

# Abandoned Cart Email for Magento 2

Magento Extension User Guide

Support: <https://www.goivvy.com/contacts>



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Store View: Default Config ▾



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Abandoned Cart Email

## General Configuration

Active  
[store view]

Yes

Should we send abandoned cart emails?

Running mode  
[store view]

Test

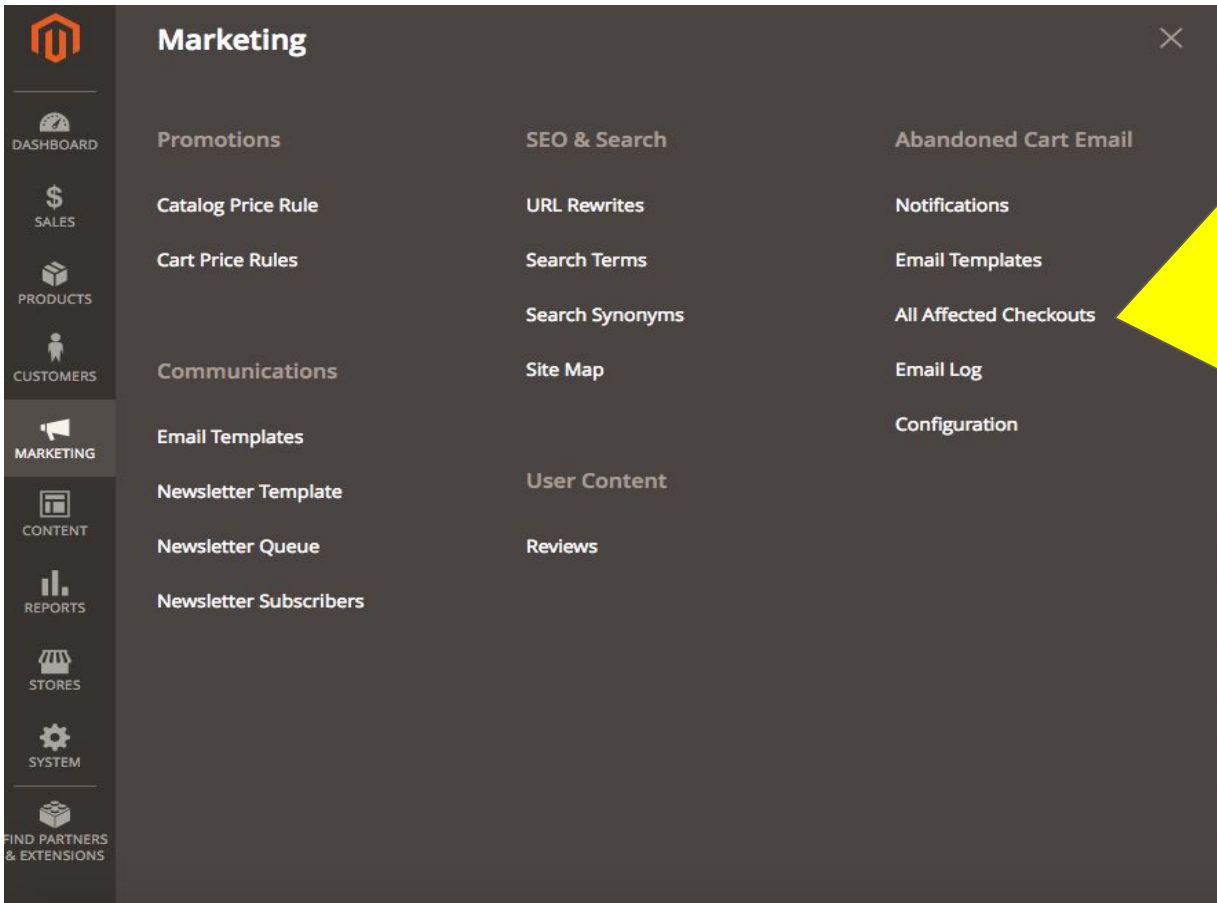
Test - send all emails only to the test email address  
Live - send emails to customers

Test email address  
[store view]

get1200@gmail.com

**Test** - all emails sent to test email address only. Always use this running mode first to test drive your campaign. (default option)

**Live** - send emails to real customers.



The extension main menu:

**Notifications** - rules that determine which carts will be processed and which email templates will be used

**All Affected Checkouts** - all customer carts that are (or were) processed by the extension

**Email Log** - sent emails history

## Notifications

**Active** - emails are being sent

**Not Active** - notification is on pause, no emails are being sent

Notifications are processed by cron job every 30 minutes to decide what abandoned cart emails will be sent.

You can set notification for specific website, customer group, apply coupon, offer free shipping and set conditions a cart should meet for the notification to be applied.

Upon installation you will have some test notifications for reference.

Add New Notification

Admin user who creates the notification

Status	Notification Name	Websites	Created At	Updated At	Created By	Action
Not Active: No emails will be sent	Custom Notification for green items	Main Website	2017-06-30 18:56:35	2017-07-03 09:49:25	admin	<a href="#">Edit</a>
Not Active: No emails will be sent	Sample Notification - it covers all abandoned carts	Main Website	2017-06-10 20:19:55	2017-07-03 15:39:11	admin	<a href="#">Edit</a>
Active	wholesale notification	Main Website	2017-06-10 22:13:51	2017-07-03 16:42:07	admin	<a href="#">Edit</a>



# Custom Notification for green items

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Delete (if no live emails are sent)

Save

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Conditions - apply this notification to the selected carts only. Do not change it to apply for all carts.

Trigger this notification only if the following conditions are met (leave blank to match all carts)

If ANY of these conditions are TRUE :

If an item is **FOUND** in the cart with **ALL** of these conditions true: ❌

Color is **Green** ❌

Quantity in cart **greater than 2** ❌



If an item is **FOUND** in the cart with **ALL** of these conditions true: ❌

Color is **Yellow** ❌

Size is **XL** ❌

Row total in cart **greater than 71** ❌

Quantity in cart is **3** ❌



Set conditions to trigger the notification

Condition options are almost similar to those for Marketing > Cart Price Rules.

You can set product attributes, cart subtotal, cart item count etc and mix them in any order.

For example the current notification is triggered for carts that have either green item with quantity greater than 2 or yellow item with XL size with row total greater than 71 and quantity equals to 3



# Custom Notification for green items

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Delete (if no live emails are sent)

Save

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## Email Sequence - set how and when emails will be sent

After what time we should start sending emails? \*

After 30 minutes



This amount of time should be passed after the last cart update before the abandoned cart email will be sent. 30 minutes might be too short.

Once started how often the emails will be sent. Keep it long enough to not annoy your customers

Frequency \*

Every 3 hours



Email Template \*

Special Template for green items



Email Templates could be added at Marketing > Abandoned Cart Email > Email Templates

## Discount Coupons



To maintain integrity you won't be able to change discount parameters once an abandoned cart email has been sent to a customer.

Include a custom discount? \*

Yes



Should we offer a discount just for this client?

Discount Type

Percent of cart total



Discount Amount

30.0000

You won't be able to change that part after the first email are sent.

Offer Free Shipping?

Yes





# Sample Template - Recover your cart now!



admin ▾



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Delete (if not used in notifications)

Save


Available variables you can use in Email Subject or Template Content:

{{var fullname}} - customer full name

{{var firstname}} - customer first name

{{var lastname}} - customer last name

{{var discount}} - discount amount (including currency sign or %), empty if discount is disabled

 {{var subtotal}} - cart subtotal with currency sign

{{var subtotal\_with\_discount}} - cart subtotal including discount, with currency sign

{{var freeship}} - "Free Shipping" if free shipping is offered, empty if not

{{var cart|raw}} - cart items horizontal orientation

{{var recover|raw}} - recover link (redirects to frontend cart page)

For example: Email Subject: Hi there {{var firstname}}

You can use predefined variables in email subject and email content.

For example {{var cart|raw}} contains cart items. Just copy paste {{var cart|raw}} into email content. (including curly braces)

Upon installation you will have a test email template you can use as reference

## Template Information

Template Name \*

Description





# All Affected Checkouts

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**All Affected Checkouts** - a list of customer carts that are (or were) processed by the extension. State could be Running, Paused, Recovered or Manually Unsubscribed (if a customer clicks unsubscribe link in email)

One customer cart can be processed by more than one notification giving you an option to notify the same customer about various specific products he/she has in cart.

View Notifications **Load Checkouts**

Filters Default View Columns

20 Page 1 of 1

Customer Firstname	Customer Lastname	Customer Email	Subtotal	Notification	State	Action
Konstantin	Gerasimov	get1200@gmail.com	\$81.60	Sample Notification - it covers all abandoned carts	Paused: notification is not active	Send Test Email
Konstantin					Paused: n	Send Test Email
Mr				on - it covers all	Paused: n	Send Test Email
Marina				on for green items	Paused: n	Send Test Email
My				ication - it covers all abandoned carts	Paused: notification is not active	Send Test Email
Marina	Gerasimova	konstantin.g@toptal.com	\$130.00	Sample Notification - it covers all	Paused: notification is not active	Send

The extension checks for new abandoned customer carts every 15 minutes by cron job.

You have the ability to manually load new abandoned checkouts as well. No more than 20 checkouts a time will be loaded to not overload your server.

Send test email to email address you set at Marketing > Abandoned Cart Email > Configuration > Test email address

Always test email content before going live.





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## Email Log

**Email Log** - a list of all emails sent by the extension including test emails.



admin ▾

Filters

Default View ▾

Columns ▾

344 records found

20 ▾ per page



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of 18



Customer Email	Email Template	Sent at	↑	Email number	Did a customer unsubscribe	Live/Test	Action
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 15:30:18		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 15:30:14		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 15:30:12		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 15:30:10		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 15:20:34		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Special Template for green items	2017-07-03 09:35:11		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 07:00:18		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 07:00:15		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 07:00:13		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Sample Template - Recover your cart now!	2017-07-03 07:00:11		Test Email	Still receiving emails	Test	<a href="#">View</a>
get1200@gmail.com	Special Template for green items	2017-07-03 06:30:12		Test Email	Still receiving emails	Test	<a href="#">View</a>

View email content as a customer will see it

Use this option to double check email content before going live



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# View sent email

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## Email Content

Mr Smith!  
Come and [Recover](#) your missed items!



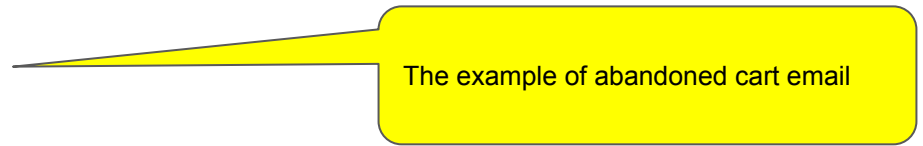
**Hero Hoodie**  
Color: Green  
Size: M  
1 x \$54.00

We also offer you **10.00%** discount!

**Free Shipping**

**Total:** \$48.60

[unsubscribe](#)



# Thank you!

Still have questions? Please contact us:

<https://www.goivvy.com/contacts>

Support: <https://www.goivvy.com/contacts>