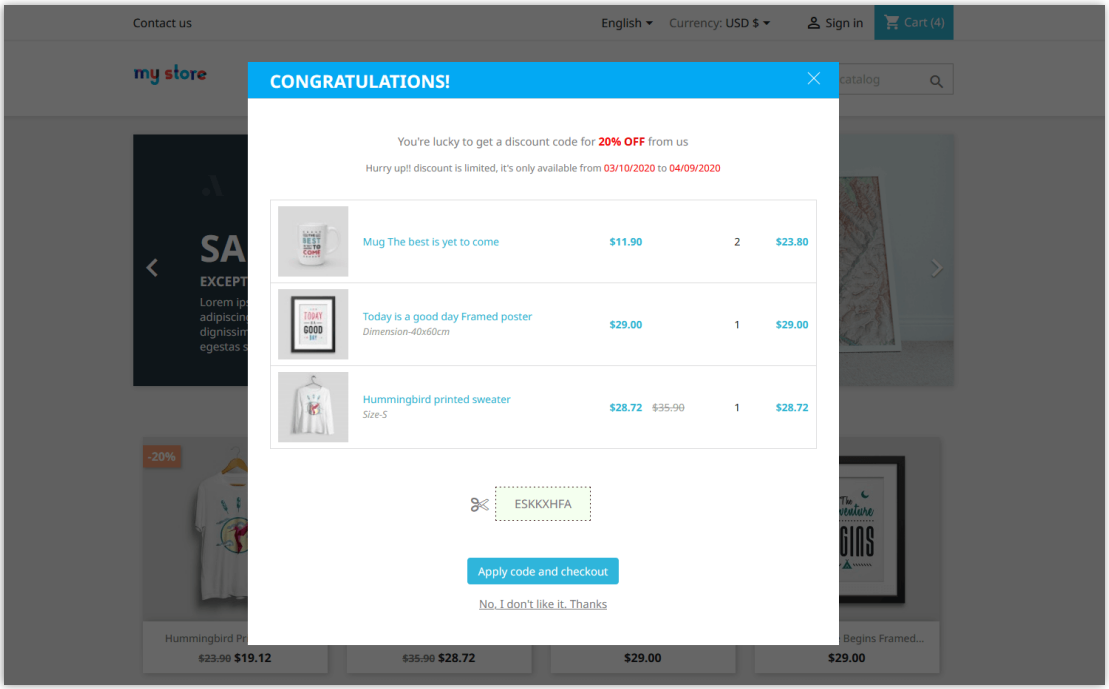
> **NOTE:**
>
> *If the reminders have the same rule, email will be sent based on priority (order) of the reminder. Reminder emails are sent to all customers who have shopping cart that matches a reminder rule. A reminder will be sent to the customer once per shopping cart but one shopping cart can receive many reminder emails by difference reminder rules.*

You can edit a reminder, or delete or view tracking data of that reminder.



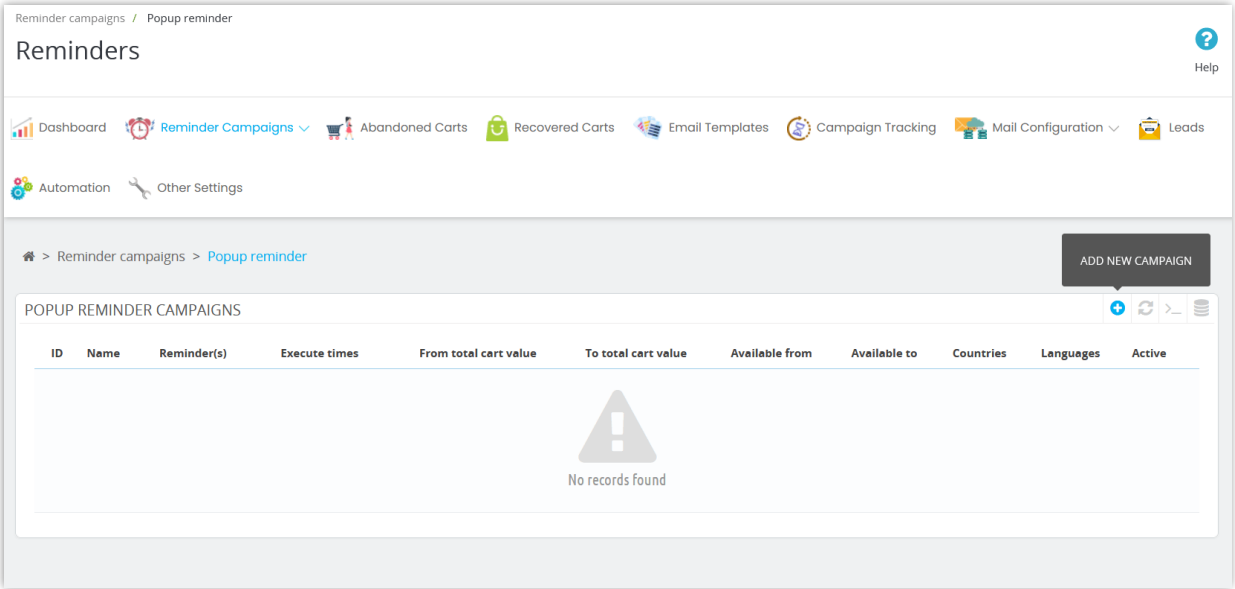
2. Popup reminder

When the customer is going to leave your website without finishing their shopping cart, the module will display a popup notification informing customers the urgency of the shopping cart.

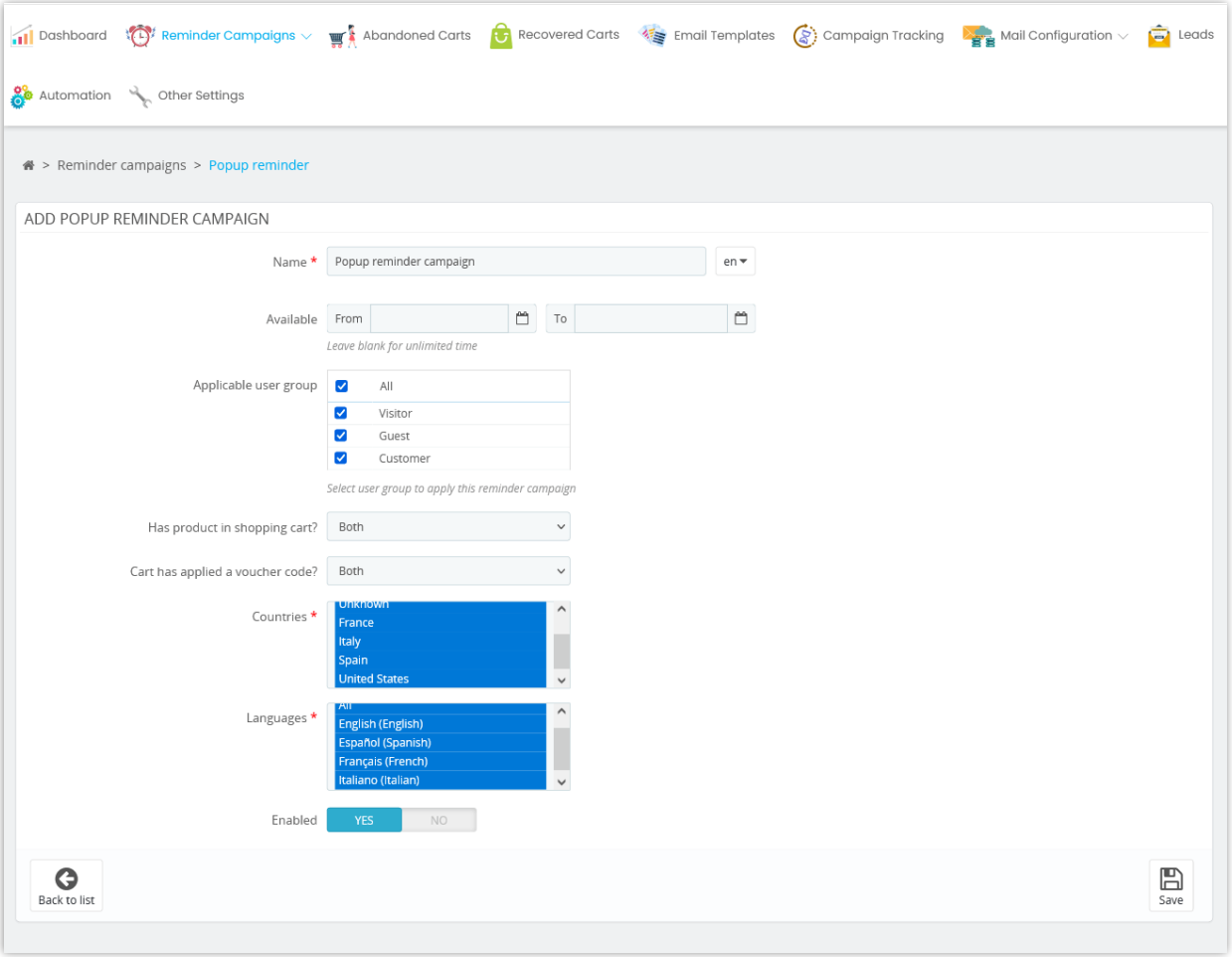


Add a popup reminder campaign

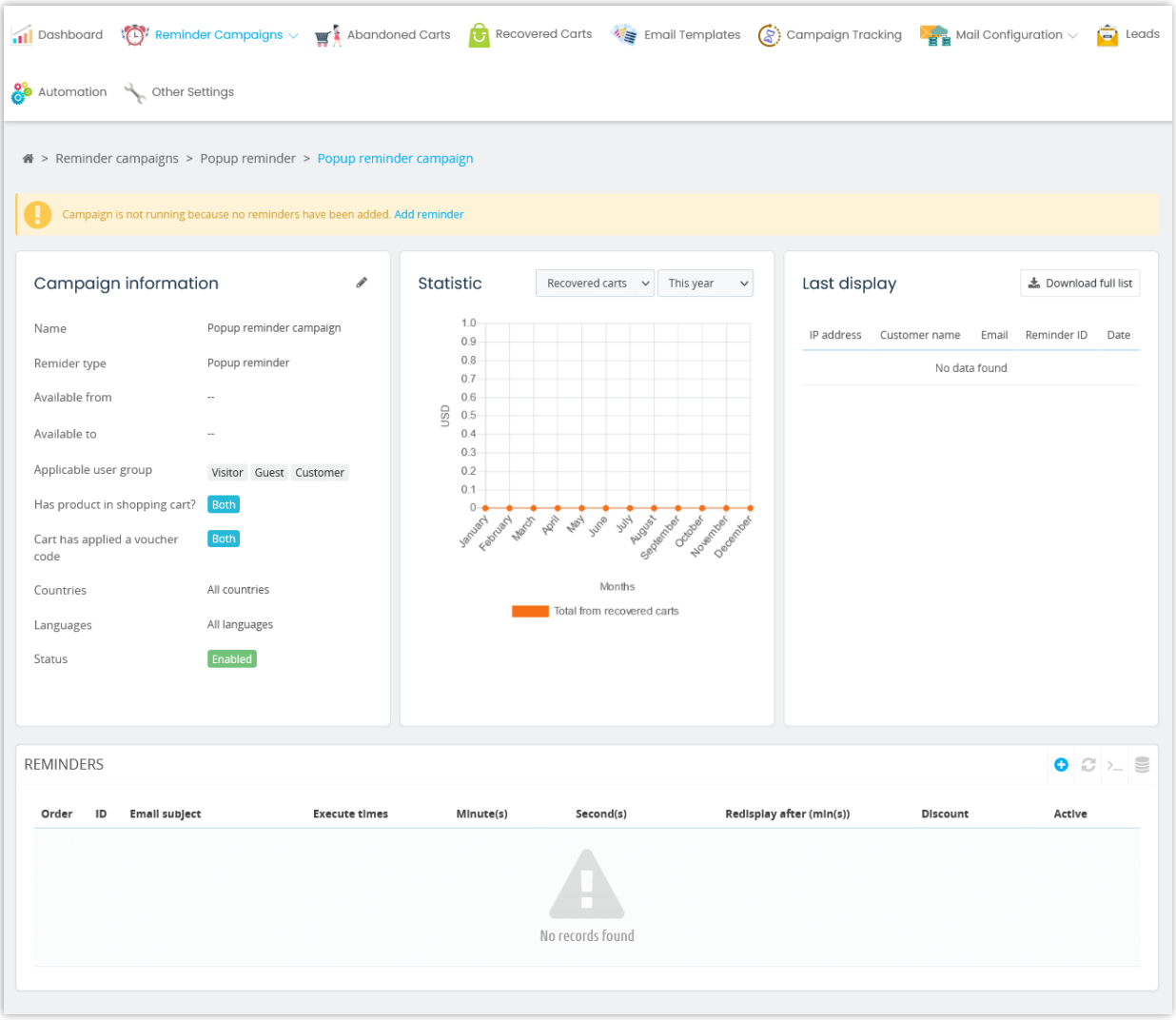
Similar to abandoned cart email reminders, you can click on "**Add new campaign**" button to add a new popup reminder campaign.



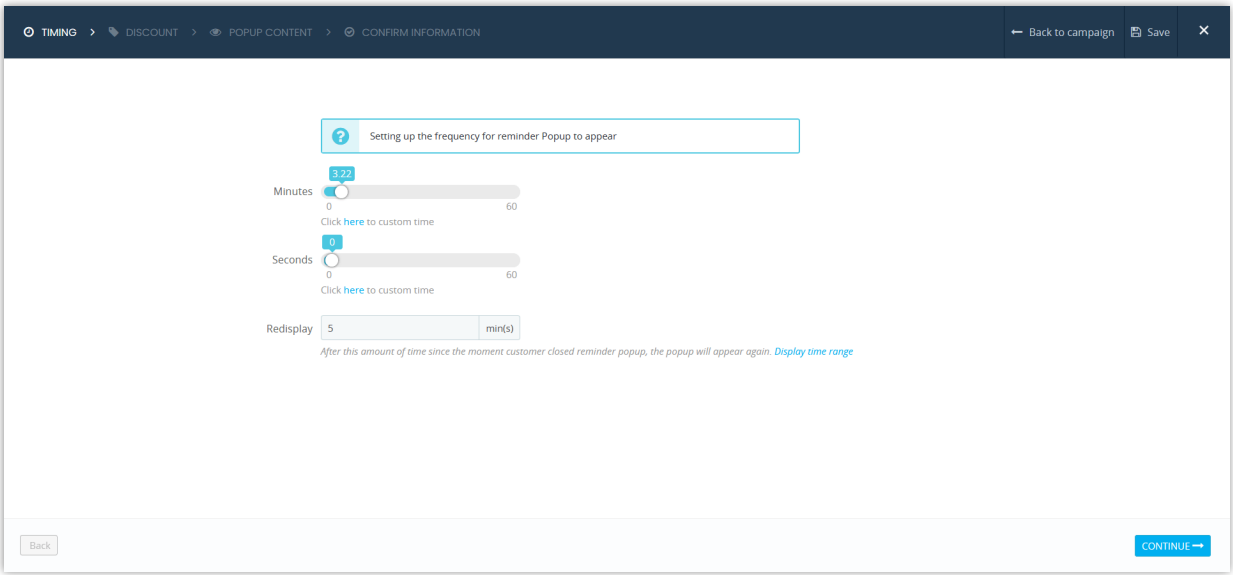
Condition and other options are the same as email reminders:



Click "**Save**" to be navigated to the statistic page of the newly added campaign. Click "**Add reminder**" link to continue.

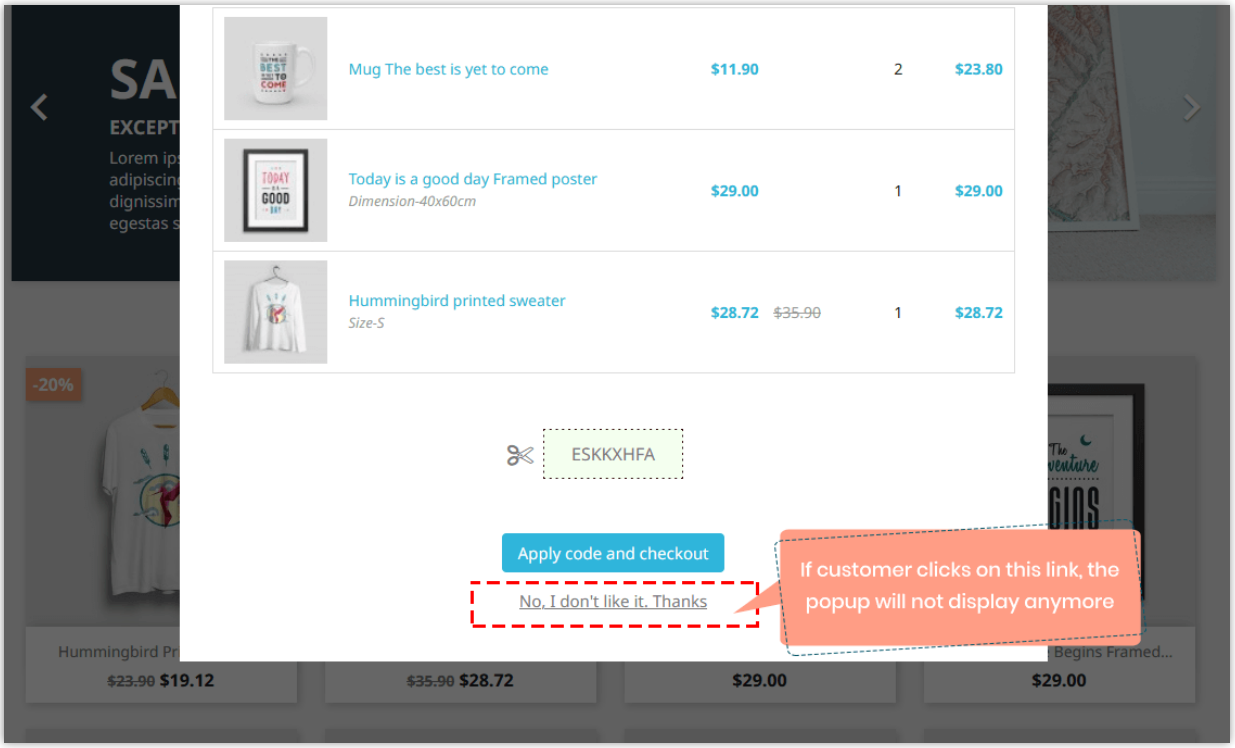


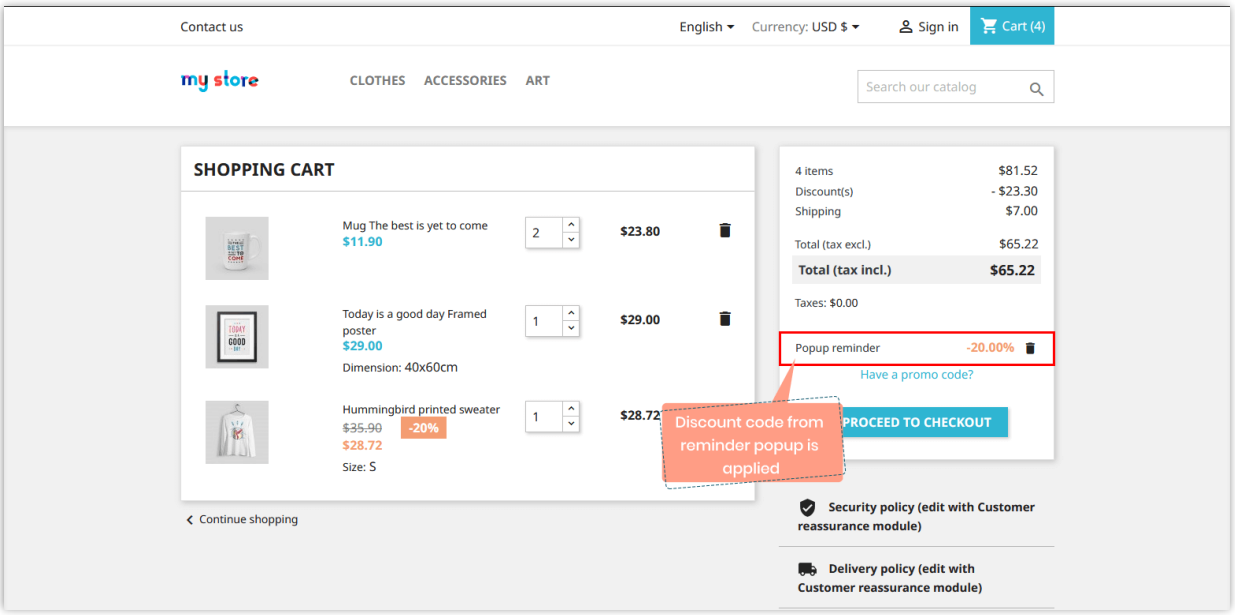
As instructed in "**Abandoned email reminder**" section above, you will configure a new reminder step–by–step: timing > discount code > popup content > confirm.

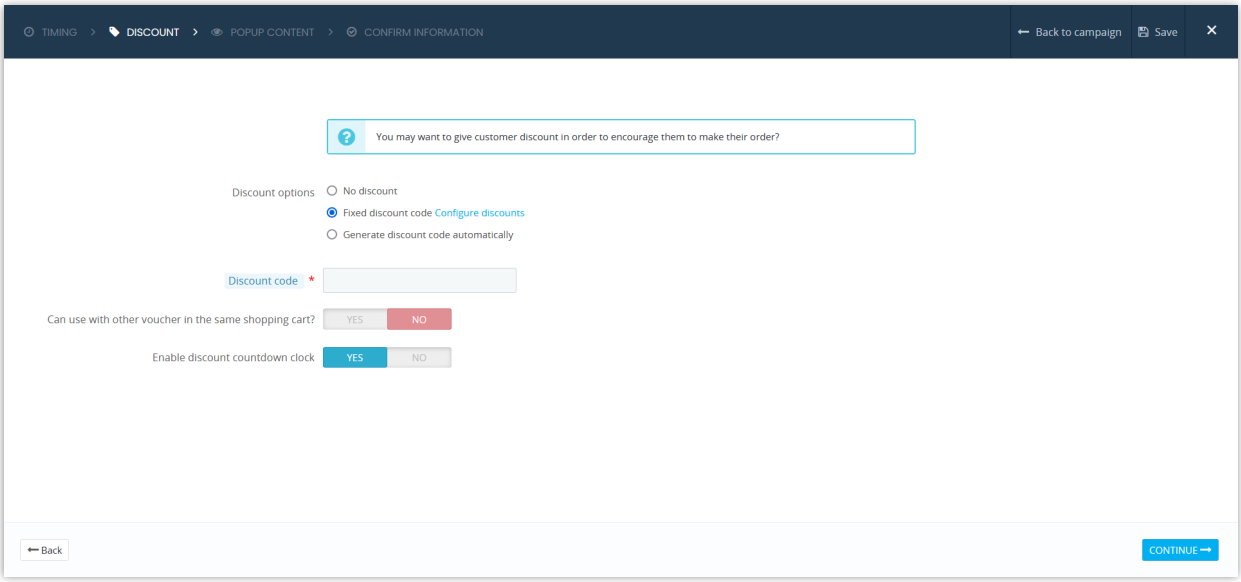


NOTE:

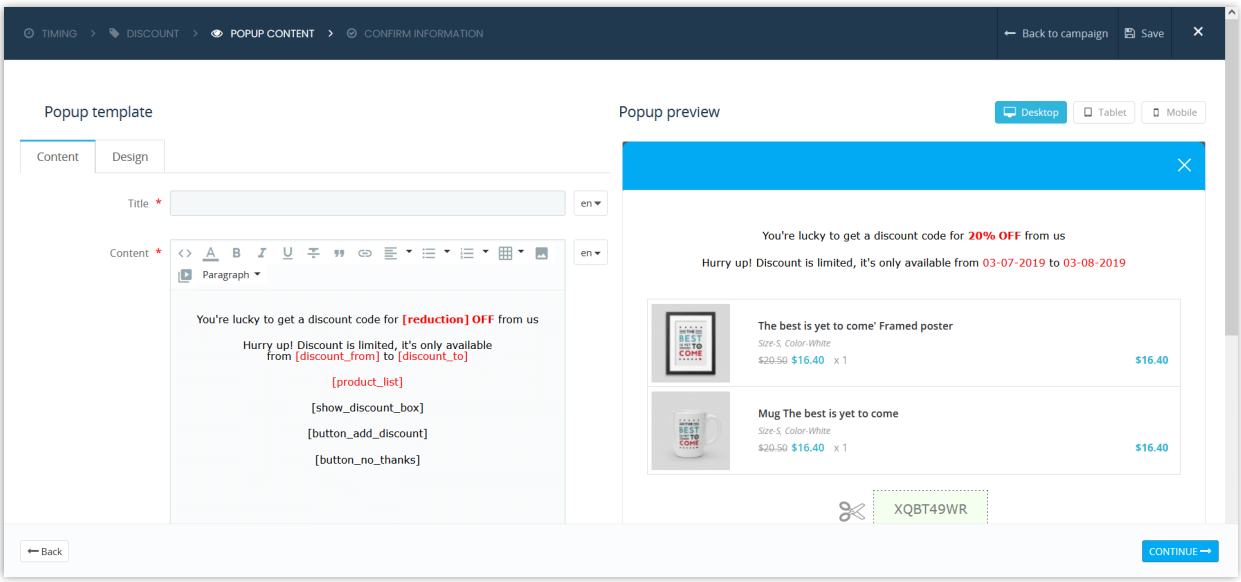
*If the customer clicks on the button "**I don't like it. Thanks**", the popup will not be displayed again in the future. If the customer clicks on "**Apply code and checkout**" button, it will take them to checkout page and apply the discount code automatically.*

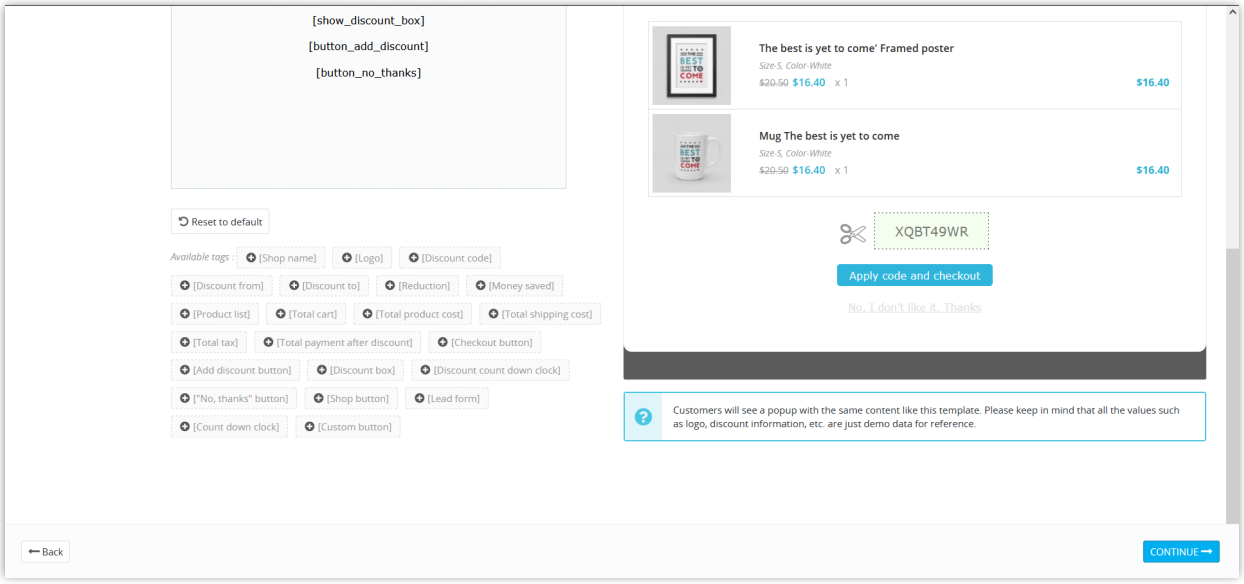

Mug The best is yet to come
$11.90
2
$23.80
Today is a good day Framed poster
Dimension-40x60cm
$29.00
1
$29.00
Hummingbird printed sweater
Size-S
$28.72
$35.90
1
$28.72
ESKKXHFA
Apply code and checkout
No, I don't like it. Thanks
If customer clicks on this link, the popup will not display anymore
-20%
$23.90 $19.12
$35.90 $28.72
$29.00
$29.00


Contact us
English
Currency: USD $
Sign in
Cart (4)
my store
CLOTHES
ACCESSORIES
ART
Search our catalog
SHOPPING CART
Mug The best is yet to come
$11.90
2
$23.80
Today is a good day Framed poster
$29.00
Dimension: 40x60cm
1
$29.00
Hummingbird printed sweater
$35.90
-20%
$28.72
Size: S
1
$28.72
Continue shopping
4 items
$81.52
Discount(s)
- $23.30
Shipping
$7.00
Total (tax excl.)
$65.22
Total (tax incl.)
$65.22
Taxes: $0.00
Popup reminder
-20.00%
Have a promo code?
PROCEED TO CHECKOUT
Discount code from reminder popup is applied
Security policy (edit with Customer reassurance module)
Delivery policy (edit with Customer reassurance module)



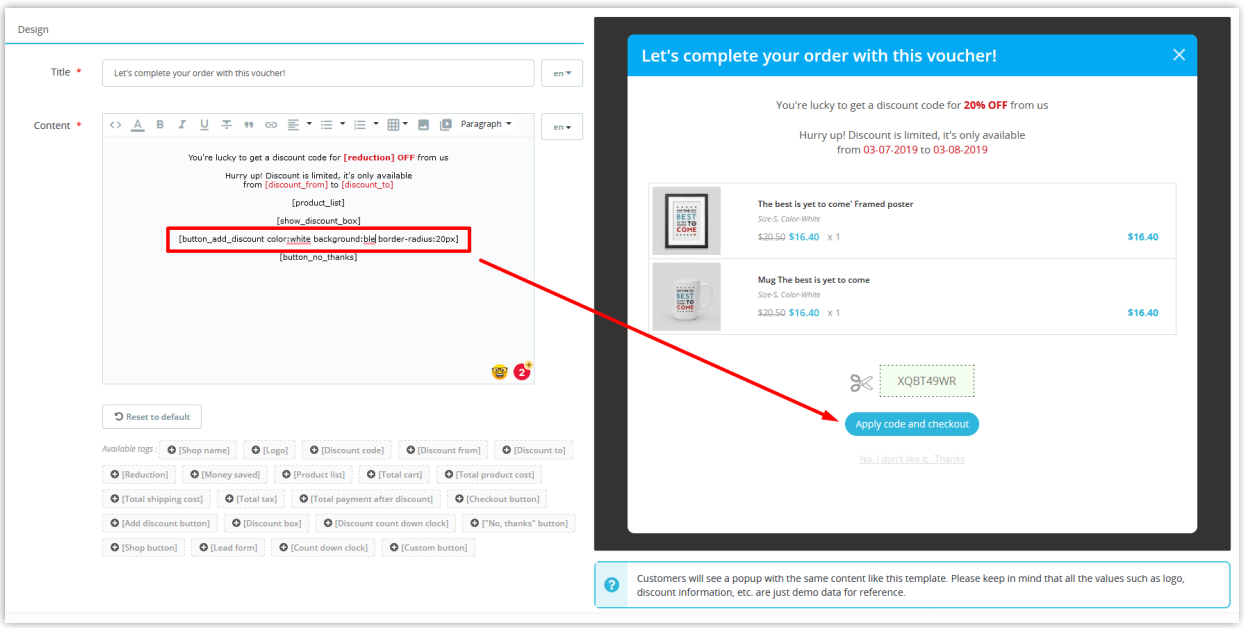
Use the available tags (shortcodes) to build your popup reminder content.



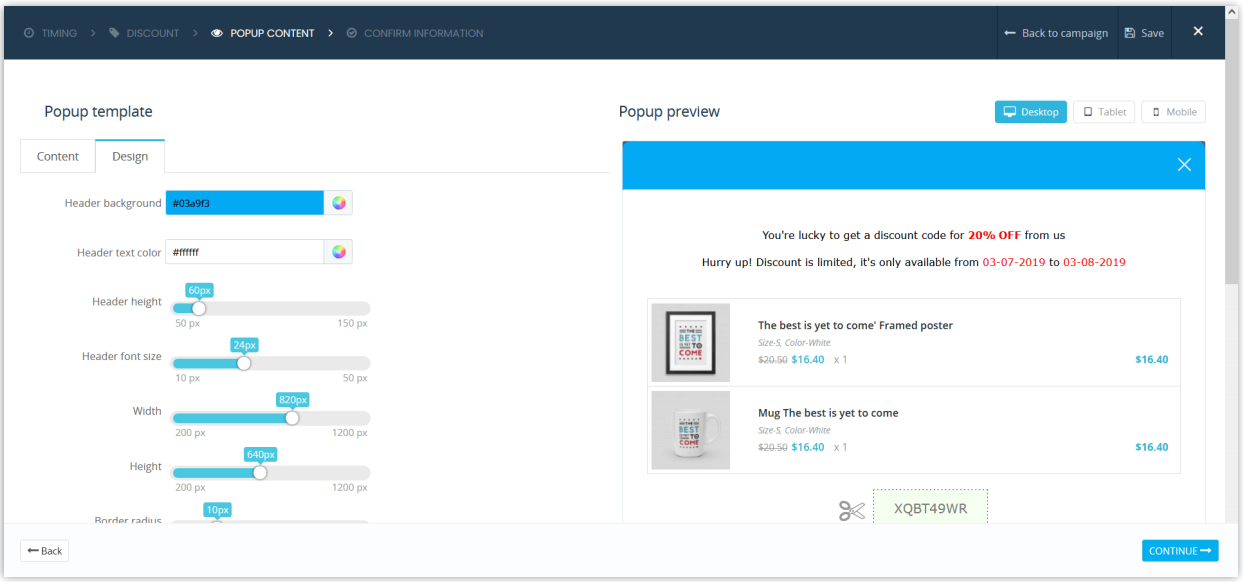


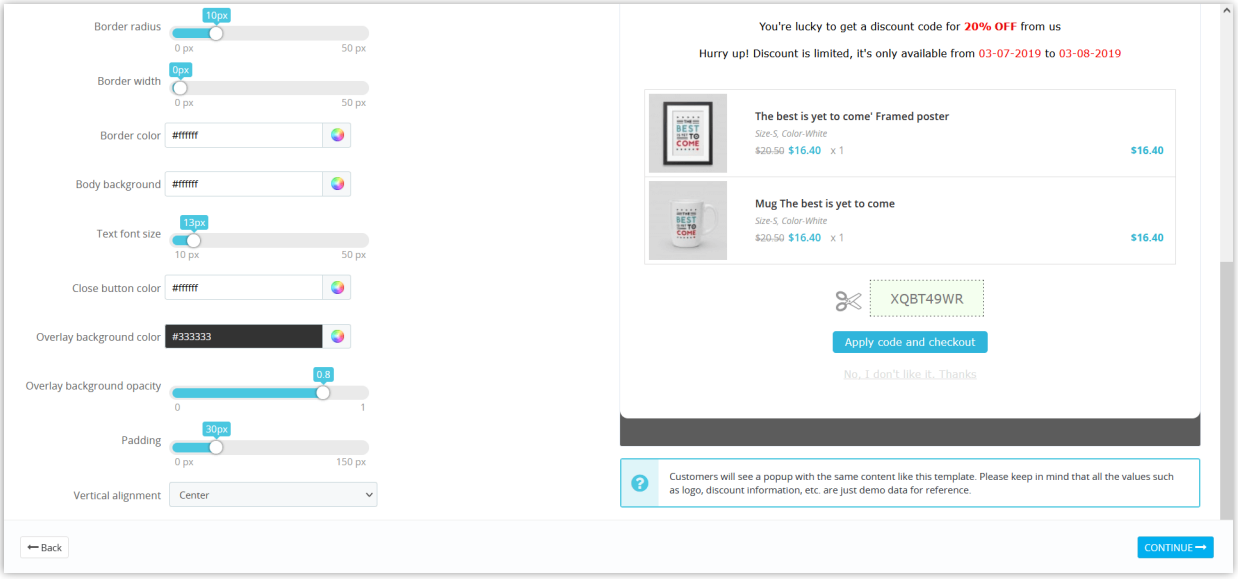
For the button (shortcodes) you use on the email content such as Add discount button, shop button... you can completely customize them as you want. To add any element to customize the button, you need to put them on the [], behind the button.

Here is an example of customizing the Add discount button: **[button_add_discount]** is our shortcode; the italics, blue are the ones I added to customize the button: **[button_add_discount *color:white background:ble border-radius:20px*]**

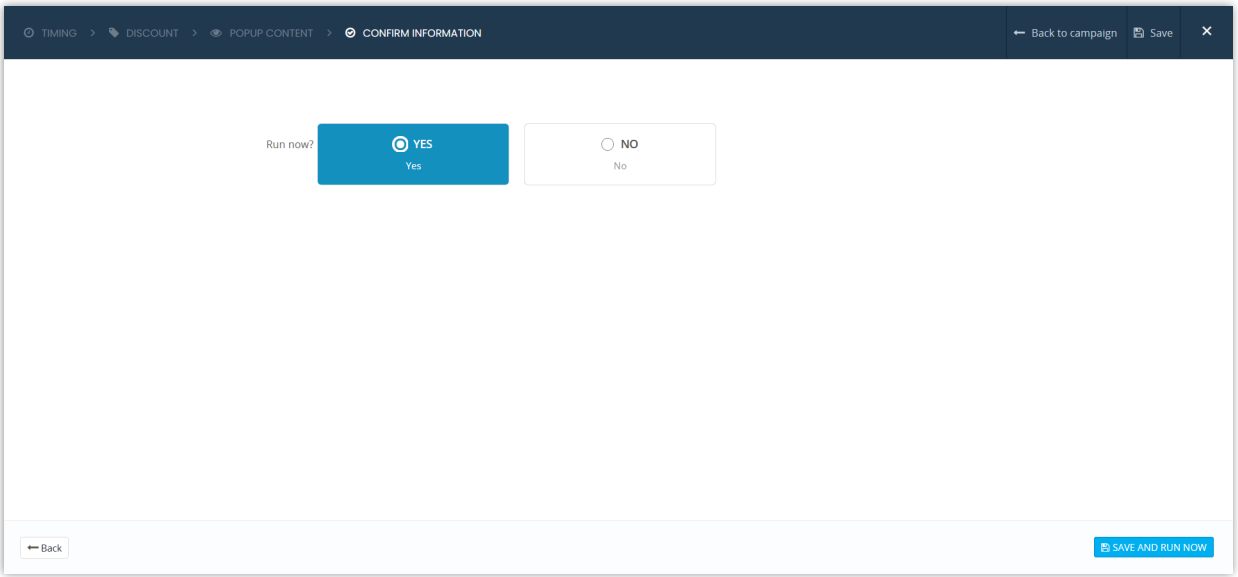


You can customize the popup appearance as you like.



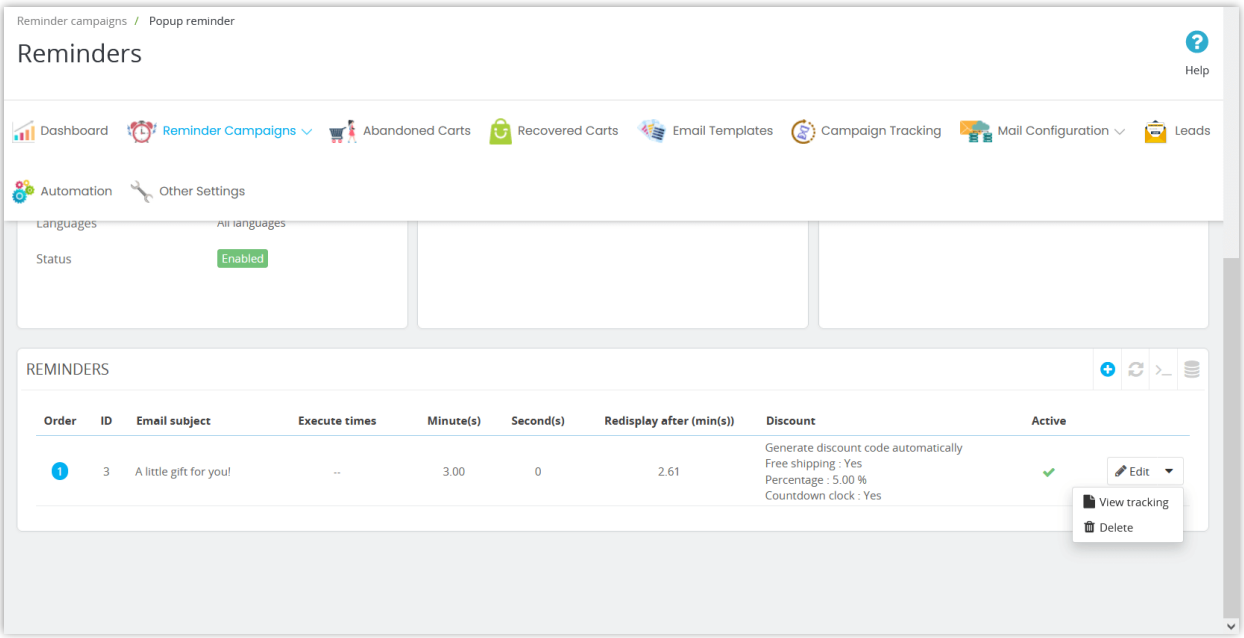


Confirm your information and finish.



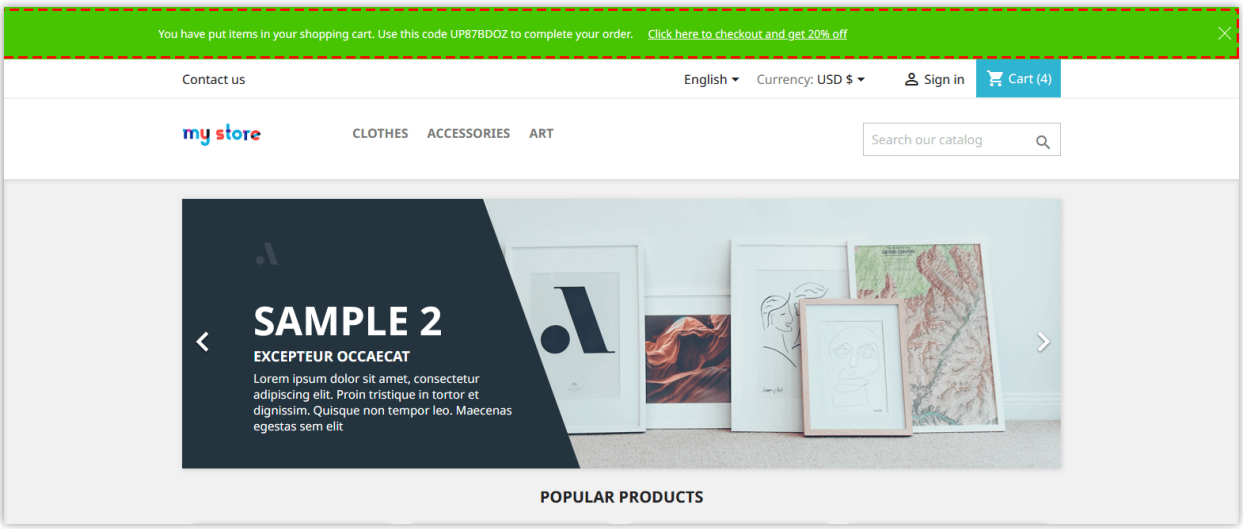
Click “**Save**” to save your configuration or “**Save and run now**” to save your reminder and run it.

And we’re done! You may add as many popup reminders as you want.



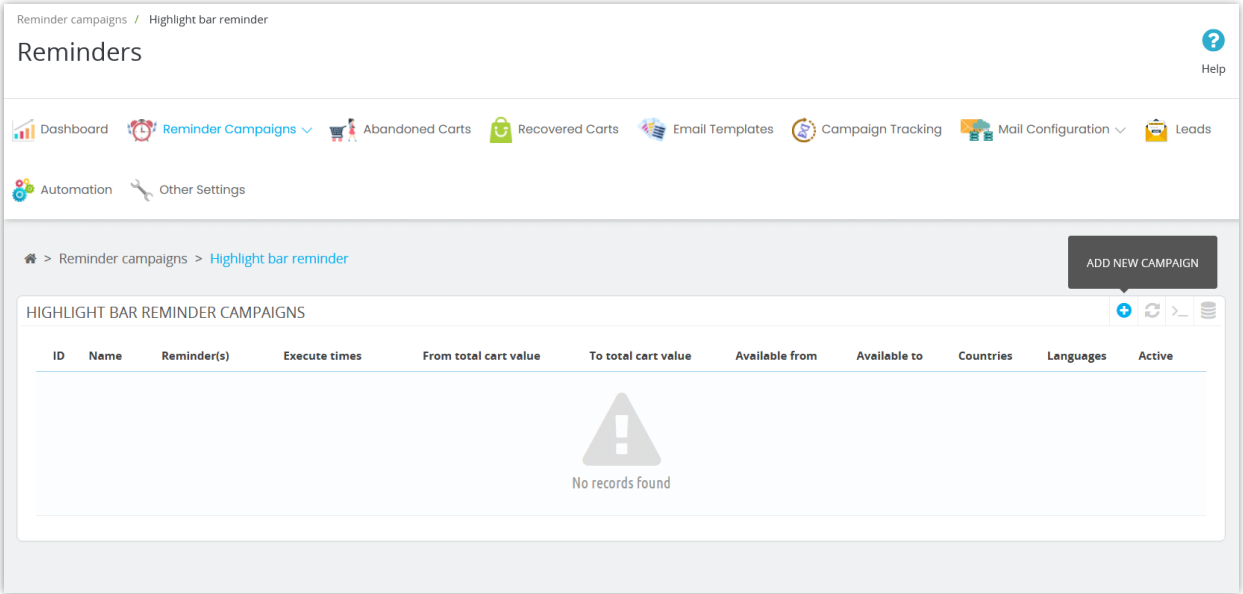
3. Highlight bar reminder

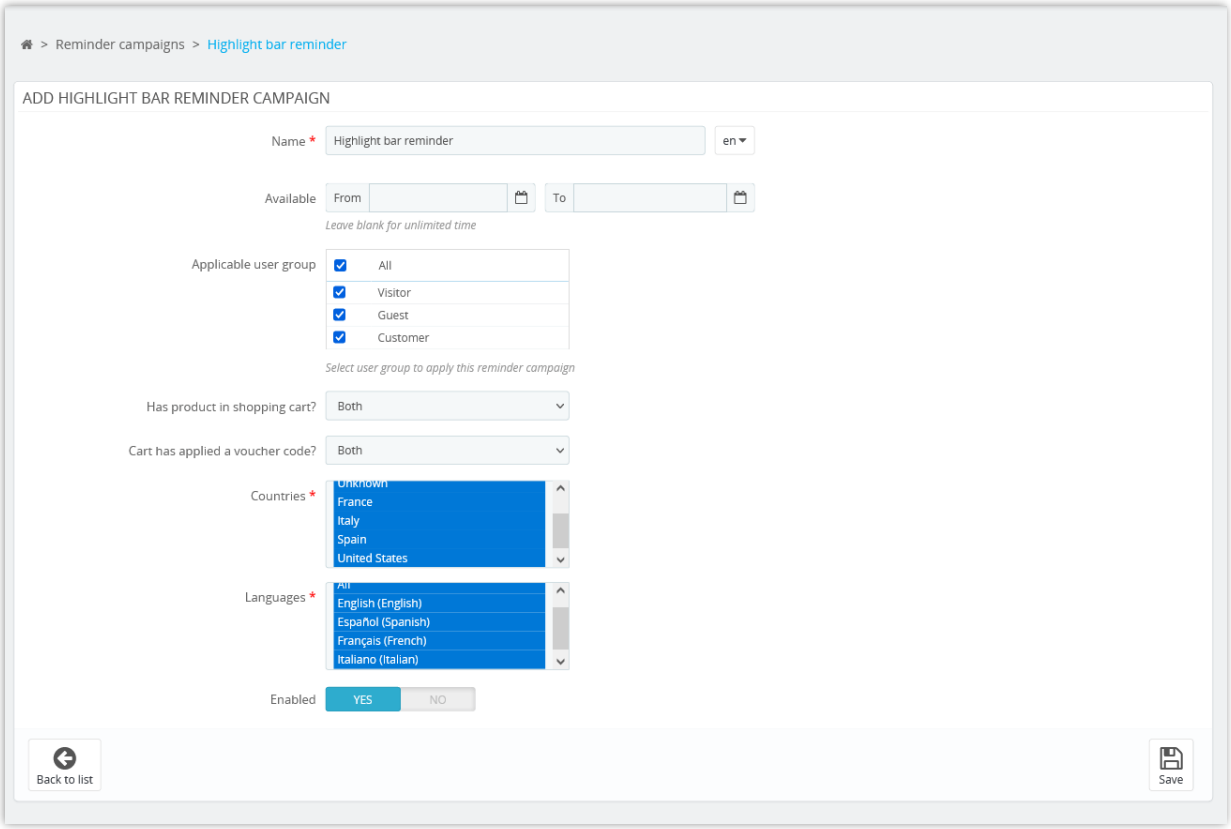
Highlight bar reminder works the same way as popup reminder. However, instead of displaying a popup notification, the module will display a beautiful highlight bar notification at the top of the website.



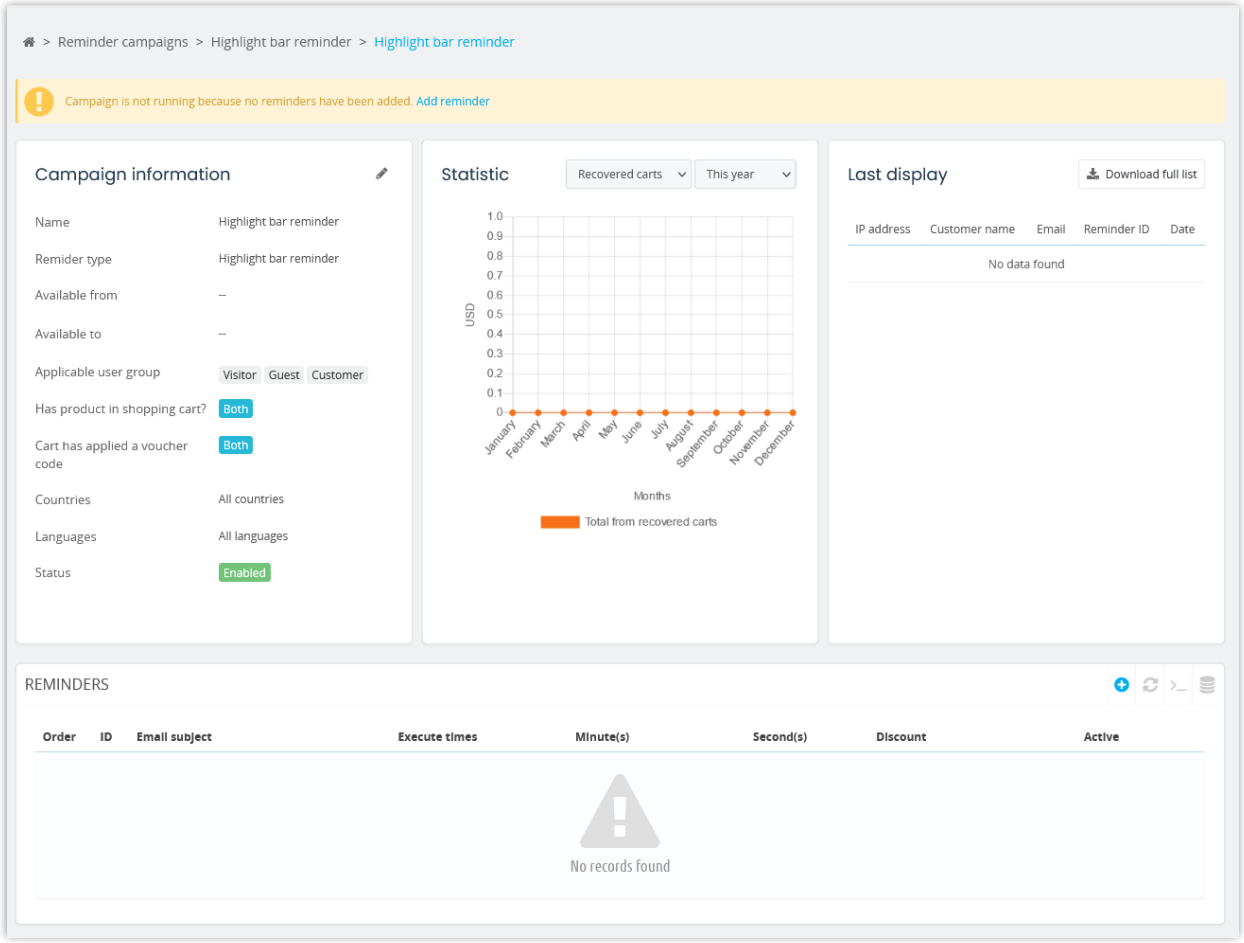
Add a highlight bar reminder campaign

Same as email reminder, you can click on "**Add new campaign**" button to add a new highlight bar reminder campaign.

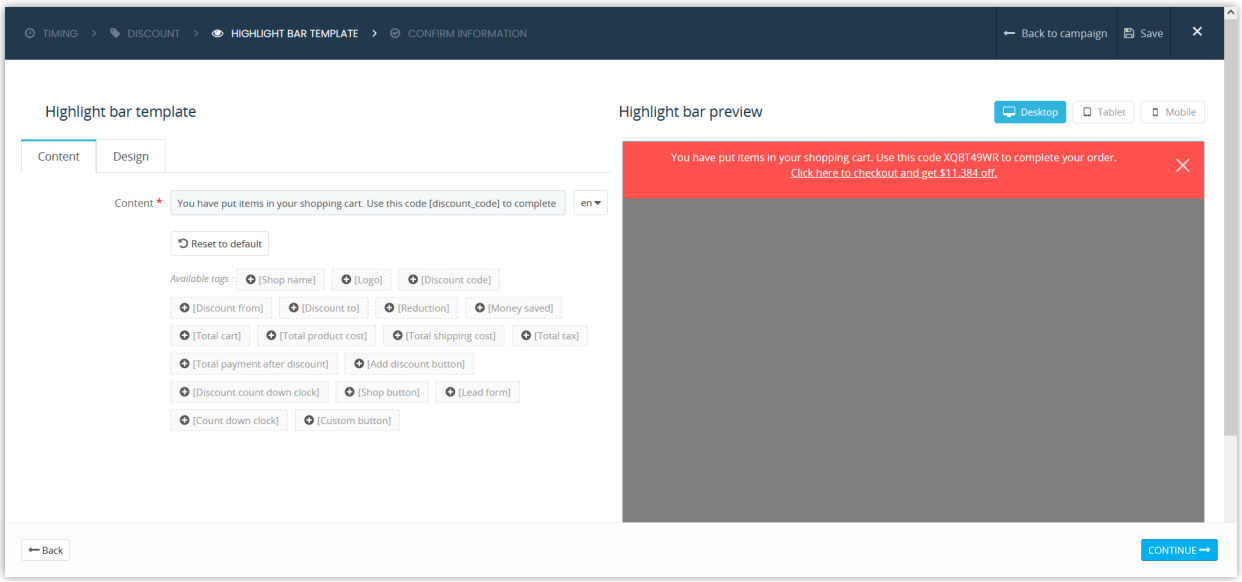




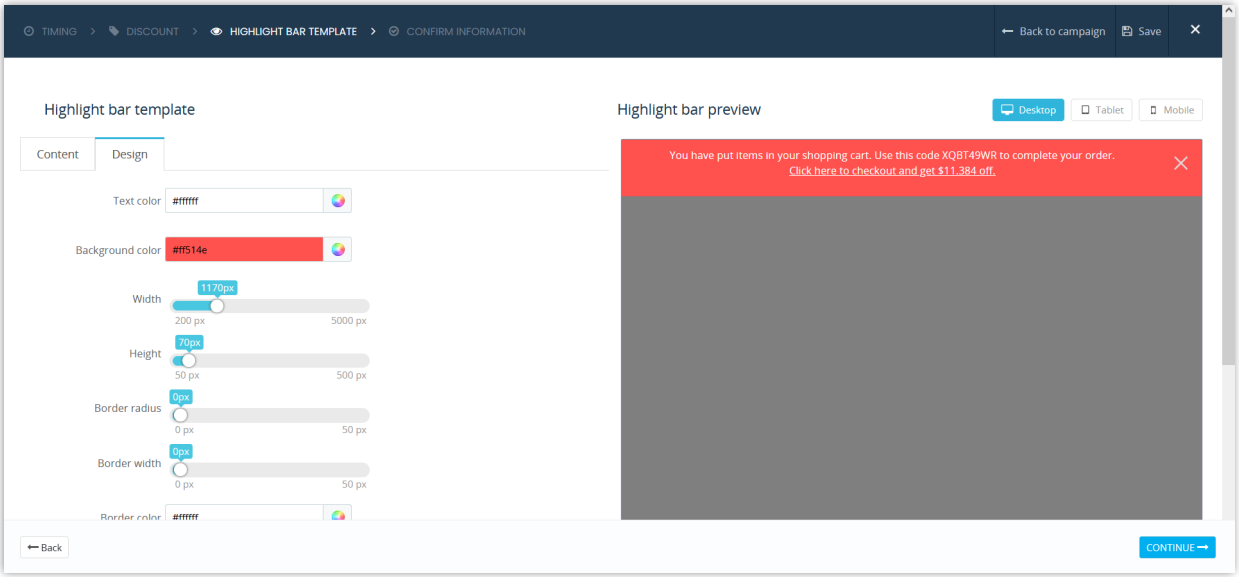
After creating a new campaign, click on "**Add reminder**" link to add a new reminder.

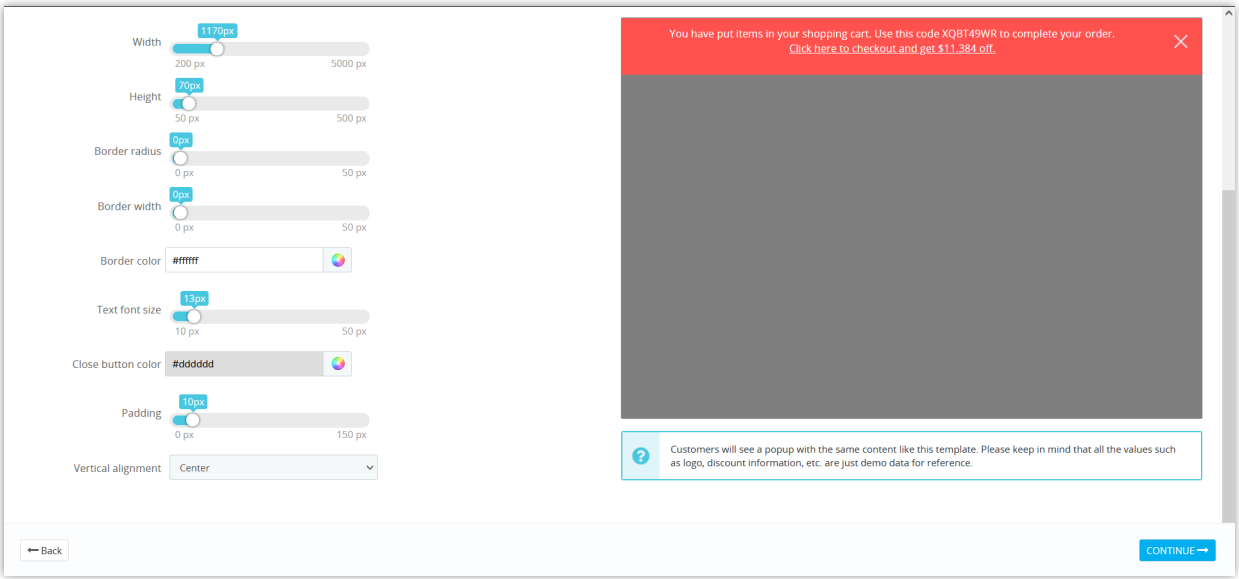


Configure timing, discount code, and content for the highlight bar.

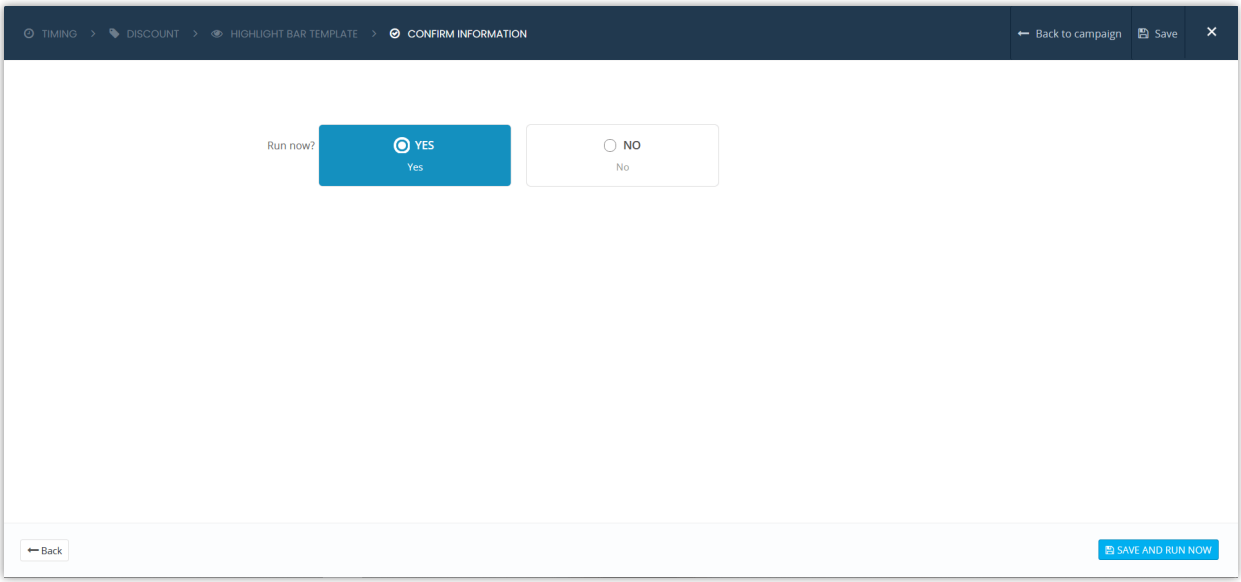


You can also customize the highlight bar appearance as you want.



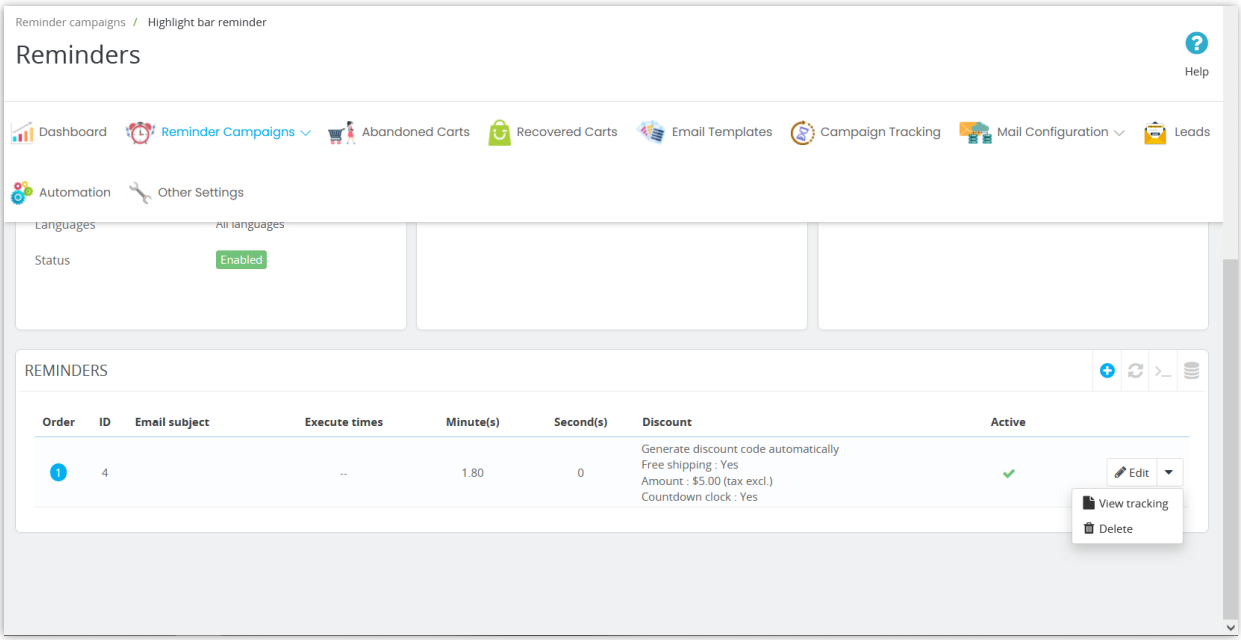


Confirm your information and finish.



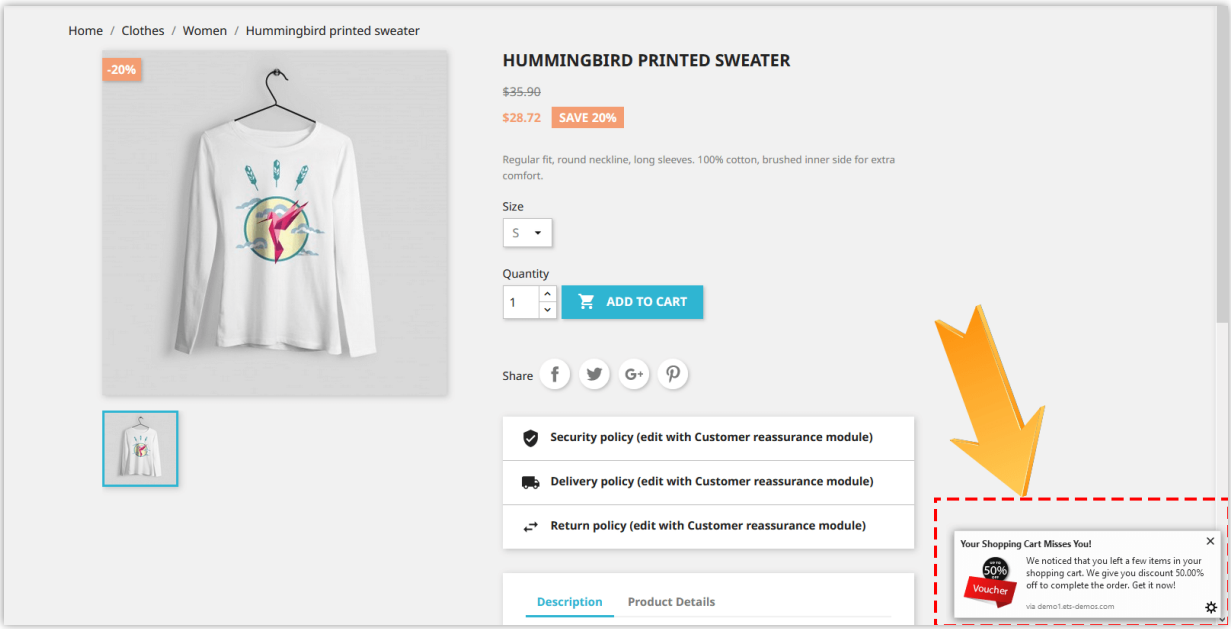
Click "**Save**" to save your configuration or "**Save and run now**" to save your reminder and run it.

And we're done! You may add as many highlight bar reminders as you want.



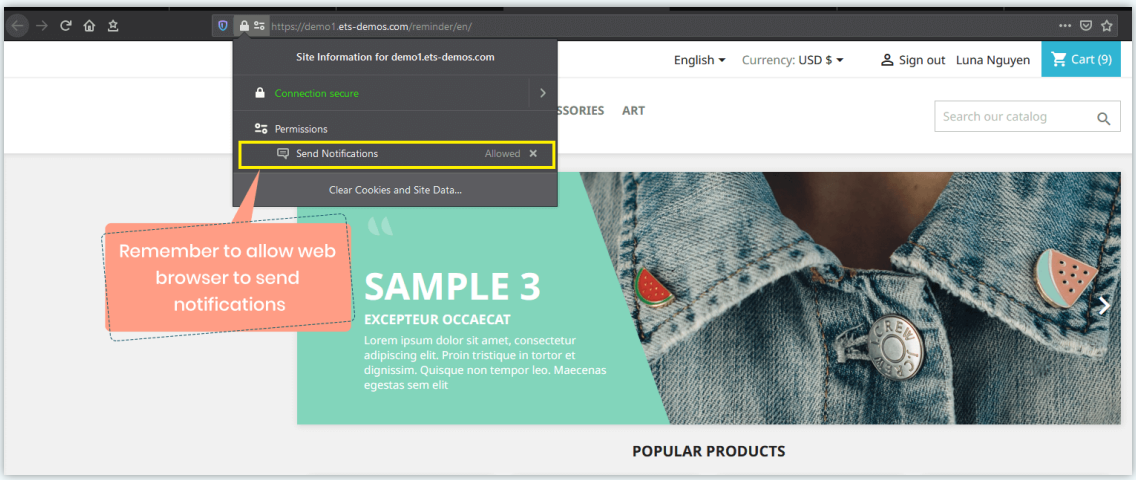
4. Web push notification

Abandoned Cart Reminder: Automated Email & Remarketing takes advantage of web browser notification feature that all modern web browsers (such as Chrome, Microsoft Edge, Firefox, etc.) support. By displaying a cart reminder under the form of a web push notification, the customers can see the notification on their desktop even when they're working on another program (not a web browser) on their computer.

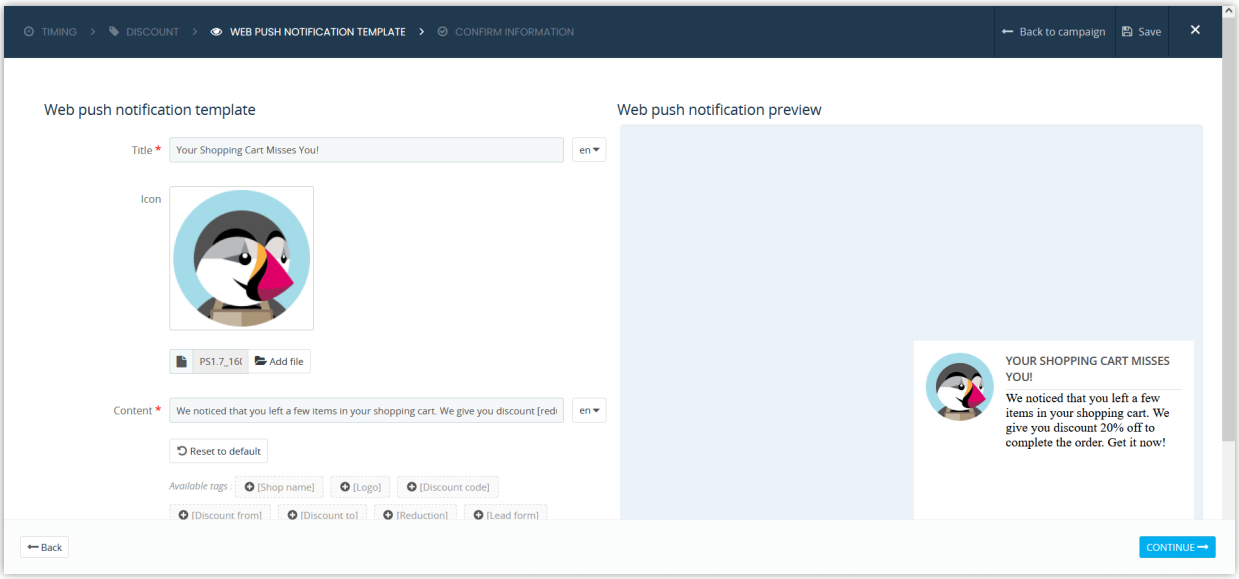


NOTE:

Customer needs to allow showing notification on their web browser to see the notification.



"**Web push notification**" configuration is the same as "**Highlight bar reminder**", however, instead of setting background color, you can upload your custom icon for notification of web push notification.



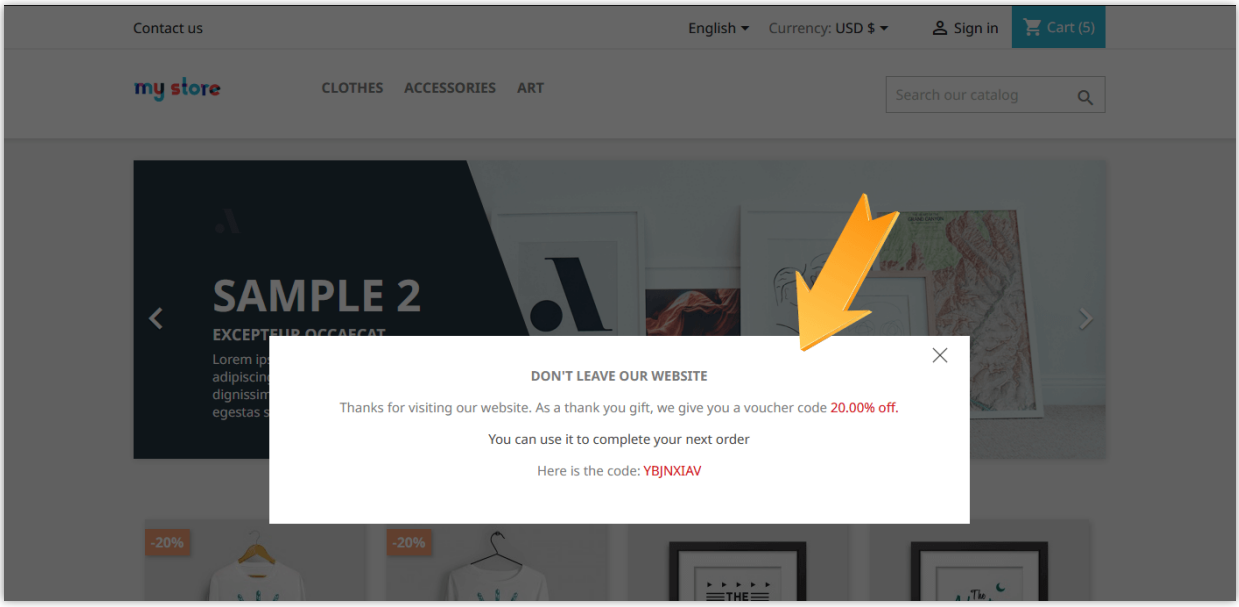
NOTE:

- *The priority of reminders which display to customers are: Popup reminder > Highlight bar reminder > Web push notification in case a shopping cart satisfy all the reminders.*
- *Web push notification only works on Chrome, Firefox, Opera (and some other web browsers) when HTTPS is enabled*

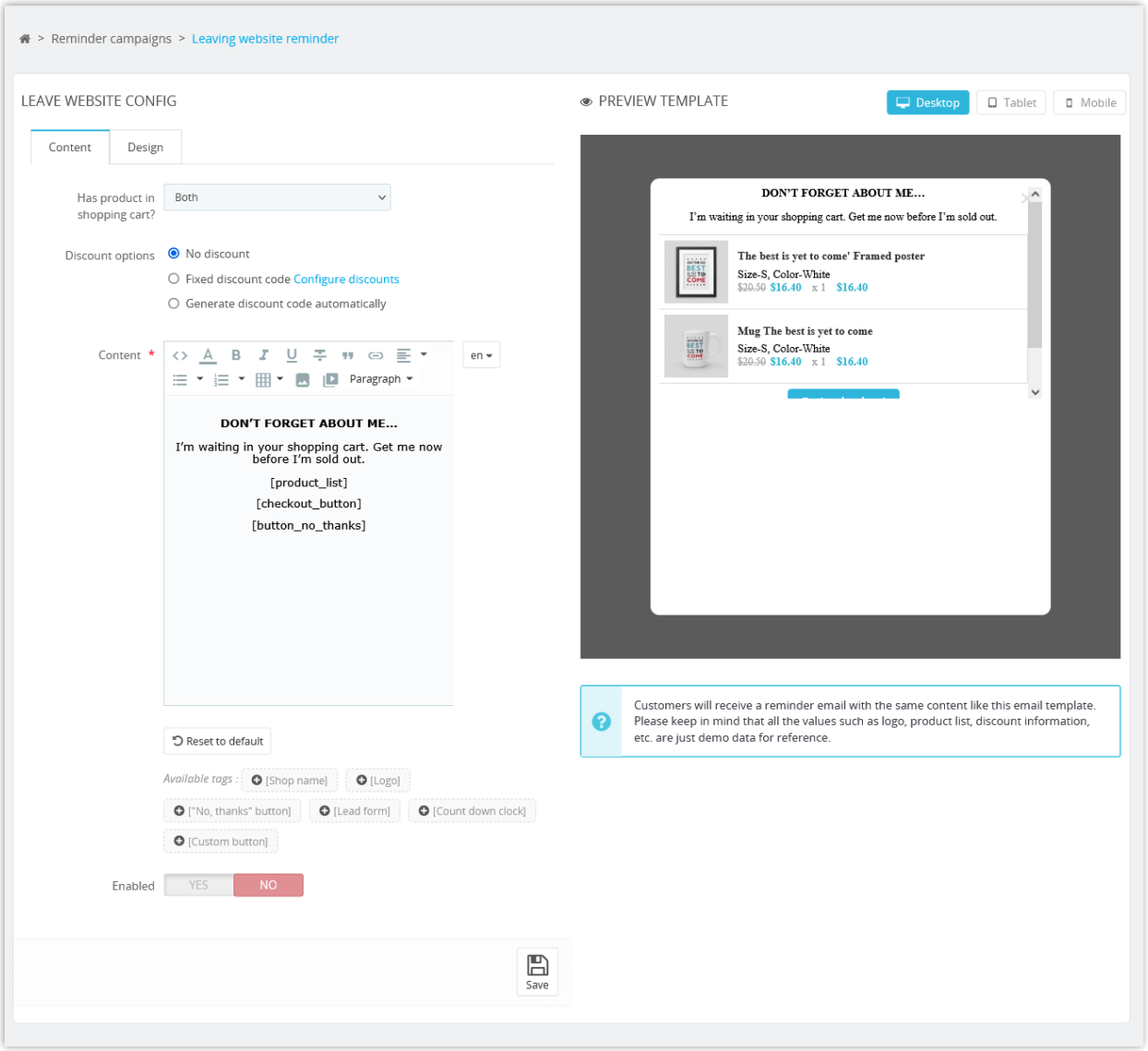
5. Leaving website reminder

Leaving website reminder (or exit-intent popup) are often used by websites to retain visitors that are about to leave the site. Visitors' mouse movements are tracked, and the popup is triggered when their cursor moves outside the upper page boundary.

Instead of making visitors leave your store and abandon their shopping cart, let's offer them a discount code to encourage visitors to complete their purchases.

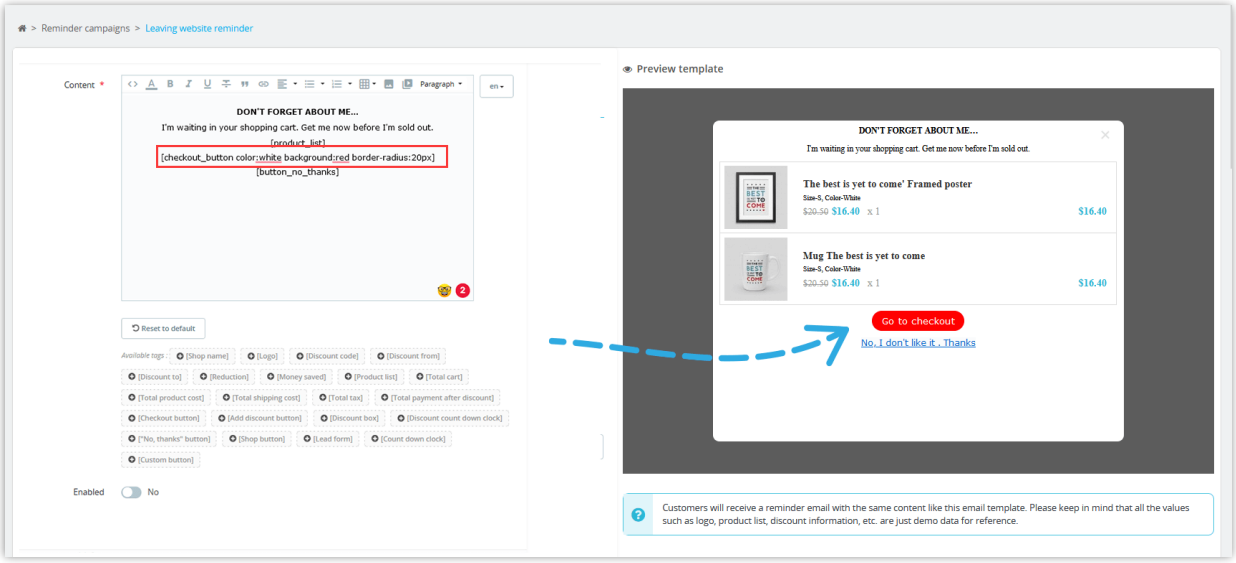


You can set up discount options and customize the content of leaving website reminder.

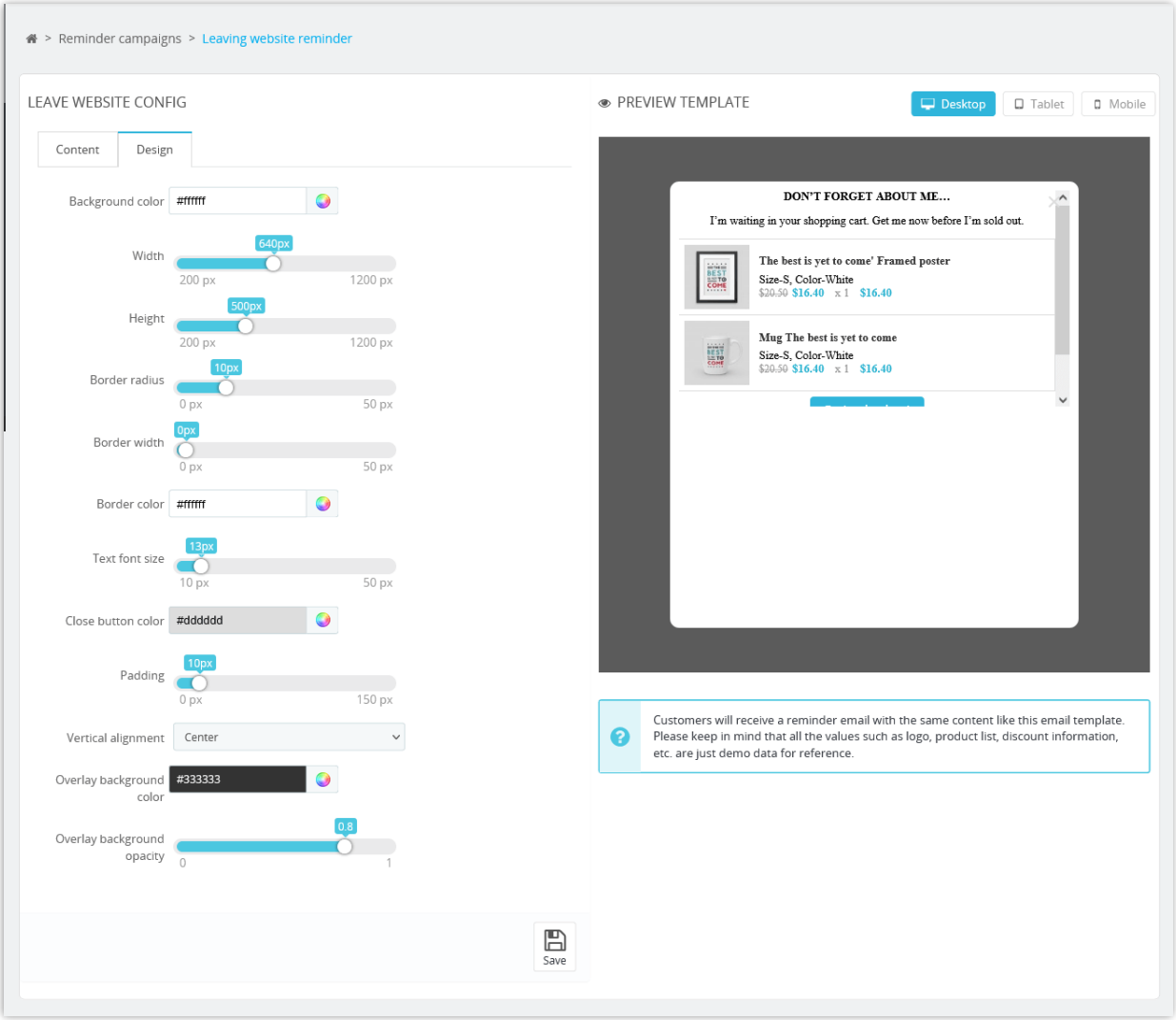


For the button (shortcodes) you use on the email content such as checkout button, shop button... you can completely customize them as you want. To add any element to customize the button, you need to put them on the [], behind the button.

Here is an example of customizing the checkout button: **[checkout_button]** is our shortcode; the italics, blue are the ones I added to customize the button: **[checkout_button *color:white background:red border-radius:20px*]**

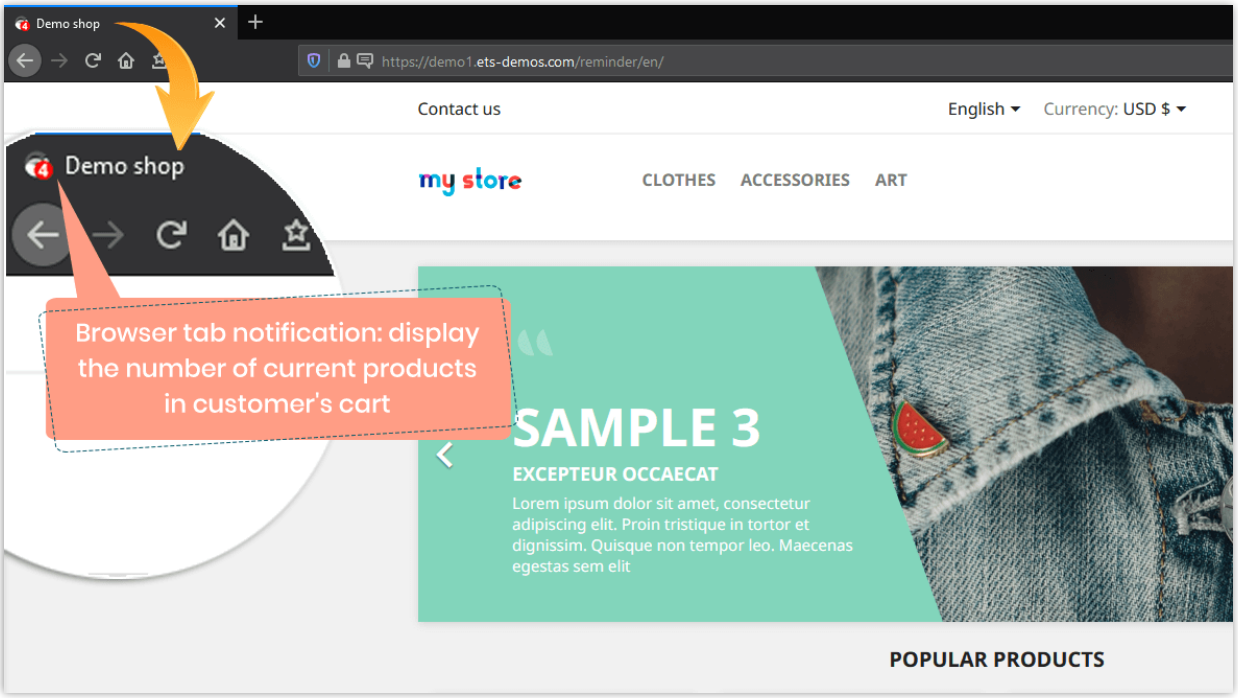


You can also customize leaving website popup appearance as you want.

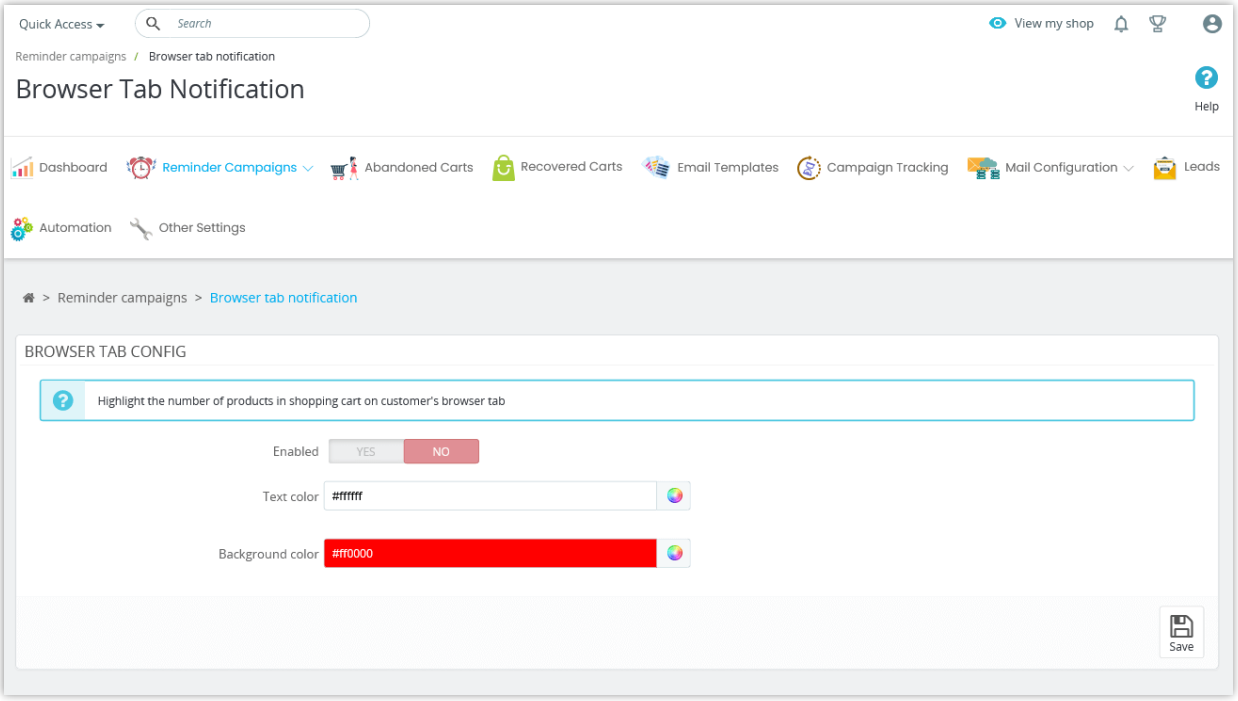


6. Browser tab notification

This module can boost your PrestaShop store purchase rate and decrease number of abandoned carts and incomplete orders with a small badge notification on your PrestaShop store favicon.



You can select the text color and background color for browser tab notification.

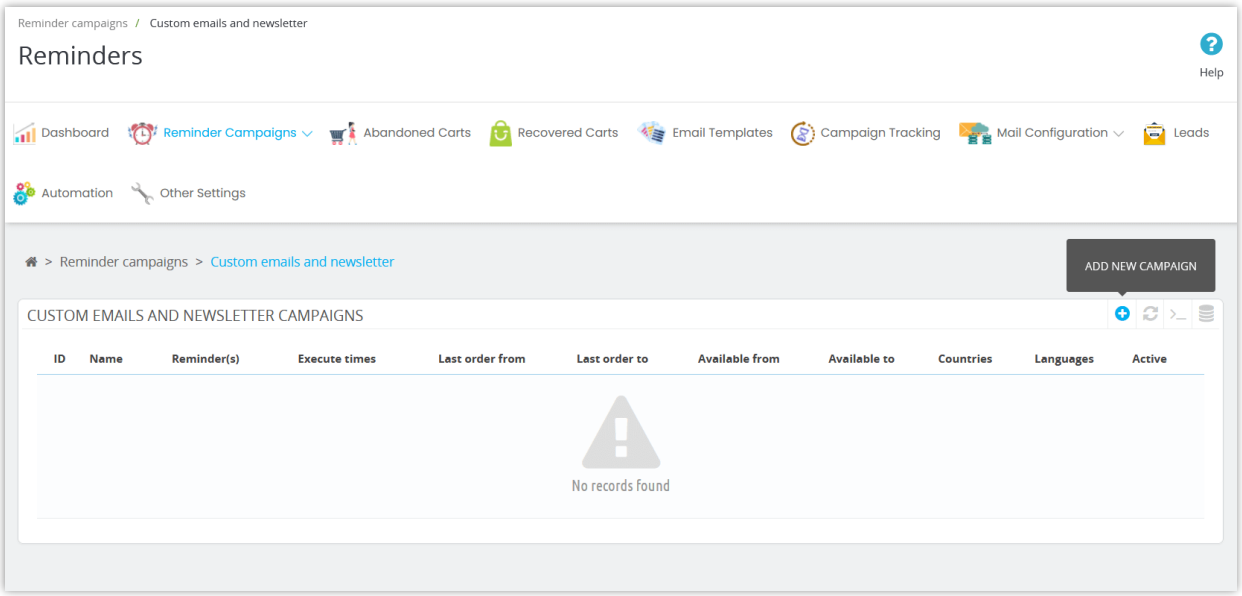


VI. AUTO EMAIL MARKETING

As a PrestaShop business owner, you'd like to stay connected to your customers. Email automation is a powerful marketing automation tool that lets you send emails to your customers and prospects automatically, based on a schedule, or triggers that you defined. This auto email marketing tool is extremely effective for lead nurturing, and ultimately, driving sales from potential customers as well as existing ones.

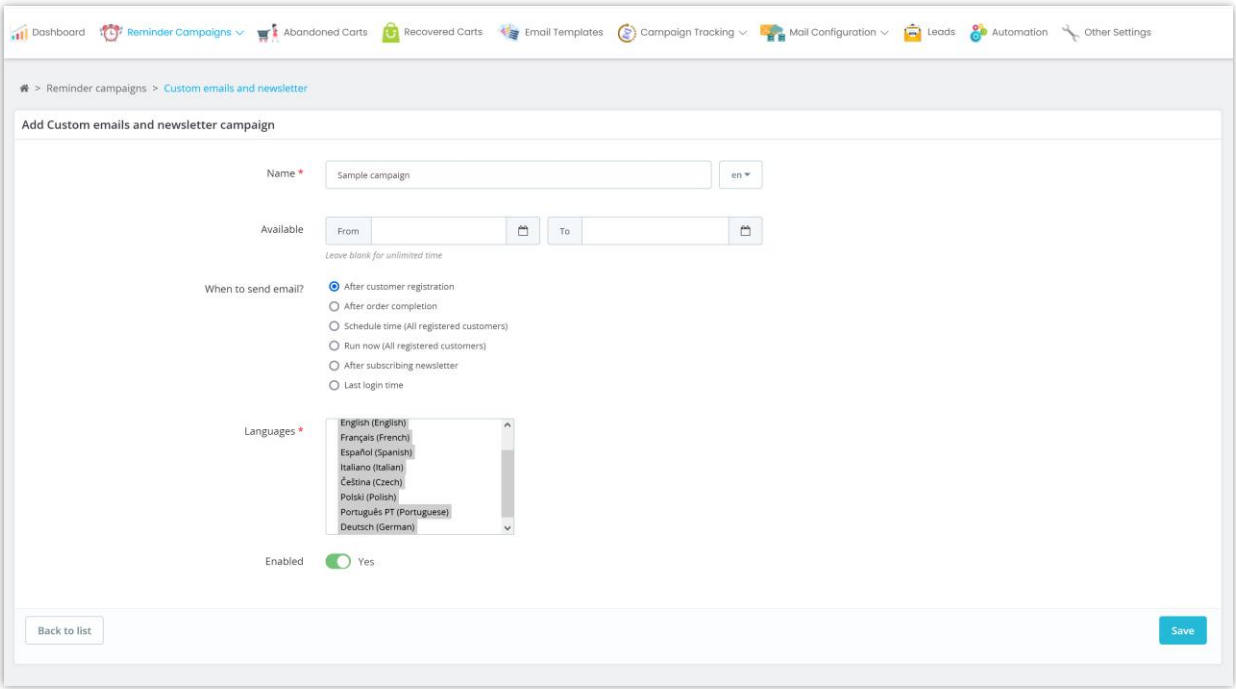
Add new campaign

Step 1: Click on "**Add new campaign**" button, enter the name, and set the condition as you preferred.



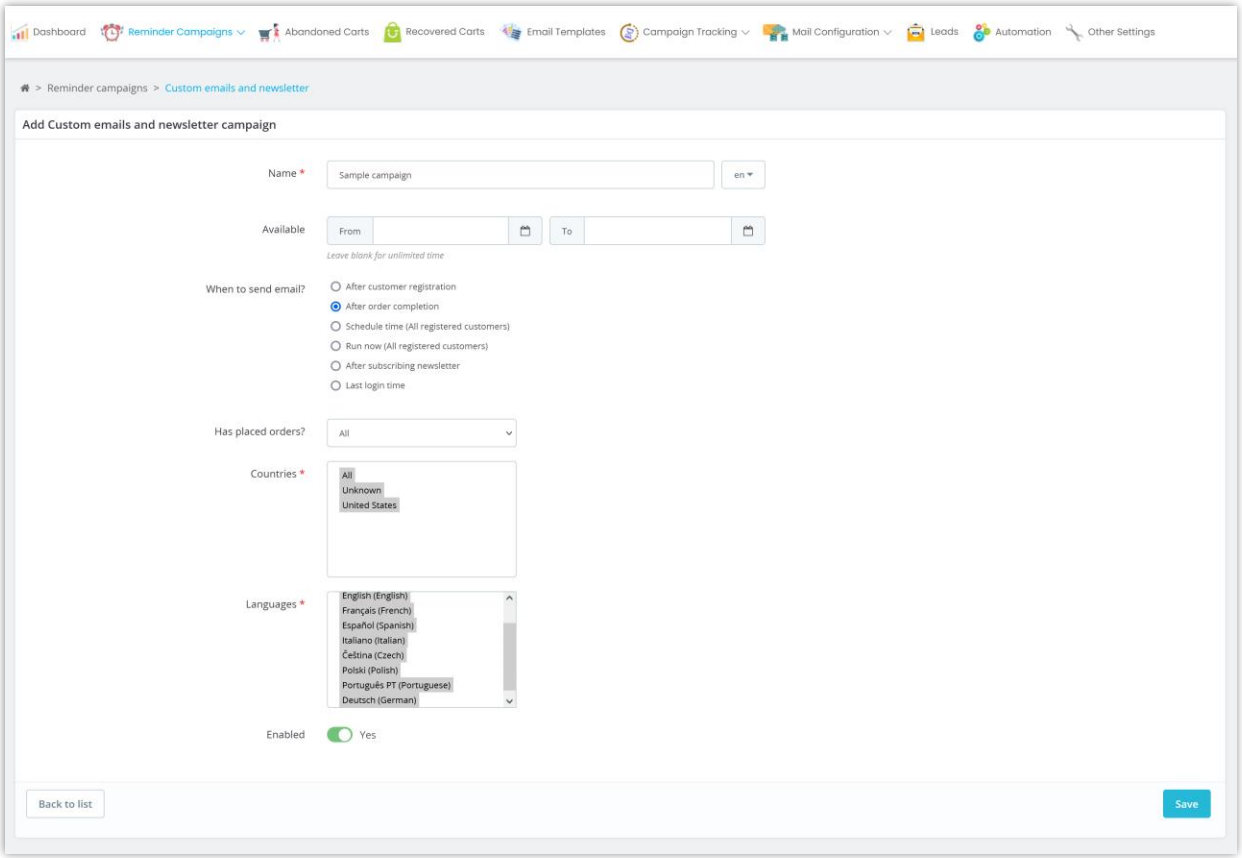
When to send email? – After customer registration: customers will receive an email after successfully registering a new account. Apply to all new customers from the creation time of this custom email campaign.

For example: if you create "After customer registration" campaign on 01 October 2021, the customers who made new accounts before 01 October 2021 will not receive any email from this campaign.



When to send email? – After order completion: customers will receive an email after completing an order.

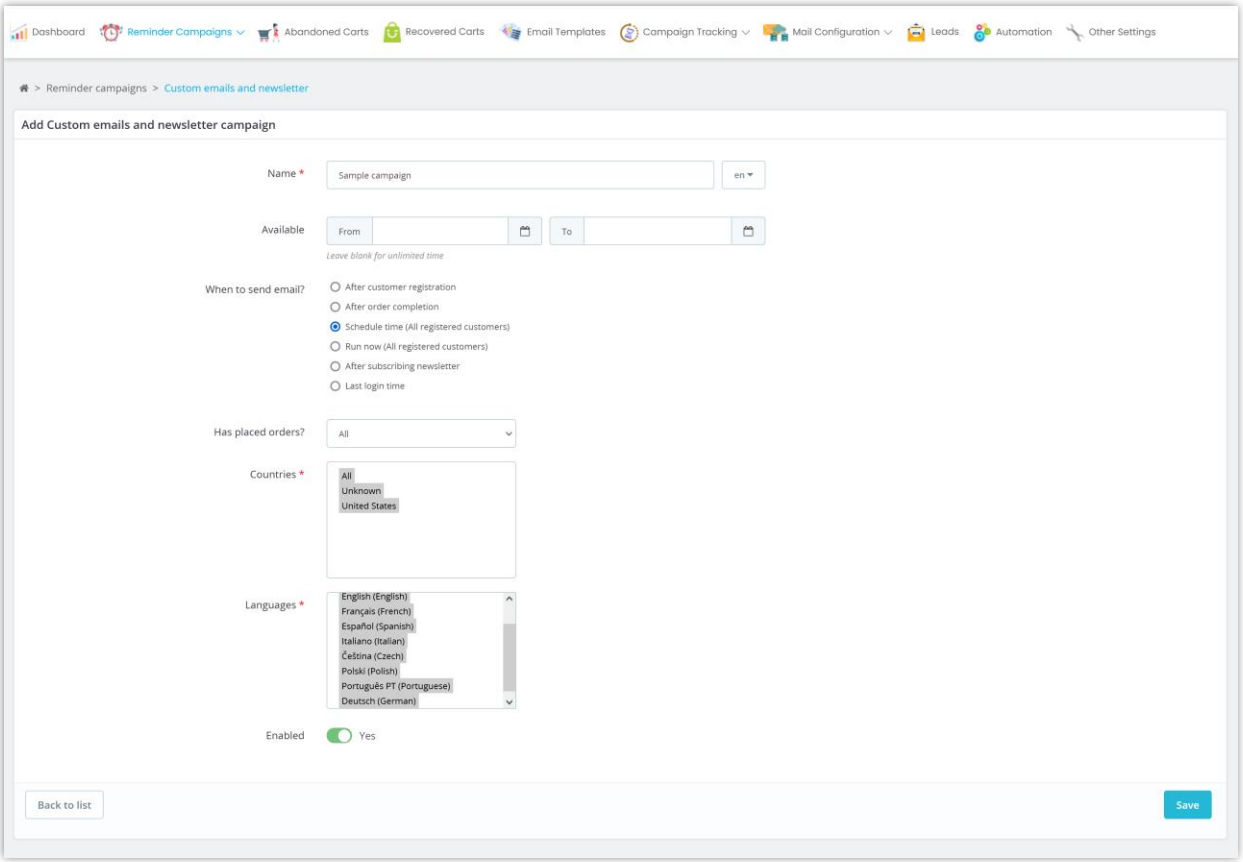
- If you select "All" value for "Has placed orders?" option, an email will be sent to all customers of your website (both customers who placed an order and customers who haven't placed any order).
- If you select "Yes" value for "Has placed orders?" option, an email will be sent to all customers who placed an order at your website, not limited by time.
- If you select "No" value for "Has placed orders?" option, an email will be sent to all orders from the creation time of this custom email campaign.



When to send email? – Schedule time: the registered customers will receive an email at the scheduled time.

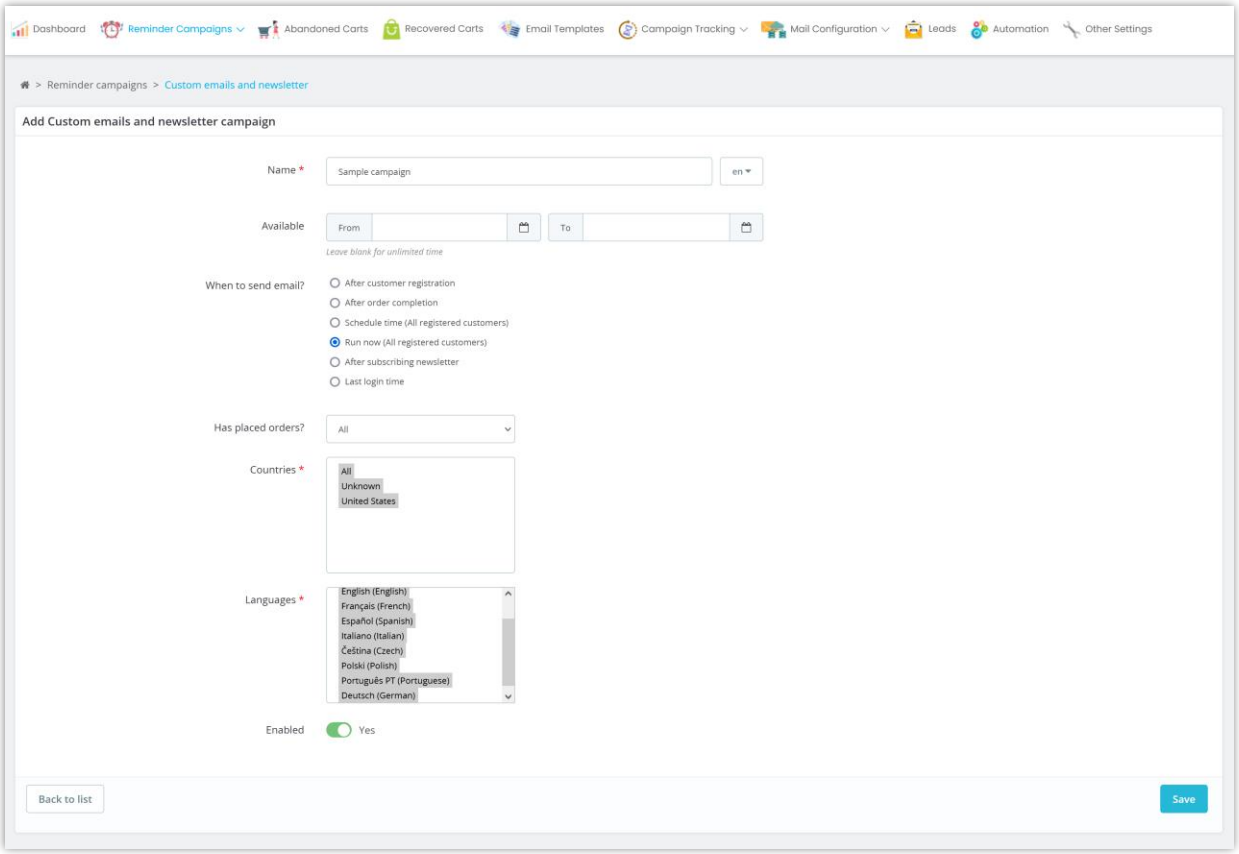
- If you select "All" value for "Has placed orders?" option, an email will be sent to all customers of your website (both customers who placed an order and customers who haven't placed any order).
- If you select "Yes" value for "Has placed orders?" option, an email will be sent to all customers who have placed an order at your website.
- If you select "No" value for "Has placed orders?" option, an email will be sent to all customers who haven't placed any order at your website.

For example, there is an email scheduled to send at 07:00 pm 01 October 2021, "Has placed orders?" is set to "All". --> All registered customers of your website (even they've placed orders or not) will receive this email at 07:00 pm 01 October 2021.



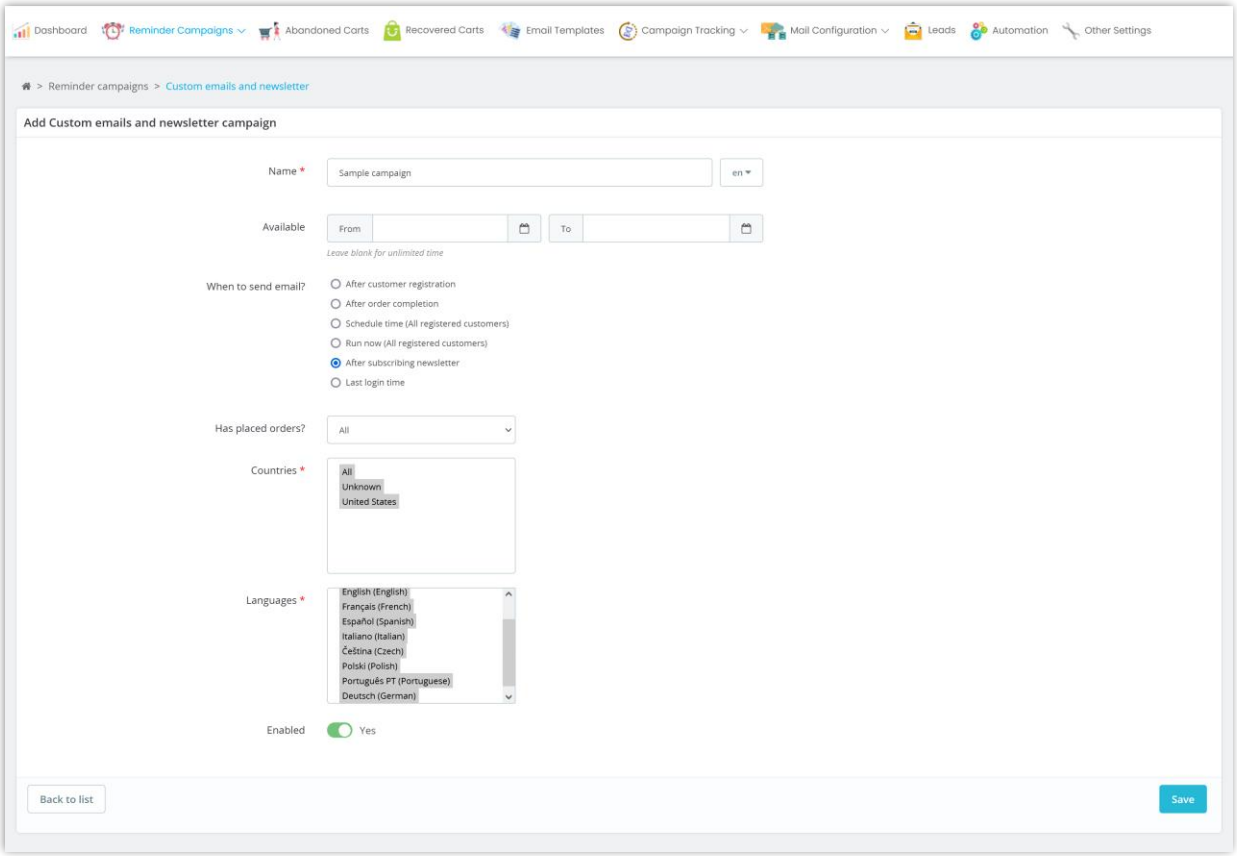
When to send email? – Run now: the registered customers will receive an email right after this custom email campaign is saved successfully. Please note that only customers that satisfy the conditions of your custom email campaign at the time you save the campaign will receive an email. The campaign will only send emails to customers once.

- If you select "All" value for "Has placed orders?" option, an email will be sent to all registered customers of your website (both customers who placed an order and customers who haven't placed any order).
- If you select "Yes" value for "Has placed orders?" option, an email will be sent to all customers who placed an order at your website.
- If you select "No" value for "Has placed orders?" option, an email will be sent to all customers who haven't placed any order at your website.



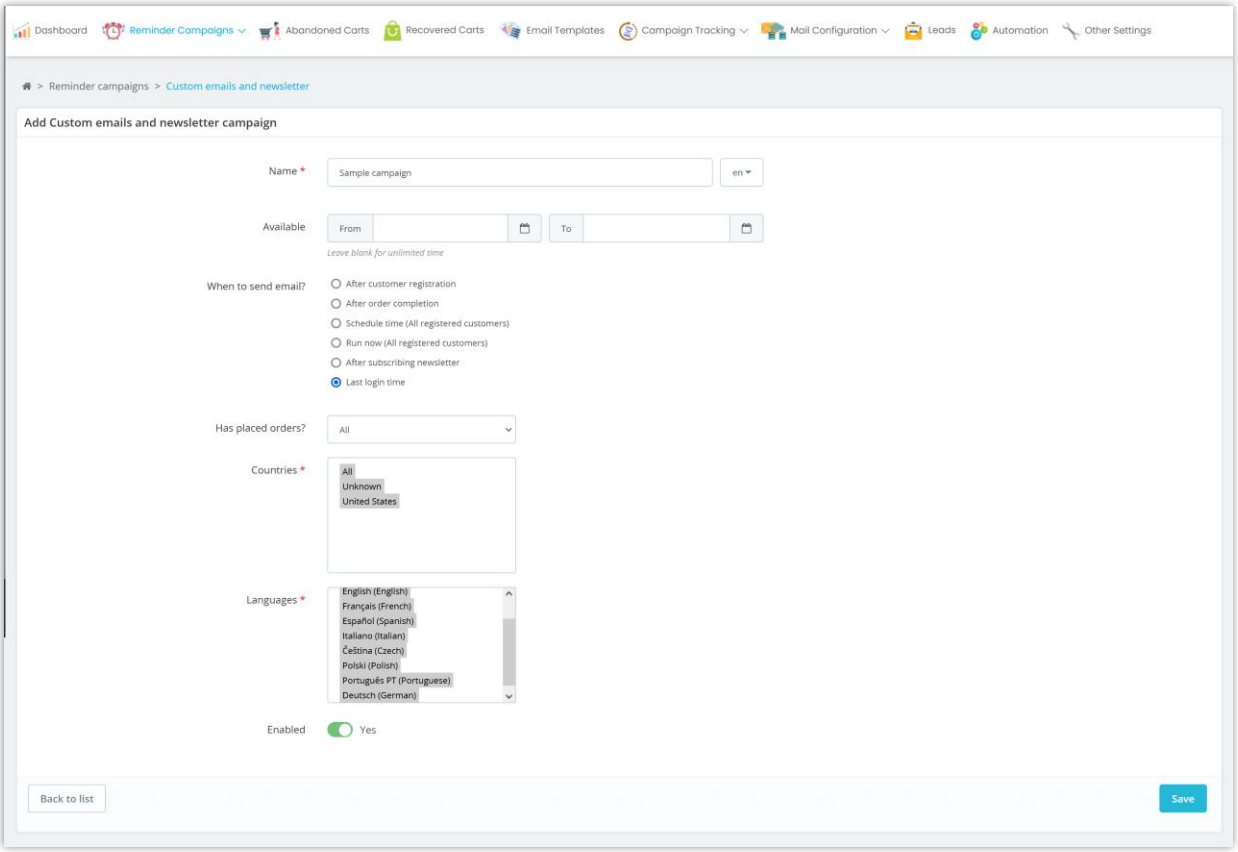
When to send email? – After subscribing newsletter: your customers will receive an email after successfully subscribing to newsletter service.

- If you select "All" value for "Has placed orders?" option, an email will be sent to all registered customers of your website (both customers who placed an order and customers who haven't placed any order).
- If you select "Yes" value for "Has placed orders?" option, an email will be sent to all customers who placed an order at your website.
- If you select "No" value for "Has placed orders?" option, an email will be sent to all customers who haven't placed any order at your website.



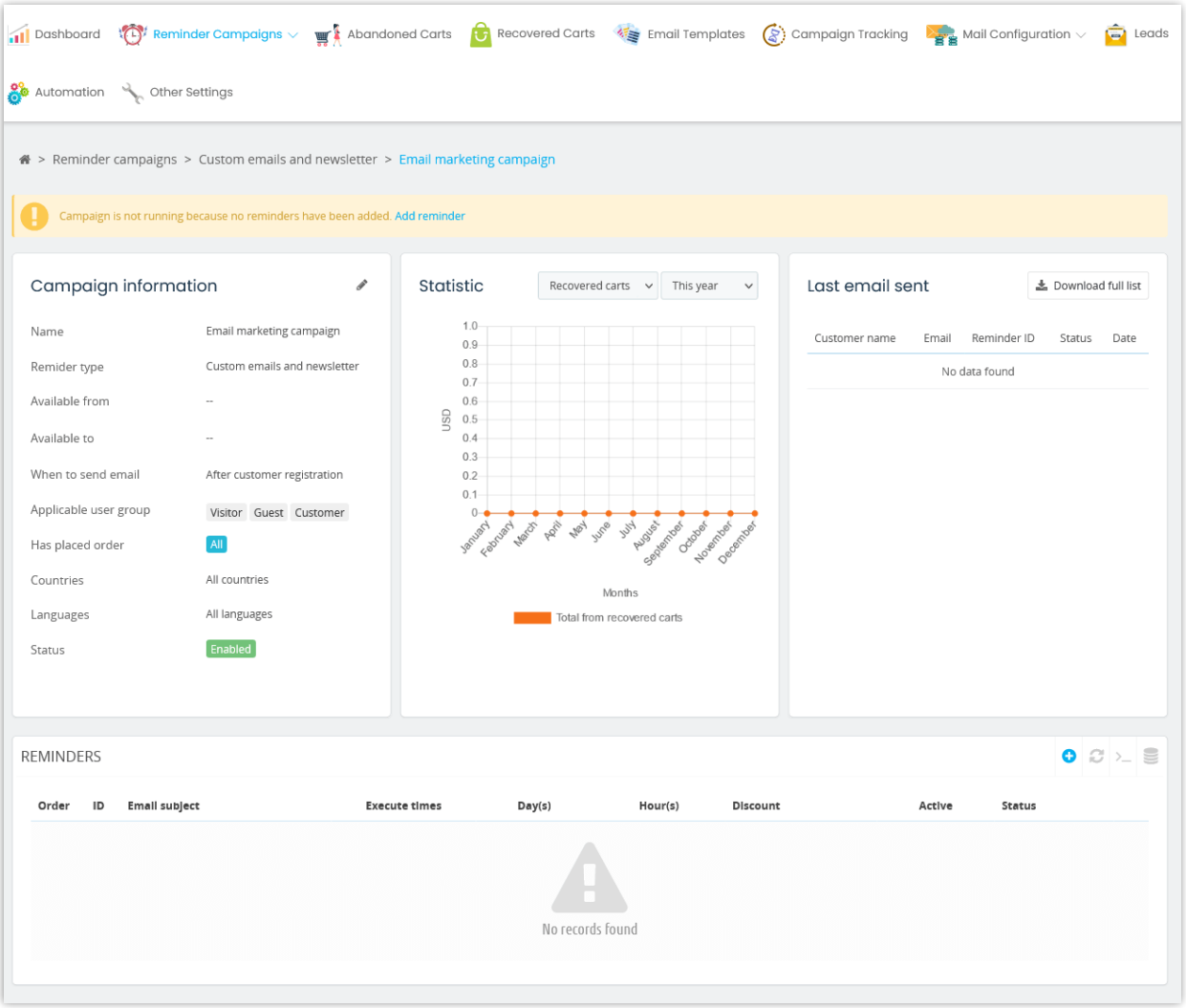
When to send email? – Last login time: The reminder email will be sent if customers log in after X day(s) as configured.

- If you select "All" value for "Has placed orders?" option, an email will be sent to all registered customers of your website (both customers who placed an order and customers who haven't placed any order).
- If you select "Yes" value for "Has placed orders?" option, an email will be sent to all customers who placed an order at your website.
- If you select "No" value for "Has placed orders?" option, an email will be sent to all customers who haven't placed any order at your website.

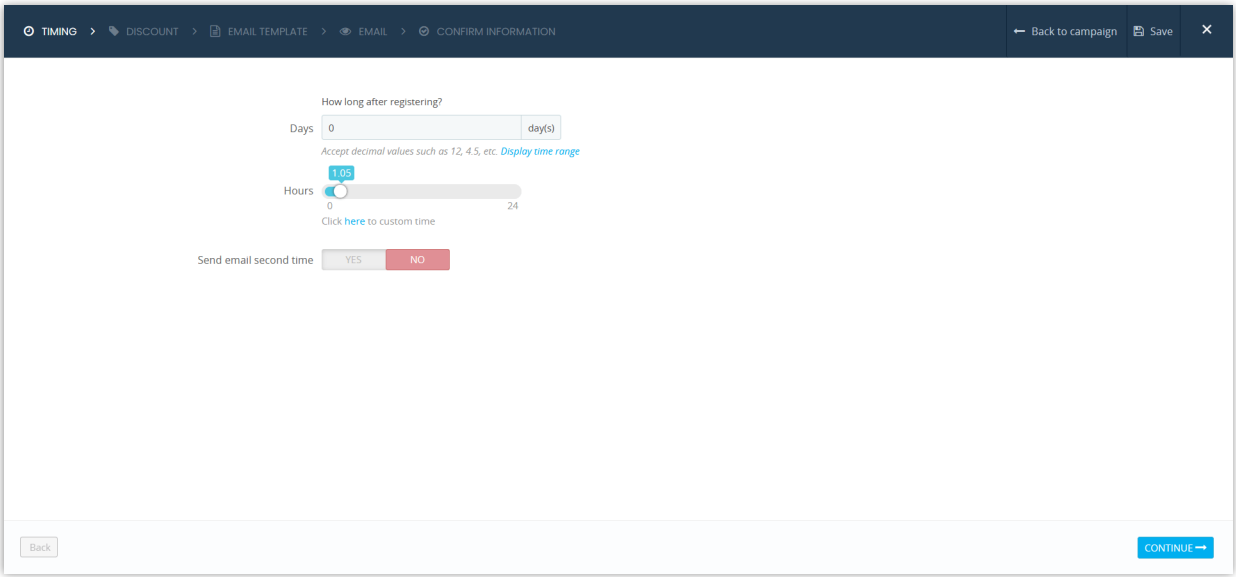


Click "**Save**" to finish.

Step 2: You will be navigated to statistic page of the newly added campaign. Click "**Add reminder**" link to continue.

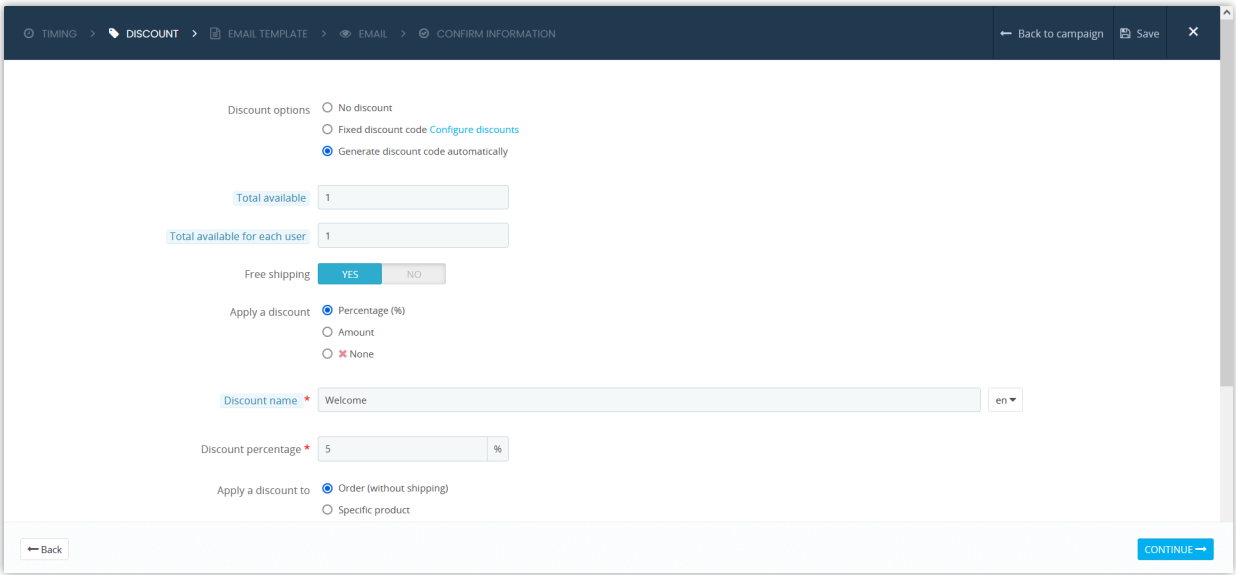


Step 3: Set the time to send an email reminder to a customer when the conditions on **Step 1** are triggered.

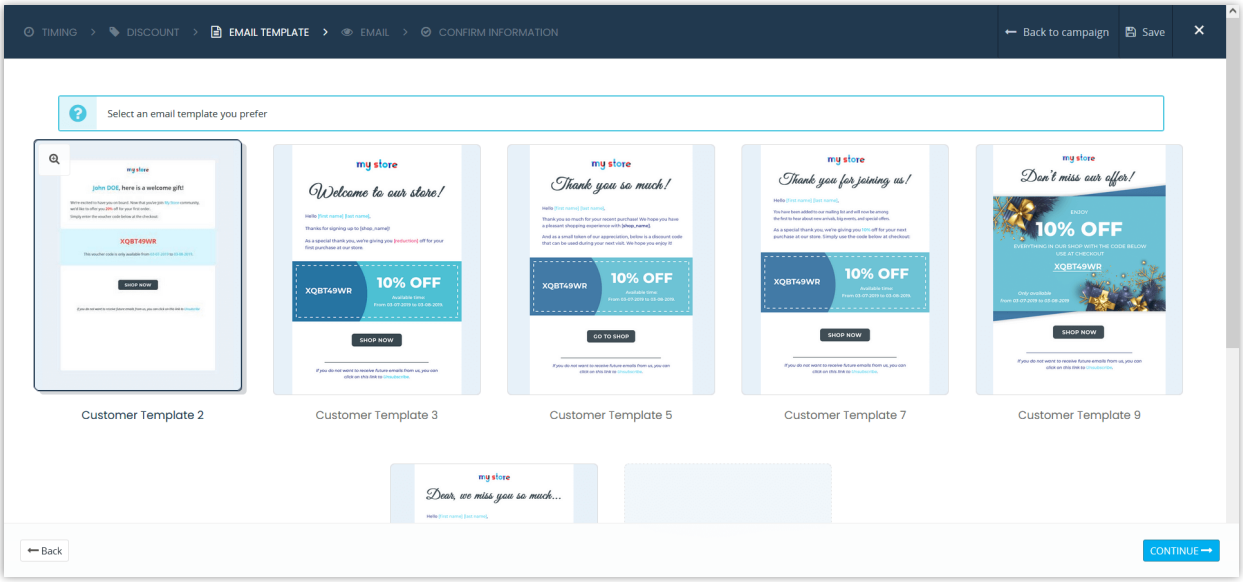


Step 4: the module provides options to set discount codes, you can set "*No discount*" if you don't want to offer a discount code to customers. If you have a discount code already, you can select "*Fixed discount code*", discount code can also be generated automatically if you select the third option.

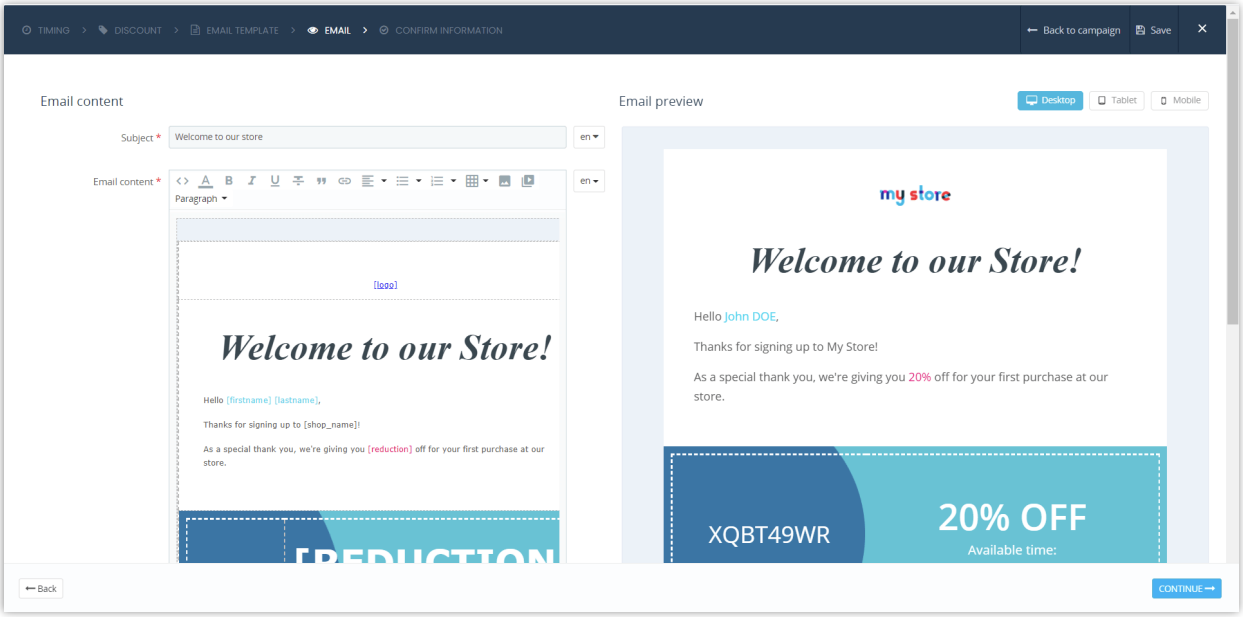
Click "**Continue**" to move on to the next step.

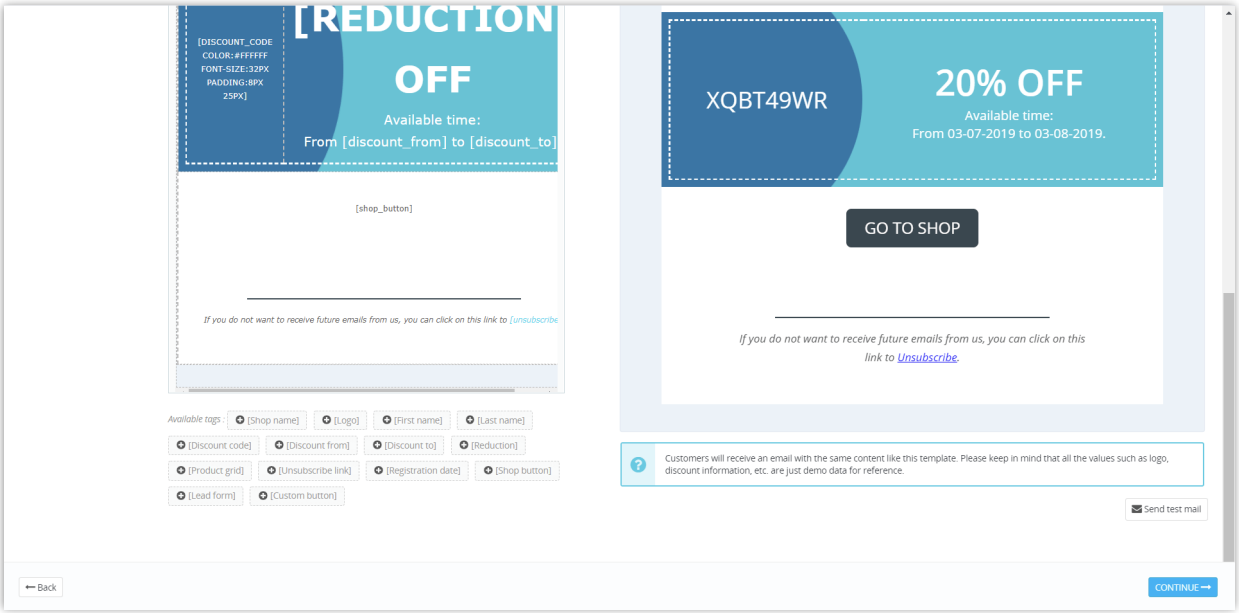


Step 5: Select an email template you prefer.



Step 6: Add email subject and email content.

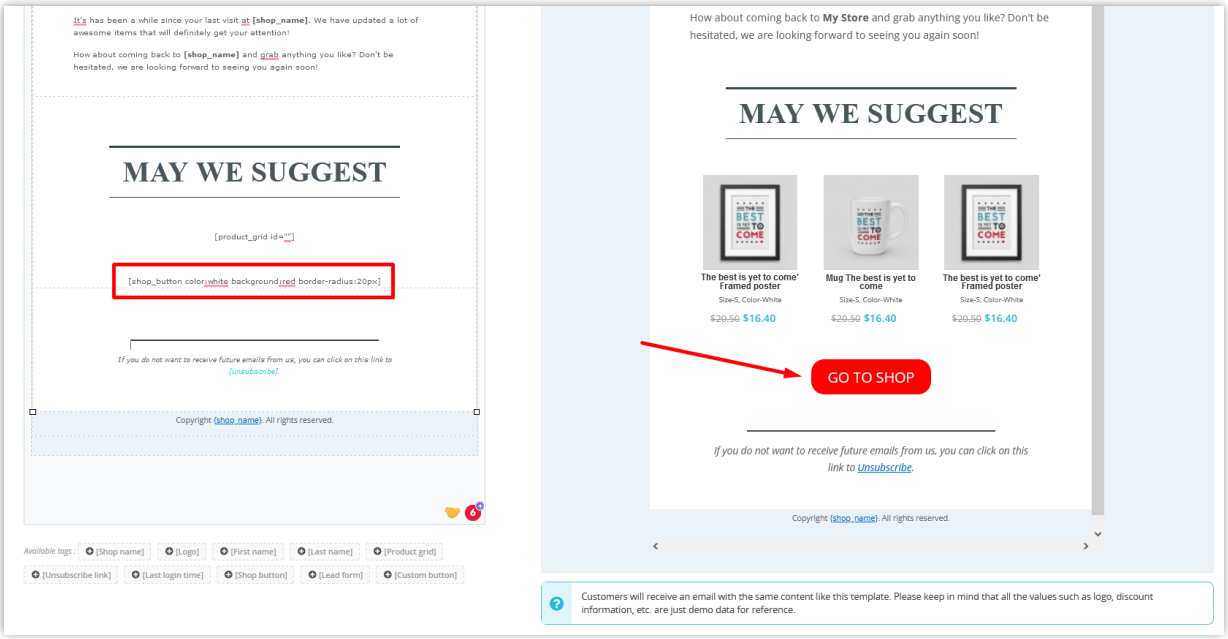




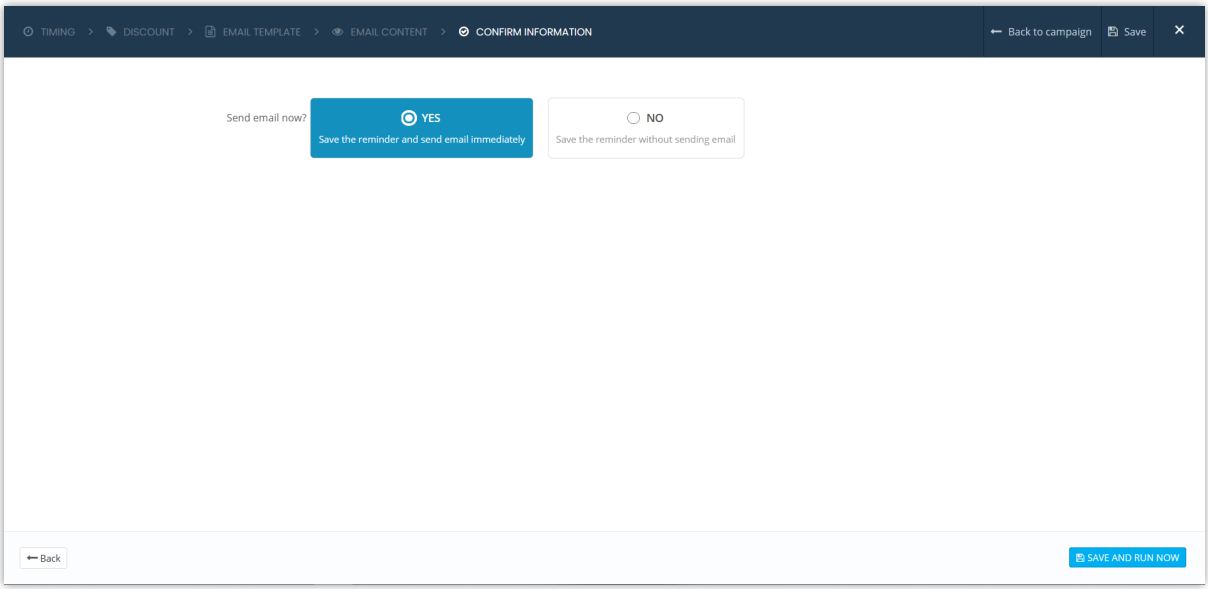
Available tags (shortcodes) to use in your email content are listed below the rich text editor. Copy and paste the tags into the email content if you would like to use them, the tags will be replaced with real information automatically when an email is sent to the customer based on their personal information.

For the button (shortcodes) you use on the email content such as checkout button, shop button... you can completely customize them as you want. To add any element to customize the button, you need to put them on the [], behind the button.

Here is an example of customizing the Shop button: **[shop_button]** is our shortcode; the italics, blue are the ones I added to customize the button: **[shop_button *color:white background:red border-radius:20px*]**



Step 7: Confirm information.

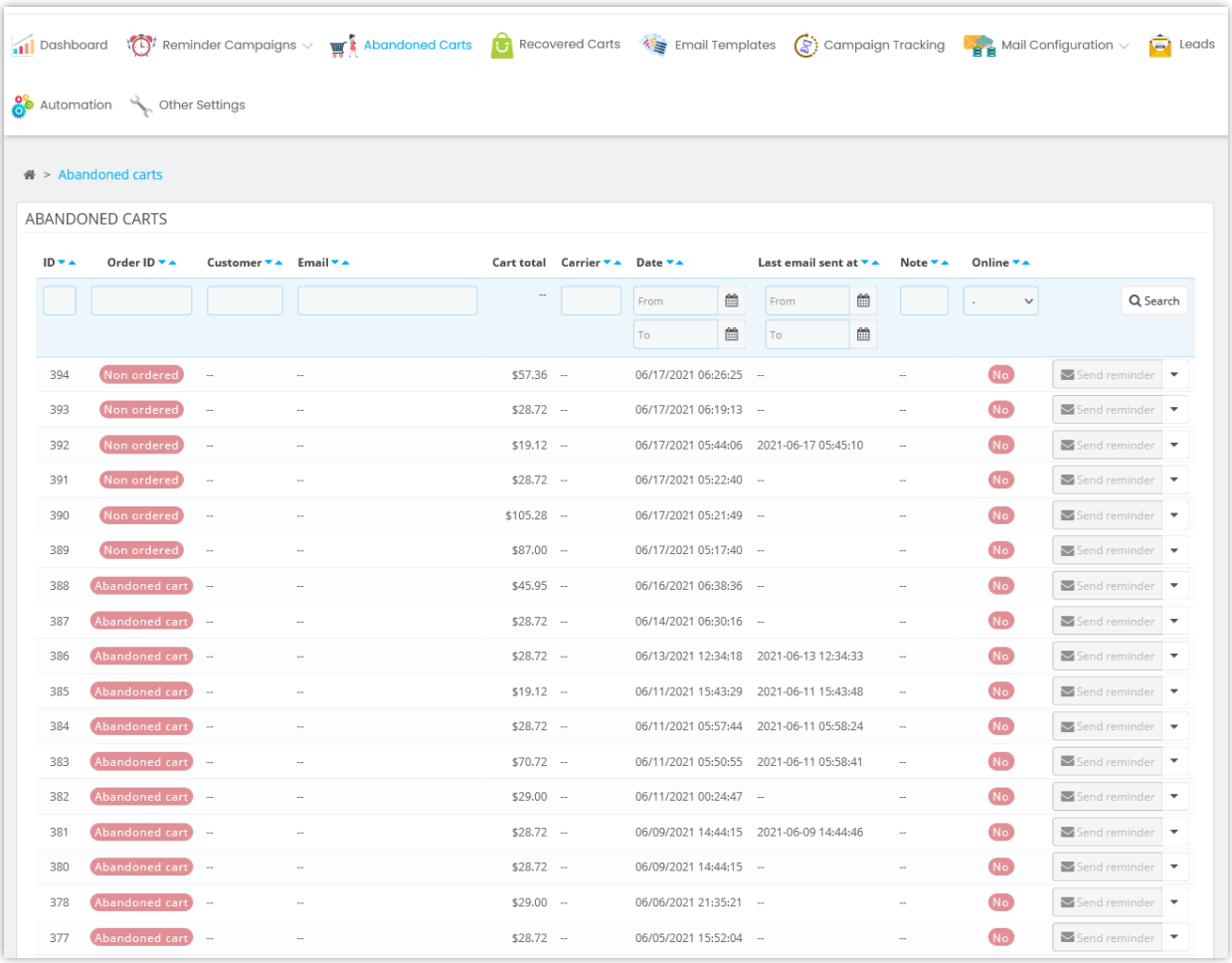


Click "**Save**" to save your configuration or "**Save and run now**" to save your reminder and run it.

And we're done! You may add as many reminders as you want.

VII. ABANDONED CARTS

List of abandoned carts allows you to keep track of abandoned carts, view reminder logs and send abandoned cart reminder emails manually.



By clicking on the "*Send reminder*" button, a popup will be shown, you can select an email template, create email content or set a discount easily.

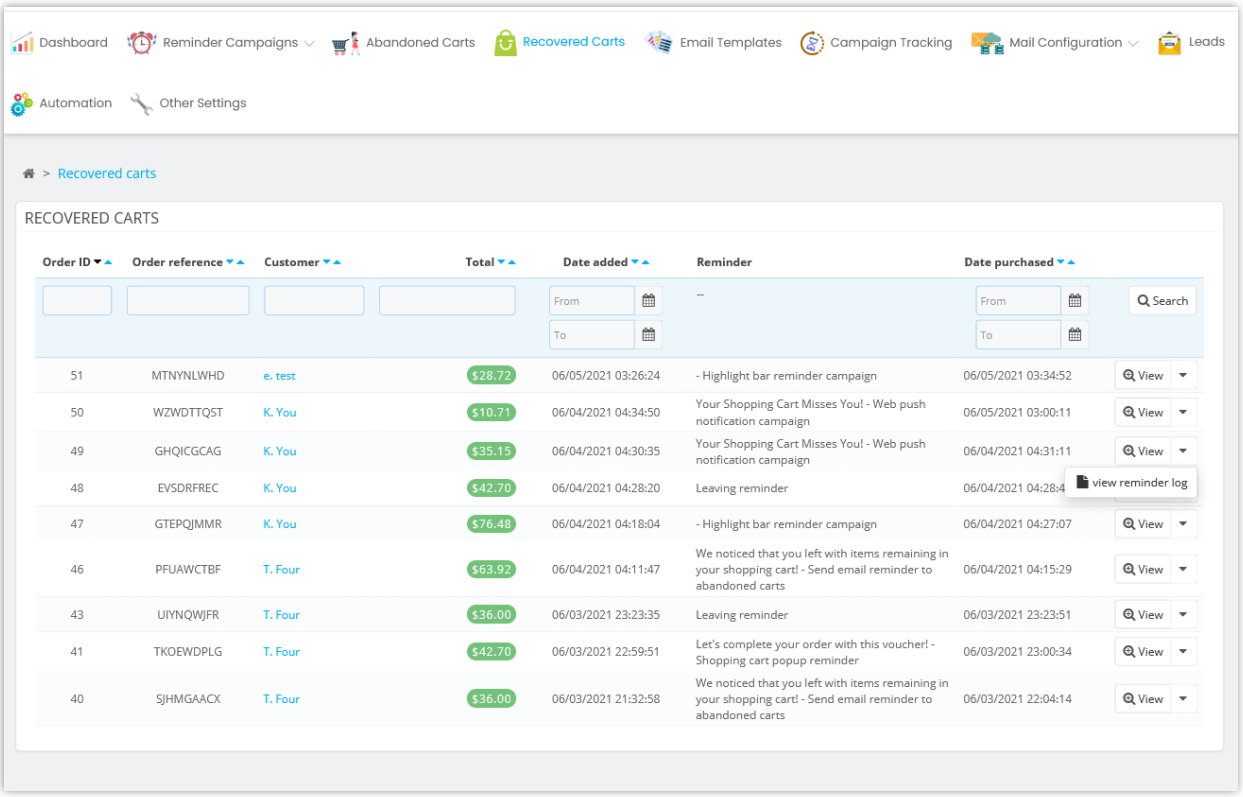
Click the "*Note to cart*" button to add a specific note for an abandoned cart.

VIII. RECOVERED CARTS

On this page, you will find all abandoned carts that have been recovered thanks to **Abandoned Cart Reminder: Automated Email & Remarketing**.

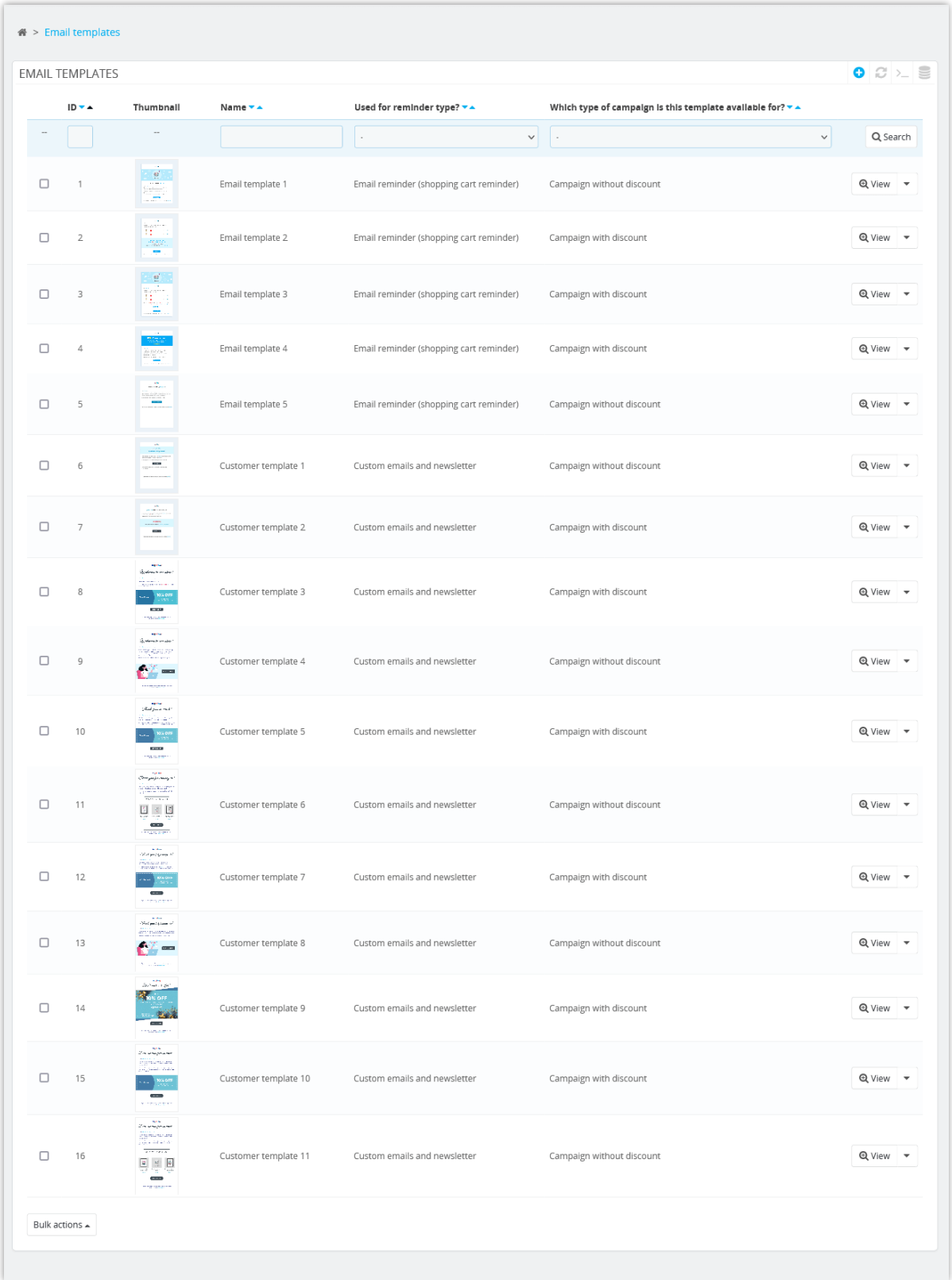
Click "*View*" to see the detailed shopping cart.

Click "*View reminder log*" to see if all reminders that have been sent or displayed for a shopping cart.

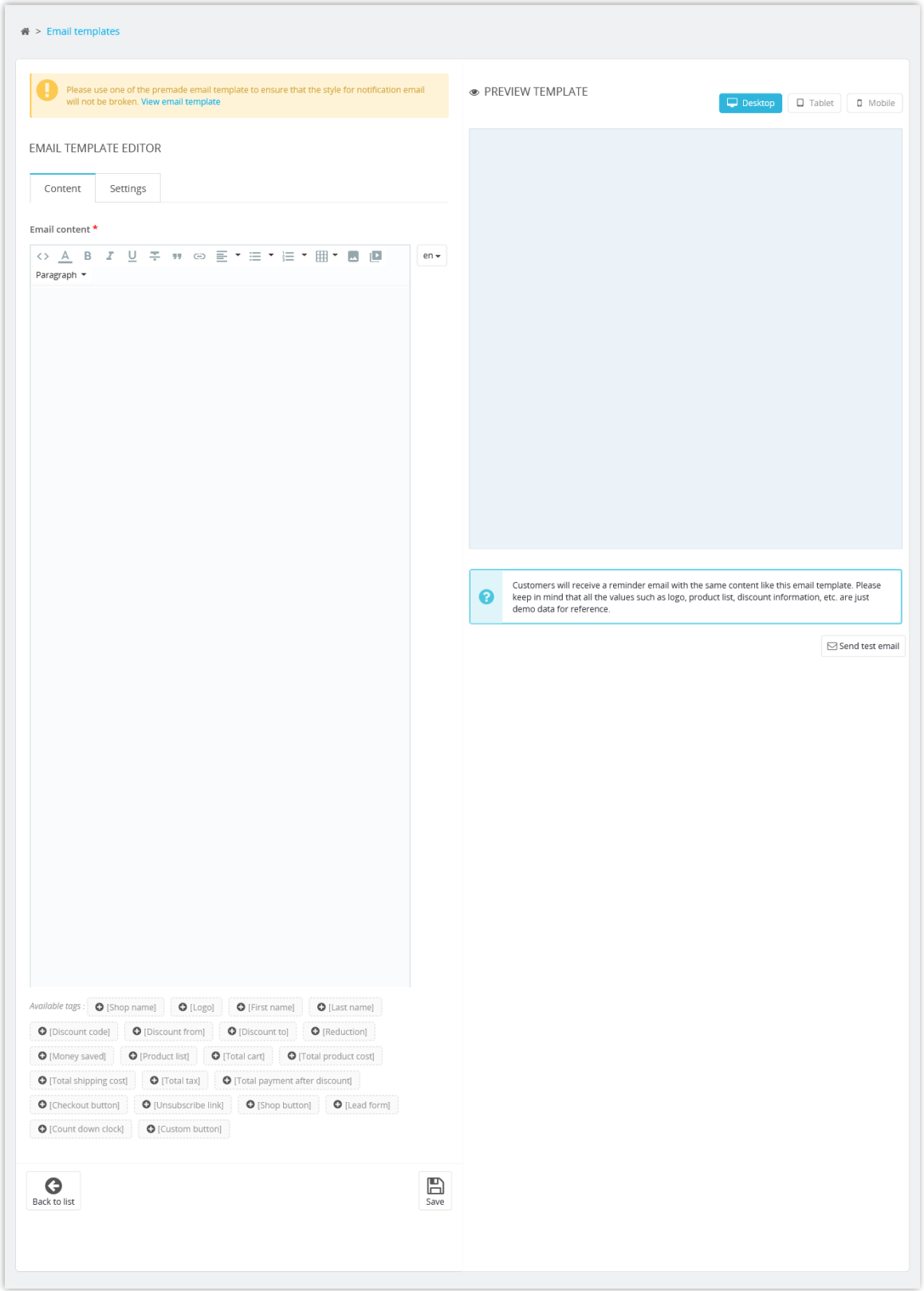


IX. EMAIL TEMPLATE

Abandoned Cart Reminder: Automated Email & Remarketing provides you with a list of pre-made templates that can be used for an email reminder.

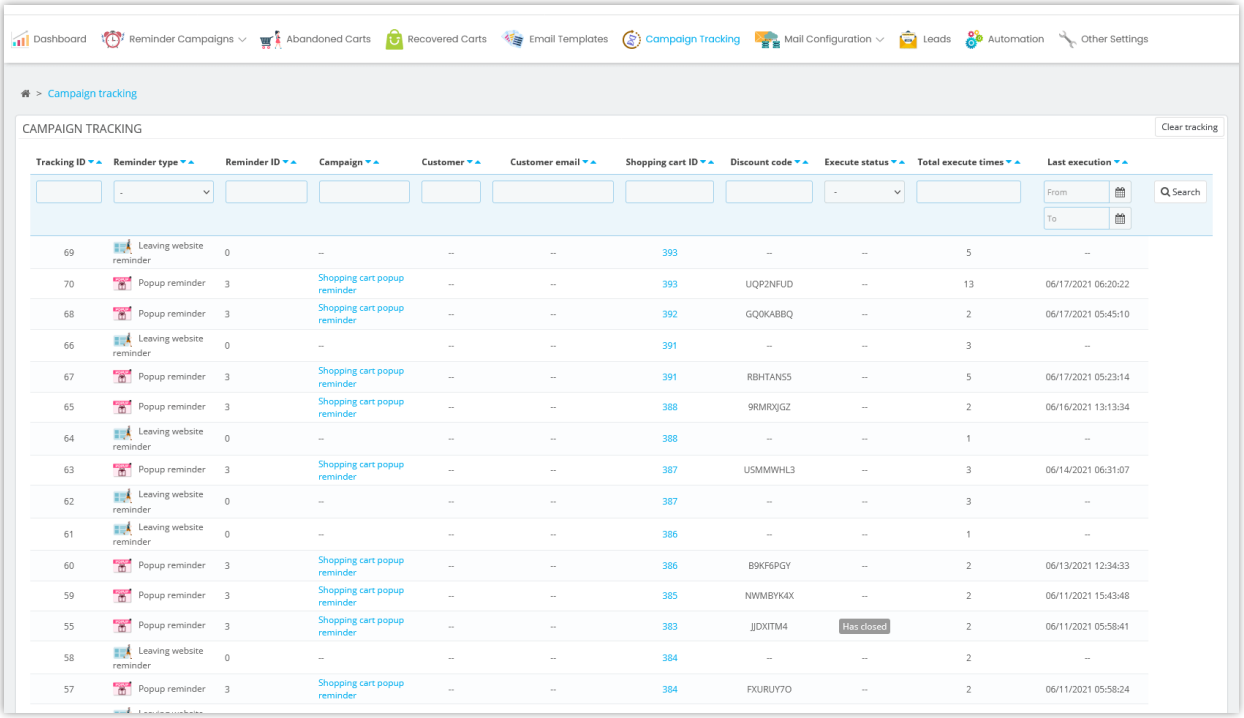


You also can create your template by clicking on the "**Add new**" button.


Email templates
Please use one of the premade email template to ensure that the style for notification email will not be broken. View email template
EMAIL TEMPLATE EDITOR
Content
Settings
Email content *
Paragraph
en
Available tags :
[Shop name]
[Logo]
[First name]
[Last name]
[Discount code]
[Discount from]
[Discount to]
[Reduction]
[Money saved]
[Product list]
[Total cart]
[Total product cost]
[Total shipping cost]
[Total tax]
[Total payment after discount]
[Checkout button]
[Unsubscribe link]
[Shop button]
[Lead form]
[Count down clock]
[Custom button]
Back to list
Save
PREVIEW TEMPLATE
Desktop
Tablet
Mobile
Customers will receive a reminder email with the same content like this email template. Please keep in mind that all the values such as logo, product list, discount information, etc. are just demo data for reference.
Send test email

X. CAMPAIGN TRACKING

You can track the reminder status that has been sent or displayed to your customers via the "**Campaign tracking**" page. If an email reminder was not successfully sent to the customer for some reason, you can resend the email manually via the "**Abandoned carts**" page.



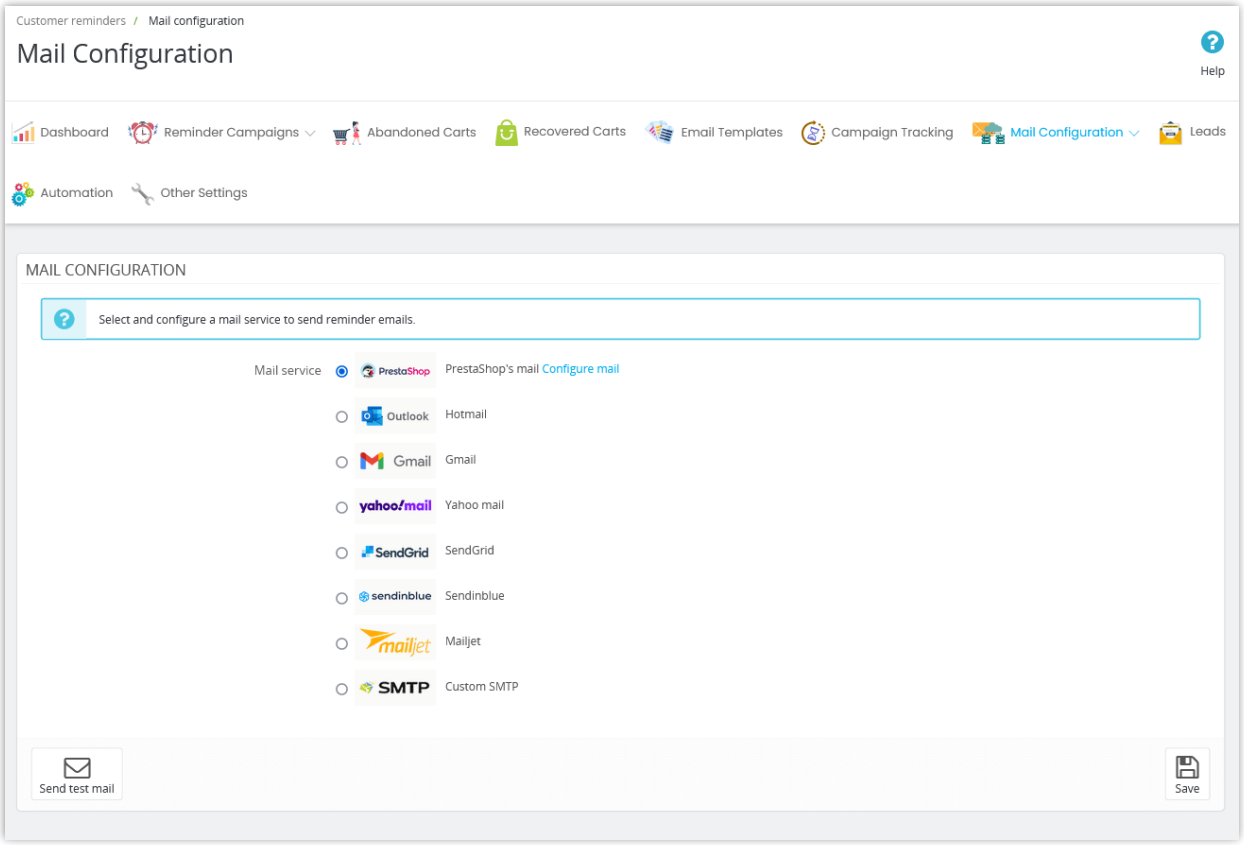
XI. MAIL CONFIGURATION

1. Mail services

You can select and configure the mail service to send your reminder emails here. This module supports 8 mail services:

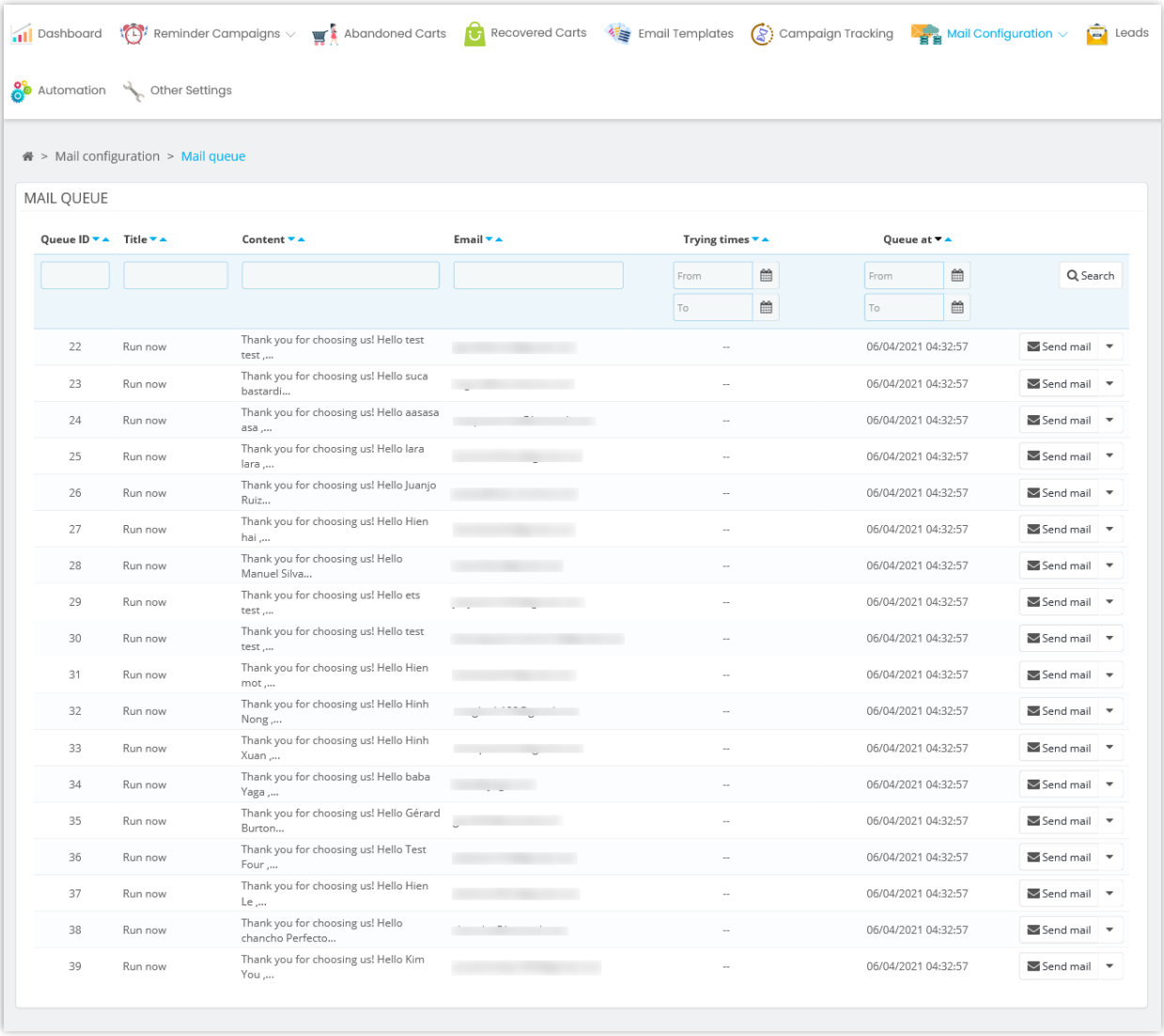
- PrestaShop's mail

- Hotmail
- Google mail
- Yahoo mail
- Send Grid
- Sendin Blue
- Mailjet
- Custom SMTP mail



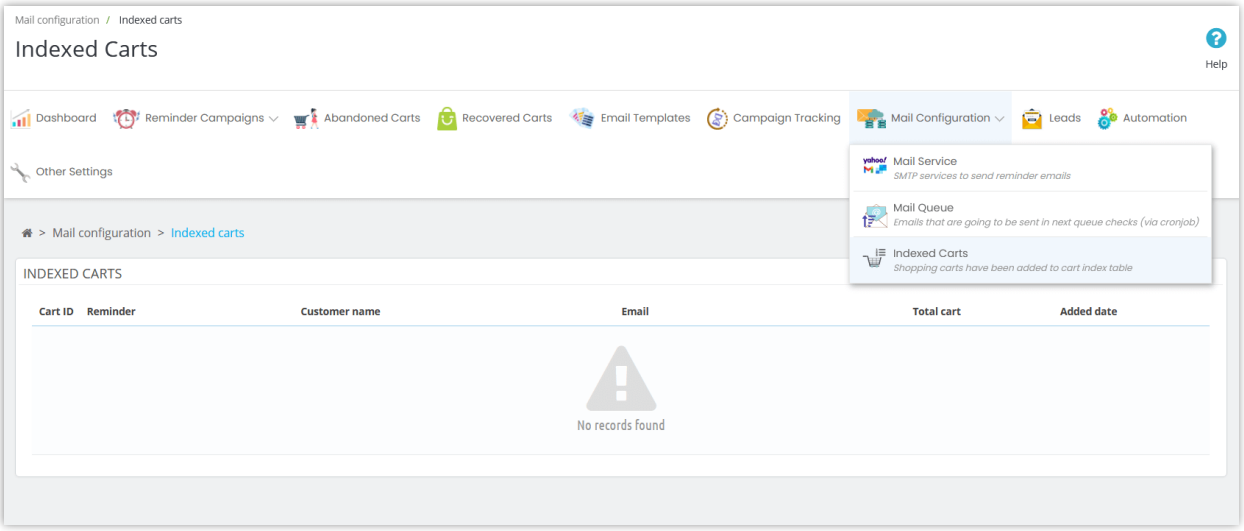
2. Mail queue

List of emails that are going to be sent in the next queue checks (via cronjob).



3. Indexed carts

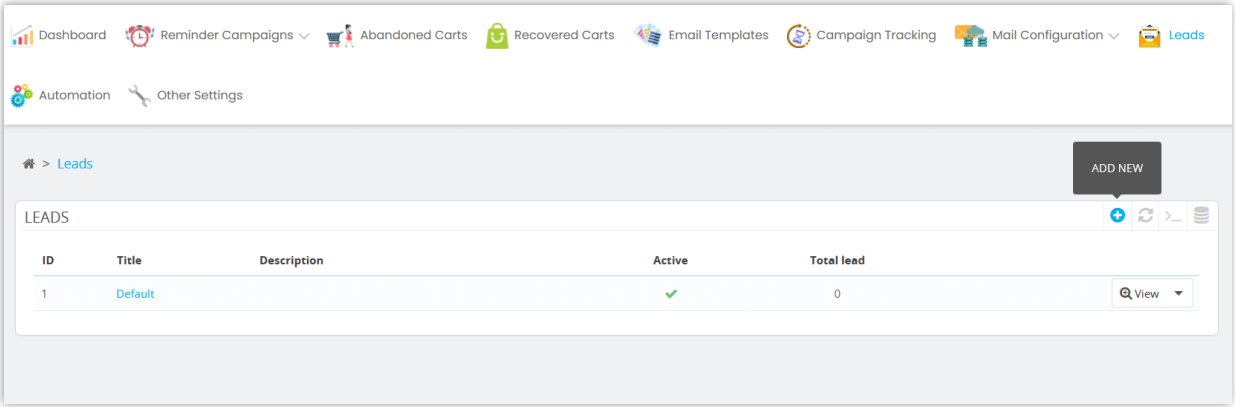
Shopping carts have been added to the cart index table.



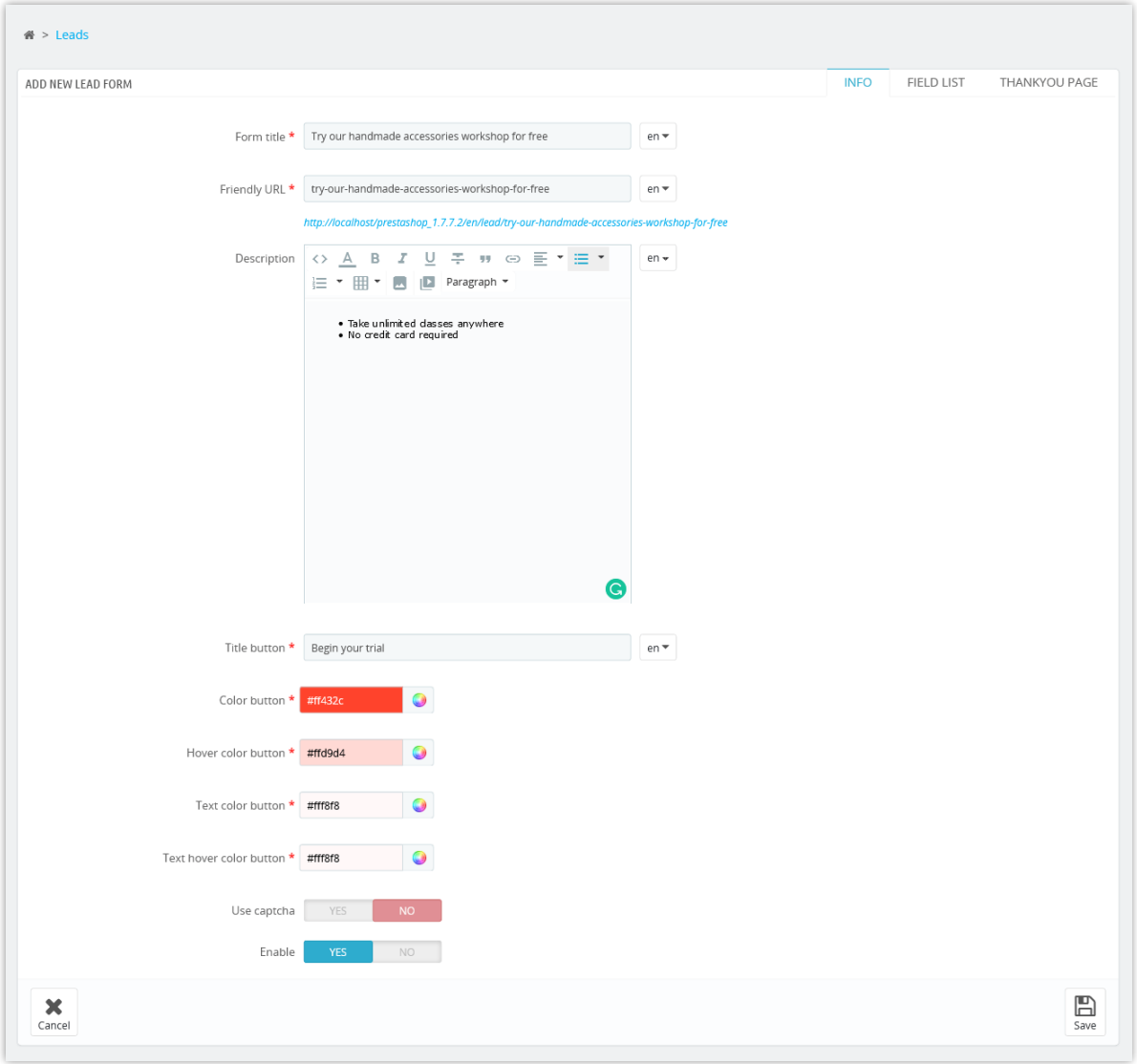
XII. LEAD GENERATION MARKETING

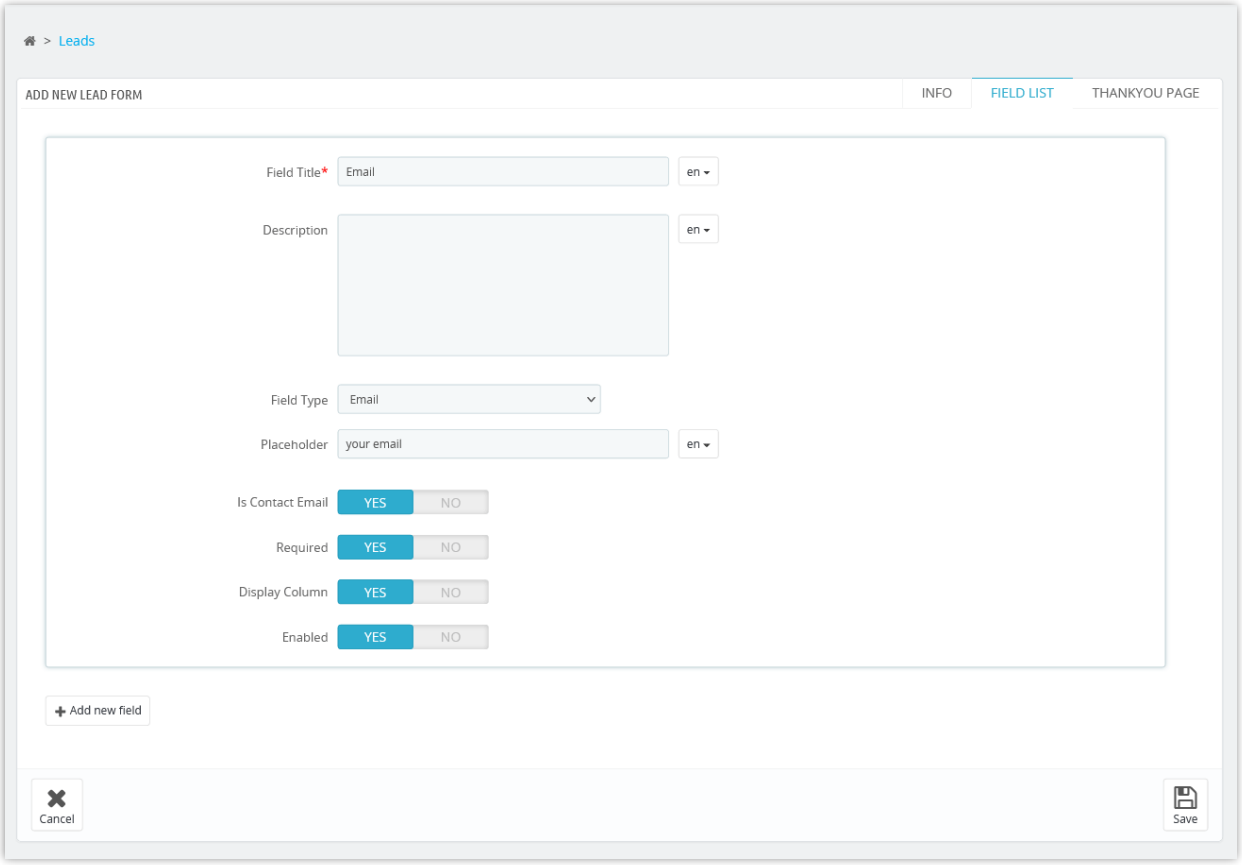
Lead generation is an important stage in the sales funnel, as strangers who show curiosity about your business is good potential customers. A lead is generated when a person provides contact details in exchange for an offer such as a coupon, or a piece of content. A lead form is an online form used to help businesses generate quality leads. Leads can then be tackled by your sales team, and quickly converted into paying customers!

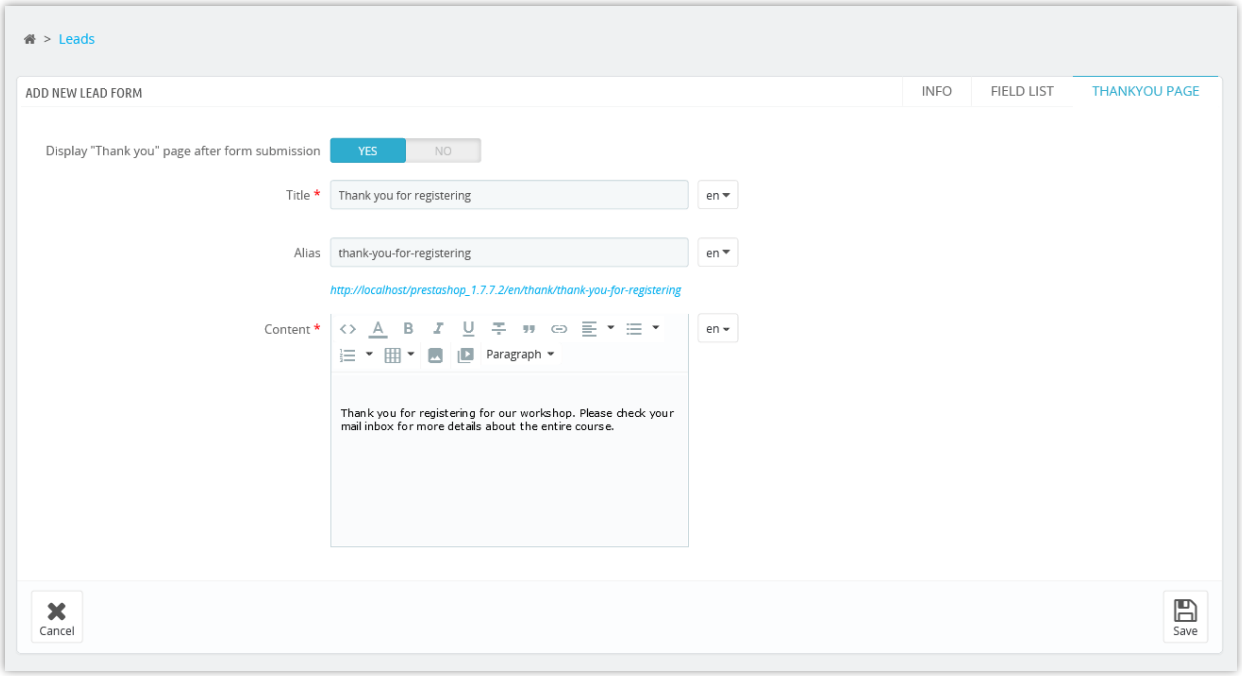
Using our module, you can add an unlimited number of a lead form, customize them, and display it in your PrestaShop online store to capture emails and other information of potential customers.



Customize your lead form and content of the “Thank you” page:







Click "**Save**" to finish.

XIII. AUTOMATION & OTHER SETTINGS

1. Automation

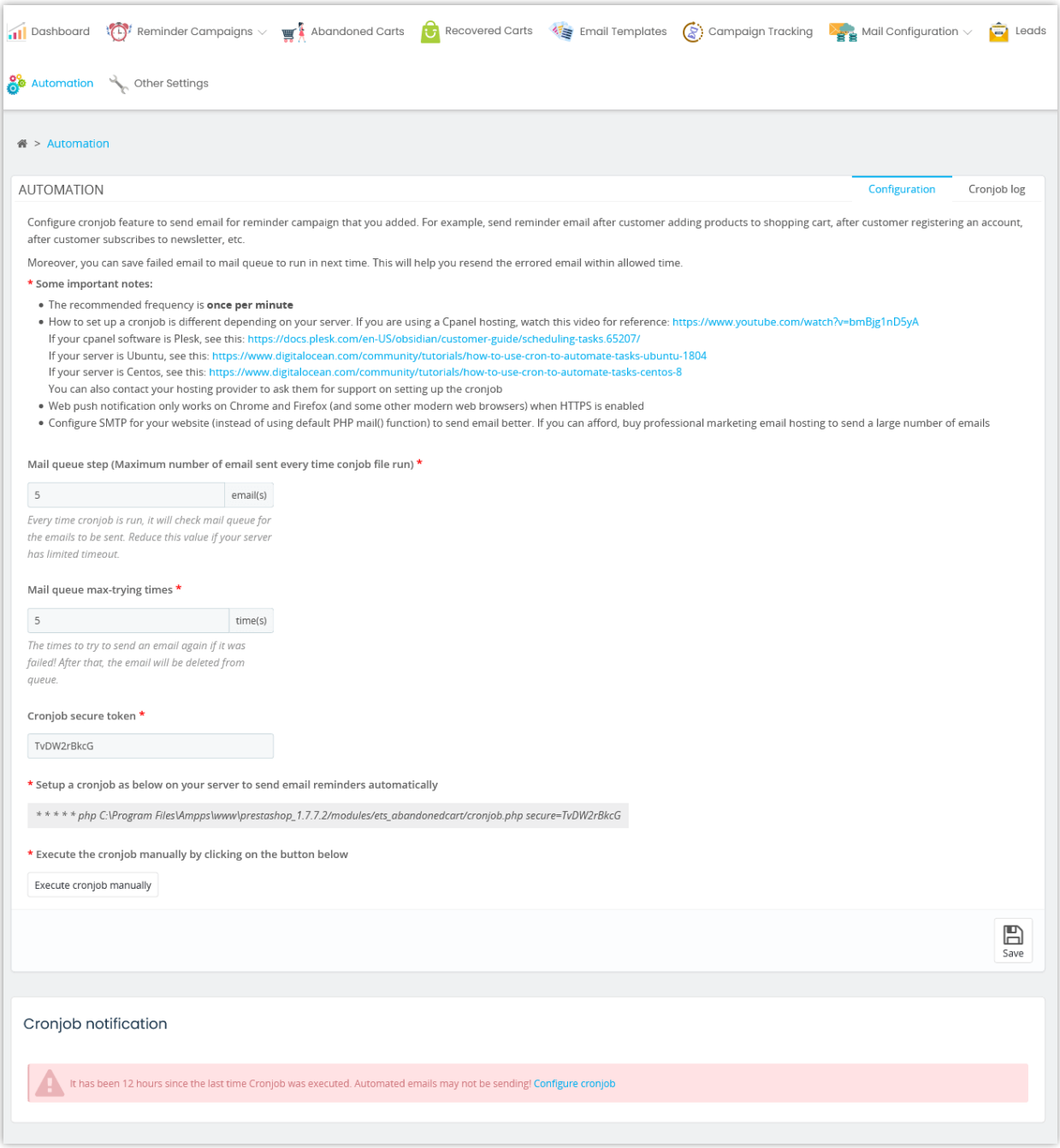
This module provides a cronjob feature to help you automatically send reminder emails to your customers.

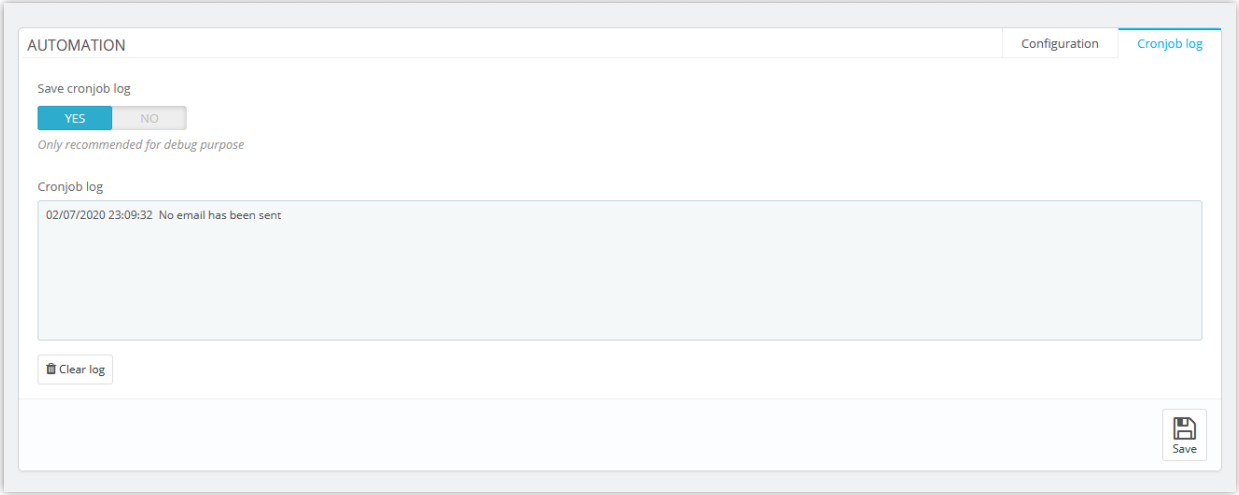
Please read carefully the notes on the "**Configuration**" tab and set up a cronjob on your server. You can let the cronjob run automatically or execute the cronjob manually.

Cronjob secure token helps you protect the cronjob URL, you can change the token manually (maximum 10 characters).

- **Mail queue step**: set up the maximum number of emails sent every time cronjob file run. If your website needs to send a large number of emails, please increase the value of "**Mail queue step**", for example 10 or 15 emails, depend on your server performance.
- If your website has more emails to send, please consider to duplicate "set cronjob" commands to multiple cronjobs run at a same time.

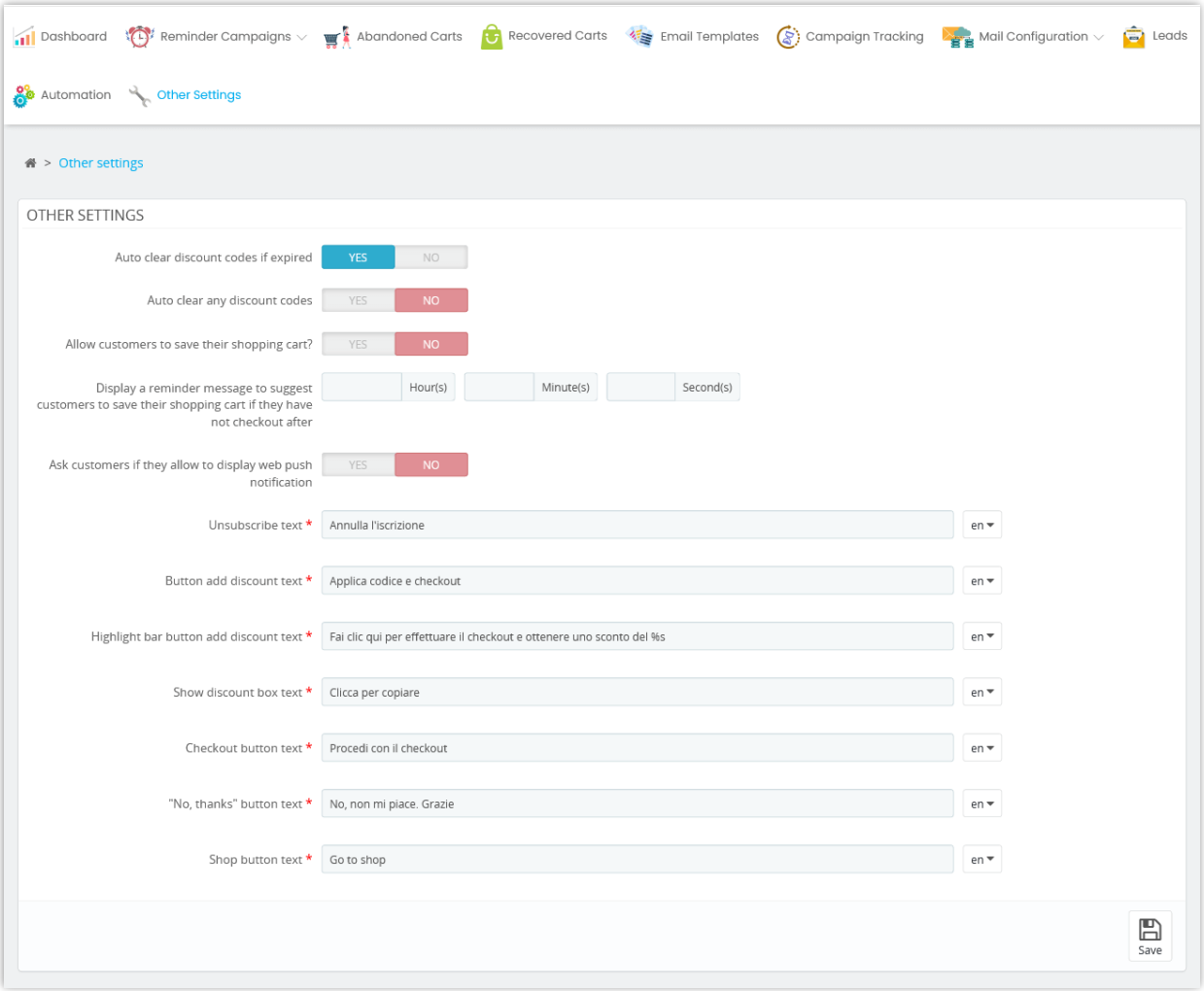
For example: you set 5 cronjobs, each cronjob has "**Mail queue step**" value = 5, and cronjob frequency is once per minute --> At a cronjob execution, there are 5 cronjobs run and you will send 25 emails to your customers.


Dashboard
Reminder Campaigns
Abandoned Carts
Recovered Carts
Email Templates
Campaign Tracking
Mail Configuration
Leads
Automation
Other Settings
> Automation
AUTOMATION
Configuration
Cronjob log
Configure cronjob feature to send email for reminder campaign that you added. For example, send reminder email after customer adding products to shopping cart, after customer registering an account, after customer subscribes to newsletter, etc.
Moreover, you can save failed email to mail queue to run in next time. This will help you resend the errored email within allowed time.
* Some important notes:
The recommended frequency is once per minute
How to set up a cronjob is different depending on your server. If you are using a Cpanel hosting, watch this video for reference: https://www.youtube.com/watch?v=bmBjg1nD5yA
If your cpanel software is Plesk, see this: https://docs.plesk.com/en-US/obsidian/customer-guide/scheduling-tasks.65207/
If your server is Ubuntu, see this: https://www.digitalocean.com/community/tutorials/how-to-use-cron-to-automate-tasks-ubuntu-1804
If your server is Centos, see this: https://www.digitalocean.com/community/tutorials/how-to-use-cron-to-automate-tasks-centos-8
You can also contact your hosting provider to ask them for support on setting up the cronjob
Web push notification only works on Chrome and Firefox (and some other modern web browsers) when HTTPS is enabled
Configure SMTP for your website (instead of using default PHP mail() function) to send email better. If you can afford, buy professional marketing email hosting to send a large number of emails
Mail queue step (Maximum number of email sent every time conjob file run) *
5
email(s)
Every time cronjob is run, it will check mail queue for the emails to be sent. Reduce this value if your server has limited timeout.
Mail queue max-trying times *
5
time(s)
The times to try to send an email again if it was failed! After that, the email will be deleted from queue.
Cronjob secure token *
TvDW2rBkcG
* Setup a cronjob as below on your server to send email reminders automatically
* * * * * php C:\Program Files\Ampps\www\prestashop_1.7.7.2/modules/ets_abandonedcart/cronjob.php secure=TvDW2rBkcG
* Execute the cronjob manually by clicking on the button below
Execute cronjob manually
Save
Cronjob notification
It has been 12 hours since the last time Cronjob was executed. Automated emails may not be sending! Configure cronjob

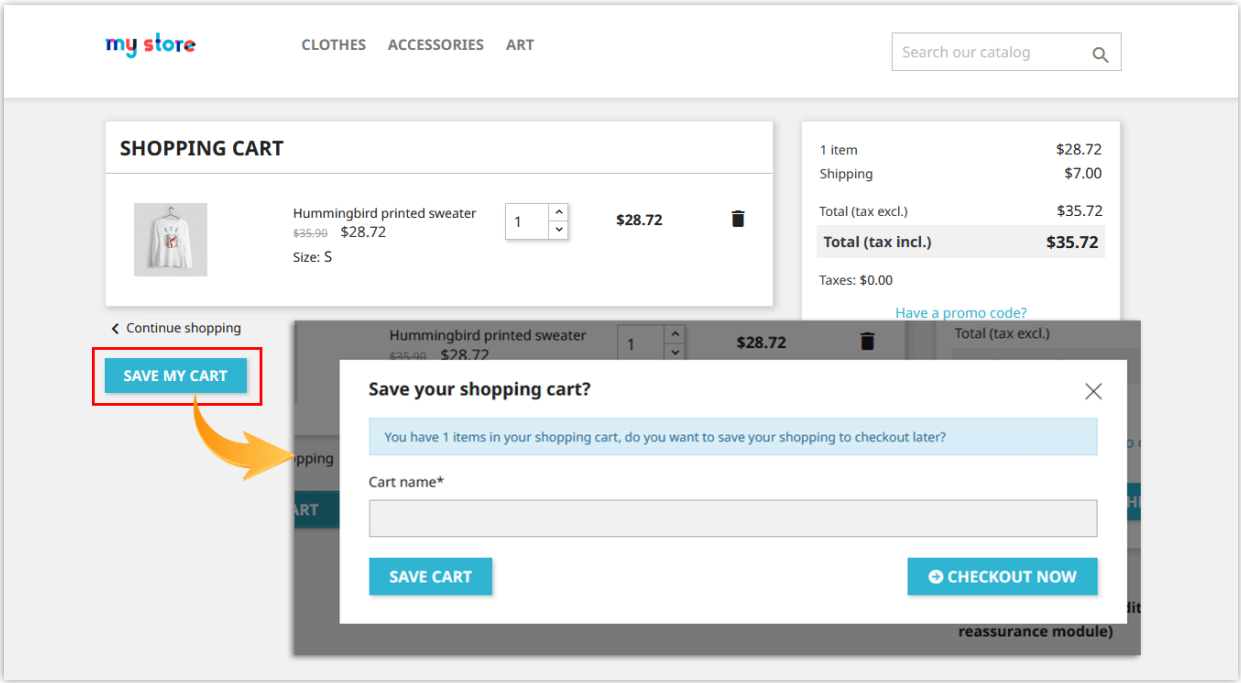


2. Other settings

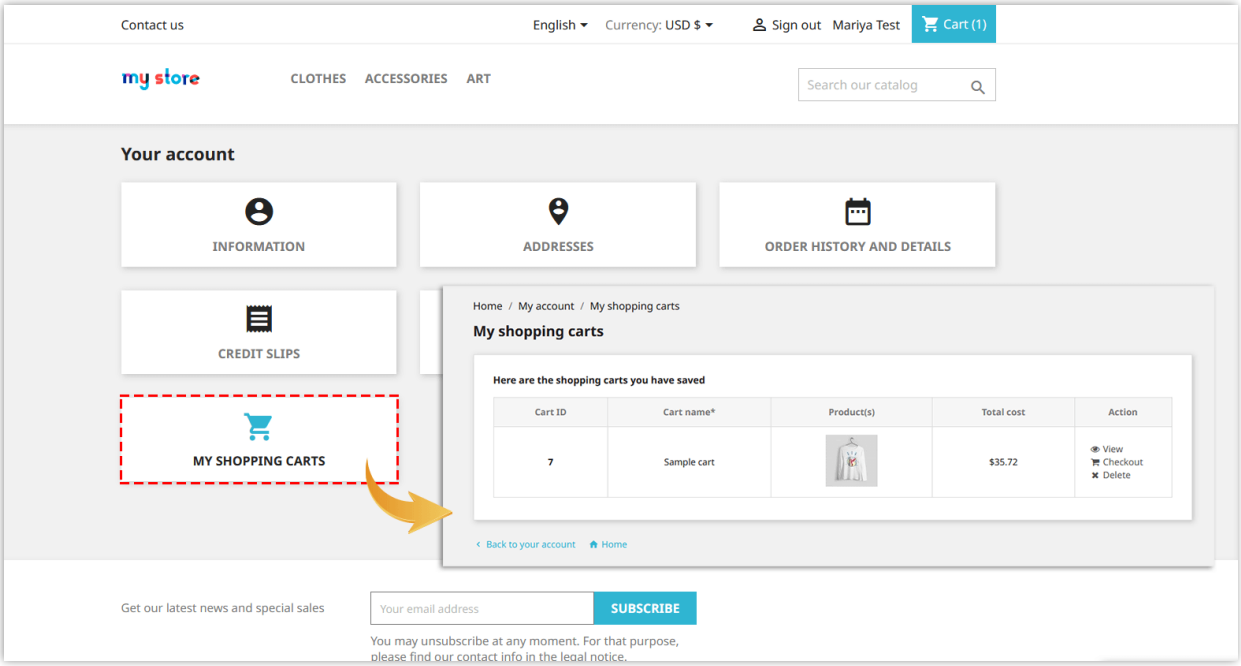
This page includes some general settings for **Abandoned Cart Reminder: Automated Email & Remarketing** module.



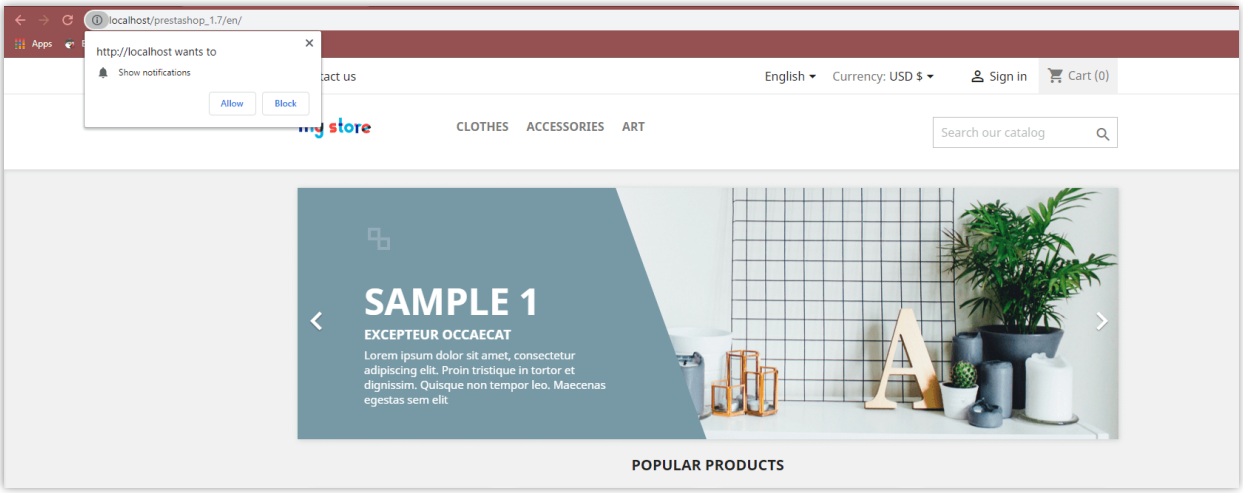
- "*Allow customers to save their shopping cart*" feature:



Customers can view their saved cart on the Account*ount*" > "*My shopping cart*" page on the front office.



"*Ask customers if they allow displaying web push notification*" feature:



XIV. THANK YOU

Thank you again for purchasing our module and going through this documentation. We hope this documentation has provided all the necessary information to help you successfully set up and use our **Abandoned Cart Reminder: Automated Email & Remarketing** module.

If you do have any questions for which the answer is not available on this documentation, please feel free to contact us.