

Recovering abandoned carts with email

Learning objective: You'll structure a three-step cart recovery series, choose the ideal timing, address the most common abandonment reasons in your content, and calculate the recovery revenue impact for your shop.

Key Takeaways

- Cart recovery wins back high-intent leads who have already shown they want to buy.
- The ideal timing is one to three hours, twenty-four hours, and seventy-two hours.
- Discounts should be your last resort, not your first strategy.
- When should the first reminder go out?
- What belongs in the second email?
- When does an incentive make sense?

Framework steps

1. **Structure**
2. **Timing**
3. **Impact**
4. **1 - 3 hrs: Remind**
5. **24 hrs: Persuade**
6. **72 hrs: Incentivize**
7. **Remind**

Key points at a glance

CONCEPT

Why carts get abandoned

The Baymard Institute identifies unexpected costs as the primary reason for checkout abandonment.

CONCEPT

Cart recovery as a revenue lever

On average, seventy percent of all carts are never purchased.

Email one: one to three hours after abandonment. A friendly reminder.

Show the specific items left behind, including image, name, price, and a direct link.

CONCEPT

The three levels of a recovery series

Level one: Remind. "Did you forget something?" with product images.

MISCONCEPTION

Common cart recovery mistakes

Mistake one: Offering a steep discount immediately, which rewards intentional abandonment.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.