



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%.

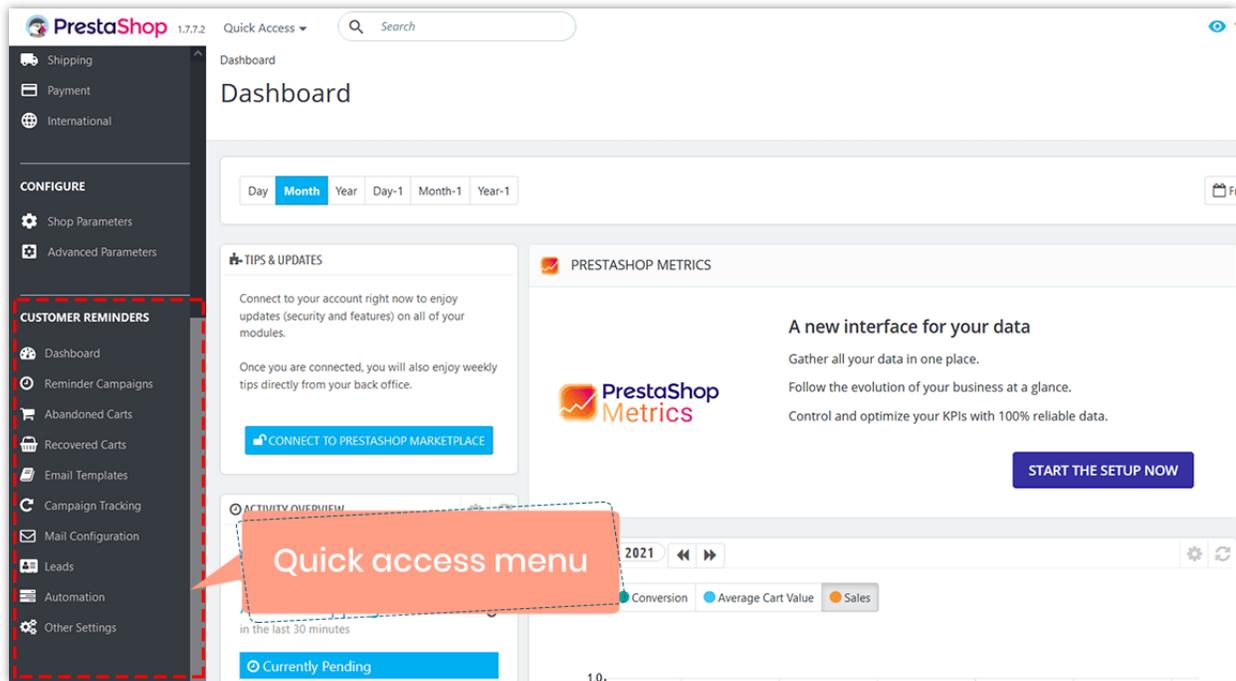
****Abandoned Cart Reminder: Automated Email & Remarketing*** is compatible with PrestaShop 1.6.x, 1.7.x and 8.x

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.

WELCOME

- Home
- Dashboard

SELL

- Orders
- Catalog
- Customers
- Customer Service
- Stats

IMPROVE

- Modules
- Design
- Shipping
- Payment
- International
- Marketing

CONFIGURE

- Settings
- Shop Parameters
- Advanced Parameters
- Klaviyo

Dashboard

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

All
This year
Last year
This month
Last month
Today
Yesterday
Time range

CONVERSION PERCENTAGE

15.12%

13/86

Total recovered carts/Total reminded carts

View recovered carts >

RECOVERED VALUES

\$827.10

from 13 orders

The revenue earned from recovered carts

View recovered carts >

ABANDONED CART VALUE

\$5,979.90

from 148 carts

Total value from all abandoned carts

View abandoned carts >

GENERATED DISCOUNT CODES

298

used 7

The number of discount codes generated for cart reminders/the number of codes used

View discount codes >

EMAIL REMINDERS

86

from 3 email campaigns

The number of emails sent by email reminder campaigns

View campaigns >

Statistic

Recovered values

Month	Recovered values (USD)
January	0
February	328.68
March	58.12
April	78.6
May	0
June	0
July	96.8
August	298.72
September	0
October	0
November	0
December	0

Campaign tracking

Reminder type

- Automated abandoned cart emails [View tracking list >](#)
- Custom emails and newsletter [View tracking list >](#)
- Popup reminder
- Highlight bar reminder
- Web push notification
- Leaving website reminder

Execution times

86 (Success: 86 | Read: 48)

507 (Success: 316 | Failed: 2 | Read: 142)

151

703

140

0

Open rate / Unopened rate

Category	Percentage
Unopened (212)	52.74%
Open (190)	47.26%

Click-Through rate / Non-Click rate

Category	Percentage
Non-Click (180)	94.74%
Click-Through (10)	5.26%

Recent recovered orders

Order ID	Campaign name	Customer name	Products	Order total	Date	Status	
44	Automated abandoned cart email	I. Bui	\$114.70	\$121.70	08/15/2024 04:23:02	Payment accepted	View order
12	Automated abandoned cart emails	D. Demo	\$28.72	\$29.90	02/14/2023 21:01:01	Payment accepted	View order
10	Automated abandoned cart emails	H. Le	\$40.90	\$43.81	11/23/2022 20:24:01	Payment accepted	View order
9	Automated abandoned cart emails	J. Hana	\$40.90	\$39.79	11/23/2022 20:14:02	Payment accepted	View order
8	Automated abandoned cart emails	H. Le	\$42.70	\$45.43	10/09/2022 22:04:06	Payment accepted	View order
8	Automated abandoned cart emails	H. Le	\$28.72	\$29.90	10/09/2022 21:38:22	Shipped	View order

Display 50 / 23 result(s)

Cronjob notification

The last time Cronjob was executed: 24 seconds ago. Configure cronjob

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

Open rate/Unopen rate pie chart: This chart visually represents the percentage of customers who opened your reminder emails versus those who did not. It helps you quickly assess the effectiveness of your subject lines and email delivery. A higher open rate indicates that your emails are engaging and successfully capturing the attention of your customers.

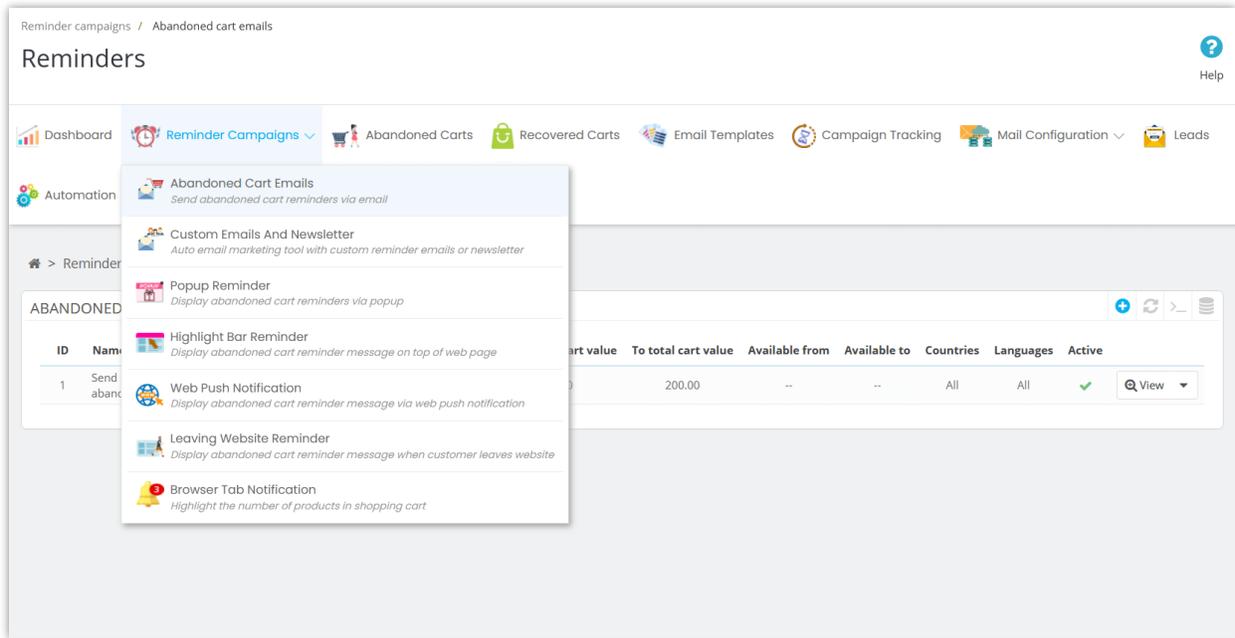
Click-Through Rate/Non-Click Rate Pie Chart: This chart displays the proportion of customers who clicked on links within the reminder emails compared to those who did not. It provides valuable insight into how compelling your email content and calls-to-action are. A higher click-through rate suggests that your emails are not only being opened but are also driving customers to take action, which is crucial for recovering abandoned carts.

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

V. REMINDER CAMPAIGNS

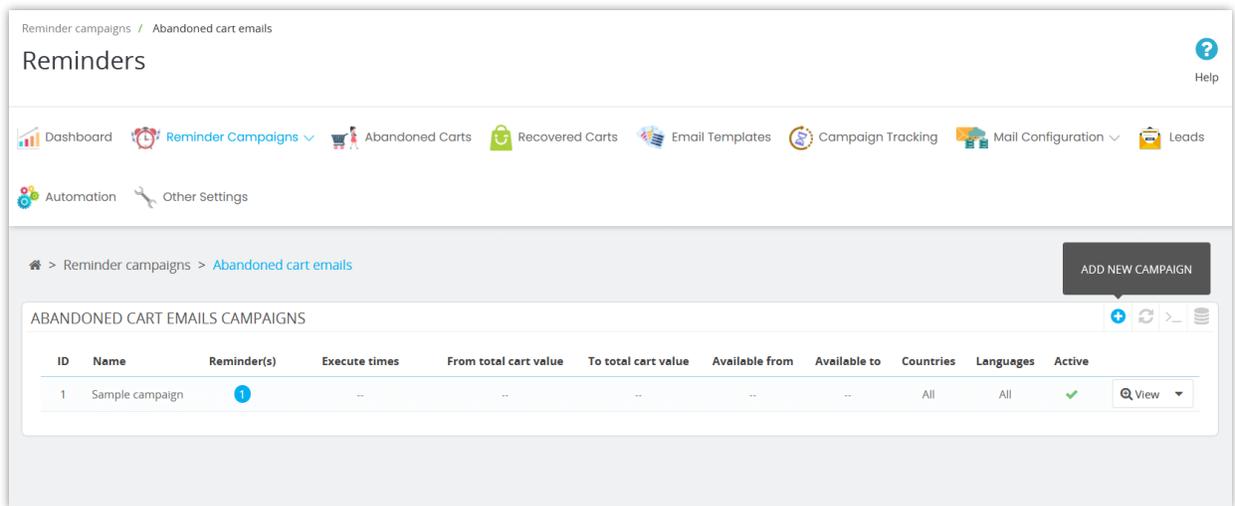
1. Abandoned cart email reminder

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.

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 *

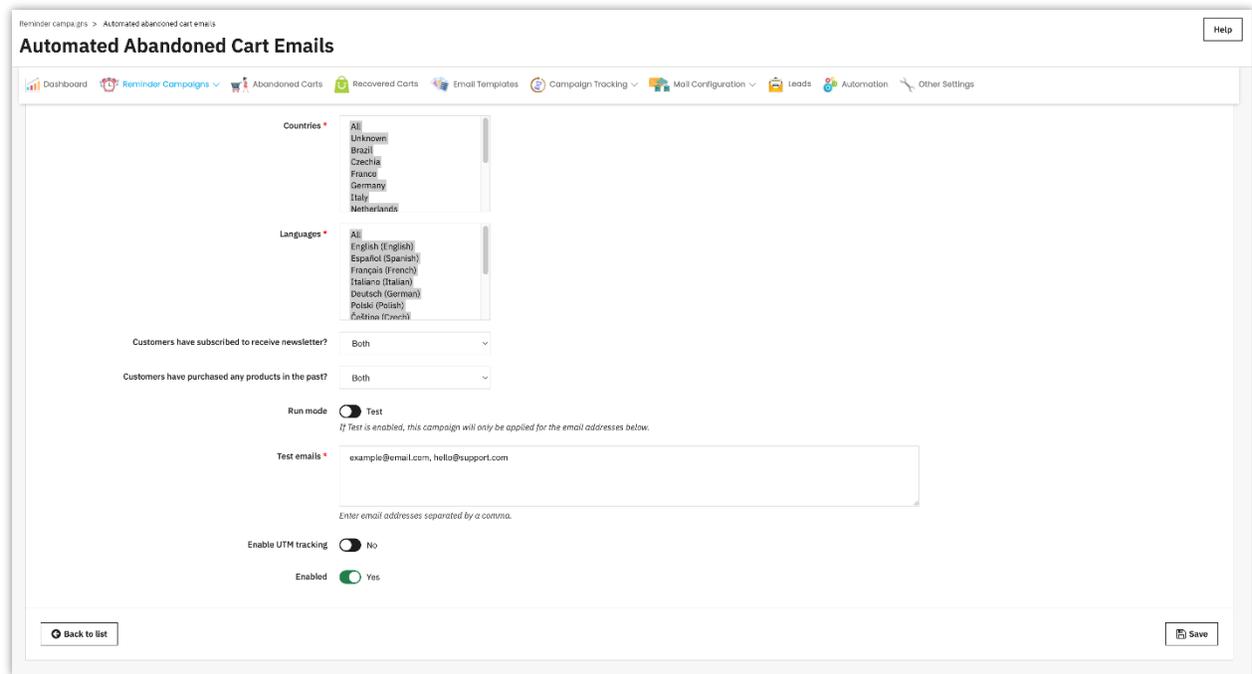
Languages *

Customers have subscribed to receive newsletter?

Enabled YES NO

Back to list

Save



The **Run mode** setting allows you to control how a campaign is executed — either in test mode or in live mode.

When configuring a campaign, you can enter one or multiple email addresses in the **“Test emails”** field (separated by commas).

- If **“Run mode – Test” is enabled**: The campaign will only be applied to the email addresses specified in the **“Test emails”** field. Reminder emails will not be sent to other customers. This allows you to test the campaign configuration before running it publicly.
- If **“Run mode – Test” is disabled**: The campaign will be active and automatically applied to all customers who meet the campaign conditions. Reminder emails will be sent according to the configured rules and schedule.

Note: Email addresses entered in the **“Test emails”** field must satisfy the campaign conditions in order to receive the test email.

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 breadcrumb trail reads: Reminder campaigns > Abandoned cart emails > Abandoned email campaign. A yellow banner below the breadcrumb contains a warning icon and the text: 'Campaign is not running because no reminders have been added. Add reminder'. The main content area is divided into three panels:

- Campaign information:** A list of details including Name (Abandoned email campaign), Remider type (Abandoned card email), Available from (--), Available 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' in USD over the months of the year. The Y-axis ranges from 0 to 1.0 USD, and the X-axis lists months from January to December. The chart shows zero data points for all months. A legend indicates 'Total from recovered carts'.
- Last email sent:** A table with columns for Customer name, Email, Reminder ID, Status, and Date. The table is empty, displaying 'No data found'. A 'Download full list' button is located at the top right of this panel.

Below the main panels is a 'REMINDERS' section. It features a table with columns: Order, ID, Email subject, Execute times, Day(s), Hour(s), Discount, and Active. The table is currently empty, showing 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 0 31
Click [here](#) to custom time

Hours 0.5 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 *

← Back
Continue

[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

Total available

Total available for each user

Free shipping No

Apply a discount
 Percentage (%)
 Amount
 None

Discount name * en ▾

Discount prefix *

Discount percentage * %

Apply a discount to
 Order (without shipping)
 Specific product
 Cheapest product
 Selected product(s)

Exclude discounted products No

Send a free gift No

Discount availability * days

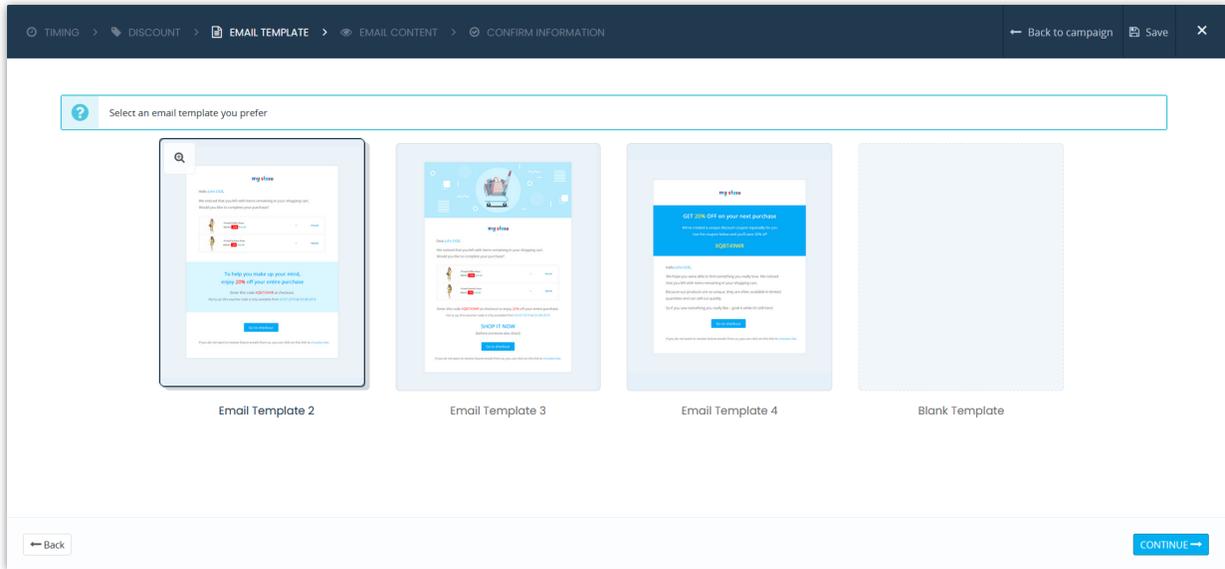
Please enter the number of days available for the discount code. You can enter decimal values with up to 2 digits after the decimal point (.). Example: 1.50, 2.0

Highlight? No

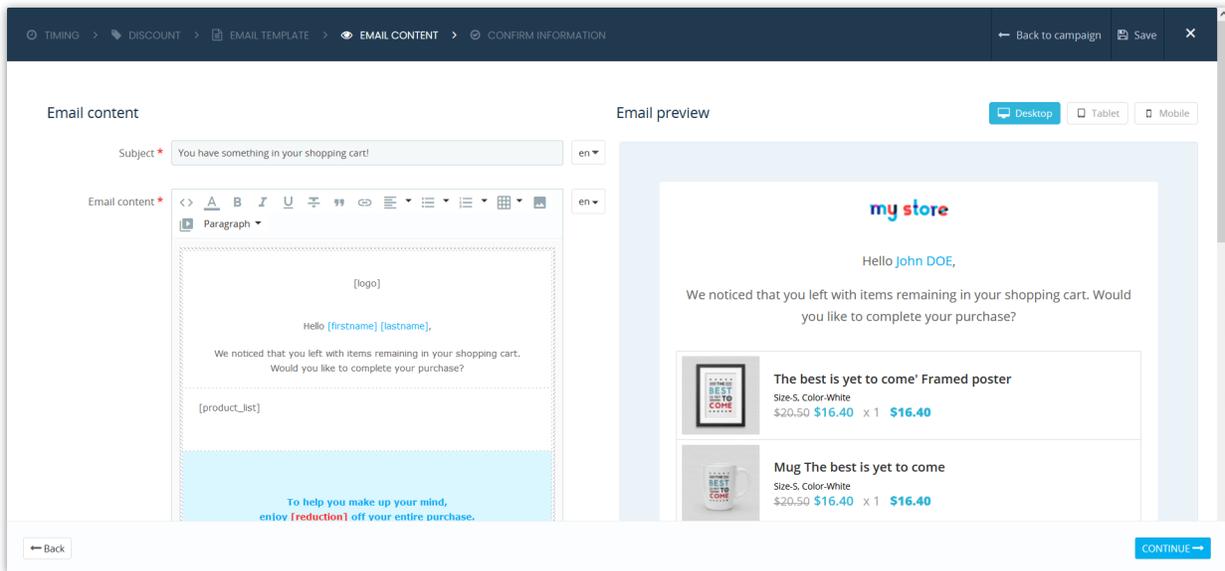
Can use with other voucher in the same shopping cart? No

← Back
Continue

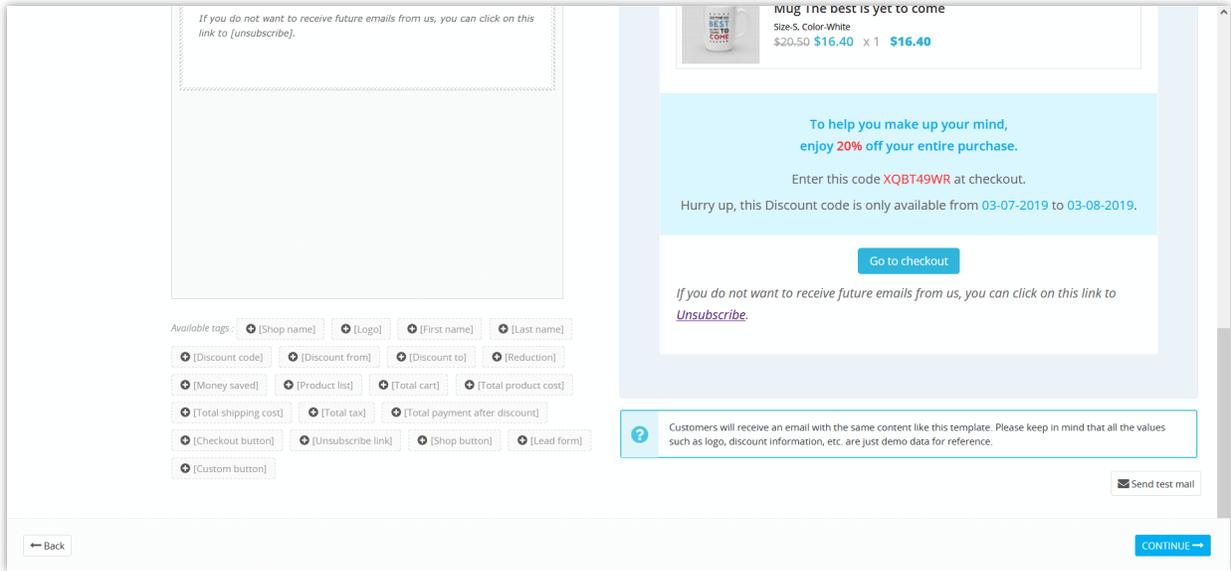
Step 5: Select an email template you prefer.



Step 6: Add email subject and content.

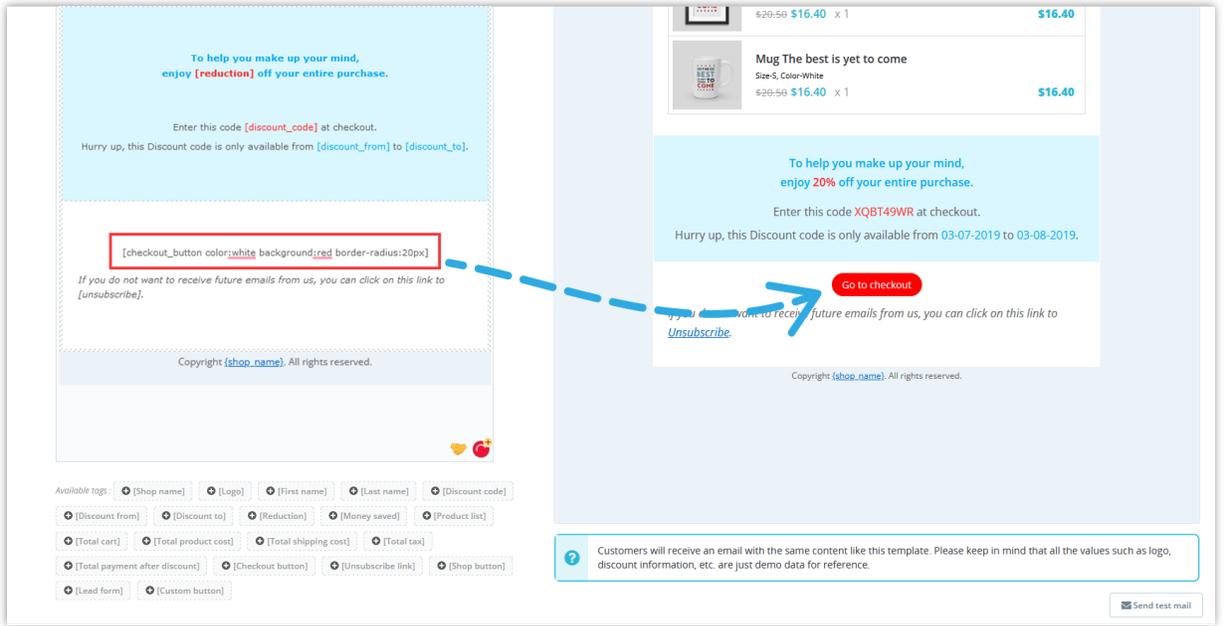


Available tags (shortcodes) to use in your email content are listed below the rich text editor. Copy and paste the tags into the email content if you would like to use them, the tags will be replaced with real information automatically when an email is sent to customers based on their shopping cart and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

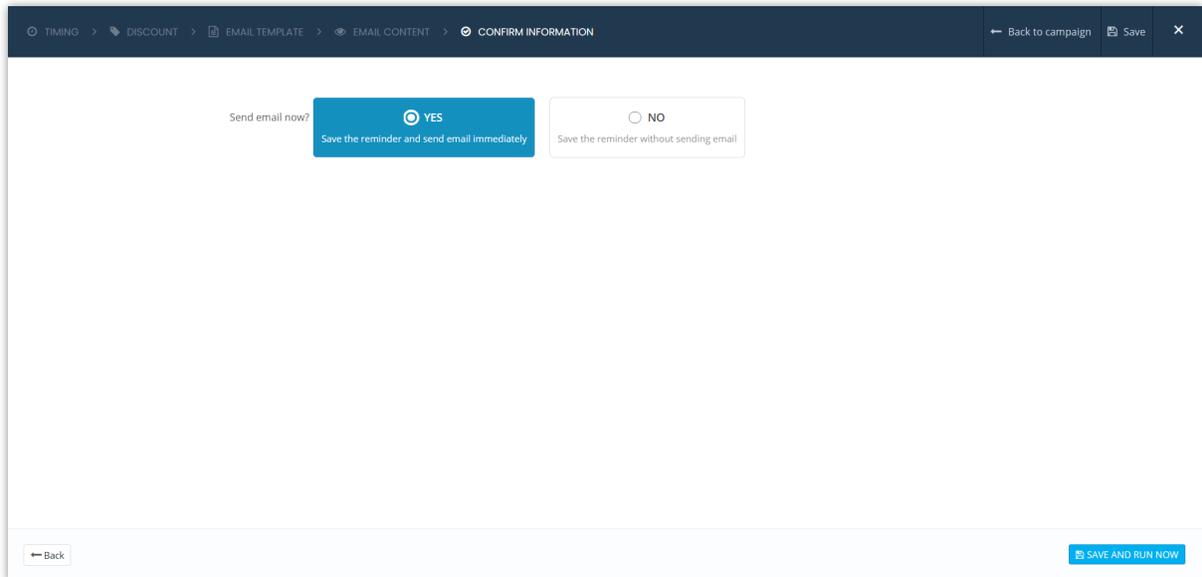


For the button (shortcodes) you use on the email content such as checkout button, shop button... you can completely customize them as you want. To add any element to customize the button, you need to put them on the `[]`, behind the button.

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



The screenshot shows a web interface for configuring an email reminder. At the top, a dark navigation bar contains the following items: 'TIMING', 'DISCOUNT', 'EMAIL TEMPLATE', 'EMAIL CONTENT', and 'CONFIRM INFORMATION' (which is highlighted). On the right side of this bar are links for 'Back to campaign', 'Save', and a close icon. The main content area is white and features the question 'Send email now?' followed by two radio button options. The first option is 'YES', which is selected and highlighted in blue; its label is 'Save the reminder and send email immediately'. The second option is 'NO', with the label 'Save the reminder without sending email'. At the bottom left of the main area is a 'Back' button, and at the bottom right is a blue 'SAVE AND RUN NOW' button.

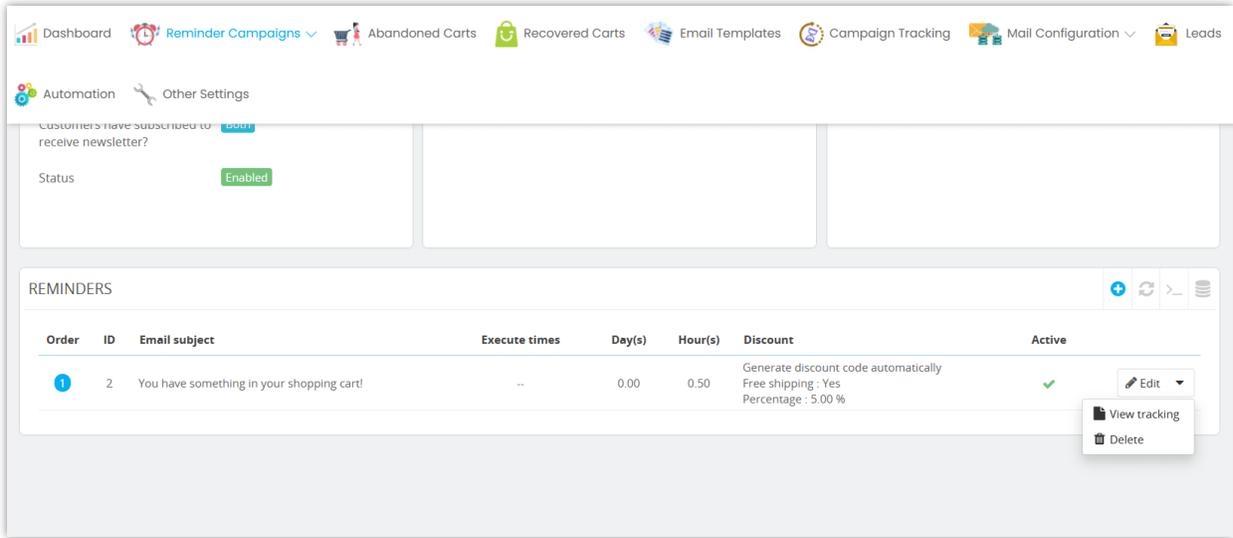
Click **“Save”** to save your configuration or **“Save and run now”** to save your reminder and run it.

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

NOTE:

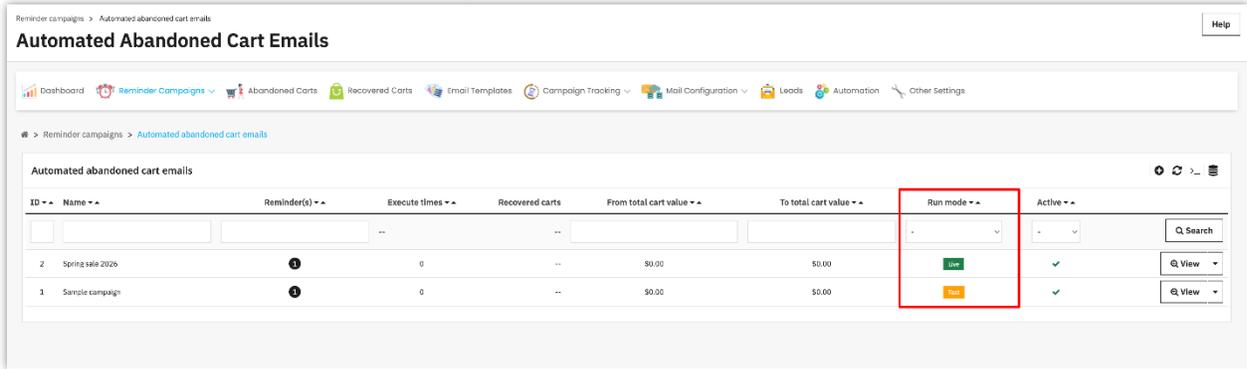
If the reminders have the same rule, email will be sent based on priority (order) of the reminder. Reminder emails are sent to all customers who have shopping cart that matches a reminder rule. A reminder will be sent to the customer once per shopping cart but one shopping cart can receive many reminder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

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



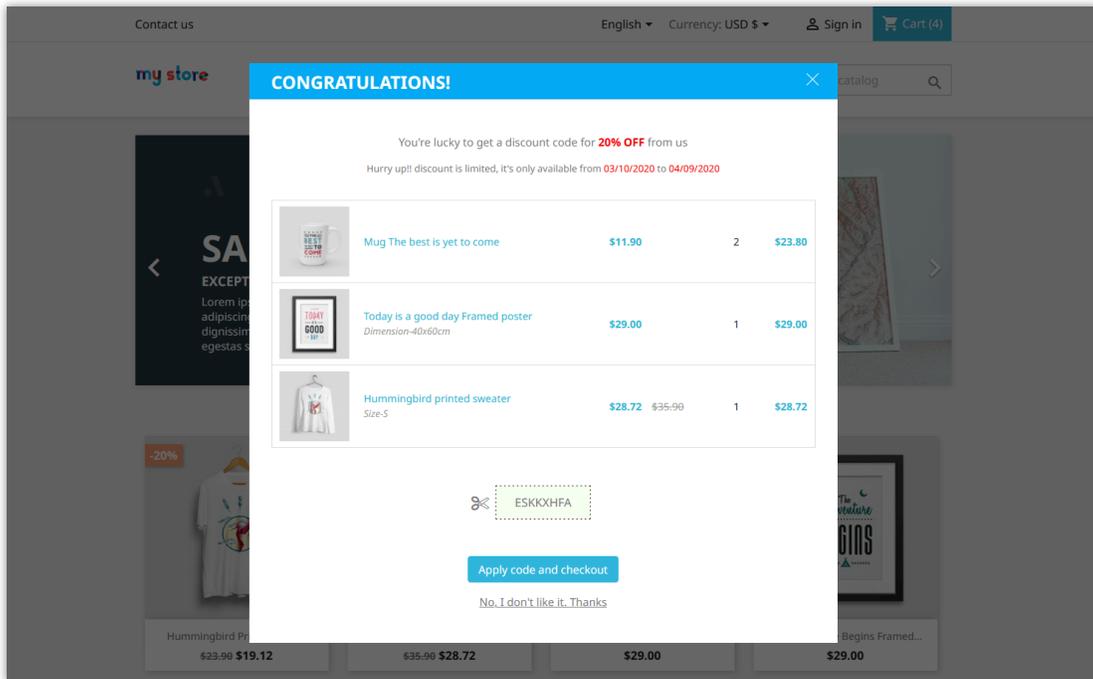
The Abandoned Cart campaign listing page includes a **“Run mode”** column to display the current execution mode of each campaign (Test or Live). This allows you to quickly identify whether a campaign is running in test mode or actively applied to customers.

The listing page also supports filtering options, enabling you to easily filter campaigns based on your needs.



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.

Reminder campaigns / Popup reminder

Reminders

Help

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

Automation Other Settings

Home > Reminder campaigns > Popup reminder

ADD NEW CAMPAIGN

POPUP REMINDER CAMPAIGNS

ID	Name	Reminder(s)	Execute times	From total cart value	To total cart value	Available from	Available to	Countries	Languages	Active
 No records found										

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.

Reminders Help

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

Reminder campaigns > Popup reminder

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

Campaign information

Name: sample popup

Reminder type: Popup reminder

Available from: 2024-08-23

Available to: 2024-08-30

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

This year

Months: January, February, March, April, May, June, July, August, September, October, November, December

Legend: Reminders(s)

Reminders

Order	Title	Display times	Delay minute(s)	Delay second(s)	Redisplay after (min(s))	Discount	Status
<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](#)

[CONTINUE](#)

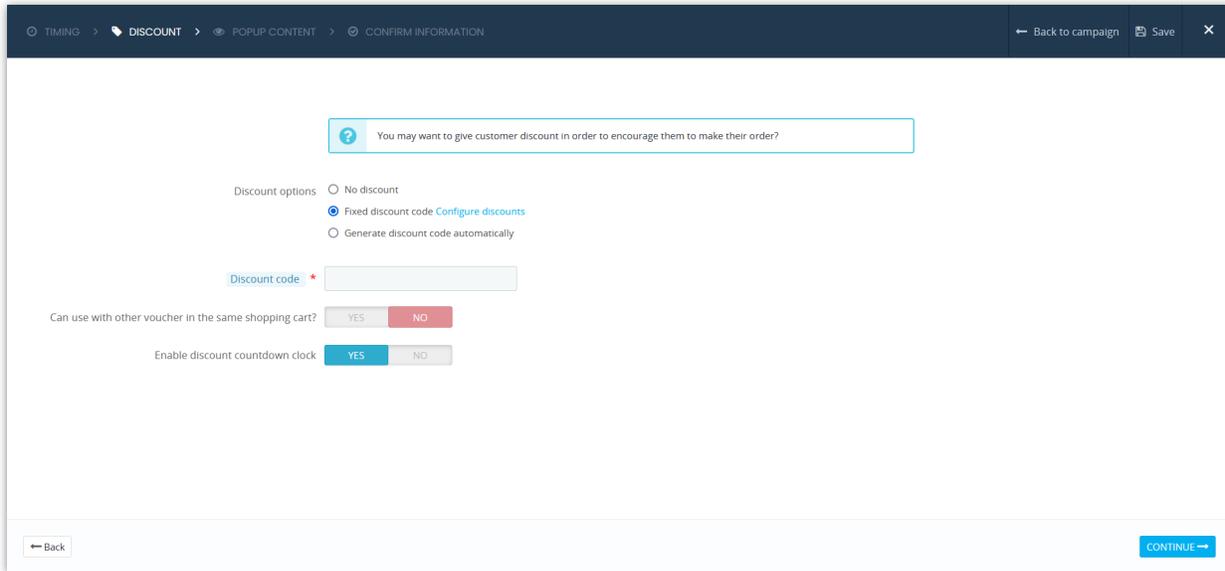
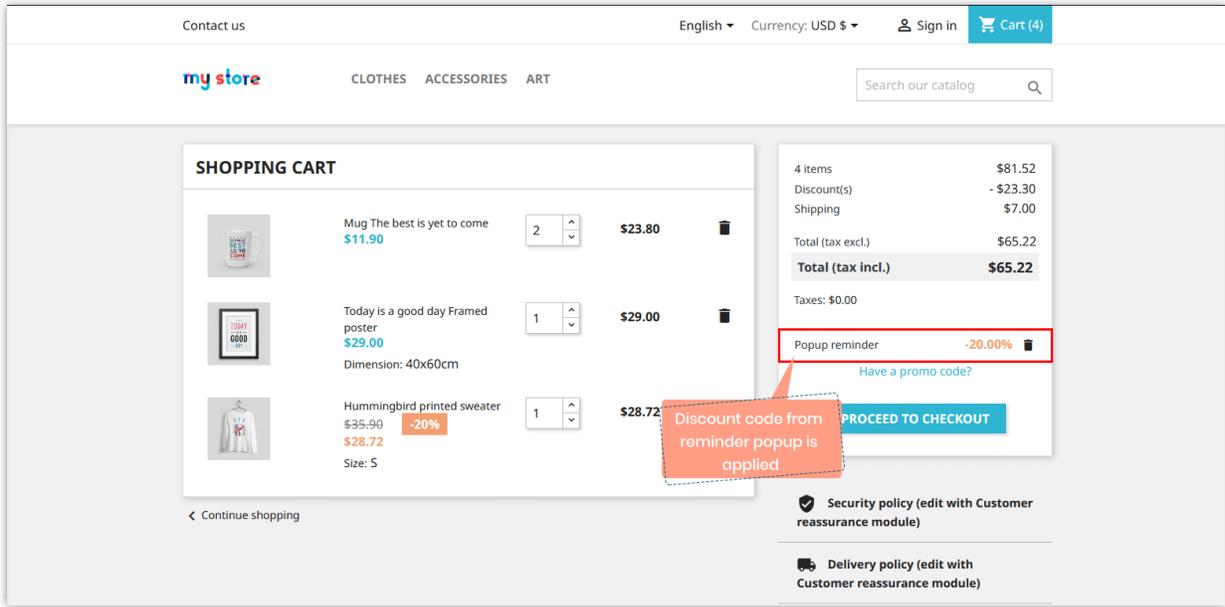
NOTE:

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.

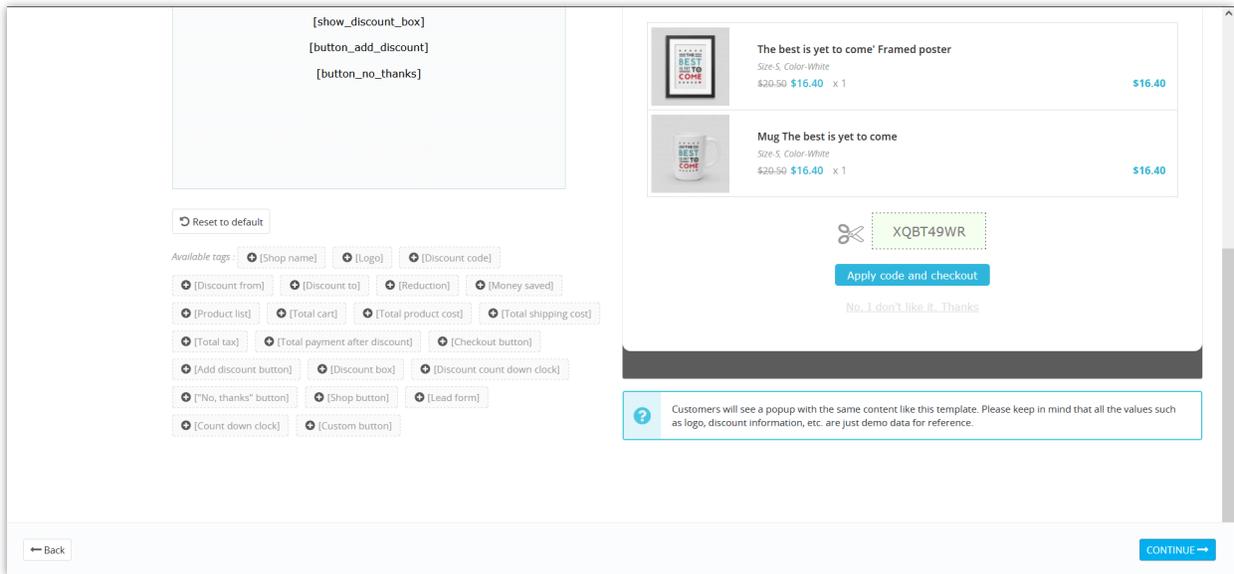
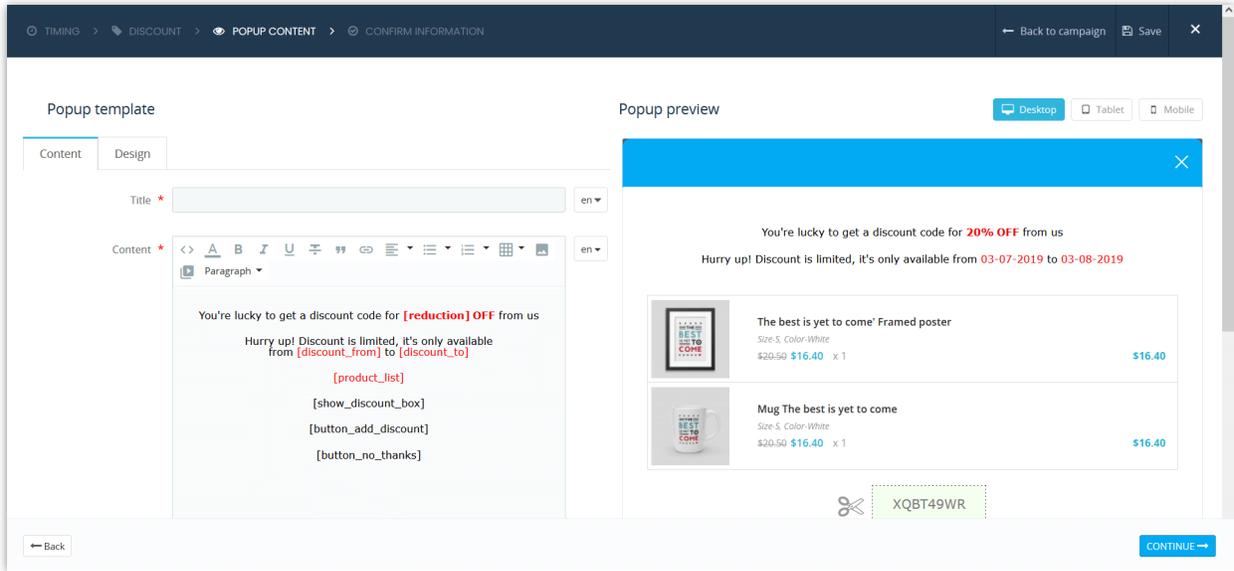
The screenshot shows a shopping cart popup with three items:

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

Below the items, there is a coupon code field containing "ESKXXHFA" with a scissors icon to its left. Below the coupon field are two buttons: "Apply code and checkout" (highlighted in blue) and "No, I don't like it. Thanks" (highlighted with a red dashed border). An orange callout box points to the "No, I don't like it. Thanks" button with the text: "If customer clicks on this link, the popup will not display anymore".

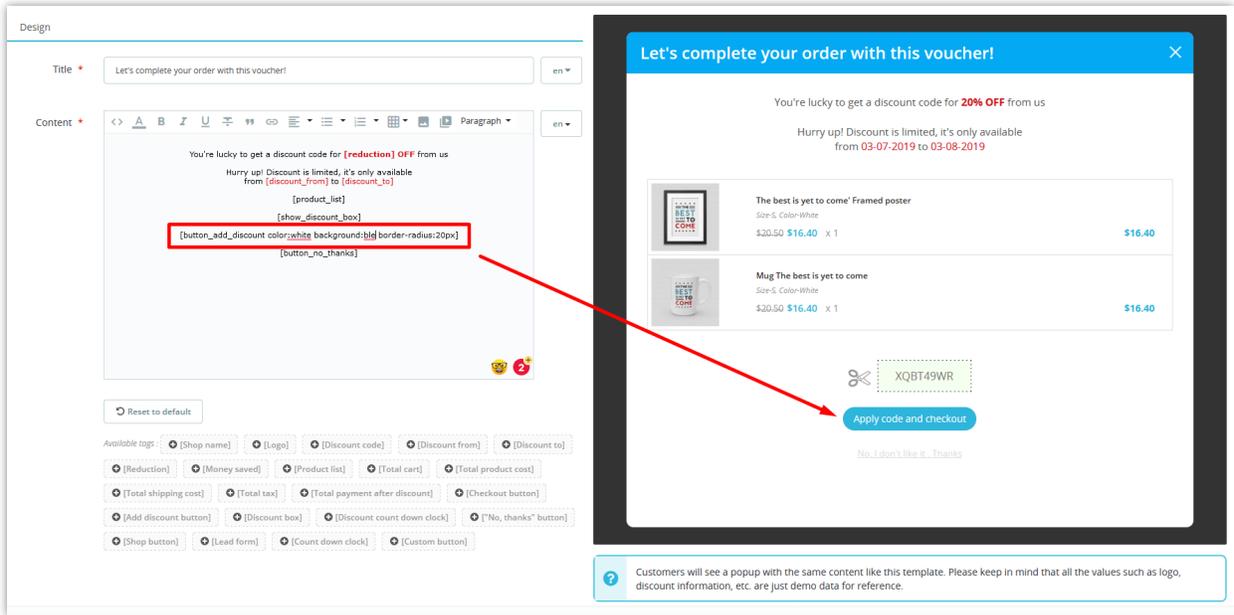


Use the available tags (shortcodes) to build your popup reminder content.

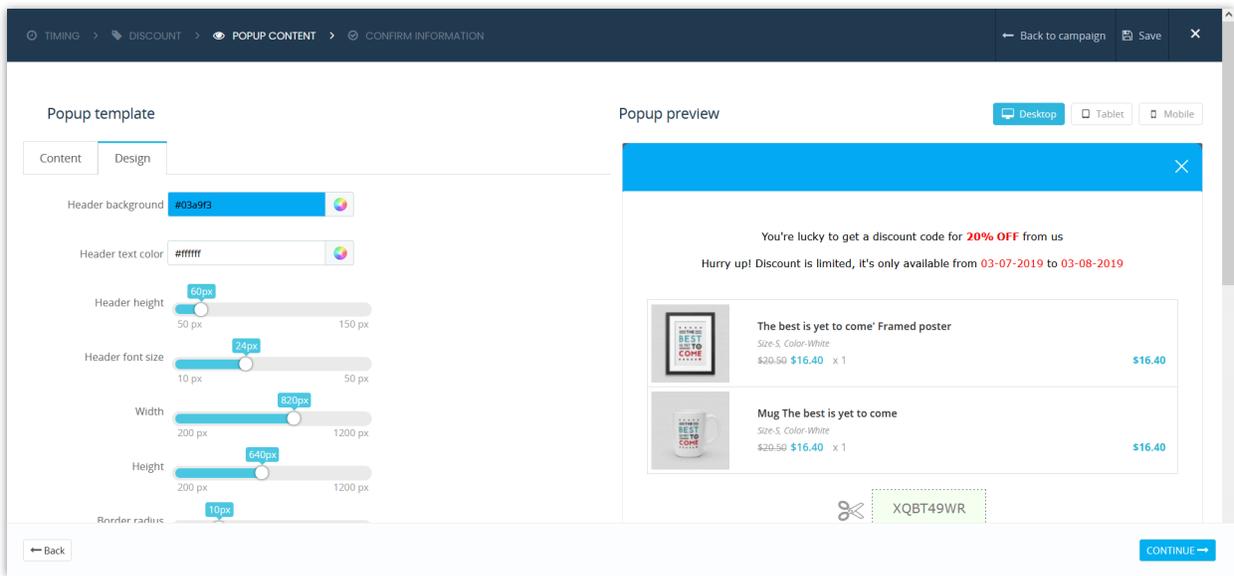


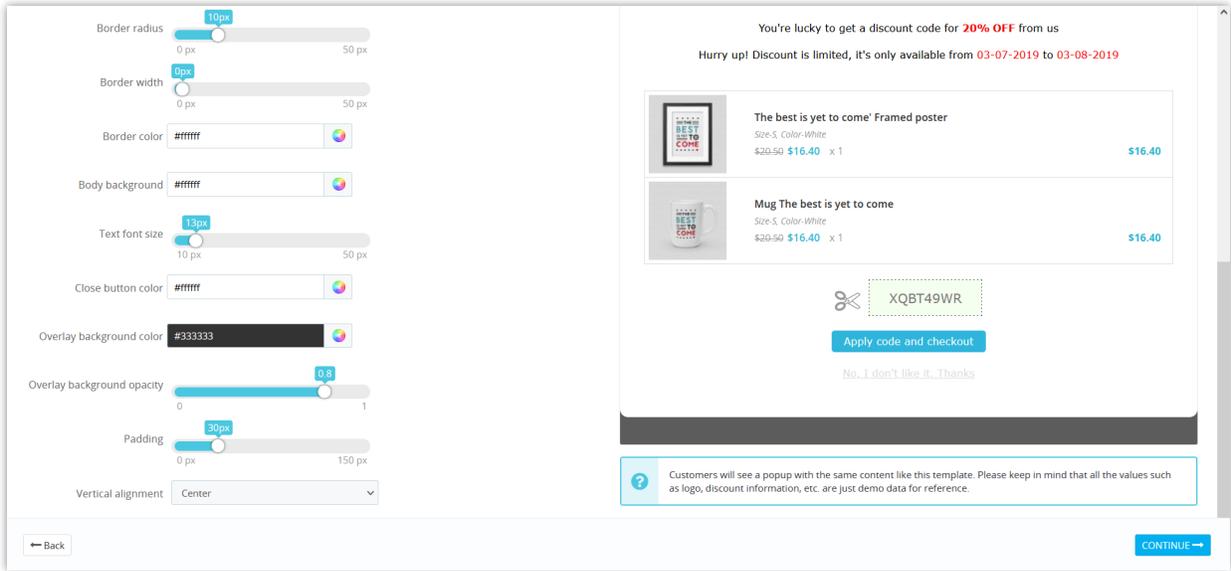
For the button (shortcodes) you use on the email content such as Add discount button, shop button... you can completely customize them as you want. To add any element to customize the button, you need to put them on the [], behind the button.

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*]**

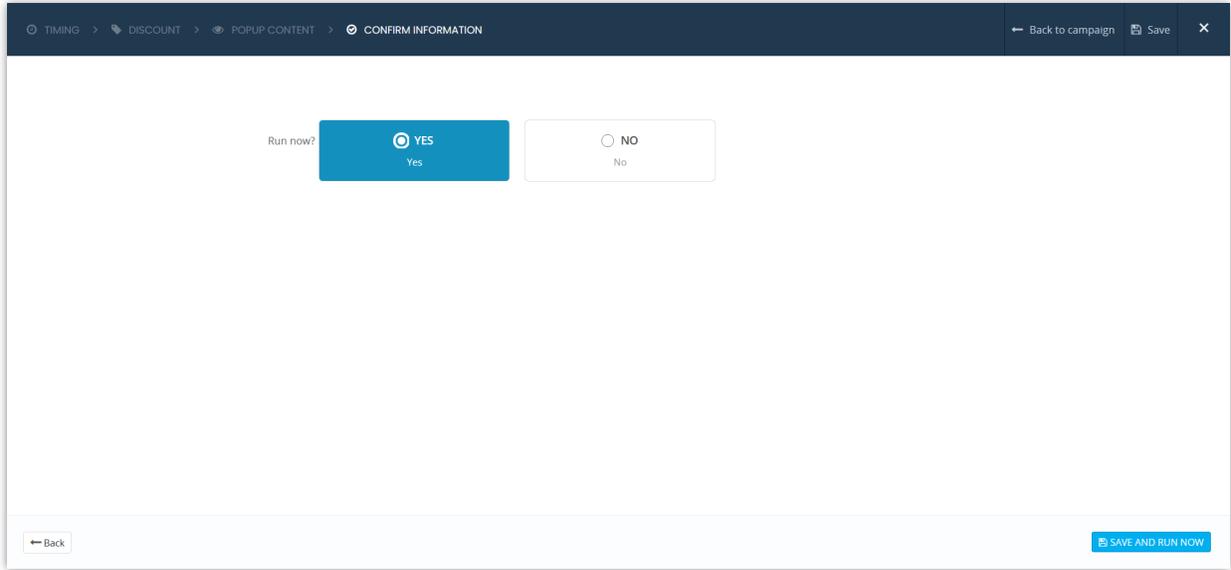


You can customize the popup appearance as you like.





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.

Reminder campaigns / Popup reminder

Reminders

Help

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

Automation Other Settings

Languages All languages

Status Enabled

REMINDERS

Order	ID	Email subject	Execute times	Minute(s)	Second(s)	Redisplay after (min(s))	Discount	Active
1	3	A little gift for you!	--	3.00	0	2.61	Generate discount code automatically Free shipping : Yes Percentage : 5.00 % Countdown clock : Yes	✓ <ul style="list-style-type: none"> Edit View tracking Delete

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.

You have put items in your shopping cart. Use this code: UP87BDOZ to complete your order. [Click here to checkout and get 20% off](#)

Contact us English Currency: USD \$ Sign in Cart (4)

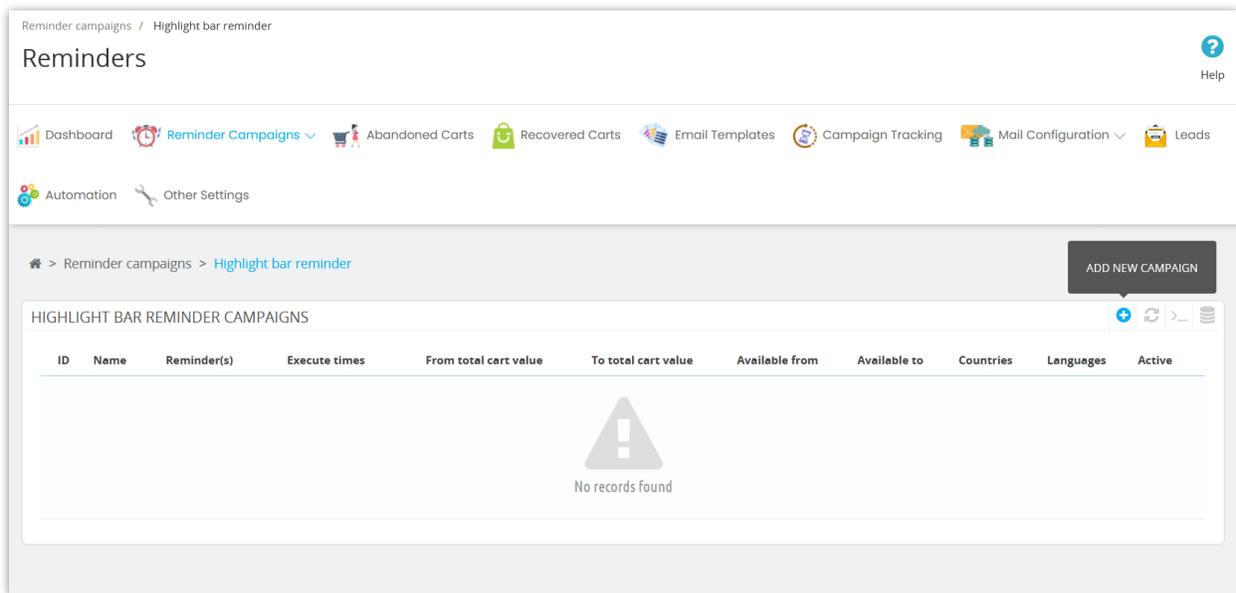
my store CLOTHES ACCESSORIES ART Search our catalog

SAMPLE 2
EXCEPTEUR OCCAECAT
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique in tortor et dignissim. Quisque non tempor leo. Maecenas egestas sem elit

POPULAR PRODUCTS

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.



The screenshot shows a web interface for managing reminders. At the top, there's a breadcrumb trail: "Reminder campaigns / Highlight bar reminder". The main heading is "Reminders". A navigation bar includes links for Dashboard, Reminder Campaigns (selected), Abandoned Carts, Recovered Carts, Email Templates, Campaign Tracking, Mail Configuration, and Leads. Below this, there are links for Automation and Other Settings. A secondary breadcrumb trail shows "Reminder campaigns > Highlight bar reminder". A dark grey button labeled "ADD NEW CAMPAIGN" is positioned in the top right of the main content area. Below the button, the section is titled "HIGHLIGHT BAR REMINDER CAMPAIGNS" and contains a table with the following columns: ID, Name, Reminder(s), Execute times, From total cart value, To total cart value, Available from, Available to, Countries, Languages, and Active. The table is currently empty, displaying a large grey triangle with a vertical ellipsis and the text "No records found" in the center.

🏠 > 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.

Reminders Help

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

Reminder campaigns > Highlight bar reminder

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

Campaign information

Name: sample highlight bar

Reminder type: Highlight bar reminder

Available from: 2024-08-23

Available to: 2024-08-29

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

This year

Months: January, February, March, April, May, June, July, August, September, October, November, December

Order	Title	Display times	Delay minute(s)	Delay second(s)	Redisplay after (min(s))	Discount	Status
<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 | X

Highlight bar template

Content | Design

Content + You have put items in your shopping cart. Use this code [discount_code] to complete 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

CONTINUE →

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

TIMING > DISCOUNT > HIGHLIGHT BAR TEMPLATE > CONFIRM INFORMATION

← Back to campaign Save X

Highlight bar template

Content Design

Text color: #ffffff

Background color: #f514e

Width: 1170px (range: 200 px to 5000 px)

Height: 70px (range: 50 px to 500 px)

Border radius: 0px (range: 0 px to 50 px)

Border width: 0px (range: 0 px to 50 px)

Border color: #ffffff

← Back CONTINUE →

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 →

Width: 1170px (range: 200 px to 5000 px)

Height: 70px (range: 50 px to 500 px)

Border radius: 0px (range: 0 px to 50 px)

Border width: 0px (range: 0 px to 50 px)

Border color: #ffffff

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

Close button color: #dddddd

Padding: 10px (range: 0 px to 150 px)

Vertical alignment: Center

← Back CONTINUE →

Highlight bar preview

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.

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.

[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

Reminders Help

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

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

Month	Display Times
January	50
February	100
March	114
April	90
May	100
June	120
July	30
August	20
September	10
October	5
November	5
December	5

Order	Title	Display times	Delay minute(s)	Delay second(s)	Redisplay after (min(s))	Discount	Status	
1	Highlight reminder 1	1458	0.00	3	1.00	Fixed discount code Discount code : MYTBMUSS Countdown clock : Yes	Running	<div style="border: 1px solid #ccc; padding: 5px; display: inline-block;"> Edit </div> <div style="border: 1px solid #ccc; padding: 5px; display: inline-block; margin-top: 5px;"> View tracking Delete </div>

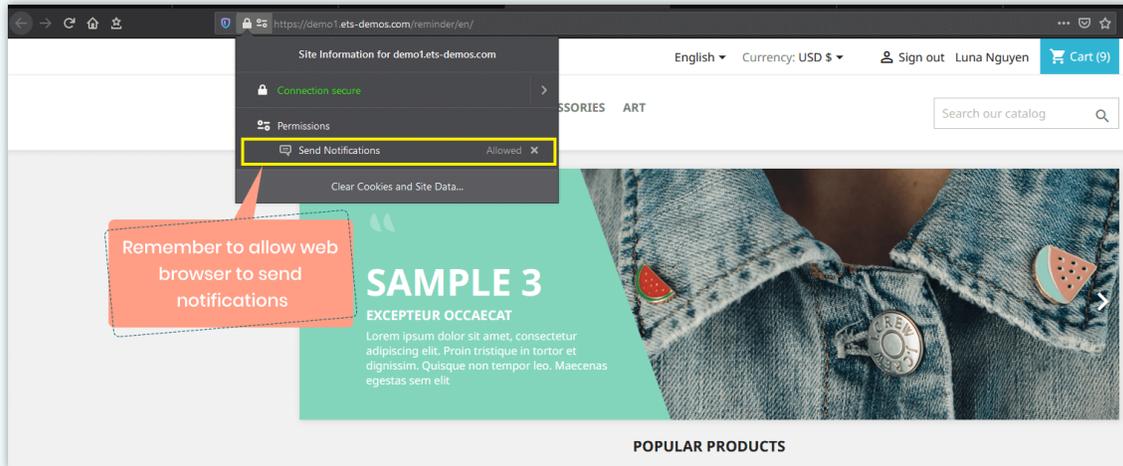
4. Web push notification

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.

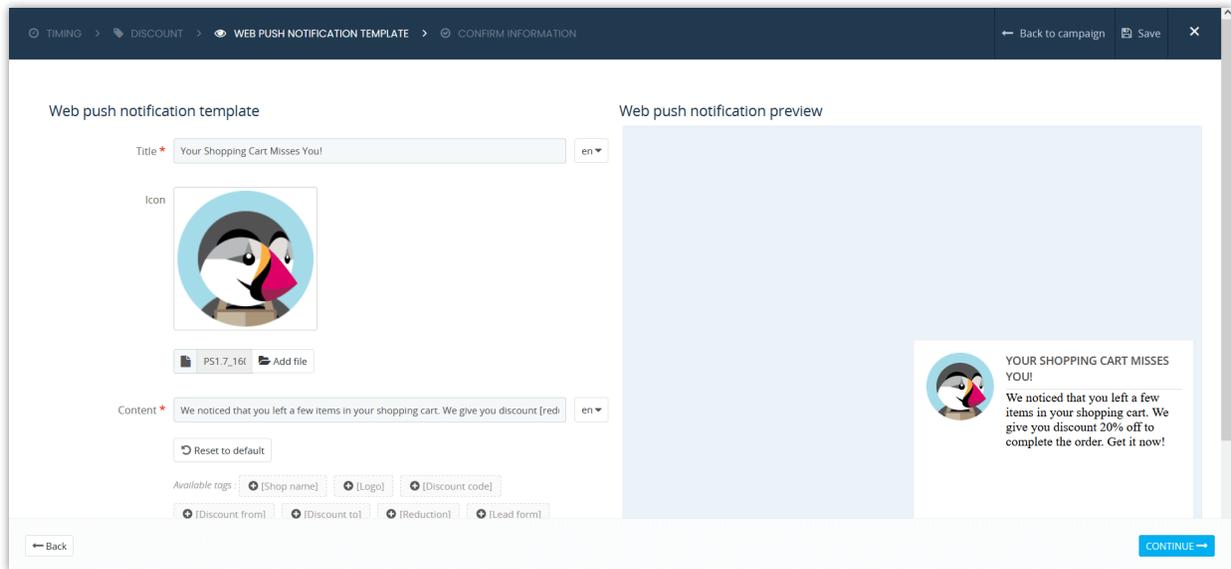
The screenshot shows a product page for a 'Hummingbird Printed Sweater'. The page includes a breadcrumb trail: 'Home / Clothes / Women / Hummingbird printed sweater'. The product image shows a white long-sleeved sweater with a colorful hummingbird graphic. A '-20%' discount tag is visible. The price 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.' The size is set to 'S' and the quantity is '1'. There is an 'ADD TO CART' button. Below the product are social sharing icons for Facebook, Twitter, Google+, and Pinterest. There are also 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 text 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! via demo14ts-demo.com'. The notification also features a '50% Voucher' graphic and a settings icon.

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.



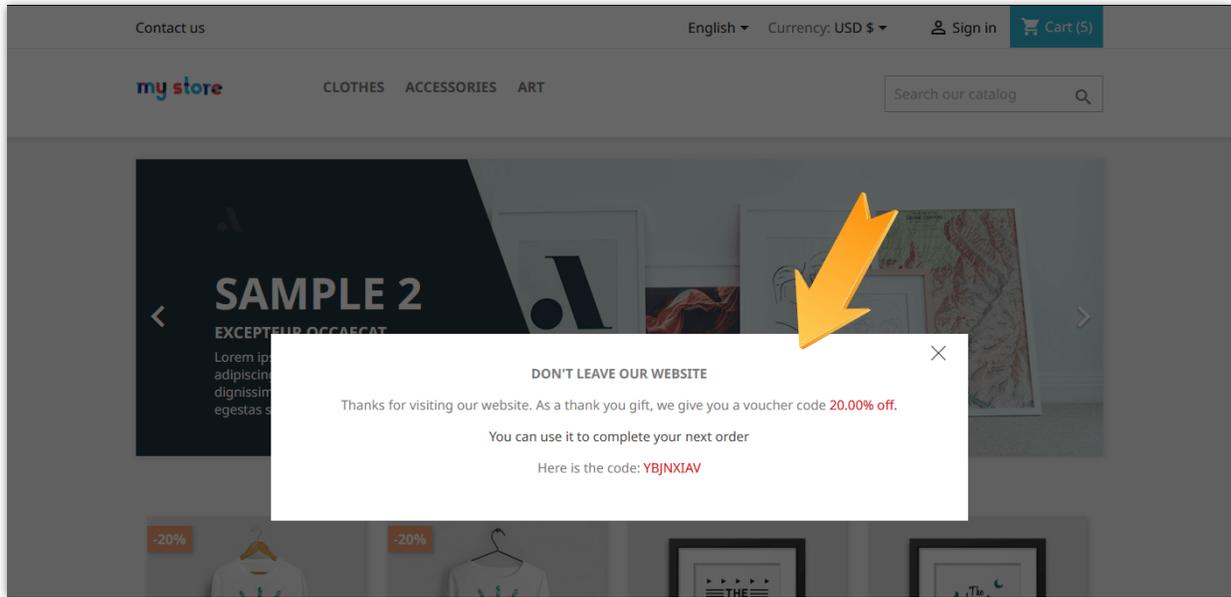
NOTE:

- *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.



NOTE:

The "Leaving website reminder" feature is not available for tablets or mobile devices.

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

Reminder campaigns / Leaving website reminder

Leaving Website Reminder

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

Reminder campaigns > Leaving website reminder

Leave website config

Content | Design

Has product in shopping cart?

Discount options:

- No discount
- Fixed discount code Configure discounts
- Generate discount code automatically

Content **en**

DON'T FORGET ABOUT ME...

I'm waiting in your shopping cart. Get me now before I'm sold out.

[product_list]
[checkout_button]
[button_no_thanks]

Reset to default

Available tags:

- [Shop name]
- [Logo]
- [Product list]
- [Total cart]
- [Total product cost]
- [Total shipping cost]
- [Total tax]
- [Checkout button]
- [No, thanks' button]
- [Shop button]
- [Count down clock]
- [Custom button]

Available urls:

- [shop_url]
- [checkout_url]
- [login_url]
- [register_url]
- [my_account_url]

Enabled Yes

Save

Preview template

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-8, Color-White \$20.00 \$16.40 x 1	\$16.40
	Mug The best is yet to come Size-8, Color-White \$20.00 \$16.40 x 1	\$16.40

[Go to checkout](#)

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

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.

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

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

[product_list]

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

[button_no_thanks]

Reset to default

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] [Course down clock]

[Custom button]

Enabled No

Preview template

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
\$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

Go to checkout

No, I don't like it. Thanks

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.

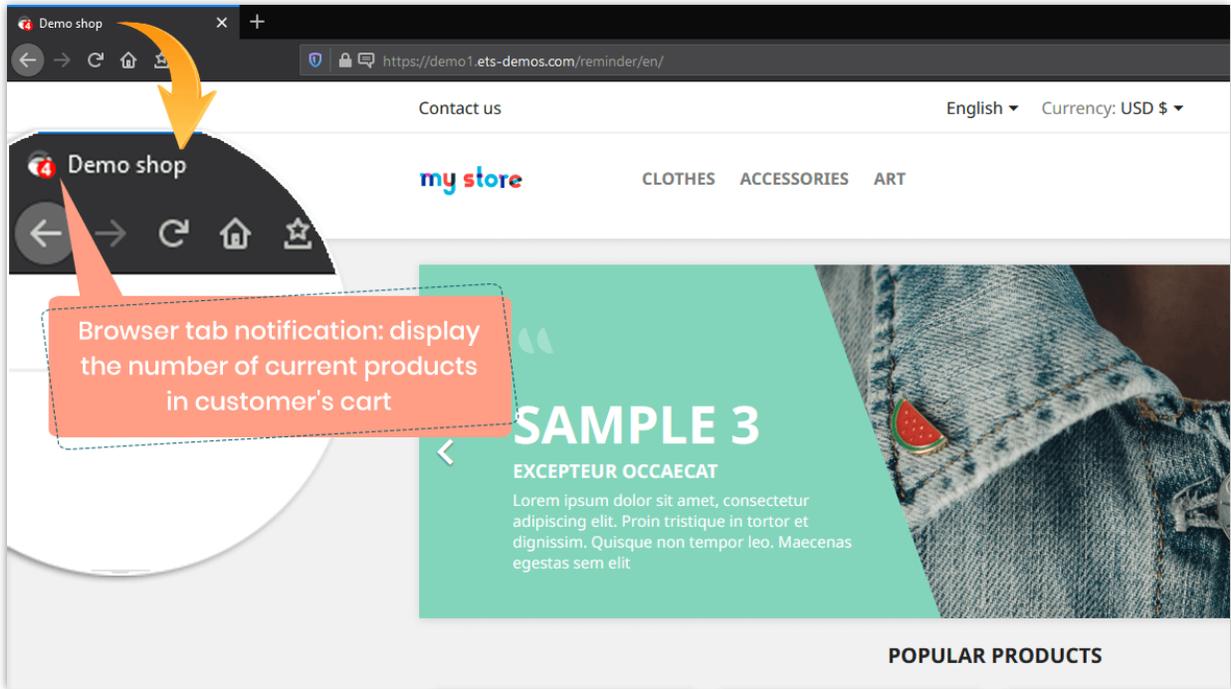
The best is yet to come! Framed poster
Size-S, Color-White
\$30.50 ~~\$16.40~~ x 1 **\$16.40**

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

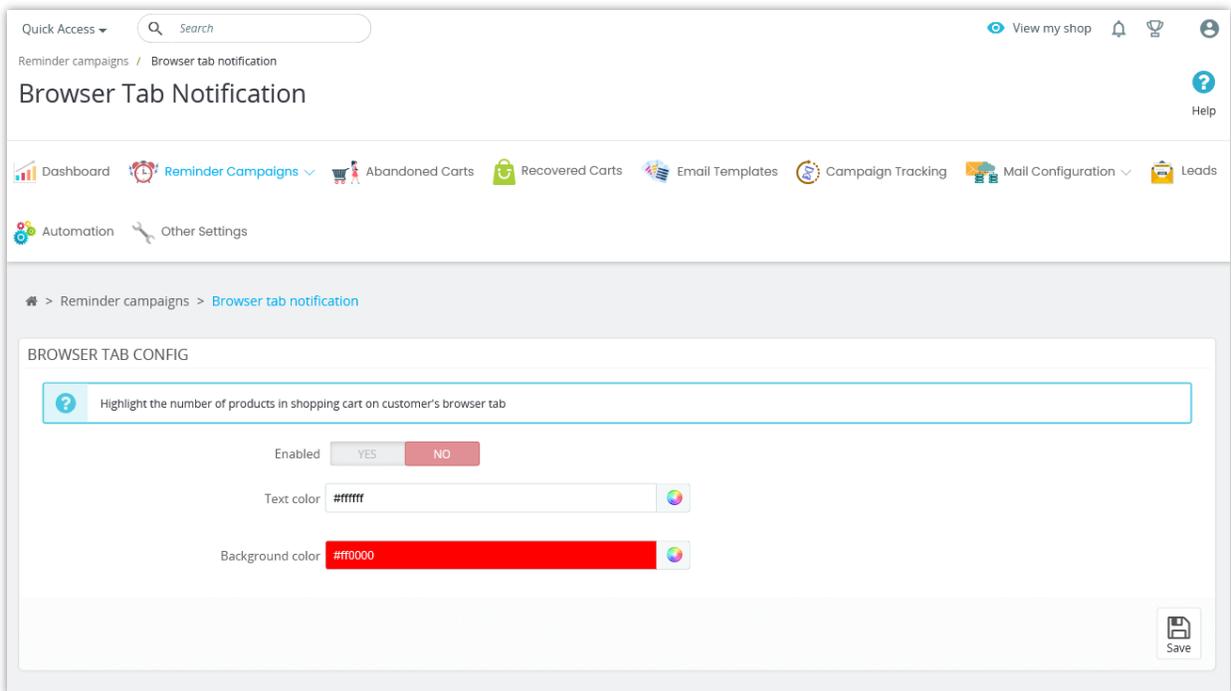
Customers will receive a reminder email with the same content like this email template. Please keep in mind that all the values such as logo, product list, discount information, etc. are just demo data for reference.

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.

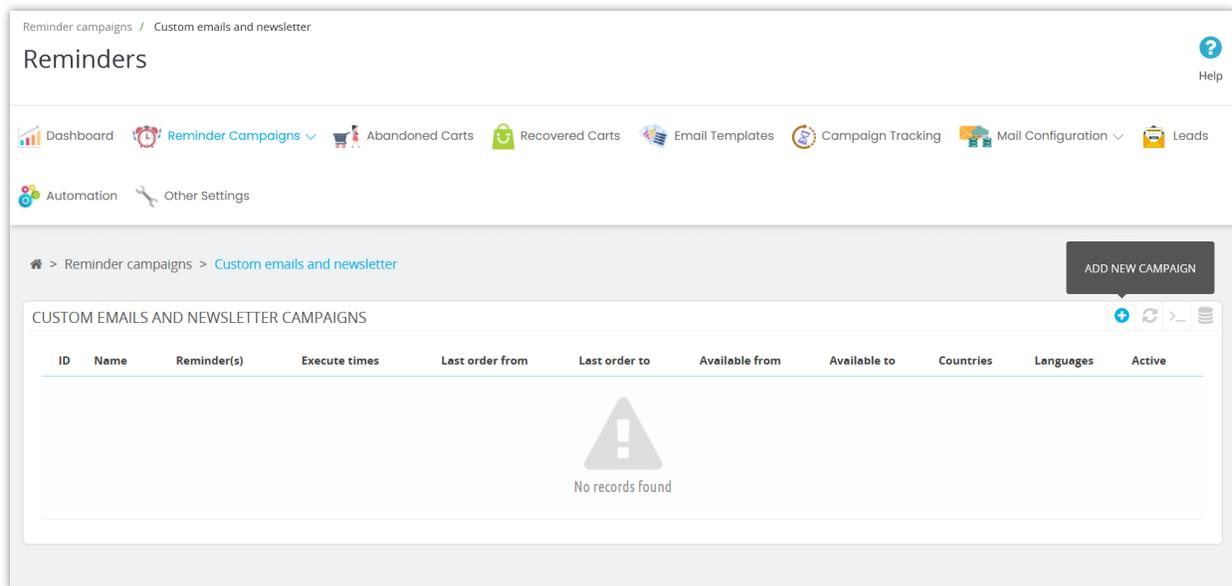


VI. AUTO EMAIL MARKETING

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

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 *

- All
- Unknown
- United States

Languages *

- English (English)
- 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.

The screenshot shows a web interface for creating a custom email campaign. The 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" times, with a note "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)** (selected)
 - Run now (All registered customers)
 - 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 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? – 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.

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

Reminder campaigns > Custom emails and newsletter

Add Custom emails and newsletter campaign

Name * Sample campaign 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? All

Countries *
 All
 Unknown
 United States

Languages *
 English (English)
 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? – 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 input fields labeled 'From' and 'To', each with a calendar icon. 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 dropdown menu with 'All' selected, and a list of other options: 'Unknown' and 'United States'.
- Languages ***: A dropdown menu with 'English (English)' selected, and a list of other options: '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

USD

Months

Total from recovered carts

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 0 24

[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.

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

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

Total available:

Total available for each user:

Free shipping: No

Apply a discount
 Percentage (%)
 Amount
 None

Discount name: en

Discount prefix:

Discount percentage: %

Apply a discount to
 Order (without shipping)
 Specific product
 Cheapest product
 Selected product(s)

Exclude discounted products: No

Send a free gift: No

Discount availability: days
Please enter the number of days available for the discount code. You can enter decimal values with up to 2 digits after the decimal point (.). Example: 1.50, 2.0

Highlight?: No

Can use with other voucher in the same shopping cart?: No

Step 5: Select an email template you prefer.

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

Select an email template you prefer

Customer Template 2

Customer Template 3

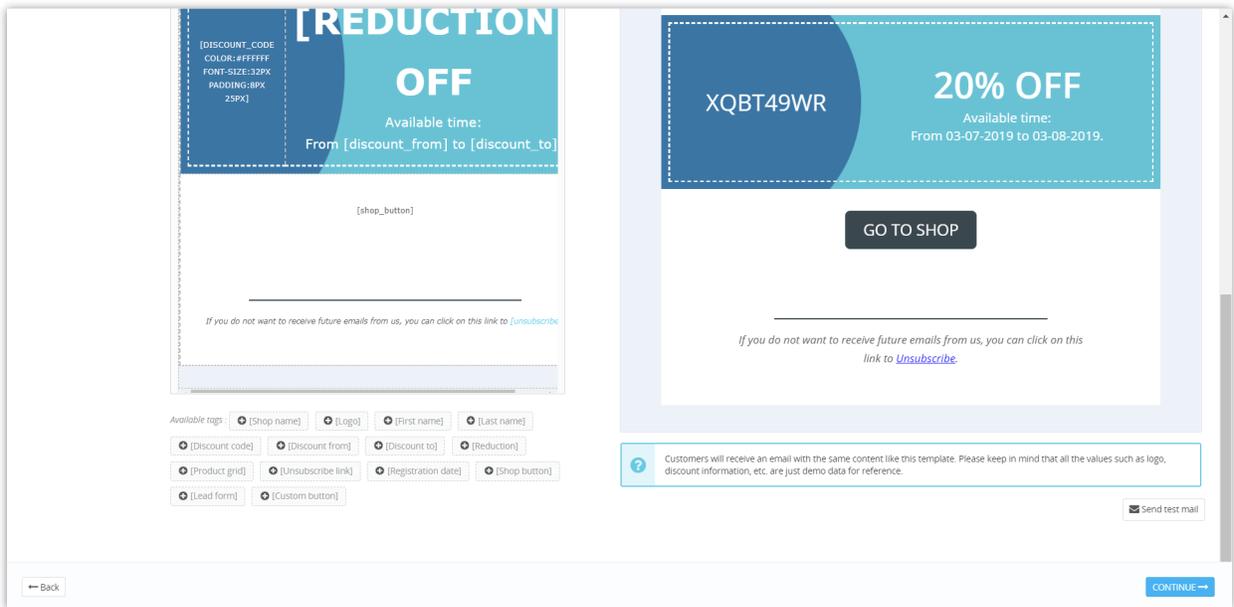
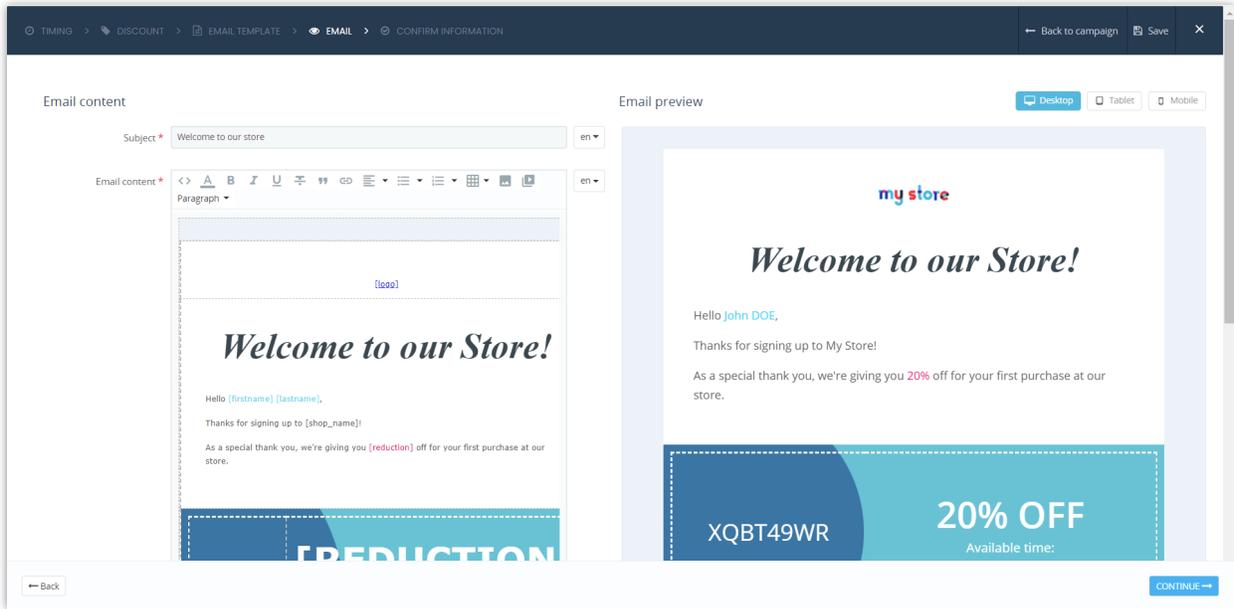
Customer Template 5

Customer Template 7

Customer Template 9

← Back
CONTINUE →

Step 6: Add email subject and email content.



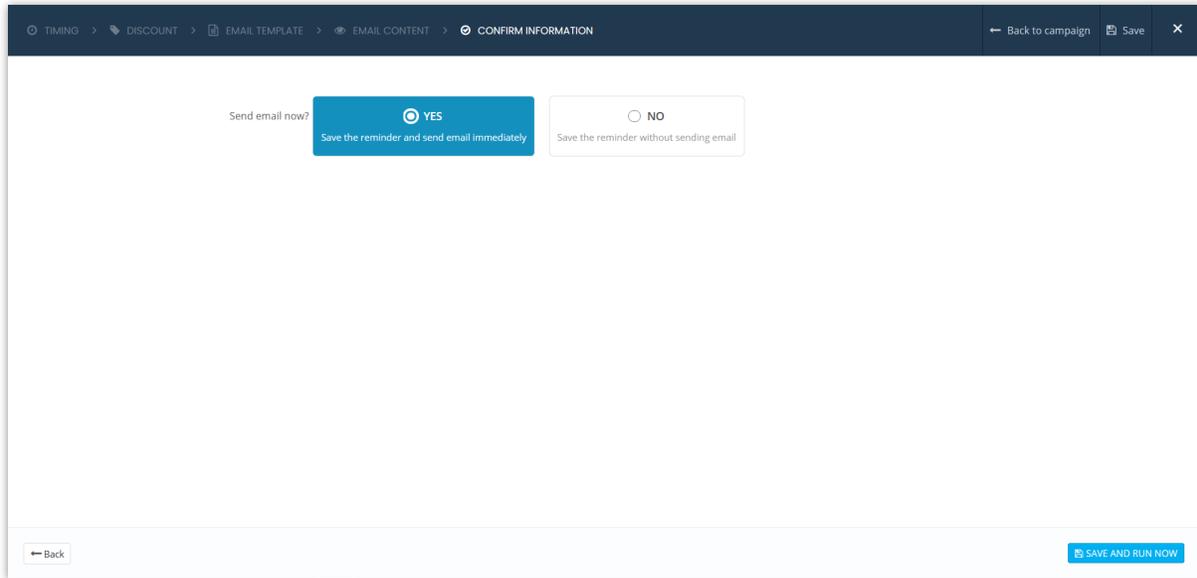
Available tags (shortcodes) to use in your email content are listed below the rich text editor. Copy and paste the tags into the email content if you would like to use them, the tags will be replaced with real information automatically when an email is sent to the customer based on their personal information.

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*]**

The image shows a side-by-side comparison of an email template editor and its rendered output. On the left, the editor interface displays a 'MAY WE SUGGEST' section with a red-bordered box around the shortcode `[shop_button color:white background:red border-radius:20px]`. Below the editor, there are lists of 'Available tags' and 'Available units'. On the right, the rendered email preview shows the same content, but with a red 'GO TO SHOP' button. A red arrow points from the button in the preview to the button in the editor. At the bottom of the preview, there is a note: '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.'

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.

The screenshot shows a dashboard for 'Abandoned carts' with a table of customer carts. The table has the following columns: ID, Customer, Cart total, Reminders, Date, Next time to send email, and Last email sent at. Each row includes a 'Send reminder' button.

ID	Customer	Cart total	Reminders	Date	Next time to send email	Last email sent at	
537	I. Bui hang.010509@gmail.com	\$38.24	3	08/15/2024 04:21:50	--	1 week ago	Send reminder
536	H. G holly12@gmail.com	\$38.24	3	08/15/2024 04:16:41	--	1 week ago	Send reminder
524	T. Test zabolovaviktoria0@gmail.com	\$22.98	3	08/02/2024 10:47:30	--	3 weeks ago	Send reminder
523	S. De Angelis simona@lasaponaria.it	\$9.52	3	08/01/2024 09:40:32	--	3 weeks ago	Send reminder
520	L. Iuu trangluutest@gmail.com	\$15.30	3	07/31/2024 22:25:54	--	3 weeks ago	Send reminder
518	F. Nguyen freynguyen18@gmail.com	\$63.60	3	07/31/2024 21:18:02	--	3 weeks ago	Send reminder
517	C. Test cristian@lasaponaria.it	\$63.20	3	07/31/2024 10:34:55	--	3 weeks ago	Send reminder
516	T. Test test@libero.it	\$26.00	3	07/31/2024 08:35:28	--	3 weeks ago	Send reminder

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.

Order ID	Order reference	Customer	Discount value	Total	Date added	Reminders	Reminder	Last reminder time	Date purchased	
44	UUWFKSV0	I. Bui	\$0.00	\$121.70	08/15/2024 04:22:04	1	English (English) Empty your cart with 20% off - Automated abandoned cart email (0.01hr)	08/15/2024 04:23:03	08/15/2024 04:39:02	View
43	RNHSOMDRW	H. G	\$0.00	\$71.42	08/15/2024 04:12:02	1	English (English) Empty your cart with 10% off - Automated abandoned cart emails (0.01hr)	08/15/2024 04:13:03	08/15/2024 04:15:15	View
42	OXMBWJ2DL	D. J	\$17.40	\$76.60	08/15/2024 03:56:27	1	English (English) Empty your cart with 10% off - Automated abandoned cart emails (0.01hr)	08/15/2024 03:59:03	08/15/2024 03:59:57	View
40	MNFEEPPQU	L. Tiem	\$23.14	\$99.58	07/16/2024 23:19:42	1	English (English) Empty your cart with 20% off - Automated abandoned cart email (0.01hr)	07/16/2024 23:21:02	07/16/2024 23:26:53	View
37	JDLPMYRO	F. Nguyen	\$17.40	\$76.60	04/14/2024 21:42:50	1	English (English) Empty your cart with 10% off - Automated abandoned cart emails (0.01hr)	04/14/2024 21:44:03	04/14/2024 21:44:11	View
35	ZDNBRIZHD	D. Morris	\$0.00	\$55.12	03/12/2024 04:36:55	1	English (English) Empty your cart with 10% off - Automated abandoned cart emails (0.01hr)	03/12/2024 04:38:03	03/12/2024 05:12:07	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.

Dashboard Reminder Campaigns Abandoned Carts Recovered Carts **Email Templates** Campaign Tracking Mail Configuration Leads Automation Other Settings

> 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="button" value="View"/>
<input type="checkbox"/>		Email template 2	Email reminder (shopping cart reminder)	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Email template 3	Email reminder (shopping cart reminder)	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Email template 4	Email reminder (shopping cart reminder)	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Email template 5	Email reminder (shopping cart reminder)	Campaign without discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 1	Custom emails and newsletter	Campaign without discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 2	Custom emails and newsletter	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 3	Custom emails and newsletter	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 4	Custom emails and newsletter	Campaign without discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 5	Custom emails and newsletter	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 6	Custom emails and newsletter	Campaign without discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 7	Custom emails and newsletter	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 8	Custom emails and newsletter	Campaign without discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 9	Custom emails and newsletter	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 10	Custom emails and newsletter	Campaign with discount	<input type="button" value="View"/>
<input type="checkbox"/>		Customer template 11	Custom emails and newsletter	Campaign without discount	<input type="button" value="View"/>

Bulk actions

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

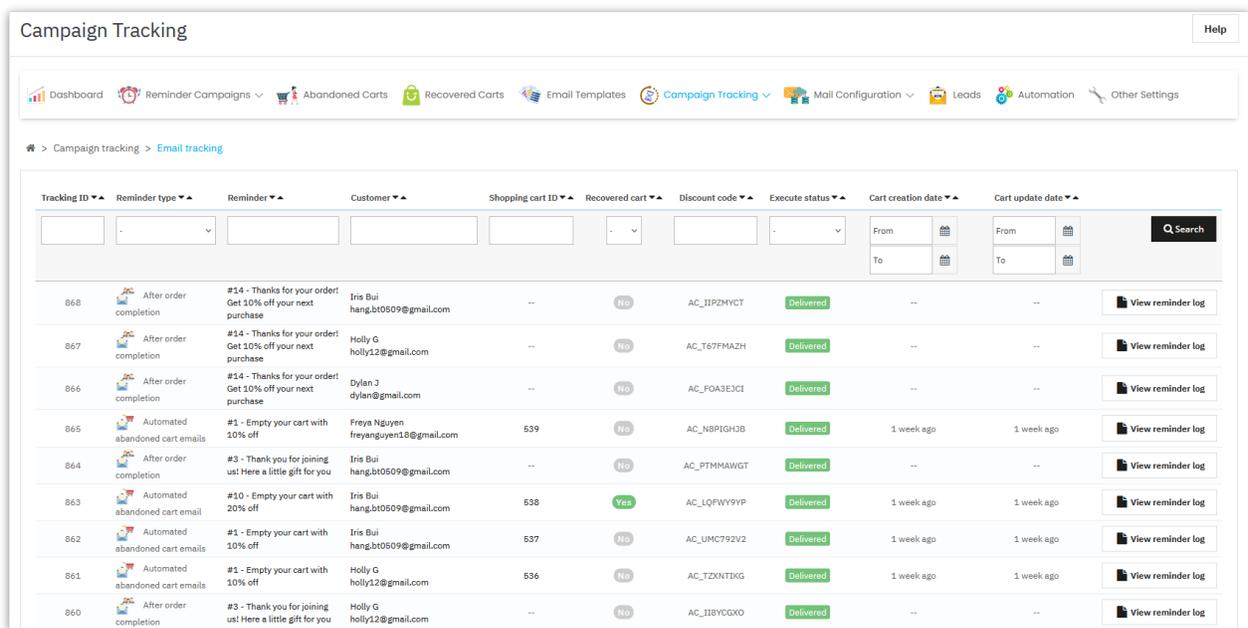
Save

X. CAMPAIGN TRACKING

The "Campaign Tracking" tab in the PrestaShop Abandoned Cart Reminder module provides comprehensive insights into the performance of your abandoned cart recovery campaigns. This tab is divided into four sub-tabs, each focusing on a specific aspect of campaign tracking:

1. Email Tracking

This sub-tab allows you to monitor the performance of your email campaigns in detail. It includes crucial information such as Tracking ID, Reminder type, whether the cart was recovered (Yes/No), Discount code applied, Execute status, Cart creation date, and Cart update date. This data helps you evaluate the effectiveness of your email reminders and identify opportunities for optimization.



The screenshot displays the "Campaign Tracking" interface with the "Email tracking" sub-tab selected. The interface includes a navigation bar with various modules and a search bar. The main content is a table with the following columns: Tracking ID, Reminder type, Reminder, Customer, Shopping cart ID, Recovered cart, Discount code, Execute status, Cart creation date, and Cart update date. Each row represents a specific email campaign entry.

Tracking ID	Reminder type	Reminder	Customer	Shopping cart ID	Recovered cart	Discount code	Execute status	Cart creation date	Cart update date	
868	After order completion	#14 - Thanks for your order! Get 10% off your next purchase	Iris Bui hang.bt0509@gmail.com	--	No	AC_IPZMYCT	Delivered	--	--	View reminder log
867	After order completion	#14 - Thanks for your order! Get 10% off your next purchase	Holly G holly12@gmail.com	--	No	AC_T67FMAZH	Delivered	--	--	View reminder log
866	After order completion	#14 - Thanks for your order! Get 10% off your next purchase	Dylan J dylan@gmail.com	--	No	AC_FOA3EJCI	Delivered	--	--	View reminder log
865	Automated abandoned cart emails	#1 - Empty your cart with 10% off	Freya Nguyen freyanguyen18@gmail.com	539	No	AC_NBPIGHJB	Delivered	1 week ago	1 week ago	View reminder log
864	After order completion	#3 - Thank you for joining us! Here a little gift for you	Iris Bui hang.bt0509@gmail.com	--	No	AC_PTMMAWGT	Delivered	--	--	View reminder log
863	Automated abandoned cart email	#10 - Empty your cart with 20% off	Iris Bui hang.bt0509@gmail.com	538	Yes	AC_LQFWY9YP	Delivered	1 week ago	1 week ago	View reminder log
862	Automated abandoned cart emails	#1 - Empty your cart with 10% off	Iris Bui hang.bt0509@gmail.com	537	No	AC_LIMC792V2	Delivered	1 week ago	1 week ago	View reminder log
861	Automated abandoned cart emails	#1 - Empty your cart with 10% off	Holly G holly12@gmail.com	536	No	AC_TZNTING	Delivered	1 week ago	1 week ago	View reminder log
860	After order completion	#3 - Thank you for joining us! Here a little gift for you	Holly G holly12@gmail.com	--	No	AC_IBYCGXO	Delivered	--	--	View reminder log

2. Display Tracking

The Display Tracking sub-tab provides information on how your display campaigns are performing. Key details include the Display type, Display campaign, Reminder used, any Discount applied, and the Display time. This sub-tab is essential for understanding the impact of on-site reminders and pop-ups on cart recovery.

Display type	Display campaign	Reminder	Discounts	Display times
Popup reminder	#20 - Popup reminder	#11 - You have something in your cart!	1	1
Highlight bar reminder	#21 - Highlight bar reminder	#12 - Your highlight bar title	--	2
Web push notification	#8 - Web push notification	#8 - Your Shopping Cart Misses You!	433	438
Leaving website reminder	Leaving website	Leaving website	126	194
Highlight bar reminder	#7 - Highlight bar reminder	#7 - Highlight reminder 1	--	1458
Popup reminder	#6 - Popup reminder	#6 - Let's complete your order with this voucher!	--	458

3. Discount

In this sub-tab, you can track all discounts related to your abandoned cart campaigns. It displays information such as Discount ID, Name, Reminder name, Campaign name, Priority, Discount code, Quantity, Expiration date, and Status. This allows you to manage and monitor the effectiveness of your discount strategies in recovering abandoned carts.

Discounts Help

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

Home > Campaign tracking > Discounts

Discounts

ID	Name	Reminder name	Campaign name	Priority	Code	Quantity	Expiration date	Status
1061	Web push notification	Your Shopping Cart Misses You!	Web push notification	1	AC_G12OGIEU	1	09/20/2024 14:54:47	✓
1060	AFTERCOMPLETE_1DAY	Thanks for your order! Get 10% off your next purchase	After order completion	1	AC_IIPZMYCT	9999	08/23/2024 04:39:02	✓
1059	AFTERCOMPLETE_1DAY	Thanks for your order! Get 10% off your next purchase	After order completion	1	AC_T67FMAZH	9999	08/23/2024 04:16:02	✓
1058	AFTERCOMPLETE_1DAY	Thanks for your order! Get 10% off your next purchase	After order completion	1	AC_F0A3EJCI	9999	08/23/2024 04:00:03	✓
1057	Abandoned cart reminder	Empty your cart with 10% off	Automated abandoned cart emails	1	AC_NBPIGH3B	1	09/14/2024 22:27:02	✓
1056	After order complete	Thank you for joining us! Here a little gift for you	After order completion	1	AC_PTMMAWGT	99999	09/14/2024 04:40:02	✓
1055	DC20%	Empty your cart with 20% off	Automated abandoned cart email	1	AC_LQFWY9YP	1	09/14/2024 04:23:02	✓
1054	Abandoned cart reminder	Empty your cart with 10% off	Automated abandoned cart emails	1	AC_UMC792V2	1	09/14/2024 04:23:01	✓
1053	Web push notification	Your Shopping Cart Misses You!	Web push notification	1	AC_47JUWFGM	1	09/14/2024 04:22:24	✓
1052	Abandoned cart reminder	Empty your cart with 10% off	Automated abandoned cart emails	1	AC_TZXNTXKG	1	09/14/2024 04:18:01	✓
1051	Web push notification	Your Shopping Cart Misses You!	Web push notification	1	AC_AK2PDUYB	1	09/14/2024 04:17:19	✓
1050	Web push notification	Your Shopping Cart Misses You!	Web push notification	1	AC_INJNJOVN	1	09/14/2024 04:16:29	✓
1049	After order complete	Thank you for joining us! Here a little gift for you	After order completion	1	AC_I8YCGXO	99999	09/14/2024 04:16:02	✓
1048	Welcome	Thank you for joining us!	After customer registration	1	HZROHGSX	1	08/16/2024 04:16:03	✓
1047	Abandoned cart reminder	Empty your cart with 10% off	Automated abandoned cart emails	1	AC_SPX7T2VM	1	09/14/2024 04:15:02	✓
1046	Welcome	Thank you for joining us!	After customer registration	1	BE22RZ01	1	08/16/2024 04:13:02	✓

4. Display Log

The Display Log sub-tab provides a detailed log of all display campaigns executed on your site. It includes data such as ID, Campaign name, Reminder used, Customer email, Discount offered, Display times, Closed times, and the Last display time. This log helps you track customer interactions with your on-site reminders, enabling you to refine your display strategies for better results.

Display Log Help

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

Campaign tracking > Display log

Display log

ID	Campaign	Reminder	Customer	Email	Discount	Display times	Closed times	Last display time
8355	Highlight bar reminder	Highlight reminder 1	#32542 (Guest)	--	MYT8MUBS	3	1	08/23/2024 23:51:04
8354	Highlight bar reminder	Highlight reminder 1	#32538 (Guest)	--	MYT8MUBS	1	0	08/22/2024 04:46:44
8353	Leaving website campaign	Leaving website reminder	Test Test	zubkovaviktoria0@gmail.com	--	6	2	08/21/2024 17:51:02
8352	Web push notification	Your Shopping Cart Misses You!	Test Test	zubkovaviktoria0@gmail.com	AC_G120G15U	4	0	08/21/2024 17:50:24
8350	Popup reminder	Let's complete your order with this voucher!	Test Test	zubkovaviktoria0@gmail.com	RDEXQVMF	3	2	08/21/2024 17:40:12
8349	Highlight bar reminder	Highlight reminder 1	Test Test	zubkovaviktoria0@gmail.com	MYT8MUBS	5	0	08/21/2024 17:50:17
8348	Highlight bar reminder	Highlight reminder 1	#32533 (Guest)	--	MYT8MUBS	1	0	08/20/2024 07:03:24
8347	Highlight bar reminder	Highlight reminder 1	Test Test	zubkovaviktoria0@gmail.com	MYT8MUBS	1	0	08/16/2024 13:41:57
8346	Leaving website campaign	Leaving website reminder	Test Test	zubkovaviktoria0@gmail.com	--	1	0	08/16/2024 13:41:56
8346	Highlight bar reminder	Highlight reminder 1	Iris Bui	hang.bt0509@gmail.com	MYT8MUBS	1	0	08/16/2024 04:44:51
8344	Leaving website campaign	Leaving website reminder	Matthew G	matthew166@gmail.com	--	1	0	08/16/2024 04:53:04
8328	Leaving website campaign	Leaving website reminder	Iris Bui	hang.bt0509@gmail.com	--	2	1	08/16/2024 04:26:05
8327	Web push notification	Your Shopping Cart Misses You!	Iris Bui	hang.bt0509@gmail.com	AC_473UWFGM	3	0	08/16/2024 04:26:04
8326	Popup reminder	Let's complete your order with this voucher!	Iris Bui	hang.bt0509@gmail.com	RDEXQVMF	5	2	08/16/2024 04:29:07
8321	Highlight bar reminder	Highlight reminder 1	Iris Bui	hang.bt0509@gmail.com	MYT8MUBS	10	0	08/16/2024 04:26:57
8320	Highlight bar reminder	Highlight reminder 1	#32523 (Guest)	--	MYT8MUBS	1	0	08/16/2024 04:20:12
8293	Web push notification	Your Shopping Cart Misses You!	Matthew G	matthew166@gmail.com	AC_J3N3UOVN	1	0	08/16/2024 04:16:29
8292	Popup reminder	Let's complete your order with this voucher!	Matthew G	matthew166@gmail.com	RDEXQVMF	1	0	08/16/2024 04:16:25

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

Customer reminders / Mail configuration

Mail Configuration

Help

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

Automation Other Settings

MAIL CONFIGURATION

Select and configure a mail service to send reminder emails.

Mail service

-  PrestaShop's mail [Configure mail](#)
-  Outlook Hotmail
-  Gmail Gmail
-  Yahoo! mail Yahoo mail
-  SendGrid SendGrid
-  Sendinblue Sendinblue
-  Mailjet Mailjet
-  Custom SMTP Custom SMTP

 Send test mail  Save

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 To	From 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.

Mail configuration / Indexed carts

Indexed Carts

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

Mail configuration > Indexed carts

Indexed carts

Cart ID	Reminder	Customer	Total cart	Added date
505	Empty your cart with 10% off	Zosia Kowal	\$26.12	07/16/2024 05:53:41

4. Indexed customers

Displays customers who have been added to the customer index table, indicating they are eligible to receive reminder emails.

Indexed Customers

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

Mail configuration > Indexed customers

Indexed customers

ID	Reminder	Customer	Date to send	Customer added	Last login time	Newsletter added	Last order added
101	Thank you for joining us!	Lina Januleviciene	2023-08-24 15:38:19	08/24/2023 15:38:19	--	--	--
85	Thank you for joining us!	test top	2023-06-20 05:45:26	06/20/2023 05:45:26	--	--	--
60	Thank you for joining us!	Zosia Kowal	2023-02-26 08:36:48	02/26/2023 08:36:48	--	--	--

5. Unsubscribed list

Lists customers who have unsubscribed from your mailing list, helping you manage opt-outs effectively.

Unsubscribed List Help

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

Mail configuration > Unsubscribed list

Unsubscribed list

ID	Customer	Email	Date added	
9	Sylvie Alexanian	sylvia@alex.com	06/26/2024 06:19:08	Delete
8	Sylvie Alexanian	sylvia@alex.com	06/26/2024 06:07:05	Delete
7	Rylee Wright	rylee@wright.com	06/26/2023 05:31:11	Delete
6	Hammami Adfren	adfren@hammami.com	11/22/2023 08:46:53	Delete
5	Hammami Adfren	adfren@hammami.com	11/22/2023 08:46:30	Delete
4	Helen Le	helen@le.com	10/27/2023 04:36:57	Delete
3	Lina Januleviciene	lina@januleviciene.com	09/07/2023 06:31:15	Delete
2	test top	test@top.com	06/20/2023 06:26:32	Delete
1	Zosia Kowal	zosia@kowal.com	03/02/2023 06:47:27	Delete

6. Mail log

Provides a detailed log of the mail-sending process, including sent status and timestamps for each reminder email.

Mail configuration / Mail log Help

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

Mail configuration > Mail log

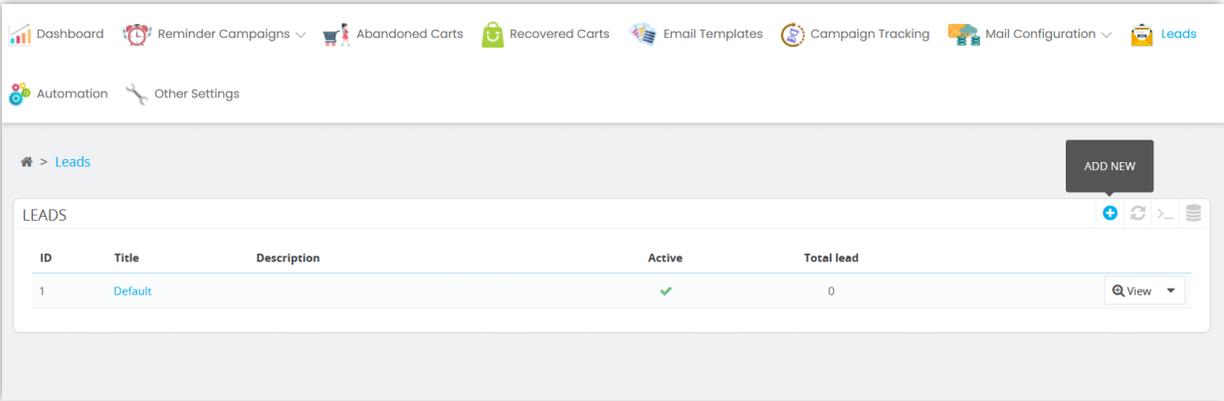
Mail log

Cart ID	Order ID	Title	Content	Customer	Time sent	Status	
--	--	Thanks for your order! Get 10% off your next purchase	Thank you so much! Hello Iris Bui , Thank...	Iris Bui	08/16/2024 04:39:03	Delivered	View
--	--	Thanks for your order! Get 10% off your next purchase	Thank you so much! Hello Holly G , Thank...	Holly G	08/16/2024 04:16:03	Delivered	View
--	--	Thanks for your order! Get 10% off your next purchase	Thank you so much! Hello Dylan J , Thank...	Dylan J	08/16/2024 04:00:04	Delivered	View
539	45	Empty your cart with 10% off	Dear Freya Nguyen , We noticed that...	Freya Nguyen	08/15/2024 22:27:04	Delivered	View
--	--	Thank you for joining us! Here a little gift for you	Thank you so much! Hello Iris Bui , Thank...	Iris Bui	08/15/2024 04:40:03	Delivered	View
538	44	Empty your cart with 20% off	Hello Iris Bui , We noticed that you left with...	Iris Bui	08/15/2024 04:23:03	Delivered	View
537	--	Empty your cart with 10% off	Dear Iris Bui , We noticed that you...	Iris Bui	08/15/2024 04:23:03	Delivered	View
536	--	Empty your cart with 10% off	Dear Holly G , We noticed that you...	Holly G	08/15/2024 04:18:02	Delivered	View
--	--	Thank you for joining us! Here a little gift for you	Thank you so much! Hello Holly G , Thank...	Holly G	08/15/2024 04:16:03	Delivered	View
--	--	Thank you for joining us!	Welcome to our Store! Hello Matthew G , We...	Matthew G	08/15/2024 04:16:04	Delivered	View

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.



The screenshot shows the PrestaShop administration interface for the 'Leads' module. The top navigation bar includes links for Dashboard, Reminder Campaigns, Abandoned Carts, Recovered Carts, Email Templates, Campaign Tracking, Mail Configuration, and Leads. Below this, there are links for Automation and Other Settings. The main content area is titled 'LEADS' and features a table with the following data:

ID	Title	Description	Active	Total lead
1	Default		✓	0

Additional interface elements include an 'ADD NEW' button, a search icon, and a 'View' dropdown menu.

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

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

Leads

Add new lead form INFO FIELD LIST "THANK YOU" PAGE

Form title * Try your handmade accessories workshop for free en ▼

Friendly URL * try-your-handmade-accessories-workshop-for-free en ▼

<https://demo2.presto-demos.com/abandonedcart/en/lead/try-your-handmade-accessories-workshop-for-free>

Description en ▼

Paragraph

- Take unlimited classes anywhere
- No credit card required

Button label * Begin your trial en ▼

Button color * #ff432c Color picker

Button hover color * #ff99d4 Color picker

Button text color * #ff8f8f Color picker

Button text hover color * #ff8f8f Color picker

Use captcha No

Enable Yes

Cancel Save

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

Leads

Add new lead form INFO FIELD LIST "THANK YOU" PAGE

Field Title* en ▾

Description en ▾

Field Type Text ▾

Placeholder en ▾

Is Contact Name No

Required No

Display Column Yes

Enabled Yes

+ Add new field

Cancel Save

Leads

ADD NEW LEAD FORM INFO FIELD LIST THANKYOU PAGE

Display "Thank you" page after form submission YES NO

Title * Thank you for registering en ▾

Alias thank-you-for-registering en ▾

http://localhost/prestashop_1.7.7.2/en/thank/thank-you-for-registering

Content * en ▾

Paragraph

Thank you for registering for our workshop. Please check your mail inbox for more details about the entire course.

Cancel Save

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.

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) *

 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

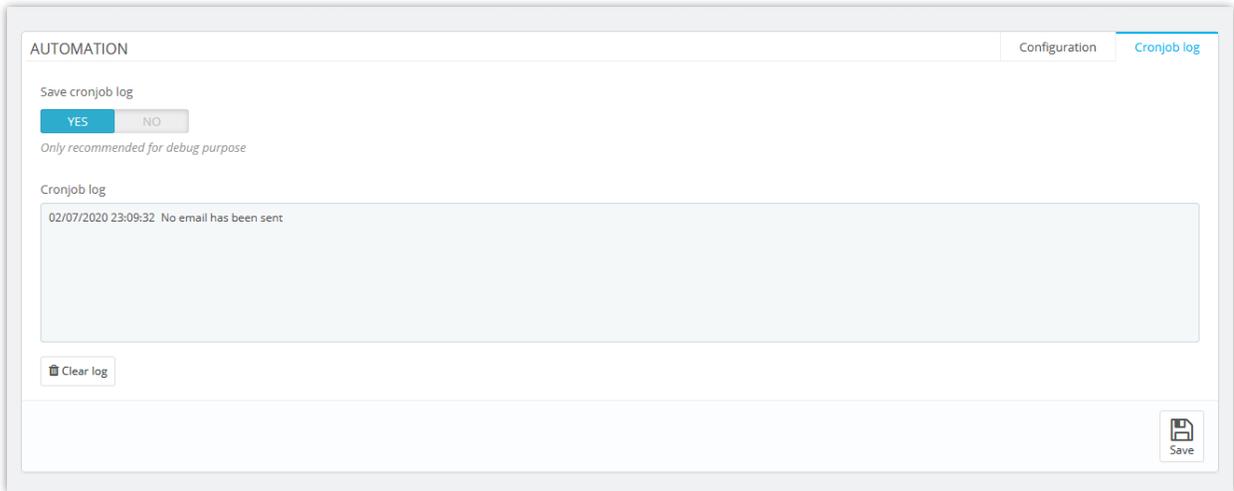
```
***** php C:\Program Files\Amp\www\prestashop_1.7.7.2\modules\ets_abandonedcart\cronjob.php secure=TvDW2rBkcG
```

* 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.

Other Settings
Help

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

Home > Other settings

Other settings

Auto clear expired discount codes No

Allow customers to save their shopping cart? Yes

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

Write note manually for Abandoned cart No

Enable the generation of tracking links when sending emails. Yes

Email conversion rate by percentage

Unsubscribe text * en ▼

Button add discount text * en ▼

Highlight bar button add discount text * en ▼

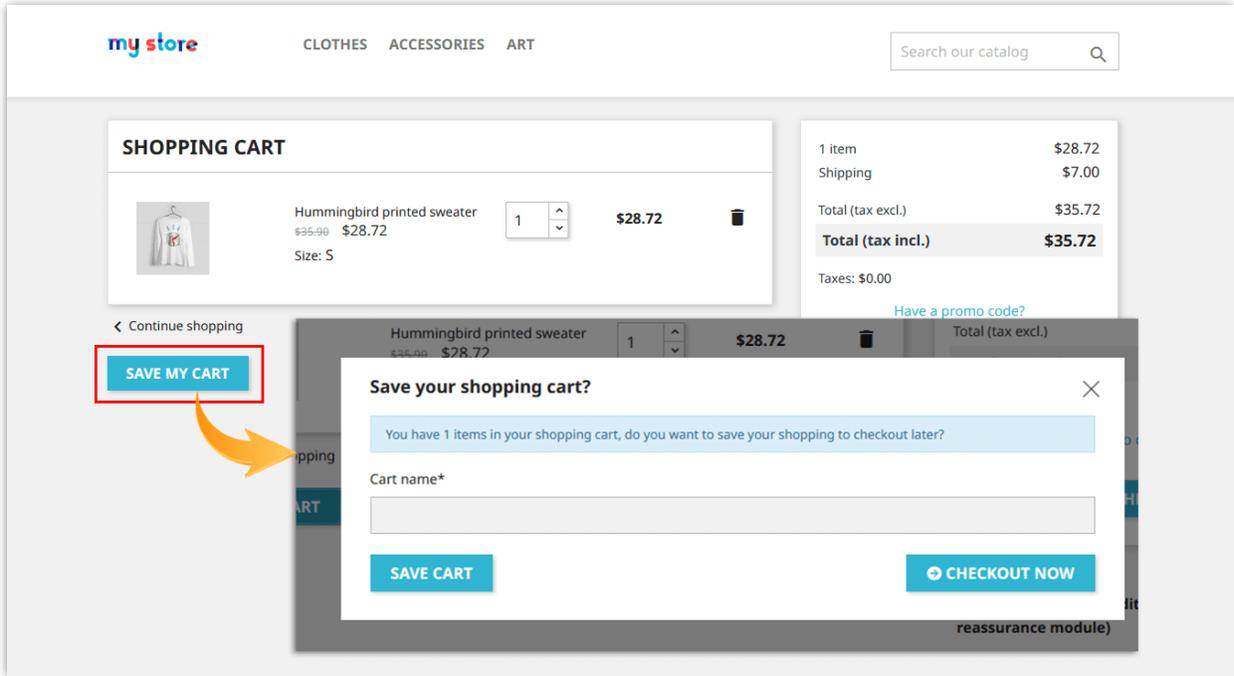
Show discount box text * en ▼

Checkout button text * en ▼

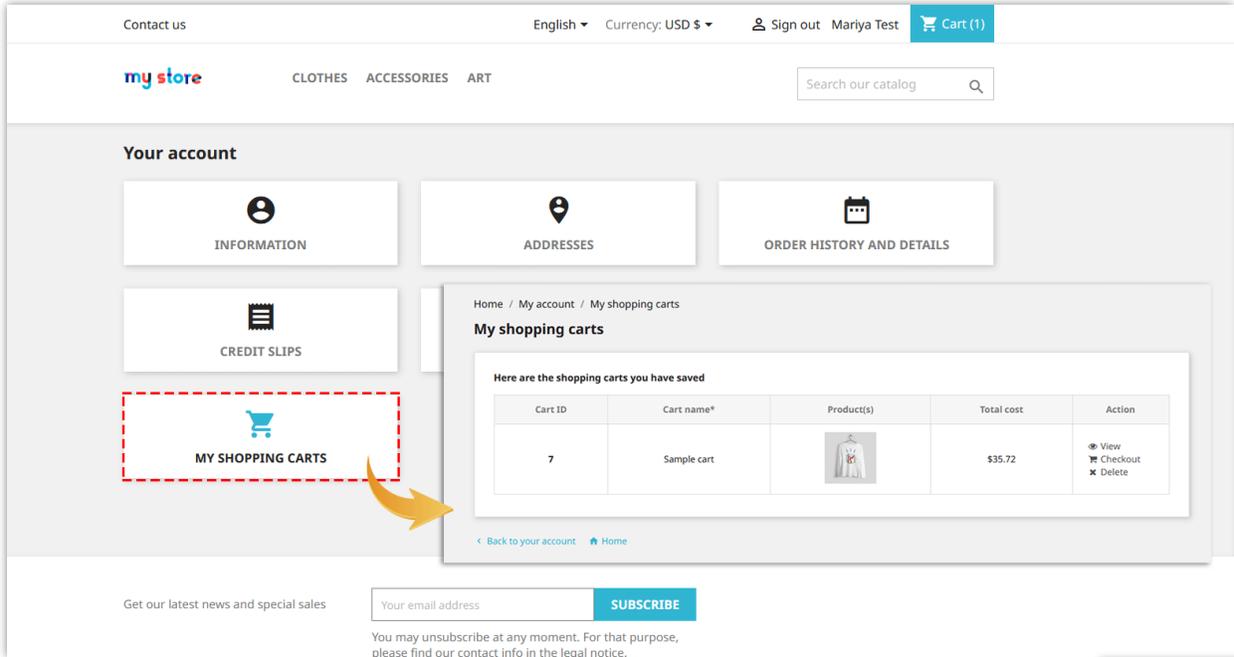
"No, thanks" button text * en ▼

Shop button text * en ▼

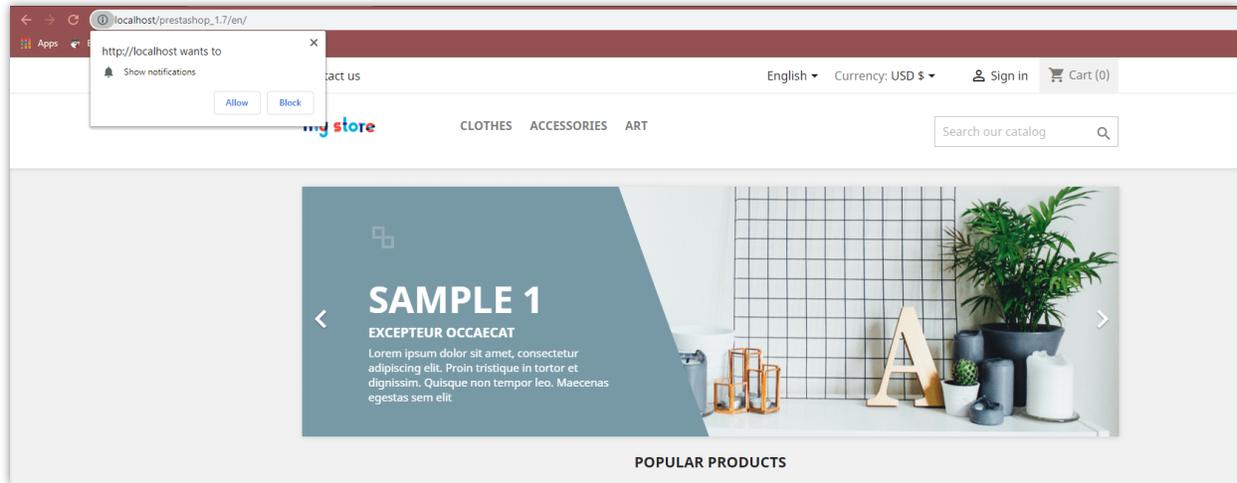
- *"Allow customers to save their shopping cart" feature:*



Customers can view their saved cart on the "Your account" > "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.