



# 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

# Contents

|       |   |           |
|-------|---|-----------|
| I.    | WELCOME .....                                 | 3         |
| II.   | INTRODUCTION .....                            | 3         |
| III.  | INSTALLATION .....                            | 3         |
| IV.   | DASHBOARD .....                               | 4         |
| V.    | REMINDER CAMPAIGNS.....                       | 6         |
|       | <b>1. Abandoned cart email reminder .....</b> | <b>6</b>  |
|       | <b>2. Popup reminder .....</b>                | <b>13</b> |
|       | <b>3. Highlight bar reminder .....</b>        | <b>22</b> |
|       | <b>4. Web push notification.....</b>          | <b>28</b> |
|       | <b>5. Leaving website reminder .....</b>      | <b>30</b> |
|       | <b>6. Browser tab notification .....</b>      | <b>34</b> |
| VI.   | AUTO EMAIL MARKETING.....                     | 36        |
| VII.  | ABANDONED CARTS.....                          | 47        |
| VIII. | RECOVERED CARTS .....                         | 49        |
| IX.   | EMAIL TEMPLATE.....                           | 49        |
| X.    | CAMPAIGN TRACKING.....                        | 52        |
| XI.   | MAIL CONFIGURATION .....                      | 52        |
|       | <b>1. Mail services.....</b>                  | <b>52</b> |
|       | <b>2. Mail queue .....</b>                    | <b>53</b> |
|       | <b>3. Indexed carts .....</b>                 | <b>54</b> |
| XII.  | LEAD GENERATION MARKETING.....                | 55        |
| XIII. | AUTOMATION & OTHER SETTINGS .....             | 58        |
|       | <b>1. Automation.....</b>                     | <b>58</b> |
|       | <b>2. Other settings.....</b>                 | <b>60</b> |
| XIV.  | THANK YOU .....                               | 63        |

## 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%.

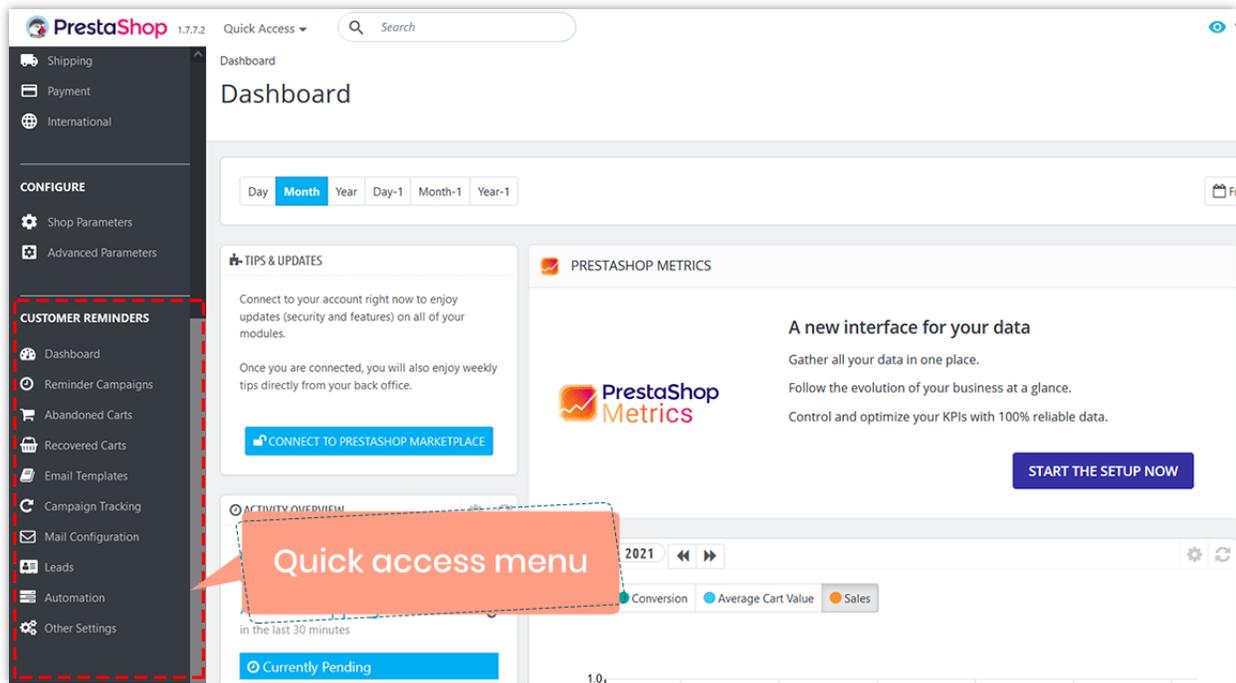
***\*Abandoned Cart Reminder: Automated Email & Remarketing*** is compatible with PrestaShop 1.6.x, 1.7.x and 8.x

## 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.

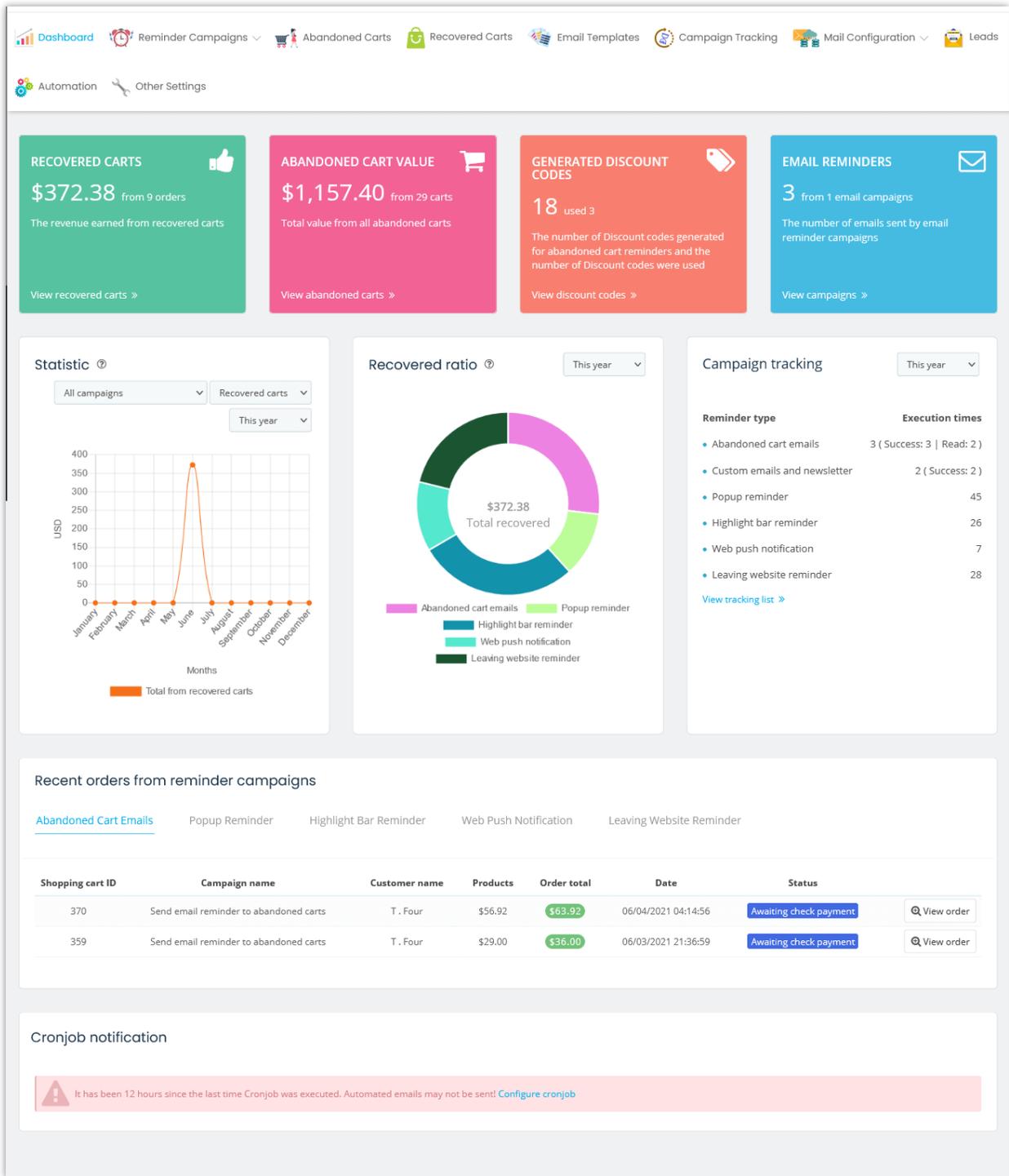
4. You're done! Click on the **“Configure”** button to navigate to the module working area.

**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.

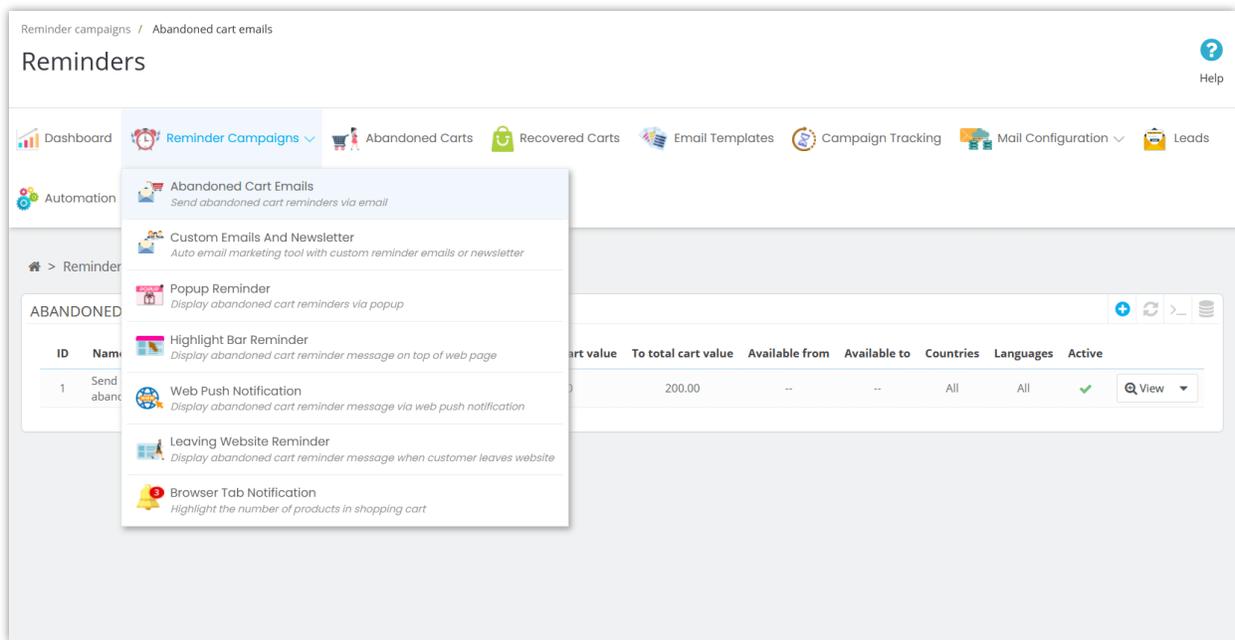
**Recovered ratio pie chart:** The turnover ratio earned from different methods of abandoned cart reminder.

**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.

Reminder campaigns / Abandoned cart emails

# Reminders

Dashboard | Reminder Campaigns | Abandoned Carts | Recovered Carts | Email Templates | Campaign Tracking | Mail Configuration | Leads

Automation | Other Settings

> Reminder campaigns > Abandoned cart emails ADD NEW CAMPAIGN

ABANDONED CART EMAILS CAMPAIGNS

| ID | Name            | Reminder(s) | Execute times | From total cart value | To total cart value | Available from | Available to | Countries | Languages | Active |
|----|-----------------|-------------|---------------|-----------------------|---------------------|----------------|--------------|-----------|-----------|--------|
| 1  | Sample campaign | 1           | --            | --                    | --                  | --             | --           | All       | All       | ✓      |

Set the available time and conditions to apply your campaign.

Dashboard | Reminder Campaigns | Abandoned Carts | Recovered Carts | Email Templates | Campaign Tracking | Mail Configuration | Leads

Automation | Other Settings

> Reminder campaigns > Abandoned cart emails

ADD ABANDONED CART EMAILS CAMPAIGN

Name \*  en

Available From  To   
*Leave blank for unlimited time*

Applicable user group  All  Guest  Customer  
*Select user group to apply this reminder campaign*

Total cart value From  USD To  USD

Cart has applied a voucher code?

Countries \*

Languages \*

Customers have subscribed to receive newsletter?

Enabled  YES  NO

Back to list Save

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.

The screenshot displays the 'Abandoned email campaign' management page. At the top, a yellow banner with an exclamation mark icon states: 'Campaign is not running because no reminders have been added. [Add reminder](#)'. Below this, the page is divided into three main sections:

- Campaign information:** A list of details including Name (Abandoned email campaign), Remider type (Abandoned card email), Available from/to (--), Applicable user group (Guest, Customer), From total cart value (\$50.00), To total cart value (\$500.00), Cart has applied a voucher code (Both), Countries (All countries), Languages (All languages), Customers have subscribed to receive newsletter? (Both), and Status (Enabled).
- Statistic:** A line chart showing 'Recovered carts' for 'This year'. The Y-axis is labeled 'USD' and ranges from 0 to 1.0. The X-axis is labeled 'Months' and lists January through December. The data points are all at 0.0, with a legend indicating 'Total from recovered carts'.
- Last email sent:** A table with columns for Customer name, Email, Reminder ID, Status, and Date. The table is empty, with the text 'No data found' centered below the header.

At the bottom, there is a 'REMINDERS' section with a table header: Order, ID, Email subject, Execute times, Day(s), Hour(s), Discount, and Active. The table body is empty, displaying a large warning icon and the text 'No records found'.

**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.

TIMING > DISCOUNT > EMAIL TEMPLATE > EMAIL CONTENT > CONFIRM INFORMATION
 ← Back to campaign Save X

? When to send email reminder to customer since the product is added to the cart?

Days  31  
Click [here](#) to custom time

Hours  hour(s)  
Accept decimal values such as 12, 4.5, etc. [Display time range](#)

Back CONTINUE →

**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.

TIMING > DISCOUNT > EMAIL TEMPLATE > EMAIL CONTENT > CONFIRM INFORMATION
 ← Back to campaign Save X

? You may want to give customer discount in order to encourage them to make their order?

Discount options
 

- No discount
- Fixed discount code [Configure discounts](#)
- Generate discount code automatically

Discount code

Can use with other voucher in the same shopping cart? YES NO

← Back CONTINUE →

Discount options

- No discount
- Fixed discount code [Configure discounts](#)
- Generate discount code automatically

Total available

Total available for each user

Free shipping  YES  NO

Apply a discount

- Percentage (%)
- Amount
- None

Discount name \*  en ▼

Discount percentage \*  %

Apply a discount to

- Order (without shipping)
- Specific product
- Cheapest product
- Selected product(s)

[← Back](#) [CONTINUE →](#)

**Step 5:** Select an email template you prefer.

TIMING > DISCOUNT > EMAIL TEMPLATE > EMAIL CONTENT > CONFIRM INFORMATION

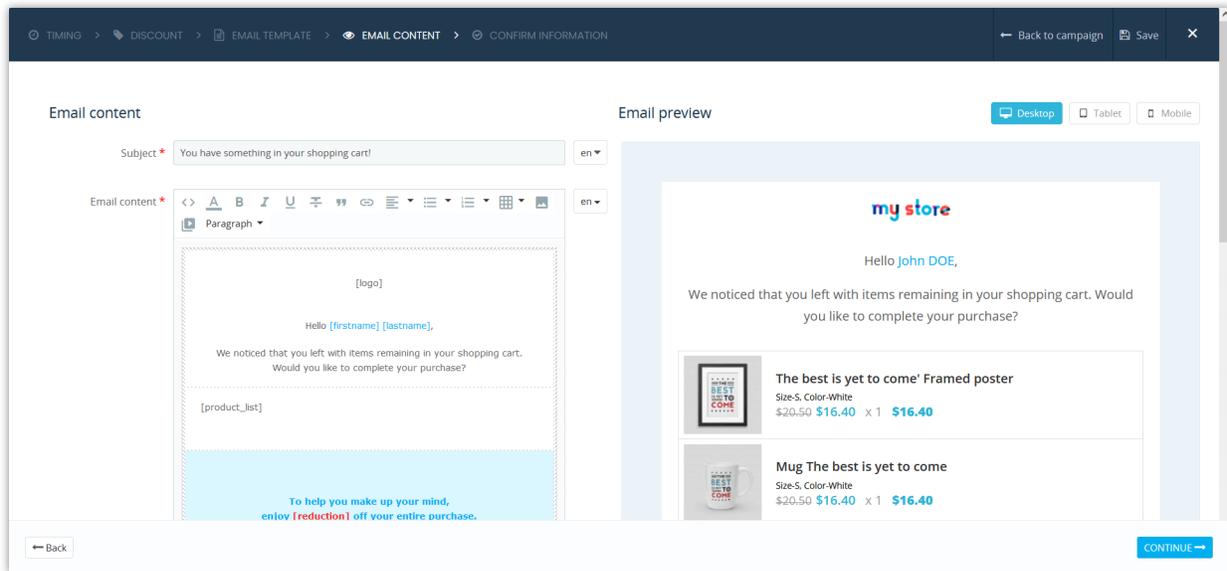
[← Back to campaign](#) [Save](#) [×](#)

? Select an email template you prefer

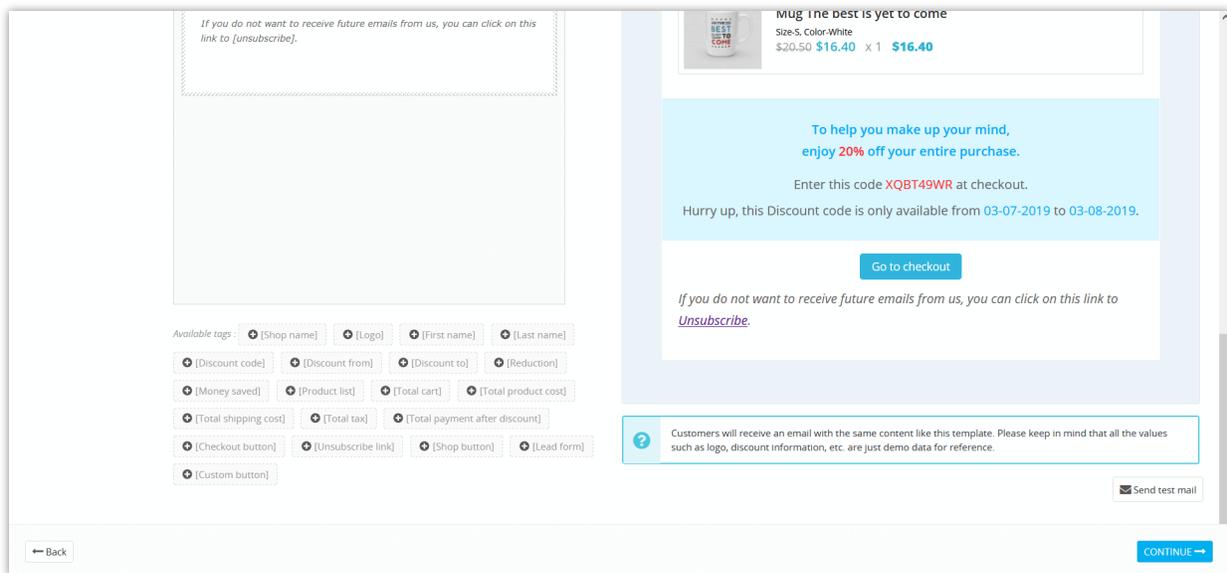
Email Template 2      Email Template 3      Email Template 4      Blank Template

[← Back](#) [CONTINUE →](#)

**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]**

The image shows a side-by-side comparison of an email template. On the left, the original template features a blue button with the text "Go to checkout". A red box highlights the custom code: `[checkout_button color:white background:red border-radius:20px]`. A dashed blue arrow points from this code to the right, where the updated email template is shown. In the updated version, the button is red with white text and rounded corners. The rest of the email content, including a discount code and product list, remains the same. Below the templates is a list of available tags and a "Send test mail" button.

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]
- [Custom button]

Customers will receive an email with the same content like this template. Please keep in mind that all the values such as logo, discount information, etc. are just demo data for reference.

Send test mail

## Step 7: Confirm information

The image shows a confirmation dialog box within an email editor. The dialog asks "Send email now?" and has two radio button options: "YES" (which is selected) and "NO". The "YES" option includes the text "Save the reminder and send email immediately". The "NO" option includes "Save the reminder without sending email". At the bottom left, there is a "Back" button, and at the bottom right, there is a "SAVE AND RUN NOW" button. The top of the editor shows a breadcrumb trail: TIMING > DISCOUNT > EMAIL TEMPLATE > EMAIL CONTENT > CONFIRM INFORMATION. There are also navigation buttons for "Back to campaign", "Save", and "X" in the top right corner.

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.

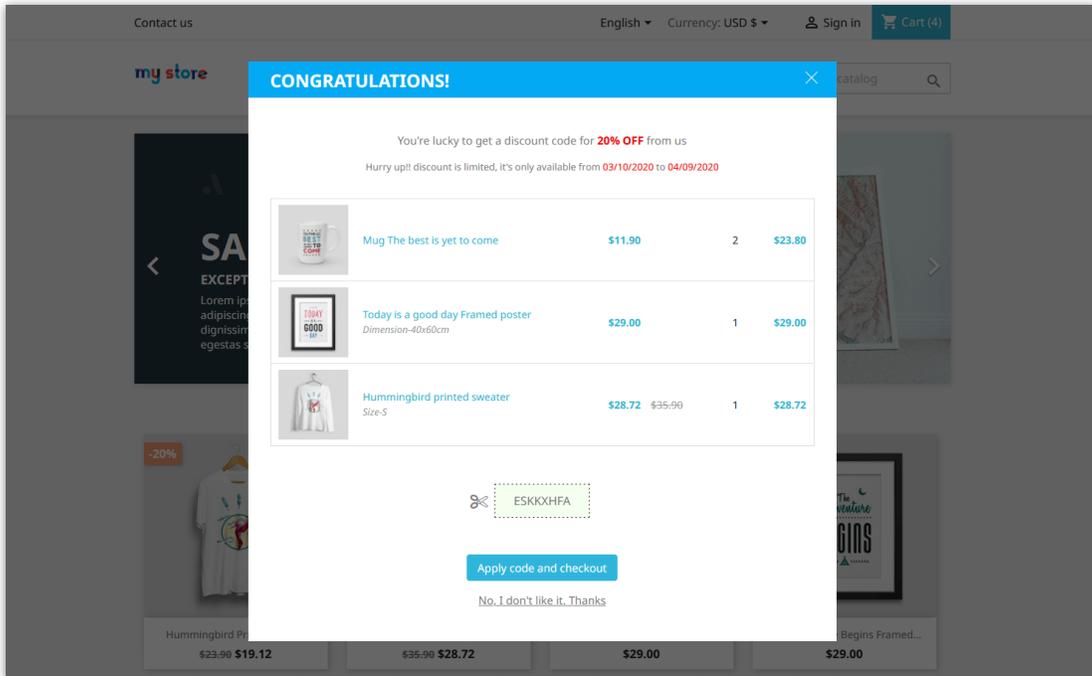
The screenshot shows a dashboard with various navigation icons at the top: Dashboard, Reminder Campaigns, Abandoned Carts, Recovered Carts, Email Templates, Campaign Tracking, Mail Configuration, and Leads. Below these are sections for Automation and Other Settings. A toggle switch for 'Customers have subscribed to receive newsletter?' is set to 'Enabled'. The main section is titled 'REMINDERS' and contains a table with the following data:

| Order | ID | Email subject                             | Execute times | Day(s) | Hour(s) | Discount   | Active |
|-------|----|---|---------------|--------|---------|--|--------|
| 1     | 2  | You have something in your shopping cart! | --            | 0.00   | 0.50    | Generate discount code automatically<br>Free shipping : Yes<br>Percentage : 5.00 % | ✓      |

A dropdown menu is open over the 'Active' column of the first row, showing options: Edit, View tracking, and Delete.

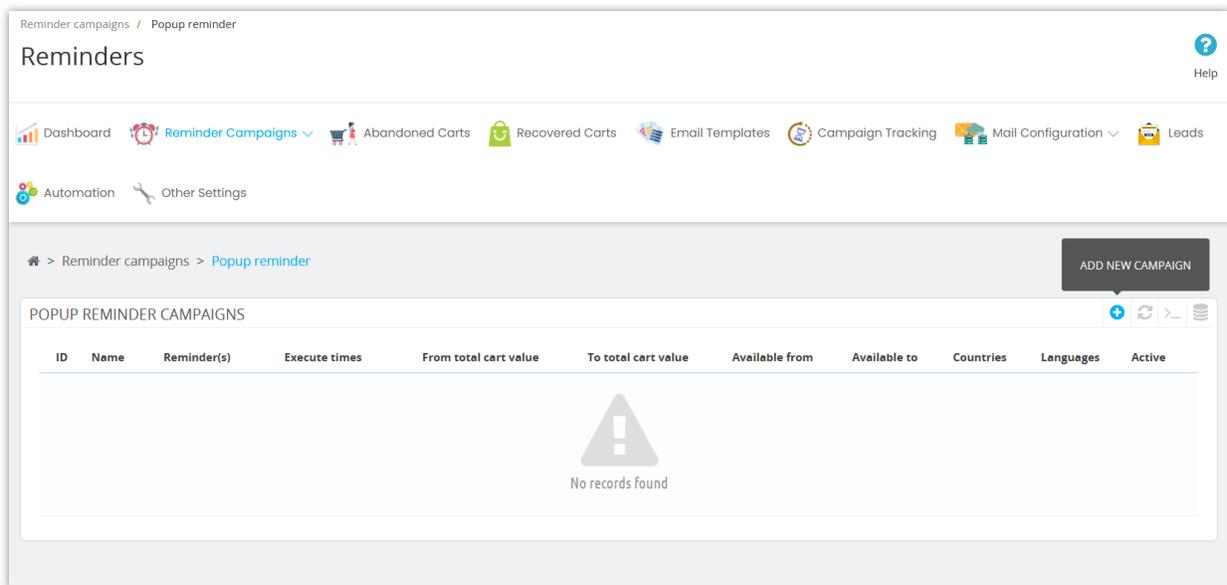
## 2. Popup reminder

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:

Dashboard Reminder Campaigns Abandoned Carts Recovered Carts Email Templates Campaign Tracking Mail Configuration Leads

Automation Other Settings

Reminder campaigns > Popup reminder

### ADD POPUP REMINDER CAMPAIGN

Name \*  en

Available From  To   
Leave blank for unlimited time

Applicable user group  All  Visitor  Guest  Customer  
Select user group to apply this reminder campaign

Has product in shopping cart?

Cart has applied a voucher code?

Countries \*

Languages \*

Enabled  YES  NO

[Back to list](#) [Save](#)

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

Dashboard Reminder Campaigns Abandoned Carts Recovered Carts Email Templates Campaign Tracking Mail Configuration Leads

Automation Other Settings

Reminder campaigns > Popup reminder > **Popup reminder campaign**

**!** Campaign is not running because no reminders have been added. [Add reminder](#)

### Campaign information

Name: Popup reminder campaign

Reminder type: Popup reminder

Available from: --

Available to: --

Applicable user group: Visitor Guest Customer

Has product in shopping cart?: Both

Cart has applied a voucher code: Both

Countries: All countries

Languages: All languages

Status: Enabled

### Statistic

Recovered carts | This year

USD

Months

Total from recovered carts

### Last display

[Download full list](#)

| IP address    | Customer name | Email | Reminder ID | Date |
|---------------|---------------|-------|-------------|------|
| No data found |               |       |             |      |

### REMINDERS

| Order                   | ID | Email subject | Execute times | Minute(s) | Second(s) | Redisplay after (min(s)) | Discount | Active |
|-------------------------|----|---------------|---------------|-----------|-----------|--------------------------|----------|--------|
| <p>No records found</p> |    |               |               |           |           |                          |          |        |

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

TIMING > DISCOUNT > POPUP CONTENT > CONFIRM INFORMATION

← Back to campaign Save X

Setting up the frequency for reminder Popup to appear

Minutes  0 60  
Click [here](#) to custom time

Seconds  0 60  
Click [here](#) to custom time

Redisplay  min(s)

After this amount of time since the moment customer closed reminder popup, the popup will appear again. Display time range

Back CONTINUE →

**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.*

The screenshot shows a shopping cart popup with three items:

|   |  |                            |   |         |
|---|--|----------------------------|---|---------|
|  | Mug The best is yet to come                            | \$11.90                    | 2 | \$23.80 |
|  | Today is a good day Framed poster<br>Dimension-40x60cm | \$29.00                    | 1 | \$29.00 |
|  | Hummingbird printed sweater<br>Size-S                  | \$28.72 <del>\$35.90</del> | 1 | \$28.72 |

Below the items is a coupon code field containing "ESKXXHFA" with a scissors icon. A blue button "Apply code and checkout" is positioned above a red dashed box containing the text "No, I don't like it. Thanks". An orange callout bubble points to this text with the message: "If customer clicks on this link, the popup will not display anymore".

The screenshot shows a shopping cart page for "my store". The cart contains three items:

|   |  |   |         |   |
|---|--|---|---------|---|
|  | Mug The best is yet to come<br>\$11.90                                       | 2 | \$23.80 |  |
|  | Today is a good day Framed poster<br>\$29.00<br>Dimension: 40x60cm           | 1 | \$29.00 |  |
|  | Hummingbird printed sweater<br><del>\$35.90</del> -20%<br>\$28.72<br>Size: S | 1 | \$28.72 |  |

On the right side, a summary box shows:

- 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**

An orange callout bubble points to the "-20.00%" discount with the message: "Discount code from reminder popup is applied".

TIMING > DISCOUNT > POPUP CONTENT > CONFIRM INFORMATION

← Back to campaign Save X

? You may want to give customer discount in order to encourage them to make their order?

Discount options

- No discount
- Fixed discount code [Configure discounts](#)
- Generate discount code automatically

Discount code \*

Can use with other voucher in the same shopping cart? YES NO

Enable discount countdown clock YES NO

← Back CONTINUE →

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

TIMING > DISCOUNT > POPUP CONTENT > CONFIRM INFORMATION

← Back to campaign Save X

Desktop Tablet Mobile

Popup template

Content Design

Title \*

Content \*

Paragraph

You're lucky to get a discount code for **[reduction]** OFF from us  
 Hurry up! Discount is limited, it's only available from **[discount\_from]** to **[discount\_to]**

[product\_list]  
 [show\_discount\_box]  
 [button\_add\_discount]  
 [button\_no\_thanks]

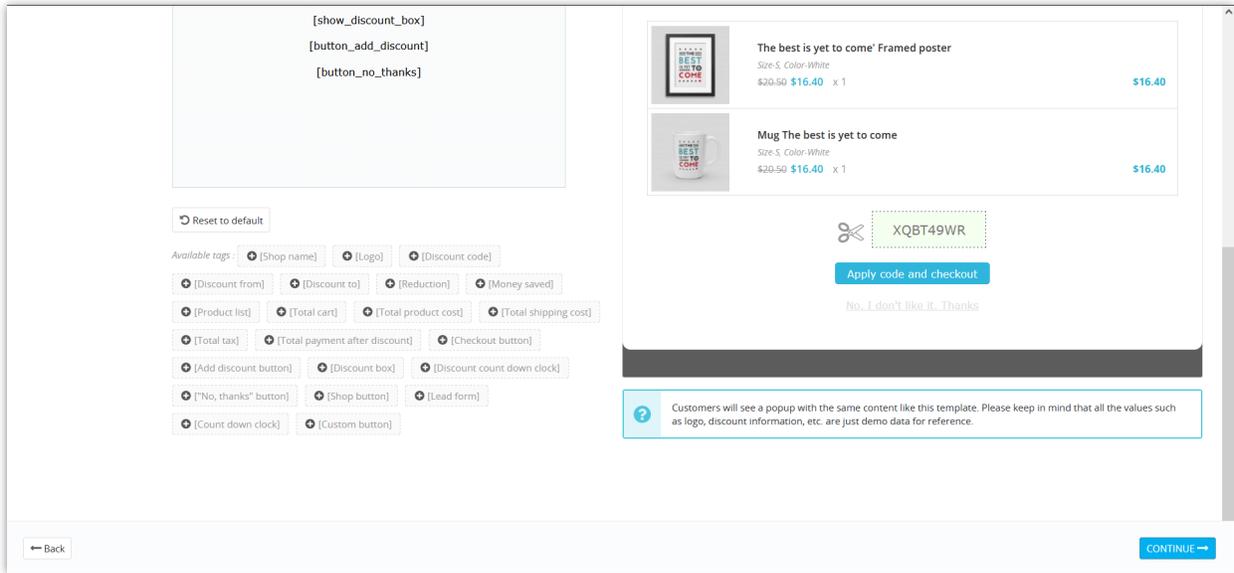
Popup preview

You're lucky to get a discount code for **20% OFF** from us  
 Hurry up! Discount is limited, it's only available from **03-07-2019** to **03-08-2019**

|   |  |                |
|---|--|----------------|
|  | <b>The best is yet to come' Framed poster</b><br>Size-S, Color-White<br>\$20.50 <b>\$16.40</b> x 1 | <b>\$16.40</b> |
|  | <b>Mug The best is yet to come</b><br>Size-S, Color-White<br>\$20.50 <b>\$16.40</b> x 1            | <b>\$16.40</b> |

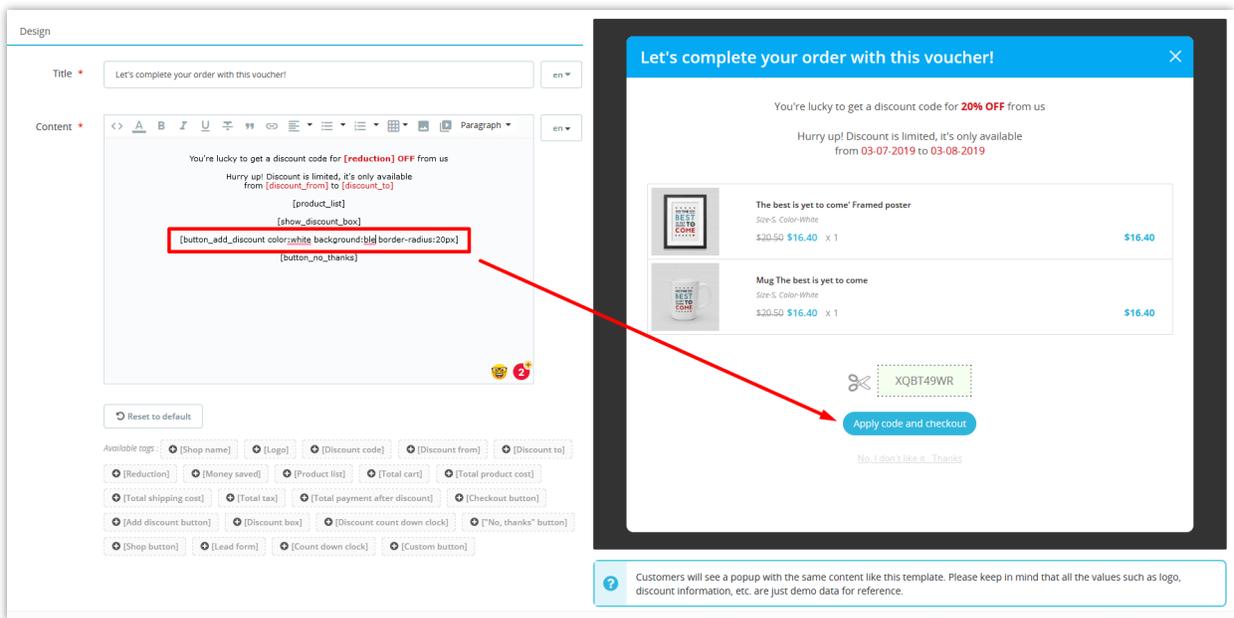
XQBT49WR

← Back CONTINUE →



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.

The screenshot shows the 'POPUP CONTENT' configuration interface in the 'Design' tab. The breadcrumb trail is 'TIMING > DISCOUNT > POPUP CONTENT > CONFIRM INFORMATION'. The interface is split into two main sections: 'Popup template' on the left and 'Popup preview' on the right. The 'Popup template' section has a 'Design' sub-tab and contains several sliders and color pickers for customizing the popup's appearance. The 'Popup preview' section shows a desktop view of the popup with a blue header and a white body. The popup content includes a discount code '20% OFF', a limited-time offer, and two product listings: 'The best is yet to come' Framed poster and a Mug, both priced at \$16.40. A discount code 'XQBT49WR' is displayed at the bottom of the popup.

Popup template

Content Design

Header background #03a9b3

Header text color #ffffff

Header height 60px

Header font size 24px

Width 820px

Height 640px

Border radius 10px

Back CONTINUE

Popup preview Desktop Tablet Mobile

You're lucky to get a discount code for **20% OFF** from us

Hurry up! Discount is limited, it's only available from 03-07-2019 to 03-08-2019

The best is yet to come' Framed poster  
Size-S, Color-White  
\$20.50 **\$16.40** x 1 **\$16.40**

Mug The best is yet to come  
Size-S, Color-White  
\$20.50 **\$16.40** x 1 **\$16.40**

XQBT49WR

Apply code and checkout

No, I don't like it. Thanks

This screenshot shows the 'POPUP CONTENT' configuration interface in the 'Design' tab, focusing on more customization options. The breadcrumb trail is 'TIMING > DISCOUNT > POPUP CONTENT > CONFIRM INFORMATION'. The 'Design' sub-tab is selected. The 'Popup template' section on the left includes sliders for 'Border radius' (10px), 'Border width' (0px), 'Text font size' (13px), 'Close button color' (#ffffff), 'Overlay background color' (#333333), 'Overlay background opacity' (0.8), 'Padding' (30px), and a 'Vertical alignment' dropdown set to 'Center'. The 'Popup preview' section on the right shows a desktop view of the popup with a white body and a dark overlay. The popup content is identical to the previous screenshot, but it now includes an 'Apply code and checkout' button and a 'No, I don't like it. Thanks' link. A note at the bottom of the preview area states: 'Customers will see a popup with the same content like this template. Please keep in mind that all the values such as logo, discount information, etc. are just demo data for reference.'

Border radius 10px

Border width 0px

Border color #ffffff

Body background #ffffff

Text font size 13px

Close button color #ffffff

Overlay background color #333333

Overlay background opacity 0.8

Padding 30px

Vertical alignment Center

Back CONTINUE

You're lucky to get a discount code for **20% OFF** from us

Hurry up! Discount is limited, it's only available from 03-07-2019 to 03-08-2019

The best is yet to come' Framed poster  
Size-S, Color-White  
\$20.50 **\$16.40** x 1 **\$16.40**

Mug The best is yet to come  
Size-S, Color-White  
\$20.50 **\$16.40** x 1 **\$16.40**

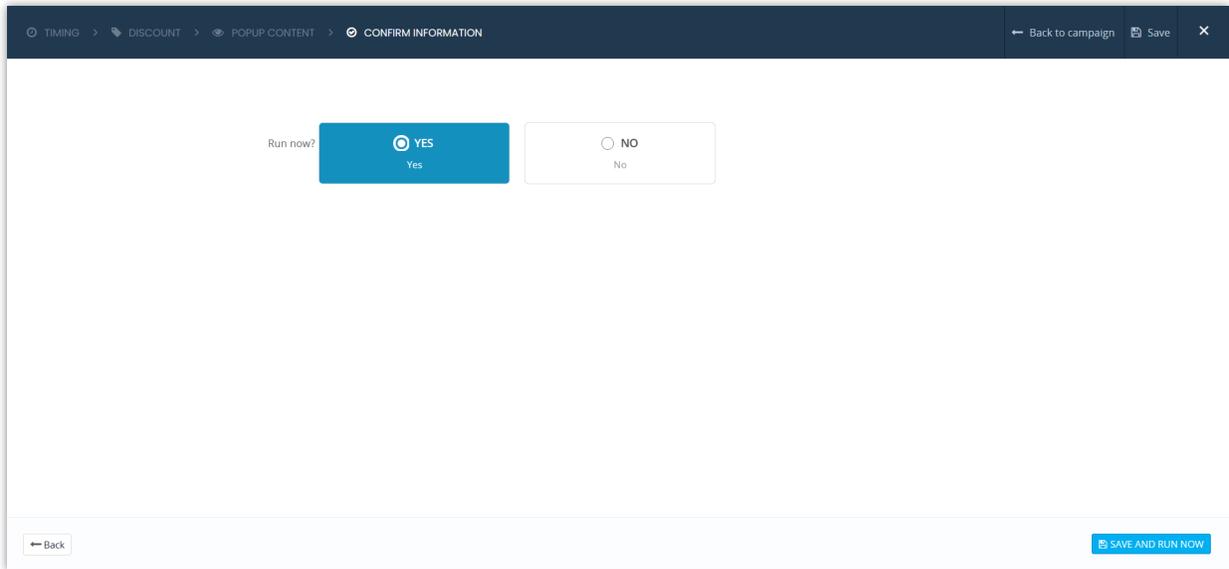
XQBT49WR

Apply code and checkout

No, I don't like it. Thanks

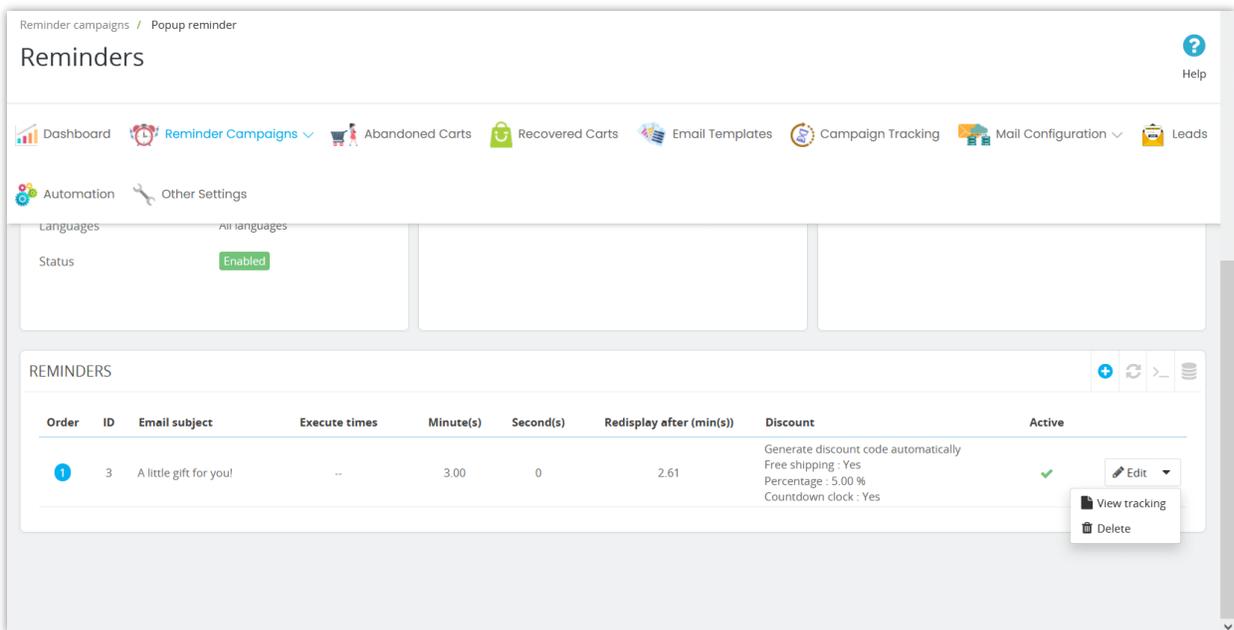
Customers will see a popup with the same content like this template. Please keep in mind that all the values such as logo, discount information, etc. are just demo data for reference.

Confirm your information and finish.



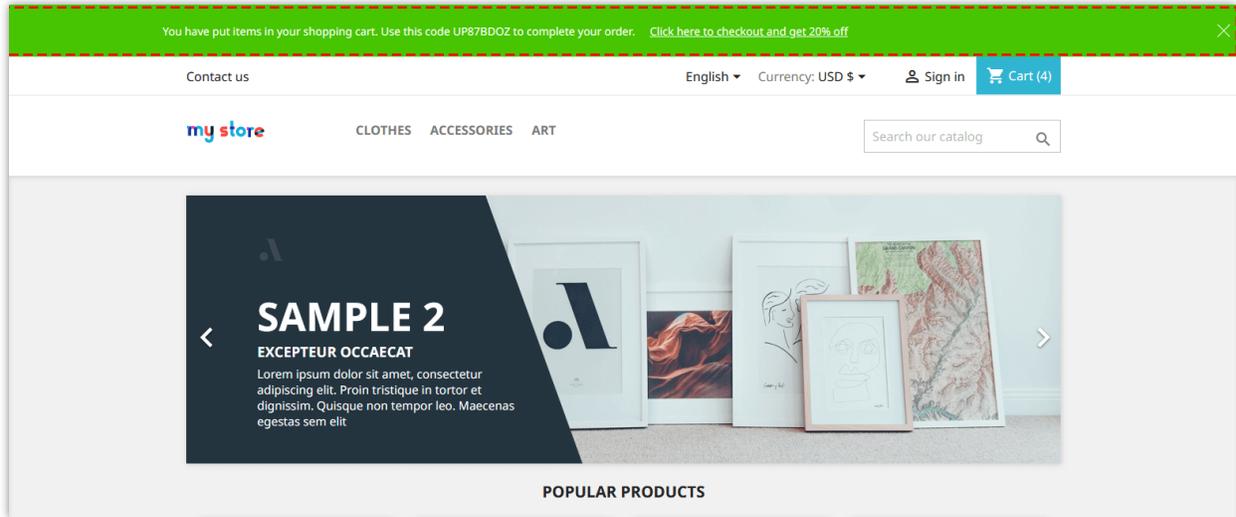
Click **“Save”** to save your configuration or **“Save and run now”** to save your reminder and run it.

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



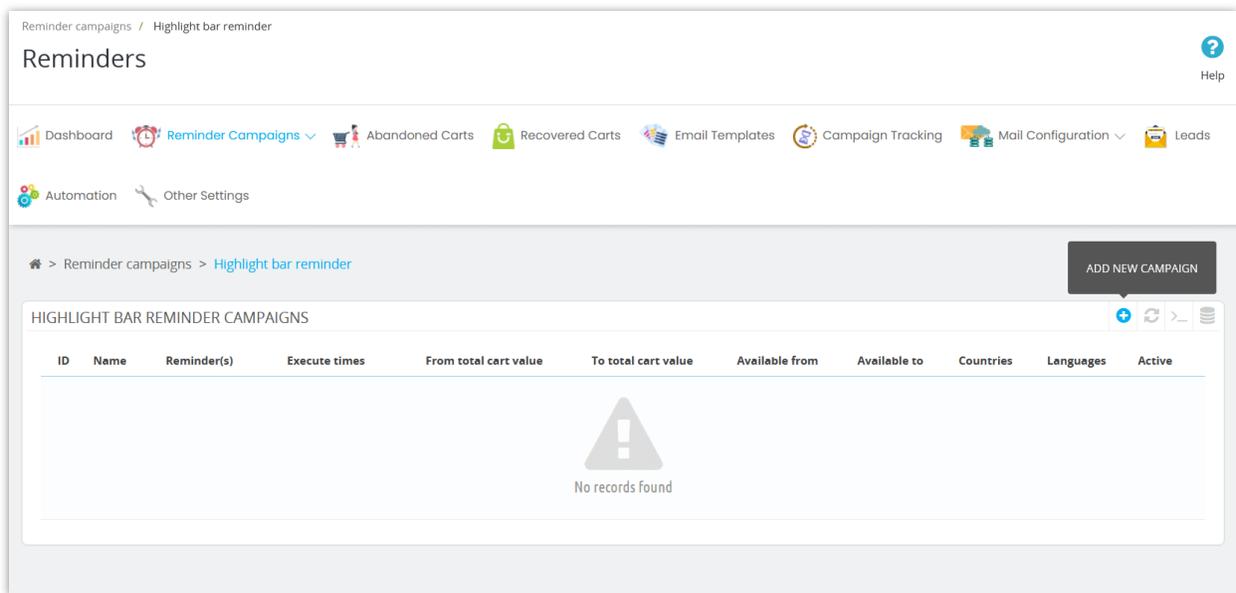
### 3. Highlight bar reminder

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.



🏠 > Reminder campaigns > [Highlight bar reminder](#)

### ADD HIGHLIGHT BAR REMINDER CAMPAIGN

Name \*  en ▼

Available From  📅 To  📅  
Leave blank for unlimited time

Applicable user group

|                                     |          |
|-------------------------------------|----------|
| <input checked="" type="checkbox"/> | All      |
| <input checked="" type="checkbox"/> | Visitor  |
| <input checked="" type="checkbox"/> | Guest    |
| <input checked="" type="checkbox"/> | Customer |

Select user group to apply this reminder campaign

Has product in shopping cart?  ▼

Cart has applied a voucher code?  ▼

Countries \*  ▲  
France  
Italy  
Spain  
United States ▼

Languages \*  ▲  
English (English)  
Español (Spanish)  
Français (French)  
Italiano (Italian) ▼

Enabled  YES  NO

[Back to list](#)  Save

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

Reminder campaigns > Highlight bar reminder > Highlight bar reminder

**!** Campaign is not running because no reminders have been added. [Add reminder](#)

### Campaign information

Name: Highlight bar reminder

Reminder type: Highlight bar reminder

Available from: --

Available to: --

Applicable user group: Visitor Guest Customer

Has product in shopping cart? Both

Cart has applied a voucher code Both

Countries: All countries

Languages: All languages

Status: Enabled

### Statistic

Recovered carts: Recovered carts | This year: This year

USD

Months

Total from recovered carts

### Last display

[Download full list](#)

| IP address    | Customer name | Email | Reminder ID | Date |
|---------------|---------------|-------|-------------|------|
| No data found |               |       |             |      |

### REMINDERS

| Order                   | ID | Email subject | Execute times | Minute(s) | Second(s) | Discount | Active |
|-------------------------|----|---------------|---------------|-----------|-----------|----------|--------|
| <p>No records found</p> |    |               |               |           |           |          |        |

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

Timing > Discount > HIGHLIGHT BAR TEMPLATE > CONFIRM INFORMATION

← Back to campaign | Save | ✕

### Highlight bar template

Content | Design

Content \*  en

[Reset to default](#)

Available tags:

- [Shop name]
- [Logo]
- [Discount code]
- [Discount from]
- [Discount to]
- [Reduction]
- [Money saved]
- [Total cart]
- [Total product cost]
- [Total shipping cost]
- [Total tax]
- [Total payment after discount]
- [Add discount button]
- [Discount count down clock]
- [Shop button]
- [Lead form]
- [Count down clock]
- [Custom button]

← Back

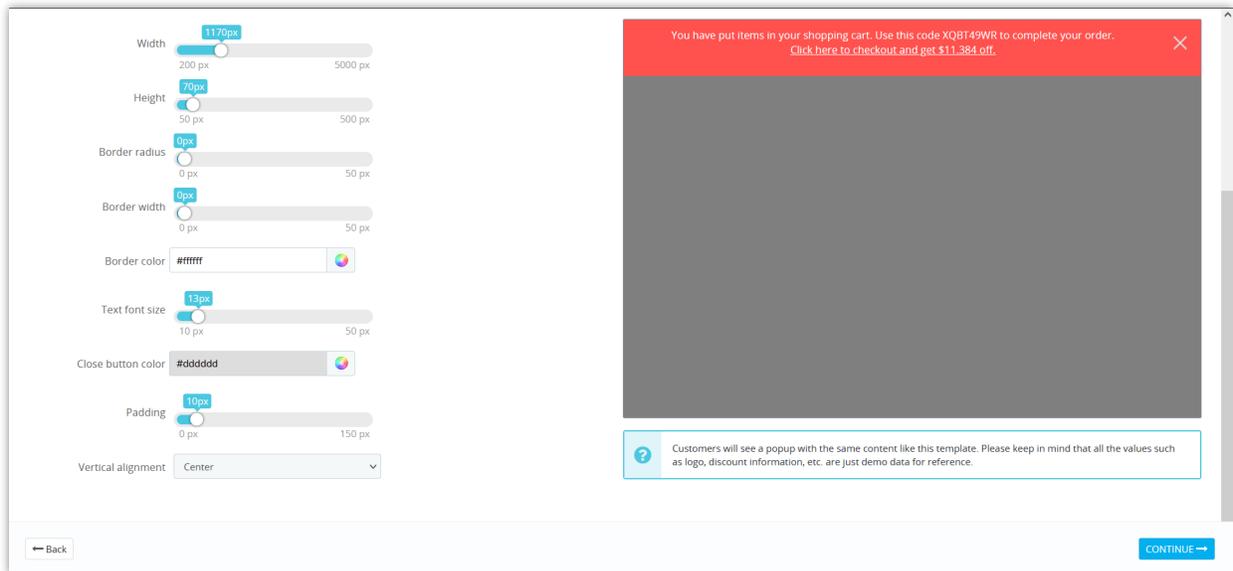
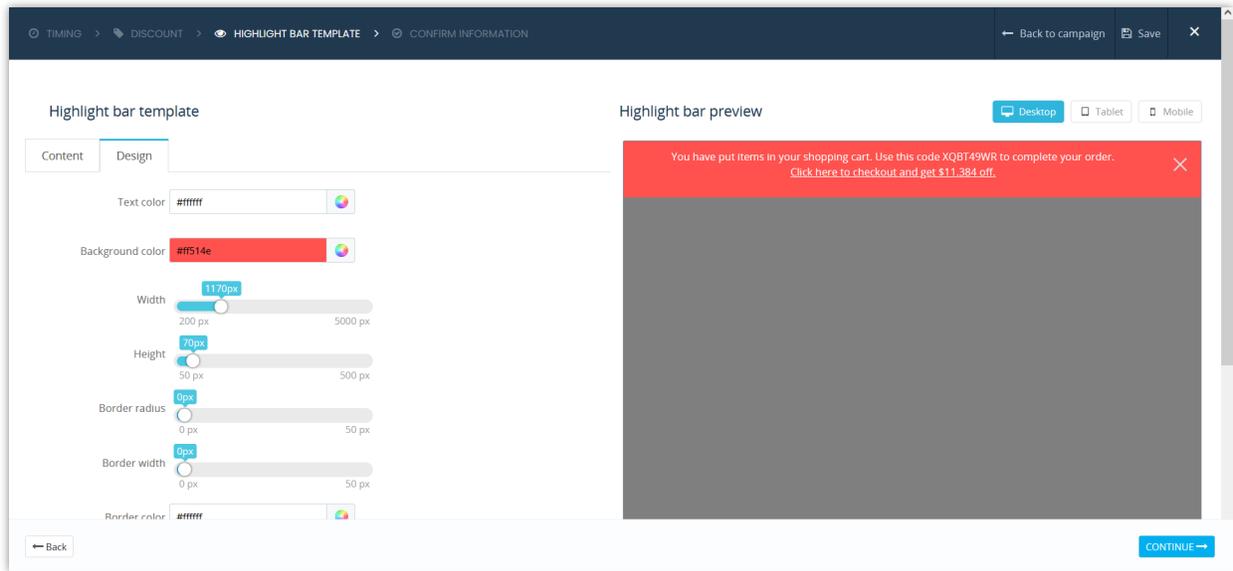
### Highlight bar preview

Desktop | Tablet | Mobile

You have put items in your shopping cart. Use this code XQBT49WR to complete your order. [Click here to checkout and get \\$11,384 off.](#)

CONTINUE →

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



Confirm your information and finish.

[TIMING](#) > [DISCOUNT](#) > [HIGHLIGHT BAR TEMPLATE](#) > **CONFIRM INFORMATION**

[← Back to campaign](#) [Save](#) [×](#)

Run now?  YES Yes  NO No

[← Back](#) [SAVE AND RUN NOW](#)

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.

Reminder campaigns / Highlight bar reminder Help

[Dashboard](#) [Reminder Campaigns](#) [Abandoned Carts](#) [Recovered Carts](#) [Email Templates](#) [Campaign Tracking](#) [Mail Configuration](#) [Leads](#)

[Automation](#) [Other Settings](#)

Languages: All languages  
 Status: Enabled

| Order | ID | Email subject | Execute times | Minute(s) | Second(s) | Discount  | Active |
|-------|----|---------------|---------------|-----------|-----------|---|--------|
| 1     | 4  |               | --            | 1.80      | 0         | Generate discount code automatically<br>Free shipping : Yes<br>Amount : \$5.00 (tax excl.)<br>Countdown clock : Yes | ✓      |

[Edit](#) [View tracking](#) [Delete](#)

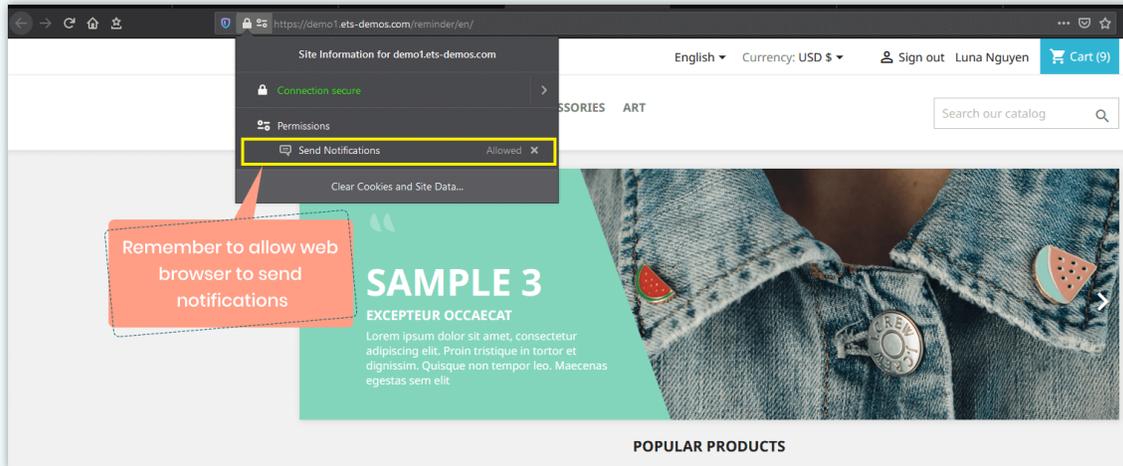
## 4. Web push notification

**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.

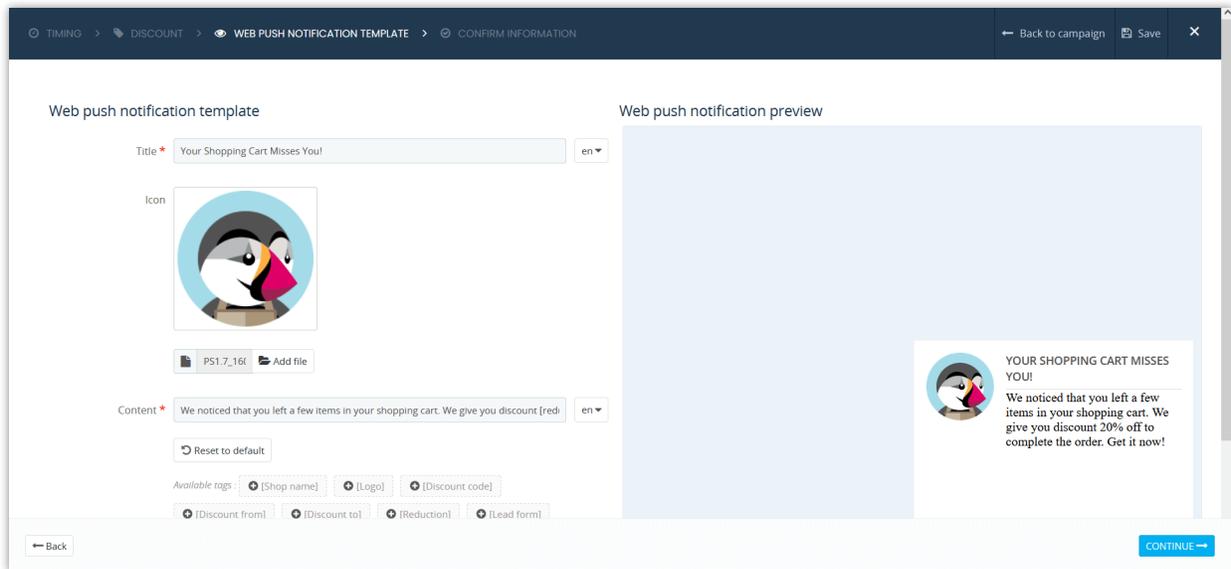
The screenshot shows a product page for a 'Hummingbird Printed Sweater'. The page includes a breadcrumb trail: 'Home / Clothes / Women / Hummingbird printed sweater'. The product image shows a white long-sleeved sweater with a colorful hummingbird graphic. A '-20%' discount tag is visible. The price is listed as '\$35.90' and '\$28.72 SAVE 20%'. The description reads: 'Regular fit, round neckline, long sleeves. 100% cotton, brushed inner side for extra comfort.' Below the description are size and quantity selectors, an 'ADD TO CART' button, and social sharing icons. A 'Share' section contains links for Facebook, Twitter, Google+, and Pinterest. Below this are three policy sections: 'Security policy (edit with Customer reassurance module)', 'Delivery policy (edit with Customer reassurance module)', and 'Return policy (edit with Customer reassurance module)'. At the bottom, there are tabs for 'Description' and 'Product Details'. A large orange arrow points to a red dashed box containing a web push notification. The notification reads: 'Your Shopping Cart Misses You! We noticed that you left a few items in your shopping cart. We give you discount 50.00% off to complete the order. Get it now!' and includes a '50% Voucher' icon and the URL 'via demo14ts-demo.com'.

**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:**

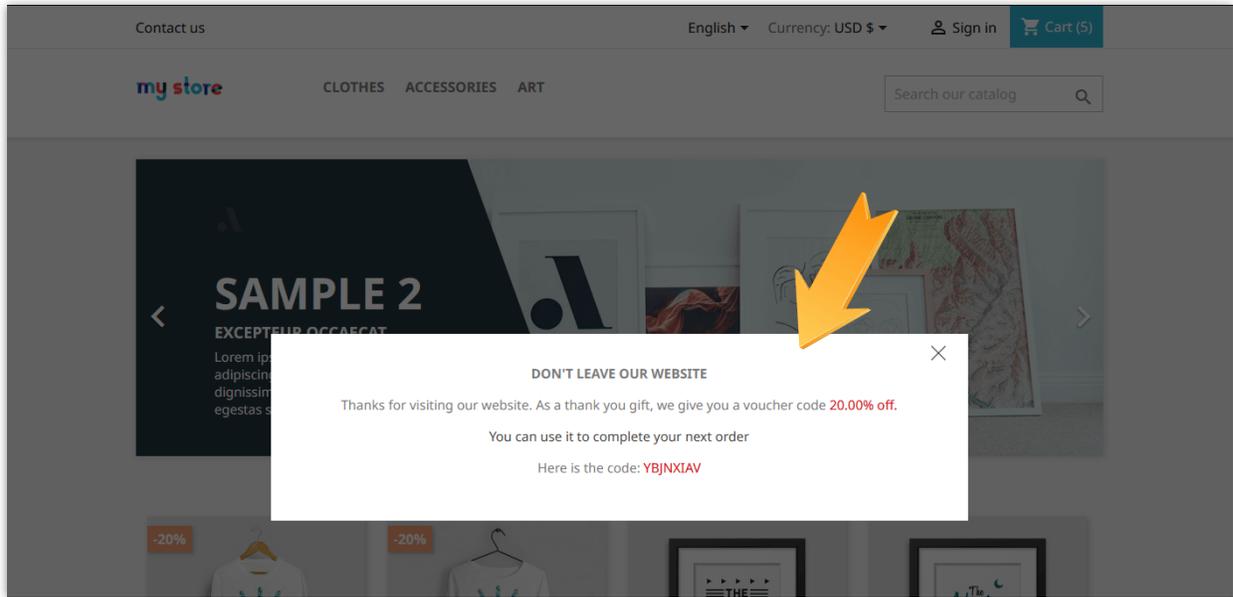
- *The priority of reminders which display to customers are: Popup reminder > Highlight bar reminder > Web push notification in case a shopping cart satisfy all the reminders.*
- *Web push notification only works on Chrome, Firefox, Opera (and some other web browsers) when HTTPS is enabled*

## **5. Leaving website reminder**

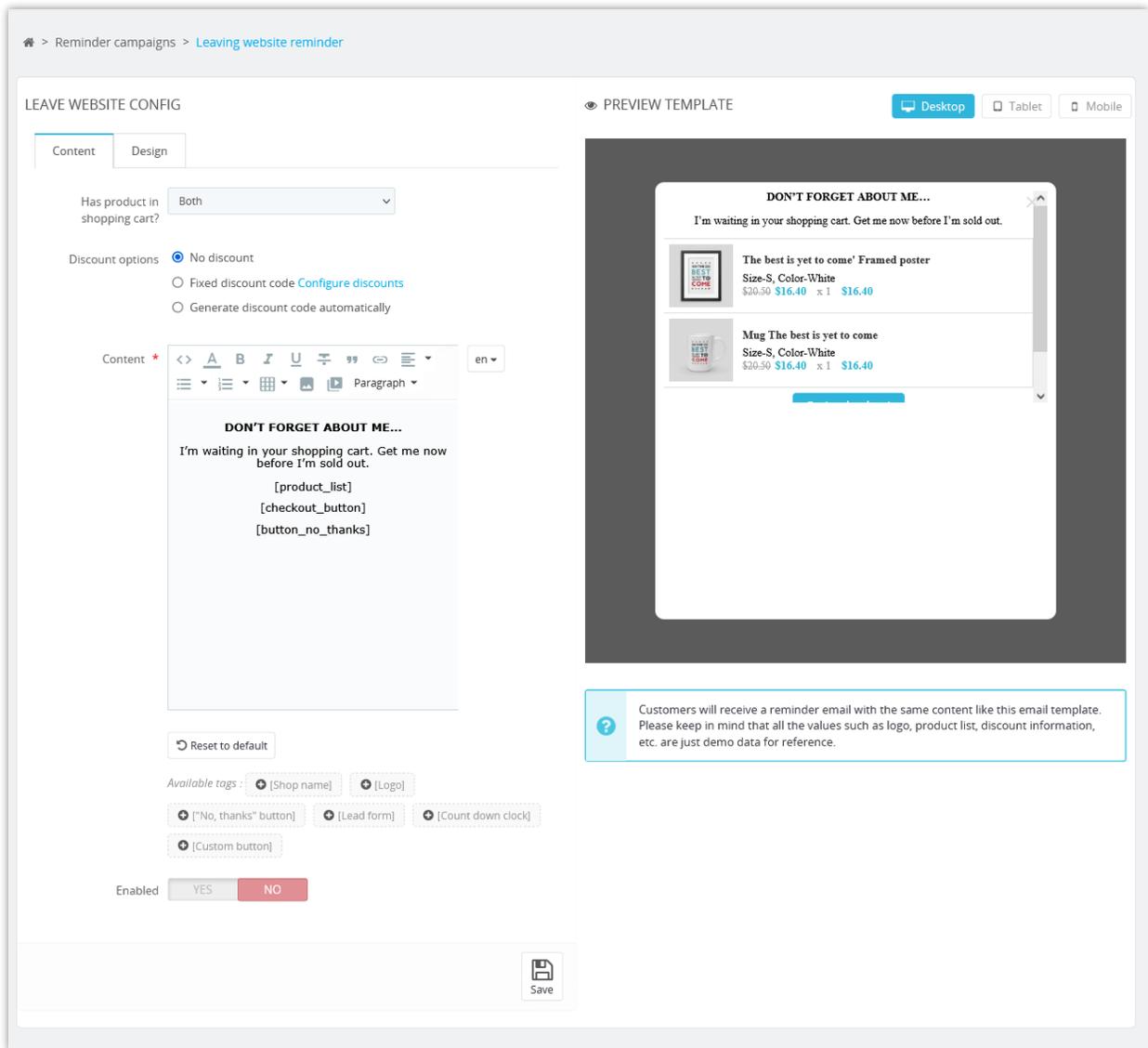
---

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*]**

Reminder campaigns > Leaving website reminder

Content

Code editor: `[checkout_button color:white background:red border-radius:20px]`

Preview template

Preview content:

**DON'T FORGET ABOUT ME...**  
I'm waiting in your shopping cart. Get me now before I'm sold out.

|  |  |
|--|--|
|  | <b>The best is yet to come<sup>®</sup> Framed poster</b><br>Size-S, Color-White<br>\$20.50 <b>\$16.40</b> x 1 <b>\$16.40</b> |
|  | <b>Mug The best is yet to come</b><br>Size-S, Color-White<br>\$20.50 <b>\$16.40</b> x 1 <b>\$16.40</b>                       |

[Go to checkout](#)  
[No, I don't like it. Thanks](#)

Enabled  No

Available tags: [Shop name], [Logo], [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], [Add discount button], [Discount box], [Discount count down clock], [No, thanks] button, [Shop button], [Lead form], [Count down clock], [Custom button]

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.

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

Reminder campaigns > Leaving website reminder

### LEAVE WEBSITE CONFIG

Content Design

Background color #ffffff

Width 640px (200 px to 1200 px)

Height 500px (200 px to 1200 px)

Border radius 10px (0 px to 50 px)

Border width 0px (0 px to 50 px)

Border color #ffffff

Text font size 13px (10 px to 50 px)

Close button color #dddddd

Padding 10px (0 px to 150 px)

Vertical alignment Center

Overlay background color #333333

Overlay background opacity 0.8 (0 to 1)

Save

### PREVIEW TEMPLATE

Desktop Tablet Mobile

**DON'T FORGET ABOUT ME...**  
I'm waiting in your shopping cart. Get me now before I'm sold out.

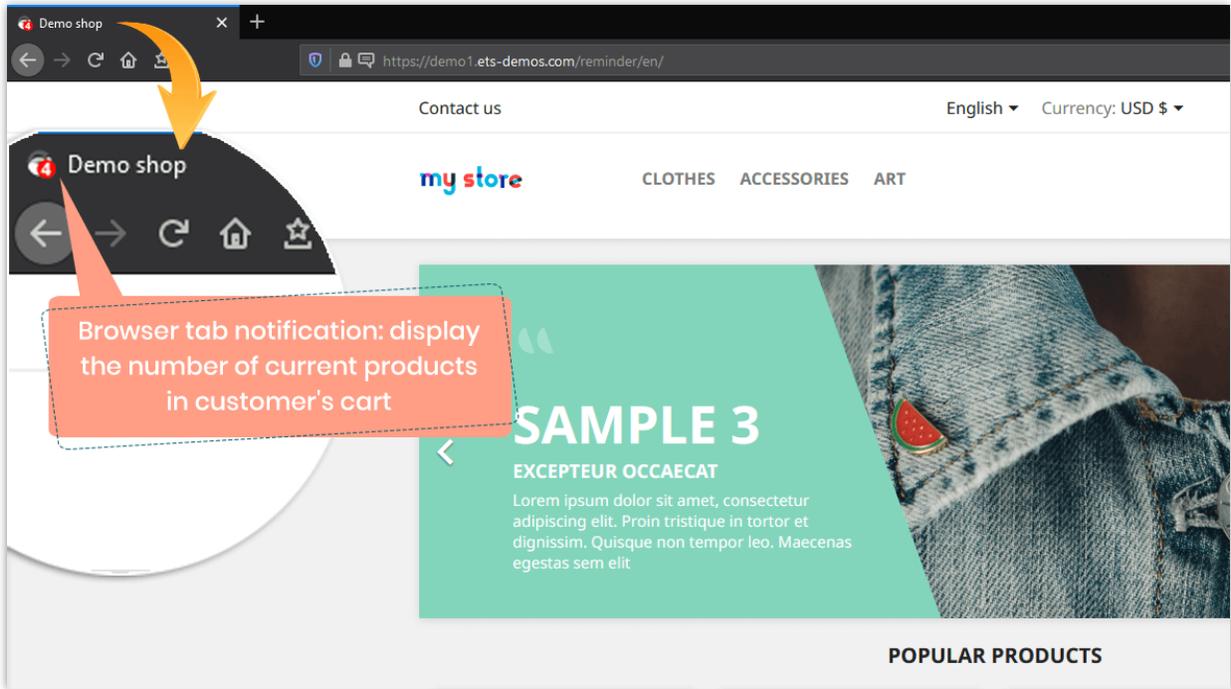
**The best is yet to come! Framed poster**  
Size-S, Color-White  
\$30.50 ~~\$16.40~~ x 1 **\$16.40**

**Mug The best is yet to come**  
Size-S, Color-White  
\$30.50 ~~\$16.40~~ x 1 **\$16.40**

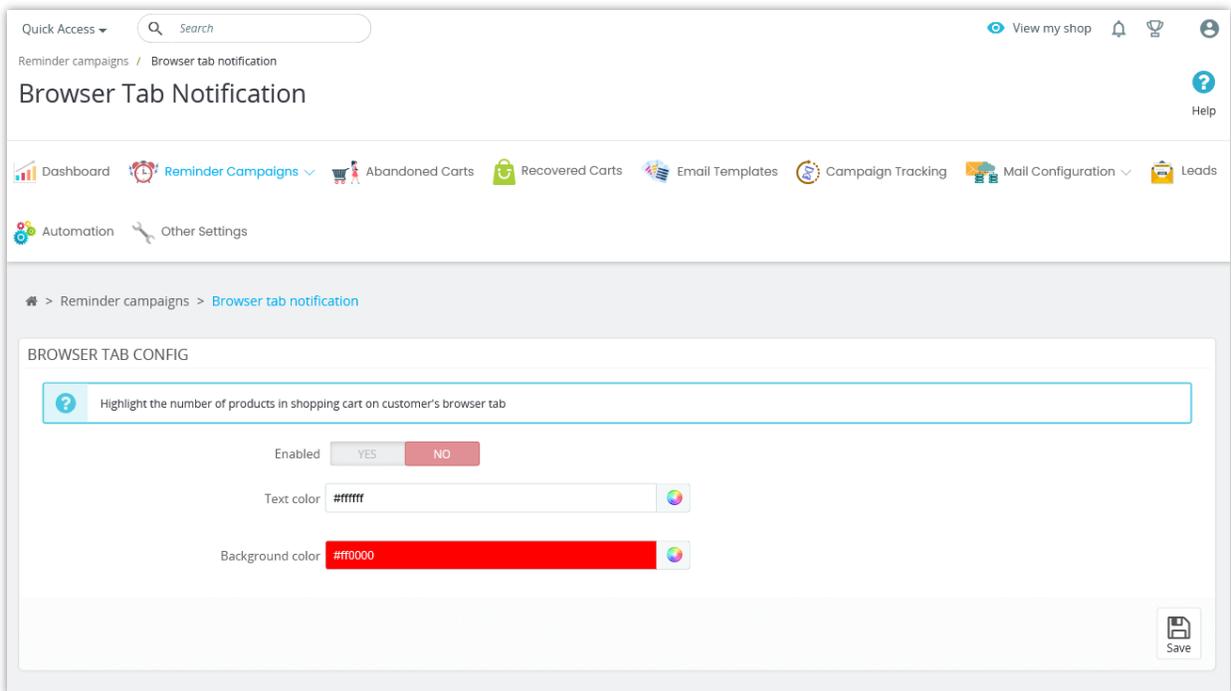
Customers will receive a reminder email with the same content like this email template. Please keep in mind that all the values such as logo, product list, discount information, etc. are just demo data for reference.

## 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.

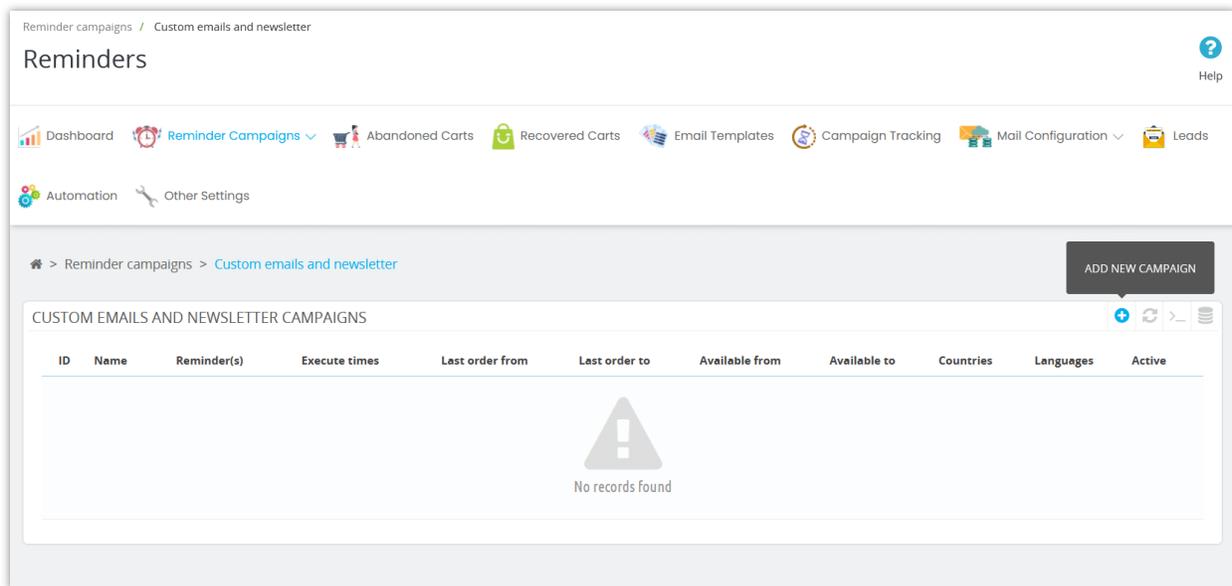


## VI. AUTO EMAIL MARKETING

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.

The screenshot shows a web application interface for creating a custom email campaign. The navigation bar at the top includes: Dashboard, Reminder Campaigns, Abandoned Carts, Recovered Carts, Email Templates, Campaign Tracking, Mail Configuration, Leads, Automation, and Other Settings. The breadcrumb trail is: Reminder campaigns > Custom emails and newsletter. The main form is titled "Add Custom emails and newsletter campaign". It contains the following fields and options:

- Name:** A text input field containing "Sample campaign" and a language dropdown set to "en".
- Available:** Two date pickers for "From" and "To" dates. Below them is the text "Leave blank for unlimited time".
- When to send email?:** A group of radio buttons with the following options:
  - After customer registration
  - After order completion
  - Schedule time (All registered customers)
  - Run now (All registered customers)
  - After subscribing newsletter
  - Last login time
- Languages:** A dropdown menu showing a list of languages: English (English), Français (French), Español (Spanish), Italiano (Italian), Čeština (Czech), Polski (Polish), Português PT (Portuguese), and Deutsch (German).
- Enabled:** A toggle switch that is currently turned on, labeled "Yes".

At the bottom of the form, there is a "Back to list" button on the left and a "Save" button on the right.

**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.

Dashboard > Reminder Campaigns > Custom emails and newsletter

**Add Custom emails and newsletter campaign**

Name \*  en

Available From  To   
Leave blank for unlimited time

When to send email?

- After customer registration
- After order completion
- Schedule time (All registered customers)
- Run now (All registered customers)
- After subscribing newsletter
- Last login time

Has placed orders?

Countries \*   
Unknown  
United States

Languages \*   
Français (French)  
Español (Spanish)  
Italiano (Italian)  
Čeština (Czech)  
Polski (Polish)  
Português PT (Portuguese)  
Deutsch (German)

Enabled  Yes

[Back to list](#) [Save](#)

**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.

Dashboard > Reminder Campaigns > Custom emails and newsletter

**Add Custom emails and newsletter campaign**

Name \*  en

Available From  To   
*Leave blank for unlimited time*

When to send email?

- After customer registration
- After order completion
- Schedule time (All registered customers)
- Run now (All registered customers)
- After subscribing newsletter
- Last login time

Has placed orders?

Countries \*   
Unknown  
United States

Languages \*   
Français (French)  
Español (Spanish)  
Italiano (Italian)  
Čeština (Czech)  
Polski (Polish)  
Português PT (Portuguese)  
Deutsch (German)

Enabled  Yes

[Back to list](#) [Save](#)

**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.

The screenshot shows a web interface for creating a custom email campaign. The navigation bar at the top includes: Dashboard, Reminder Campaigns, Abandoned Carts, Recovered Carts, Email Templates, Campaign Tracking, Mail Configuration, Leads, Automation, and Other Settings. The breadcrumb trail is: Reminder campaigns > Custom emails and newsletter.

The form title is "Add Custom emails and newsletter campaign".

- Name:** A text input field containing "Sample campaign" and a language dropdown set to "en".
- Available:** Two date pickers for "From" and "To" dates. Below them is the text "Leave blank for unlimited time".
- When to send email?:** A group of radio buttons:
  - After customer registration
  - After order completion
  - Schedule time (All registered customers)
  - Run now (All registered customers)** (selected)
  - After subscribing newsletter
  - Last login time
- Has placed orders?:** A dropdown menu currently set to "All".
- Countries:** A list box containing "All", "Unknown", and "United States".
- Languages:** A list box containing "English (English)", "Français (French)", "Español (Spanish)", "Italiano (Italian)", "Čeština (Czech)", "Polski (Polish)", "Português PT (Portuguese)", and "Deutsch (German)".
- Enabled:** A toggle switch that is turned on, labeled "Yes".

At the bottom left is a "Back to list" button, and at the bottom right is a blue "Save" button.

**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.

The screenshot shows a web application interface for creating a custom email campaign. The navigation bar at the top includes: Dashboard, Reminder Campaigns, Abandoned Carts, Recovered Carts, Email Templates, Campaign Tracking, Mail Configuration, Leads, Automation, and Other Settings. The breadcrumb trail is: Reminder campaigns > Custom emails and newsletter.

The main form is titled "Add Custom emails and newsletter campaign" and contains the following fields:

- Name \***: A text input field containing "Sample campaign" and a language dropdown set to "en".
- Available**: Two date pickers for "From" and "To" dates, with a note "Leave blank for unlimited time".
- When to send email?**: A group of radio buttons with options: "After customer registration", "After order completion", "Schedule time (All registered customers)", "Run now (All registered customers)", "After subscribing newsletter" (which is selected), and "Last login time".
- Has placed orders?**: A dropdown menu currently set to "All".
- Countries \***: A list of checkboxes for "All", "Unknown", and "United States".
- Languages \***: A dropdown menu showing a list of languages including English (English), Français (French), Español (Spanish), Italiano (Italian), Čeština (Czech), Polski (Polish), Português PT (Portuguese), and Deutsch (German).
- Enabled**: A toggle switch currently turned on to "Yes".

At the bottom of the form, there is a "Back to list" button on the left and a "Save" button on the right.

**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.

The screenshot shows a web dashboard with a navigation bar at the top containing icons and labels for Dashboard, Reminder Campaigns, Abandoned Carts, Recovered Carts, Email Templates, Campaign Tracking, Mail Configuration, Leads, Automation, and Other Settings. Below the navigation bar, the breadcrumb trail reads 'Reminder campaigns > Custom emails and newsletter'. The main content area is titled 'Add Custom emails and newsletter campaign' and contains the following form elements:

- Name \***: A text input field containing 'Sample campaign' and a language dropdown menu set to 'en'.
- Available**: Two date pickers labeled 'From' and 'To'. Below them is the text 'Leave blank for unlimited time'.
- When to send email?**: A group of radio buttons with the following options:
  - After customer registration
  - After order completion
  - Schedule time (All registered customers)
  - Run now (All registered customers)
  - After subscribing newsletter
  - Last login time** (selected)
- Has placed orders?**: A dropdown menu currently set to 'All'.
- Countries \***: A list box containing 'All', 'Unknown', and 'United States'.
- Languages \***: A list box containing 'English (English)', 'Français (French)', 'Español (Spanish)', 'Italiano (Italian)', 'Čeština (Czech)', 'Polski (Polish)', 'Português PT (Portuguese)', and 'Deutsch (German)'.
- Enabled**: A toggle switch that is turned on, labeled 'Yes'.

At the bottom left of the form is a 'Back to list' button, and at the bottom right is a blue 'Save' button.

Click **“Save”** to finish.

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

Dashboard Reminder Campaigns Abandoned Carts Recovered Carts Email Templates Campaign Tracking Mail Configuration Leads

Automation Other Settings

Reminder campaigns > Custom emails and newsletter > Email marketing campaign

**!** Campaign is not running because no reminders have been added. [Add reminder](#)

### Campaign information

Name: Email marketing campaign

Reminder type: Custom emails and newsletter

Available from: --

Available to: --

When to send email: After customer registration

Applicable user group:  Visitor  Guest  Customer

Has placed order:  All

Countries: All countries

Languages: All languages

Status: Enabled

### Statistic

Recovered carts | This year

| Month     | Total from recovered carts |
|-----------|----------------------------|
| January   | 0.0                        |
| February  | 0.0                        |
| March     | 0.0                        |
| April     | 0.0                        |
| May       | 0.0                        |
| June      | 0.0                        |
| July      | 0.0                        |
| August    | 0.0                        |
| September | 0.0                        |
| October   | 0.0                        |
| November  | 0.0                        |
| December  | 0.0                        |

### Last email sent

[Download full list](#)

| Customer name | Email | Reminder ID | Status | Date |
|---------------|-------|-------------|--------|------|
| No data found |       |             |        |      |

### REMINDERS

| Order                   | ID | Email subject | Execute times | Day(s) | Hour(s) | Discount | Active | Status |
|-------------------------|----|---------------|---------------|--------|---------|----------|--------|--------|
| <p>No records found</p> |    |               |               |        |         |          |        |        |

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

How long after registering?

Days  day(s)

Accept decimal values such as 12, 4.5, etc. [Display time range](#)

Hours

Click [here](#) to custom time

Send email second time  YES  NO

[Back](#) [CONTINUE](#)

**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.

Configure discounts', and 'Generate discount code automatically' (which is selected). Below are two input fields: 'Total available' with a value of '1' and 'Total available for each user' with a value of '1'. There is a toggle for 'Free shipping' with 'YES' selected. There are three radio buttons for 'Apply a discount': 'Percentage (%)' (selected), 'Amount', and 'None'. Below is a text field for 'Discount name' with the value 'Welcome' and a language dropdown set to 'en'. There is an input field for 'Discount percentage' with a value of '5' and a '%' symbol. At the bottom, there are two radio buttons for 'Apply a discount to': 'Order (without shipping)' (selected) and 'Specific product'. At the bottom, there are 'Back' and 'CONTINUE' buttons."/>

Discount options

No discount

Fixed discount code [Configure discounts](#)

Generate discount code automatically

Total available

Total available for each user

Free shipping  YES  NO

Apply a discount

Percentage (%)

Amount

\* None

Discount name  en

Discount percentage  %

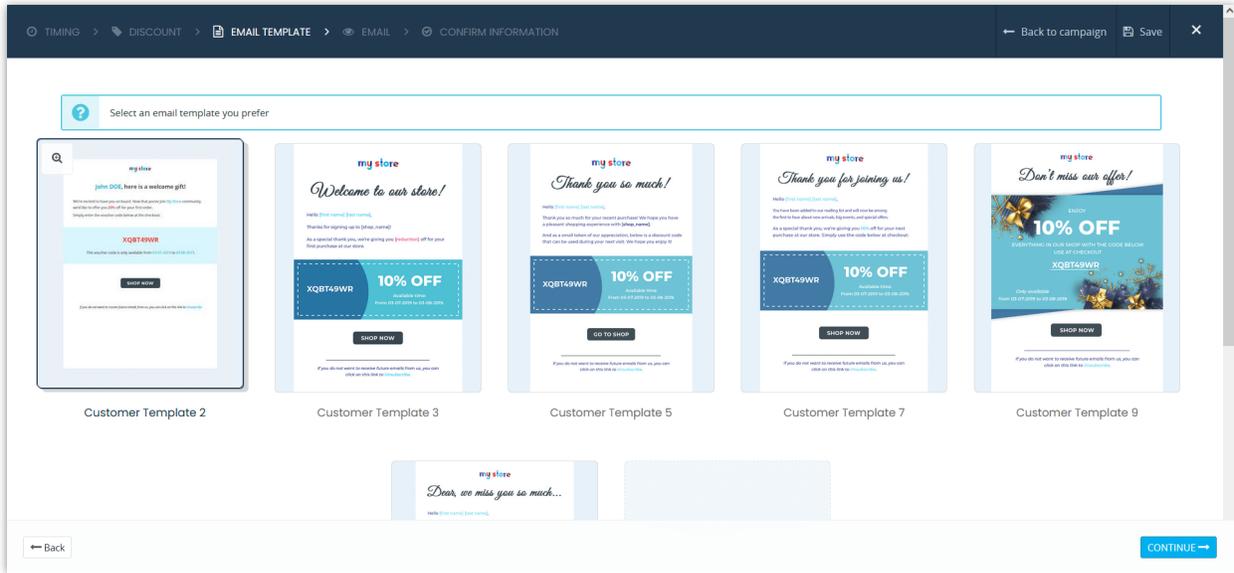
Apply a discount to

Order (without shipping)

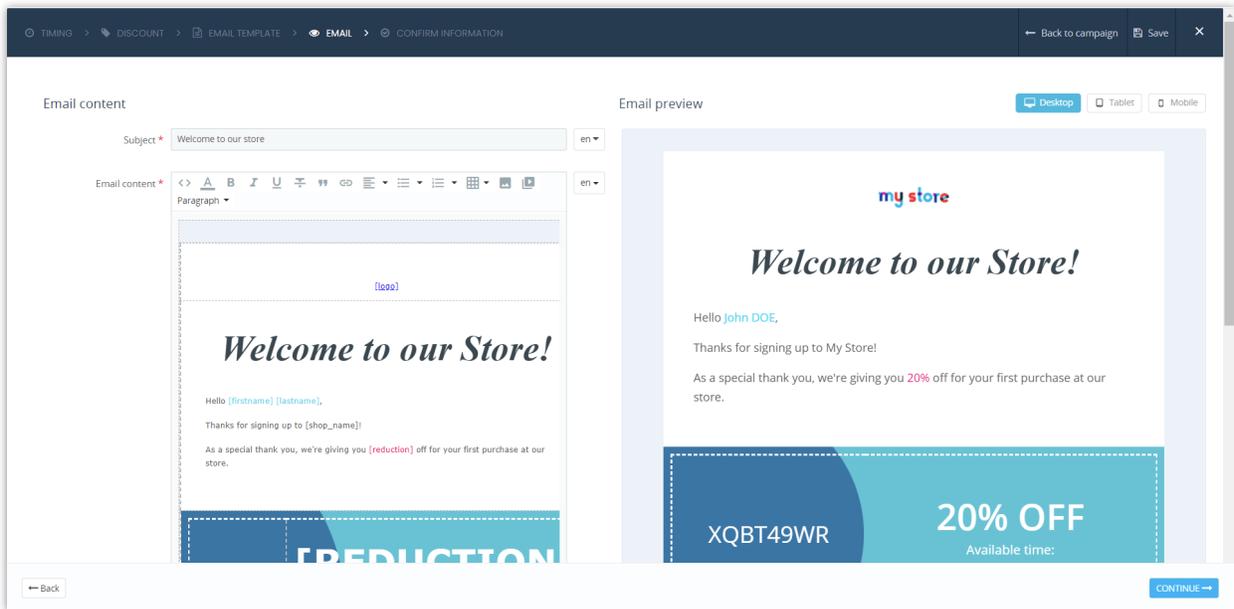
Specific product

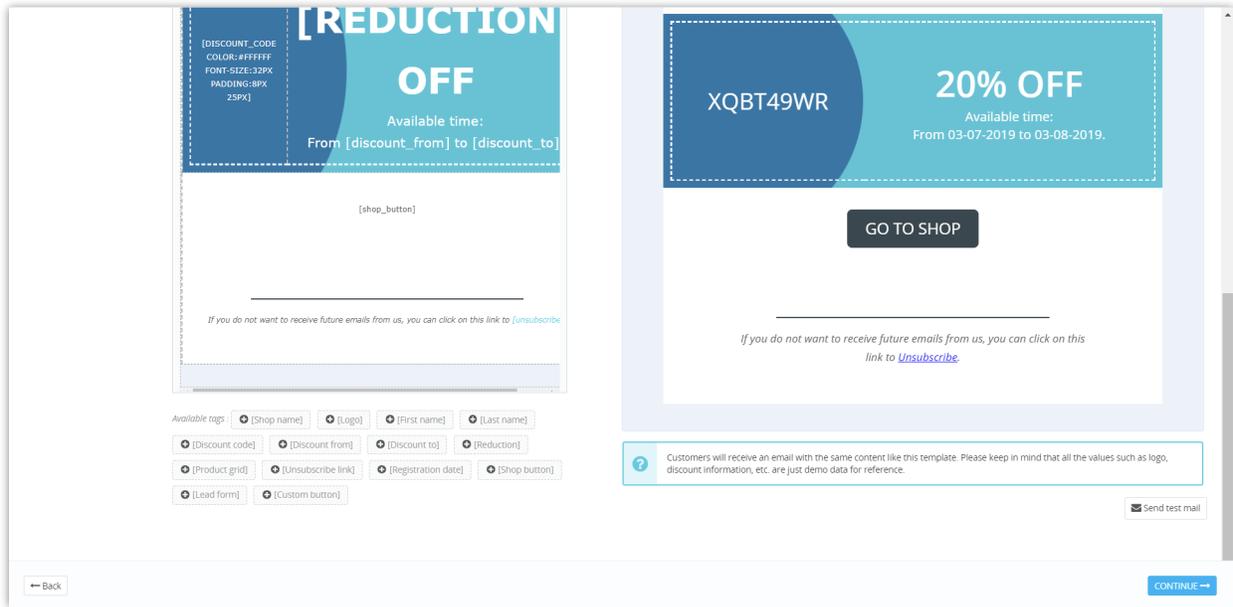
[Back](#) [CONTINUE](#)

**Step 5:** Select an email template you prefer.



**Step 6:** Add email subject and email content.

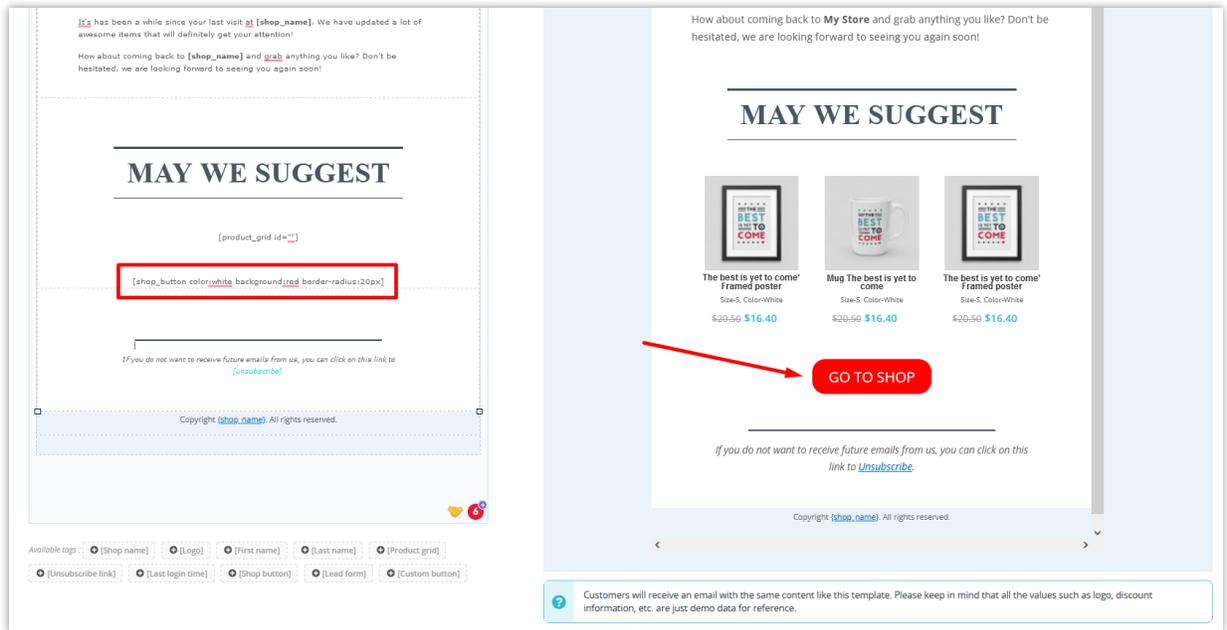




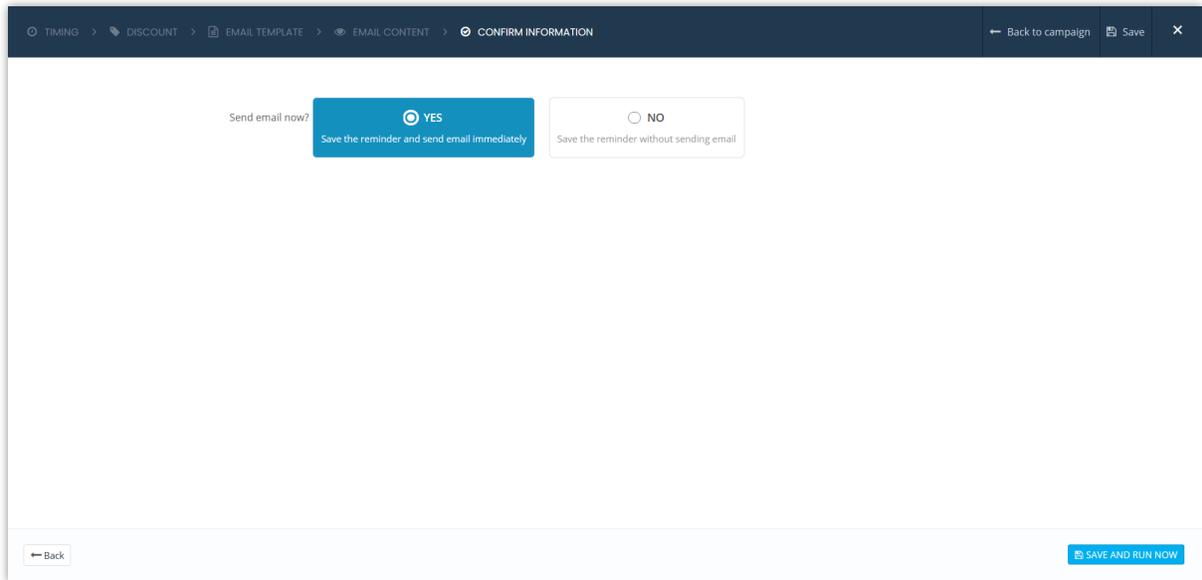
Available tags (shortcodes) to use in your email content are listed below the rich text editor. Copy and paste the tags into the email content if you would like to use them, the tags will be replaced with real information automatically when an email is sent to the customer based on their personal information.

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.

ABANDONED CARTS

| ID  | Order ID       | Customer | Email | Cart total | Carrier | Date                | Last email sent at  | Note | Online |
|-----|----------------|----------|-------|------------|---------|---------------------|---------------------|------|--------|
| 394 | Non ordered    | --       | --    | \$57.36    | --      | 06/17/2021 06:26:25 | --                  | --   | No     |
| 393 | Non ordered    | --       | --    | \$28.72    | --      | 06/17/2021 06:19:13 | --                  | --   | No     |
| 392 | Non ordered    | --       | --    | \$19.12    | --      | 06/17/2021 05:44:06 | 2021-06-17 05:45:10 | --   | No     |
| 391 | Non ordered    | --       | --    | \$28.72    | --      | 06/17/2021 05:22:40 | --                  | --   | No     |
| 390 | Non ordered    | --       | --    | \$105.28   | --      | 06/17/2021 05:21:49 | --                  | --   | No     |
| 389 | Non ordered    | --       | --    | \$87.00    | --      | 06/17/2021 05:17:40 | --                  | --   | No     |
| 388 | Abandoned cart | --       | --    | \$45.95    | --      | 06/16/2021 06:38:36 | --                  | --   | No     |
| 387 | Abandoned cart | --       | --    | \$28.72    | --      | 06/14/2021 06:30:16 | --                  | --   | No     |
| 386 | Abandoned cart | --       | --    | \$28.72    | --      | 06/13/2021 12:34:18 | 2021-06-13 12:34:33 | --   | No     |
| 385 | Abandoned cart | --       | --    | \$19.12    | --      | 06/11/2021 15:43:29 | 2021-06-11 15:43:48 | --   | No     |
| 384 | Abandoned cart | --       | --    | \$28.72    | --      | 06/11/2021 05:57:44 | 2021-06-11 05:58:24 | --   | No     |
| 383 | Abandoned cart | --       | --    | \$70.72    | --      | 06/11/2021 05:50:55 | 2021-06-11 05:58:41 | --   | No     |
| 382 | Abandoned cart | --       | --    | \$29.00    | --      | 06/11/2021 00:24:47 | --                  | --   | No     |
| 381 | Abandoned cart | --       | --    | \$28.72    | --      | 06/09/2021 14:44:15 | 2021-06-09 14:44:46 | --   | No     |
| 380 | Abandoned cart | --       | --    | \$28.72    | --      | 06/09/2021 14:44:15 | --                  | --   | No     |
| 378 | Abandoned cart | --       | --    | \$29.00    | --      | 06/06/2021 21:35:21 | --                  | --   | No     |
| 377 | Abandoned cart | --       | --    | \$28.72    | --      | 06/05/2021 15:52:04 | --                  | --   | No     |

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.

Dashboard > Recovered carts

RECOVERED CARTS

| Order ID | Order reference | Customer | Total   | Date added          | Reminder  | Date purchased      |                   |
|----------|-----------------|----------|---------|---------------------|---|---------------------|-------------------|
| 51       | MTNYNLWHD       | e. test  | \$28.72 | 06/05/2021 03:26:24 | - Highlight bar reminder campaign   | 06/05/2021 03:34:52 | View              |
| 50       | WZWDTTQST       | K. You   | \$10.71 | 06/04/2021 04:34:50 | Your Shopping Cart Misses You! - Web push notification campaign   | 06/05/2021 03:00:11 | View              |
| 49       | GHQICGAG        | K. You   | \$35.15 | 06/04/2021 04:30:35 | Your Shopping Cart Misses You! - Web push notification campaign   | 06/04/2021 04:31:11 | View              |
| 48       | EVSDFREC        | K. You   | \$42.70 | 06/04/2021 04:28:20 | Leaving reminder  | 06/04/2021 04:28:4  | view reminder log |
| 47       | GTEPQJMMR       | K. You   | \$76.48 | 06/04/2021 04:18:04 | - Highlight bar reminder campaign   | 06/04/2021 04:27:07 | View              |
| 46       | PFUAWCTBF       | T. Four  | \$63.92 | 06/04/2021 04:11:47 | We noticed that you left with items remaining in your shopping cart! - Send email reminder to abandoned carts | 06/04/2021 04:15:29 | View              |
| 43       | UIYNQWJFR       | T. Four  | \$36.00 | 06/03/2021 23:23:35 | Leaving reminder  | 06/03/2021 23:23:51 | View              |
| 41       | TKOEWDPLG       | T. Four  | \$42.70 | 06/03/2021 22:59:51 | Let's complete your order with this voucher! - Shopping cart popup reminder                                   | 06/03/2021 23:00:34 | View              |
| 40       | SJHMGACX        | T. Four  | \$36.00 | 06/03/2021 21:32:58 | We noticed that you left with items remaining in your shopping cart! - Send email reminder to abandoned carts | 06/03/2021 22:04:14 | View              |

## 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.

🏠 > Email templates

EMAIL TEMPLATES + ↻ > 📄

| ID                       | Thumbnail | Name                 | Used for reminder type?                 | Which type of campaign is this template available for? |   |
|--------------------------|-----------|----------------------|---|--|---|
| <input type="checkbox"/> |           | Email template 1     | Email reminder (shopping cart reminder) | Campaign without discount                              | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Email template 2     | Email reminder (shopping cart reminder) | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Email template 3     | Email reminder (shopping cart reminder) | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Email template 4     | Email reminder (shopping cart reminder) | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Email template 5     | Email reminder (shopping cart reminder) | Campaign without discount                              | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 1  | Custom emails and newsletter            | Campaign without discount                              | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 2  | Custom emails and newsletter            | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 3  | Custom emails and newsletter            | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 4  | Custom emails and newsletter            | Campaign without discount                              | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 5  | Custom emails and newsletter            | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 6  | Custom emails and newsletter            | Campaign without discount                              | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 7  | Custom emails and newsletter            | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 8  | Custom emails and newsletter            | Campaign without discount                              | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 9  | Custom emails and newsletter            | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 10 | Custom emails and newsletter            | Campaign with discount                                 | <input type="text" value="Search"/> <input type="button" value="View"/> |
| <input type="checkbox"/> |           | Customer template 11 | Custom emails and newsletter            | Campaign without discount                              | <input type="text" value="Search"/> <input type="button" value="View"/> |

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

⚠ Please use one of the premade email template to ensure that the style for notification email will not be broken. [View email template](#)

PREVIEW TEMPLATE

Desktop Tablet Mobile

EMAIL TEMPLATE EDITOR

Content Settings

Email content \*

<> A B I U en

Paragraph



ⓘ 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

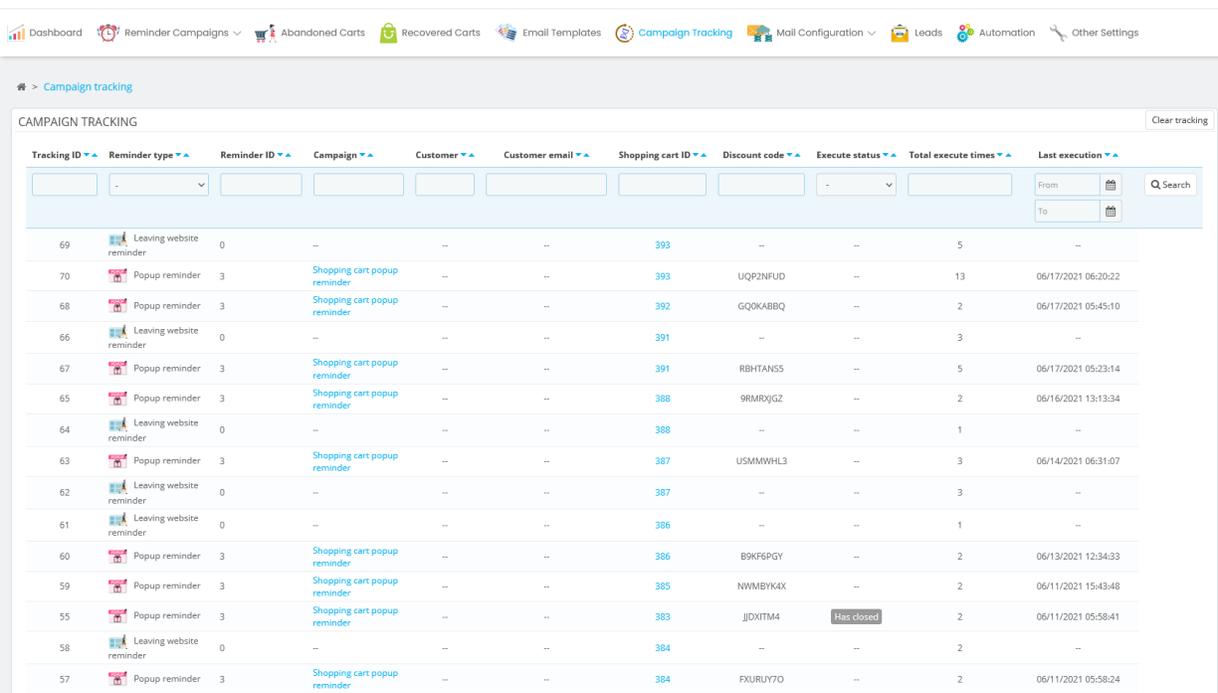
- Available tags:
- [Shop name]
  - [Logo]
  - [First name]
  - [Last name]
  - [Discount code]
  - [Discount from]
  - [Discount to]
  - [Reduction]
  - [Money saved]
  - [Product list]
  - [Total cart]
  - [Total product cost]
  - [Total shipping cost]
  - [Total tax]
  - [Total payment after discount]
  - [Checkout button]
  - [Unsubscribe link]
  - [Shop button]
  - [Lead form]
  - [Count down clock]
  - [Custom button]

Back to list

Save

## 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.



The screenshot displays the 'Campaign tracking' page with a table of reminder campaigns. The table has the following columns: Tracking ID, Reminder type, Reminder ID, Campaign, Customer, Customer email, Shopping cart ID, Discount code, Execute status, Total execute times, and Last execution. The data rows show various reminder types such as 'Leaving website reminder' and 'Popup reminder' with their respective IDs, campaign names, and execution details.

| Tracking ID | Reminder type            | Reminder ID | Campaign                     | Customer | Customer email | Shopping cart ID | Discount code | Execute status | Total execute times | Last execution      |
|-------------|--------------------------|-------------|------------------------------|----------|----------------|------------------|---------------|----------------|---------------------|---------------------|
| 69          | Leaving website reminder | 0           | --                           | --       | --             | 393              | --            | --             | 5                   | --                  |
| 70          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 393              | UQP2NFUD      | --             | 13                  | 06/17/2021 06:20:22 |
| 68          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 392              | GQ0KABBQ      | --             | 2                   | 06/17/2021 05:45:10 |
| 66          | Leaving website reminder | 0           | --                           | --       | --             | 391              | --            | --             | 3                   | --                  |
| 67          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 391              | RBHTANSS      | --             | 5                   | 06/17/2021 05:23:14 |
| 65          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 388              | 9RMRXJGZ      | --             | 2                   | 06/16/2021 13:13:34 |
| 64          | Leaving website reminder | 0           | --                           | --       | --             | 388              | --            | --             | 1                   | --                  |
| 63          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 387              | USMMWHL3      | --             | 3                   | 06/14/2021 06:31:07 |
| 62          | Leaving website reminder | 0           | --                           | --       | --             | 387              | --            | --             | 3                   | --                  |
| 61          | Leaving website reminder | 0           | --                           | --       | --             | 386              | --            | --             | 1                   | --                  |
| 60          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 386              | B9KF6PGY      | --             | 2                   | 06/13/2021 12:34:33 |
| 59          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 385              | NWMBYK4X      | --             | 2                   | 06/11/2021 15:43:48 |
| 55          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 383              | JJDXTM4       | Has closed     | 2                   | 06/11/2021 05:58:41 |
| 58          | Leaving website reminder | 0           | --                           | --       | --             | 384              | --            | --             | 2                   | --                  |
| 57          | Popup reminder           | 3           | Shopping cart popup reminder | --       | --             | 384              | FXURUY70      | --             | 2                   | 06/11/2021 05:58:24 |

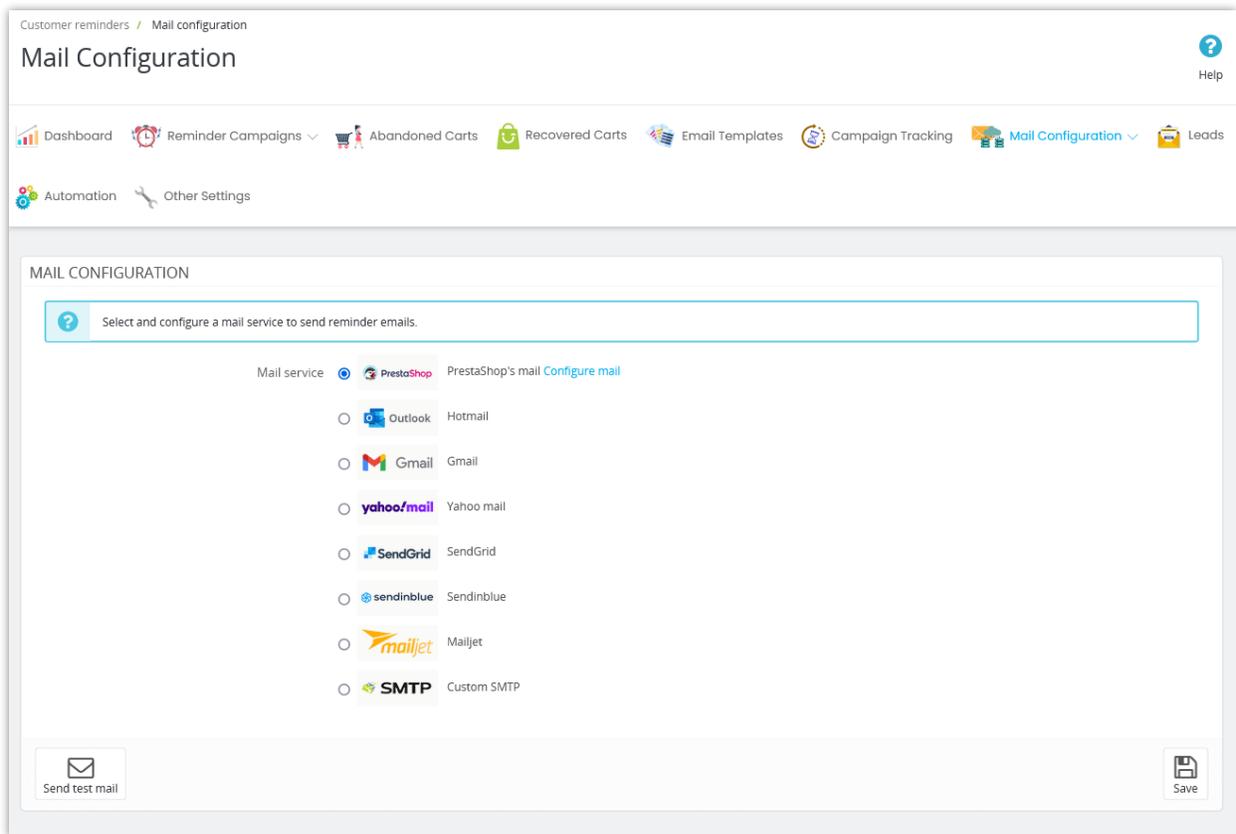
## XI. MAIL CONFIGURATION

### 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).

Dashboard Reminder Campaigns Abandoned Carts Recovered Carts Email Templates Campaign Tracking Mail Configuration Leads

Automation Other Settings

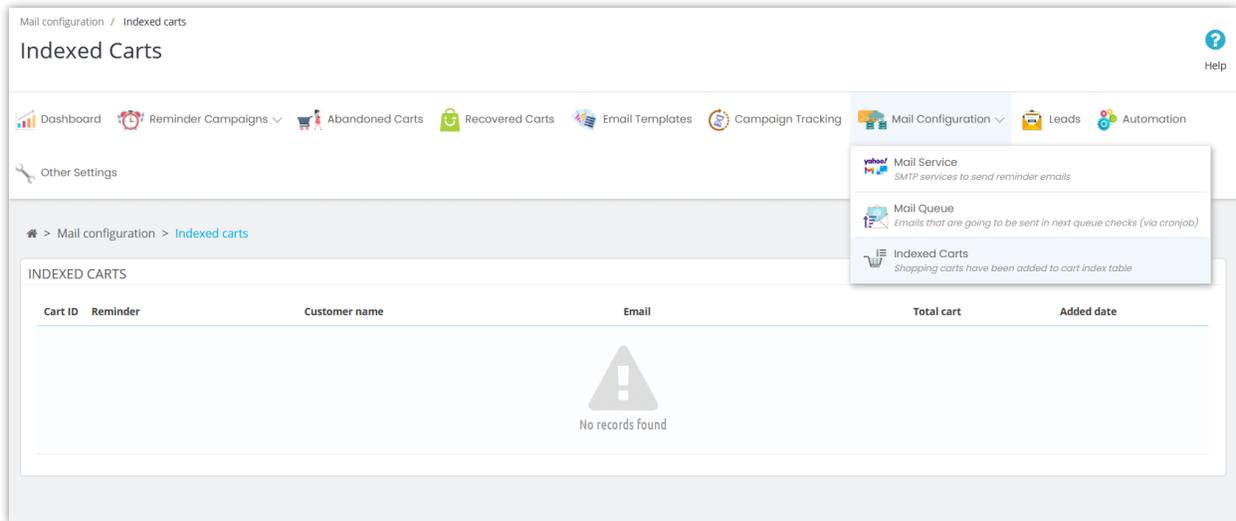
Mail configuration > Mail queue

MAIL QUEUE

| Queue ID | Title   | Content  | Email | Trying times | Queue at            |           |
|----------|---------|--|-------|--------------|---------------------|-----------|
|          |         |  |       | From<br>To   | From<br>To          | Q Search  |
| 22       | Run now | Thank you for choosing us! Hello test test ,...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 23       | Run now | Thank you for choosing us! Hello suca bastardi...    |       | --           | 06/04/2021 04:32:57 | Send mail |
| 24       | Run now | Thank you for choosing us! Hello aasasa asa ,...     |       | --           | 06/04/2021 04:32:57 | Send mail |
| 25       | Run now | Thank you for choosing us! Hello lara lara ,...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 26       | Run now | Thank you for choosing us! Hello Juanjo Ruiz...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 27       | Run now | Thank you for choosing us! Hello Hien hai ,...       |       | --           | 06/04/2021 04:32:57 | Send mail |
| 28       | Run now | Thank you for choosing us! Hello Manuel Silva...     |       | --           | 06/04/2021 04:32:57 | Send mail |
| 29       | Run now | Thank you for choosing us! Hello ets test ,...       |       | --           | 06/04/2021 04:32:57 | Send mail |
| 30       | Run now | Thank you for choosing us! Hello test test ,...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 31       | Run now | Thank you for choosing us! Hello Hien mot ,...       |       | --           | 06/04/2021 04:32:57 | Send mail |
| 32       | Run now | Thank you for choosing us! Hello Hinh Nong ,...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 33       | Run now | Thank you for choosing us! Hello Hinh Xuan ,...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 34       | Run now | Thank you for choosing us! Hello baba Yaga ,...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 35       | Run now | Thank you for choosing us! Hello Gérard Burton...    |       | --           | 06/04/2021 04:32:57 | Send mail |
| 36       | Run now | Thank you for choosing us! Hello Test Four ,...      |       | --           | 06/04/2021 04:32:57 | Send mail |
| 37       | Run now | Thank you for choosing us! Hello Hien Le ,...        |       | --           | 06/04/2021 04:32:57 | Send mail |
| 38       | Run now | Thank you for choosing us! Hello chancho Perfecto... |       | --           | 06/04/2021 04:32:57 | Send mail |
| 39       | Run now | Thank you for choosing us! Hello Kim You ,...        |       | --           | 06/04/2021 04:32:57 | Send mail |

### 3. Indexed carts

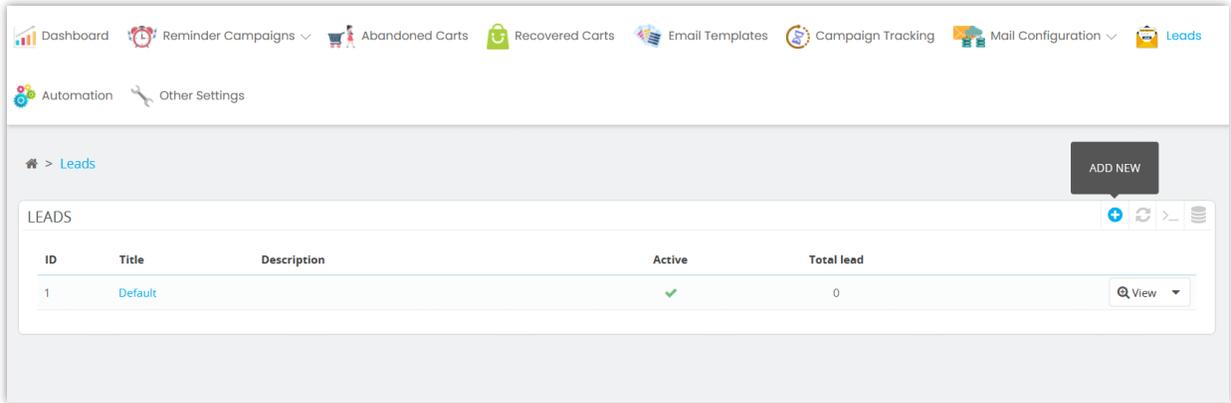
Shopping carts have been added to the cart index table.



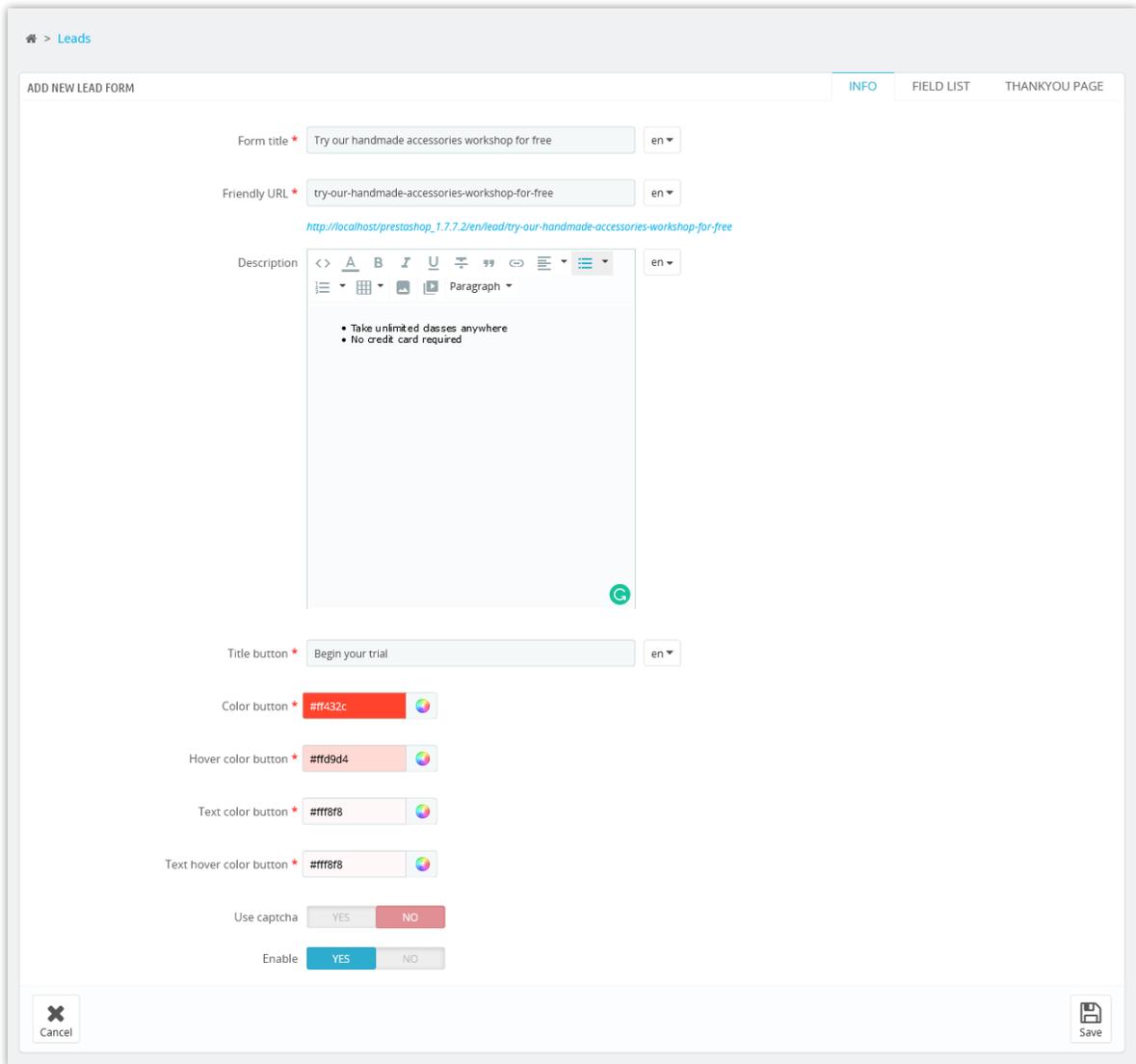
## XII. LEAD GENERATION MARKETING

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:





## 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.

### 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 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) \***

 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 \***

 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 \***

\* Setup a cronjob as below on your server to send email reminders automatically

```
***** php C:\Program Files\Amp\www\prestashop_1.7.7.2\modules\ets_abandonedcart\cronjob.php secure=TvDW2rBkcG
```

\* Execute the cronjob manually by clicking on the button below



### 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.

Dashboard Reminder Campaigns Abandoned Carts Recovered Carts Email Templates Campaign Tracking Mail Configuration Leads

Automation Other Settings

Home > Other settings

### OTHER SETTINGS

Auto clear discount codes if expired  YES  NO

Auto clear any discount codes  YES  NO

Allow customers to save their shopping cart?  YES  NO

Display a reminder message to suggest customers to save their shopping cart if they have not checkout after  Hour(s)  Minute(s)  Second(s)

Ask customers if they allow to display web push notification  YES  NO

Unsubscribe text \*

Button add discount text \*

Highlight bar button add discount text \*

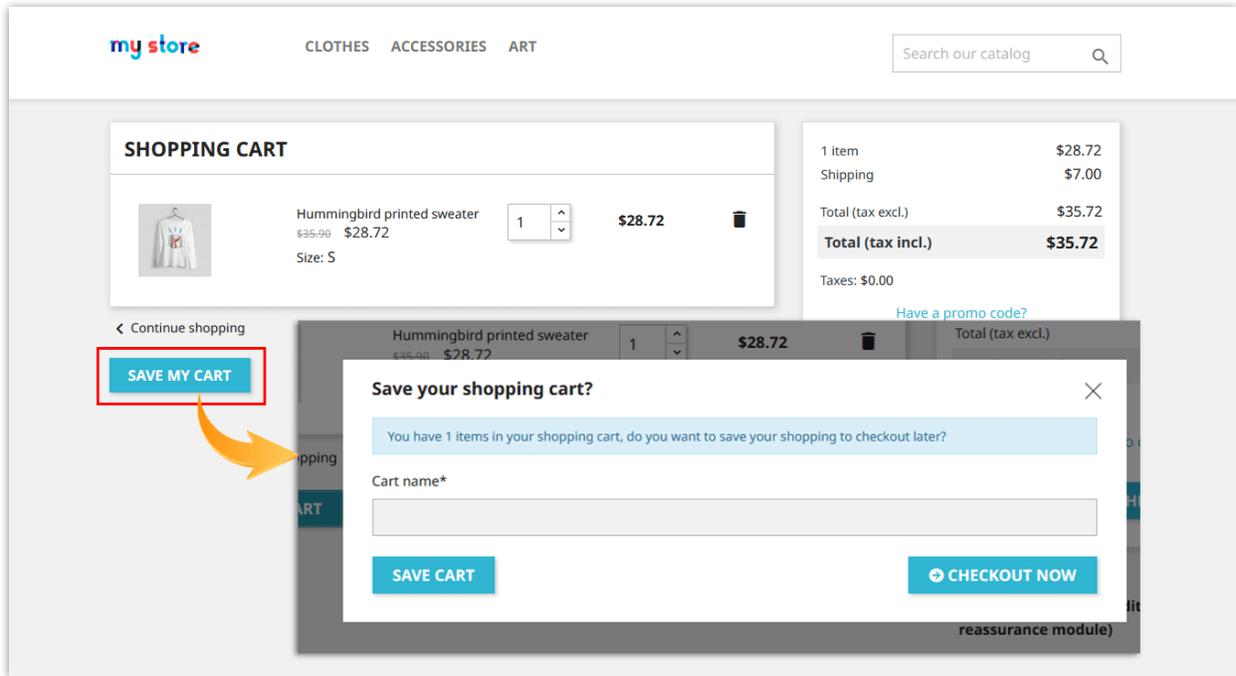
Show discount box text \*

Checkout button text \*

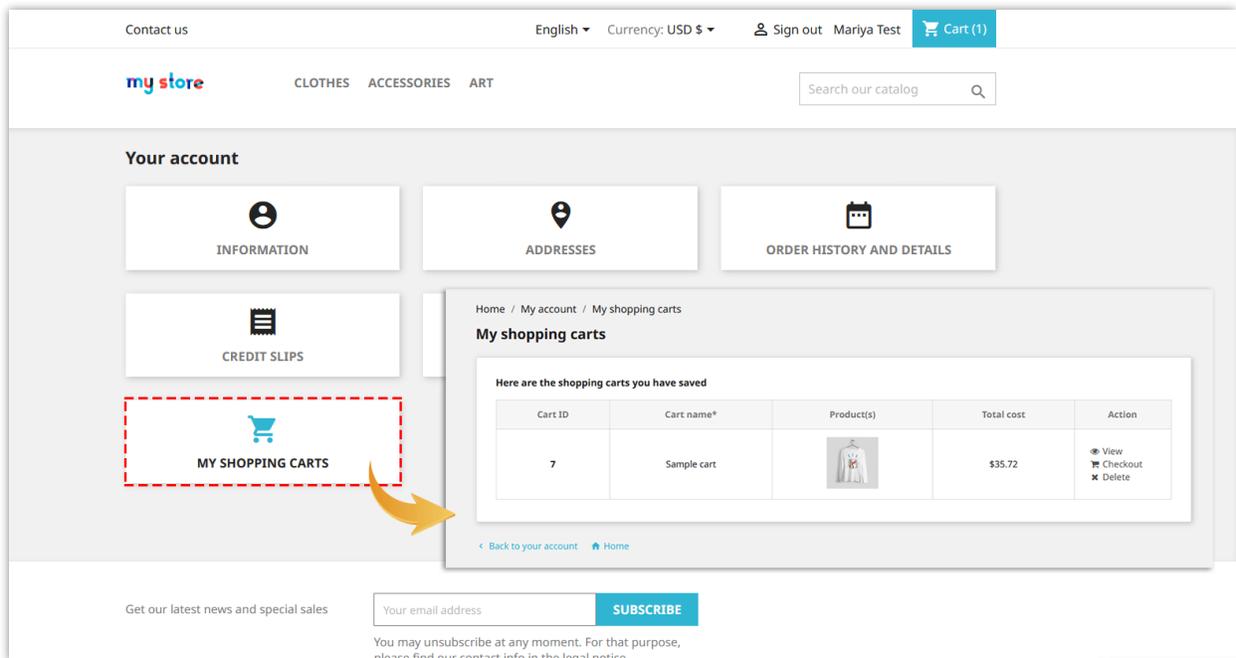
"No, thanks" button text \*

Shop button text \*

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



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



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

