

**amasty**

For more details see how the [Abandoned Cart Email for Magento 2](#) extension works.

# Guide for Abandoned Cart Email for Magento 2

Augment sales revenue by the increased number of completed orders. Automatically send catchy reminders. Enhance customer loyalty by offering discount coupons.

- One-step cart recovery
  - Precise email targeting
  - Flexible dispatch schedule
  - Personalize email templates
  - Built-in discount coupon generator
  - Analyze email campaigns performance
- 

## General extension settings

Extension configuration is located at **Stores → Configuration → Amasty Extensions → Abandoned Cart Email**

### General

## General

**The Coupon is Available Only for Particular Customer**

[global] If the option is disabled the coupon can be used by all customers.

**Trigger a Campaign No More Than 1 Time per Quote**

[global]

**Send Emails Only to Registered Customers**

[global]

**Automatically Remove Sent Emails from History**

[global] In days.

**Number of Related/Up-Sell/Cross-Sell Products to Display in Email**

[global] When enabling the setting, do not forget to update your templates for abandoned cart emails adding the [corresponding layout](#) to display Related/Up-Sell/Cross-Sell Products in emails.



**Disable Guest Email Logging for EU Customers (GDPR Compliance Requirement)**

[store view]

- **The coupon is available only for a particular customer** - when this option is enabled, only the customer who received the email will be able to apply the coupon on the cart.
- **Trigger a campaign no more than 1 time per quote** - when this option is enabled, a customer will receive abandoned cart email (or email if you created a set) only once even if the cart conditions suit more than 1 campaign. The campaign that triggers email sending is determined by the priority setting.
- **Send emails only to registered customers** - with this setting guest customers won't receive any abandoned cart emails.
- **Automatically remove sent emails from History** - specify the number of days, after which sent emails should be removed from History.
- **Number of Related/Up-Sell/Cross-Sell Products to Display in Email** - specify the number of cross-sell products that should be displayed in an email template. Leave the field empty to display all available products.

When enabling the setting, do not forget to update your templates for abandoned cart emails adding the [corresponding layout](#) to display Related/Up-Sell/Cross-Sell Products in emails.

When you use this setting related/up-sell/cross-sell products are generated in email by the default Magento functionality.

- **Disable guest email logging for EU customers (GDPR compliance requirement)** - when enabled, the EU customers' emails won't be saved by the system to avoid sending emails, to which the EU customers didn't give consent.

See the example of an email below:



Dear customer,

You have **2 item(s)** in your shopping bag. Get them with discount!

Save money with coupon code: 60DED8AED3F25  
Coupon expiration date: 2021-07-06 09:14:18



### Joust Duffle Bag

The sporty Joust Duffle Bag can't be beat - not in the gym, not on the luggage carousel, not anywhere. Big enough to haul a basketball or soccer ball and some sneakers with plenty of room to spare, it's ideal for athletes with places to go.

- Dual top handles.
- Adjustable shoulder strap.
- Full-length zipper.
- L 29" x W 13" x H 11".

Price: **\$34.00**



### Beaumont Summit Kit

The smooth nylon shell around the Beaumont Summit Kit combats wind, reinforced with a cold-fighting brushed fleece layer. The jacket is reversible, giving you a new look for the return trek. Ample pocket space rounds out this hiker's paradise package.

- Yellow full zip rain jacket.
- Full-zip front.
- Stand-up collar.
- Elasticized cuffs.
- Machine wash/dry.

Size: **M**  
Color: **Red**

Price: **\$42.00**

Subtotal: \$76.00  
Discount: \$7.60  
Total: **\$68.40**

[Go to Checkout](#)

📧 [support@example.com](mailto:support@example.com)  
[Unsubscribe](#)

## Email Templates

### Email Templates

<b>Sender Name</b> <small>[store view]</small>	<input type="text" value="Owner"/>
<b>Sender Email</b> <small>[store view]</small>	<input type="text" value="General Contact"/> ▼
<b>Send to Newsletter Subscribers Only</b> <small>[store view]</small>	<input type="text" value="No"/> ▼
<b>Sends Copy of Emails to</b> <small>[store view]</small>	<input type="text" value="example@email.com"/>
<b>Send Email Copy Method</b> <small>[store view]</small>	<input type="text" value="Bcc"/> ▼ Bcc Separate Email
<b>Reply to Name</b> <small>[global]</small>	<input type="text" value="example@email.com"/>
<b>Remove 'pub' from image URL</b> <small>[global]</small>	<input type="text" value="Yes"/> ▼

If enabled, image url like  
`http://domain.zone/pub/media/wysiwyg/home/home-main.jpg` will be replaced by  
`http://domain.zone/media/wysiwyg/home/home-main.jpg`.

- **Sender Name** - specify the **From - Name** field in the abandoned cart email.
- **Sender Email** - specify the **From - Email** field in your emails.
- **Send to Newsletter Subscribers Only** - set to 'Yes' if you want to restrict sending emails to those customers, who have not subscribed to the newsletter.
- **Sends copy of emails to** - you can specify the address to which the copies of every abandoned cart email will be sent.
- **Send Email Copy Method** - select 'Bcc' if you want to add CHECK OUT url in copy of email.
- **Reply to Name** - specify the recipient's name.
- **Remove 'pub' from image URL** - if enabled, image url like

`http://domain.zone/pub/media/wysiwyg/home/home-main.jpg`

will be replaced by

`http://domain.zone/media/wysiwyg/home/home-main.jpg`

## Testing

### Testing

**Enable Safe Mode**  
[global]

Disable  
Enable  
Disable

If enabled, emails will be sent only to the test email (not to customers).

**Test Email**  
[global]

test@email.com

- **Enable Safe Mode** - choose 'Yes' to take the extension into the testing mode. In this case, all abandoned cart emails are sent only to the recipient's email address.
- **Test Email** - the recipient address for the testing mode and test emails.

## Blacklist

### Blacklist

**Import**  
[global]

Choose File My Blacklist.csv

- **Import** - here you can import CSV file with the blacklisted email addresses.

## Debug

## Debug (for Developers Only)

Enable Debug Mode  
[global]

Enable	▼
Enable	
Disable	

If enabled, emails will only be sent to the authorized email domains.

Authorized Email Domains  
[global]

domainexample.com, domain2.uk
-------------------------------

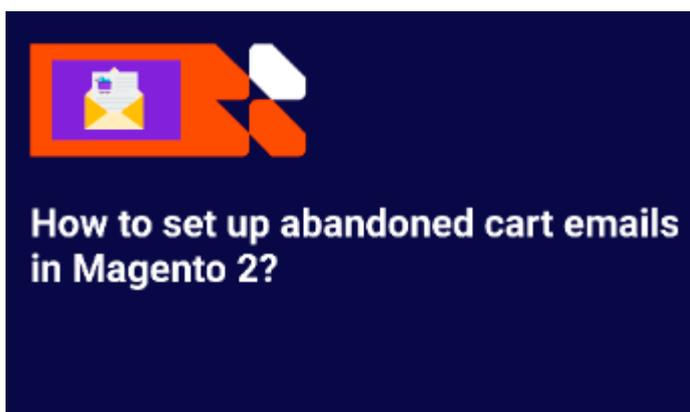
List of email domain names separated by commas (","). Don't use "@".

- **Enable Debug Mode** - this option is useful when you need to check the process of abandoned cart email sending. In this case, the carts will be considered abandoned right after the product is added.
- **Authorized Email Domains** - specify the email domains like "example.com" or "amasty.com". In this case, all carts associated with emails from one of the listed domains will trigger the Debug Mode.

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## Abandoned Cart Campaign settings

Check our video guide about abandoned cart email campaign creation



Campaigns can be created at **Marketing** → **Abandoned Cart Email** → **Campaigns** → **Create new campaign**

## General

### General

---

Name \*

Status \*  ▼

Priority

#### Cancel Condition

Link from Email Clicked  
Any product went out of stock  
All products went out of stock  
All products were disabled

Note! Additional to the listed actions Order Placed action will always cancel the abandoned cart email

**Name** - specify the name of the rule.

**Status** - enable and disable the rule.

**Priority** - set the priority to specify the triggering rules' order processing.

**Cancel Condition** - here you can set the event which will cancel the further emails. For example, if the products in a shopping cart become disabled, a customer won't get an email.

Cancel conditions available:

- Link from Email Clicked
- Any product went out of stock
- All products went out of stock

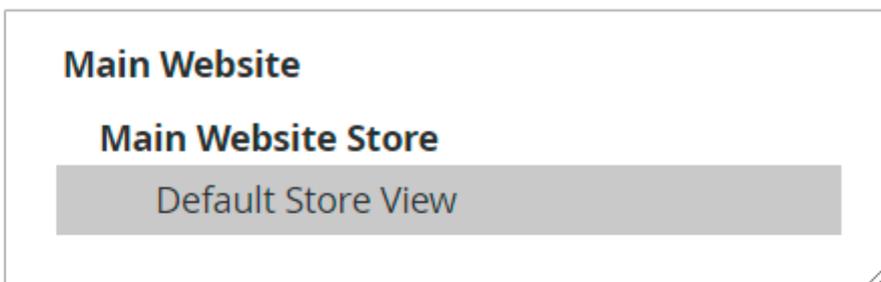
- All products were disabled

If you choose the **Link from the email clicked** as a cancel condition, the customer stops the emails sending after he/she clicks the link in the first email so that two other emails won't be sent to a customer anymore.

## Stores & Customer Groups

### Apply In

Stores



Main Website  
Main Website Store  
Default Store View

Leave empty or select all to apply the campaign to any store

### Apply For

Customer  
Groups



NOT LOGGED IN  
General  
Wholesale  
Retailer

Leave empty or select all to apply the campaign to any group

- **Stores** - you can limit the stores to which the rule will be applied. If you select nothing, the rule will be applied to all stores.
- **Customer Groups** - you can control which customer groups the rule will be applied. If you select nothing, the rule will be applied to all groups.

## Conditions

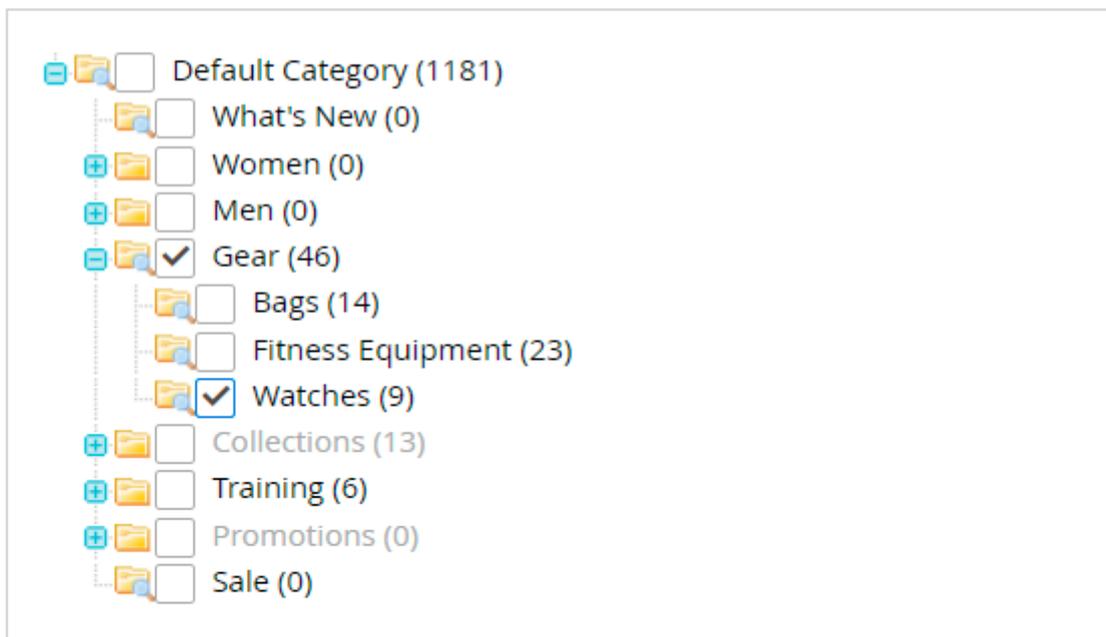
### Conditions (don't add conditions if need all products)

If **ALL** of these conditions are **TRUE** :

Subtotal (Excl. Tax) **equals or greater than 150** ❌

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

Category is    



A category tree diagram with the following items:

- Default Category (1181)
  - What's New (0)
  - Women (0)
  - Men (0)
  - Gear (46)
    - Bags (14)
    - Fitness Equipment (23)
    - Watches (9)
  - Collections (13)
  - Training (6)
  - Promotions (0)
  - Sale (0)

- **Condition tree** - specify conditions to activate the rule only when the conditions are met. If you leave the tree empty, the campaign works all the time.

## Schedule

### Schedule

Transactional Email	Delivery Time	Coupon	
<div style="border: 1px solid #ccc; padding: 2px;">Amasty: Abandoned Cart Re </div> <div style="border: 1px solid #ccc; padding: 2px;">Amasty: Abandoned Cart Reminder</div>	Days: <input type="text" value="5"/> Hours: <input type="text" value="12"/> Minutes: <input type="text" value="49"/>	Type: <input type="text" value="Percent of product price discount"/> Discount Amount: <input type="text" value="5"/> Expired in (days): <input type="text" value="4"/> Maximum Qty Discount is Applied To: <input type="text" value="0"/> Discount Qty Step (Buy X): <input type="text" value="0"/>	<div style="text-align: right;"><input type="button" value="Delete"/></div> <div style="text-align: right;"><a href="#">Collapse</a></div> <input type="checkbox"/> Use Shopping Cart Rule
<div style="border: 1px solid #ccc; padding: 2px;">Amasty: Abandoned Cart Re </div>	Days: <input type="text" value="0"/> Hours: <input type="text" value="-"/> Minutes: <input type="text" value="-"/>	Type: <input type="text" value="None"/> Discount Amount: <input type="text" value="0"/>	<div style="text-align: right;"><input type="button" value="Delete"/></div> <div style="text-align: right;"><a href="#">Expand</a></div> <input type="checkbox"/> Send the Same Coupon Again <input checked="" type="checkbox"/> Use Shopping Cart Rule <div style="border: 1px solid #ccc; padding: 2px; margin-top: 5px;">RuleNew </div> <p><small>Rule option "Use Auto Generation" should be turned on. Enrich your cart price rules list with 20 more promo actions. Run a great variety of exclusive promotions to easily attract customers' attention and increase sales. See more details <a href="#">here</a></small></p>

- **Transactional Email** - see what the email template is used.
- **Delivery Time** - set a time-lag between the cart abandonment and the email sending.
- **Coupon** - here you can configure a discount for abandoned carts. In **Type** field select the type of the discount, you would like to create (percent, fixed amount or a fixed amount for the whole cart). In the **Discount Amount** field you need to specify the amount of the discount.
- **Use Shopping Cart Rule** - choose this option and you will be able to select the already existing cart price rule to use for abandoned cart promotions.

None ▼ Delete

0 Expand

Send the Same Coupon Again

---

Use Shopping Cart Rule 

RuleNew ▼

Rule option `Use Auto Generation` should be turned on.  
Enrich your cart price rules list with 20 more promo actions. Run a great variety of exclusive promotions to easily attract customers' attention and increase sales. See more details [here](#)

Please note that 'Use Auto Generation' option in the promotion rule have to be enabled for this rule to appear in the list.

## Analytics

## Google Analytics

---

Campaign  
Source

```
utm_source=google
```

**Required.** Use **utm\_source** to identify a search engine, newsletter name, or other source.

*Example:* utm\_source=google

Campaign  
Medium

```
utm_medium=cpc
```

**Required.** Use **utm\_medium** to identify a medium such as email or cost-per-click

*Example:* utm\_medium=cpc

Campaign  
Name

```
utm_campaign=spring_sale
```

**Required.** Used for keyword analysis. Use **utm\_campaign** to identify a specific product promotion or strategic campaign.

*Example:* utm\_campaign=spring\_sale

Campaign  
Term

```
utm_term=running+shoes
```

Used for paid search. Use **utm\_term** to note the keywords for this ad.

*Example:* utm\_term=running+shoes

Campaign  
Content

```
utm_content=logolink or utm_content=textlink
```

Used for A/B testing and content-targeted ads. Use **utm\_content** to differentiate ads or links that point to the same URL.

*Example:* utm\_content=logolink or utm\_content=textlink

Here you can set Google Analytics parameters which will be added to the links in Abandoned Cart emails.

Please check the [Google Analytics help articles](#) for more details.

### Test Emails

Search [Reset Filter](#) 3 records found 20 per page 1 of 1

	Email	Products	Quantity	Subtotal	Applied Coupon	Created	Updated	IP Address
	<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>	<input type="text"/>
<a href="#">Send</a> to test@example.com	roni_cost@example.com	1	1	\$29.00		Nov 15, 2017, 1:46:48 PM	Nov 15, 2017, 1:46:49 PM	
<a href="#">Send</a> to test@example.com	roni_cost@example.com	1	1	\$32.00		Nov 15, 2017, 1:46:50 PM	Nov 15, 2017, 1:46:50 PM	
<a href="#">Send</a> to test@example.com	page@m12.com	1	1	\$45.00		Dec 5, 2017, 12:20:20 PM	Dec 5, 2017, 12:33:20 PM	192.168.169.134

Here you can send a test email to see how the email looks. Please note that in this list you will see all quotes from your Magento. No filtering by conditions or event store view is applied there. This tab is for testing purposes only.

## History

To view the log of all sent emails, navigate to **Amasty → Abandoned Cart Email → History**.

### History

admin

[Filters](#) [Default View](#) [Columns](#)

44 records found 20 per page 1 of 3

<input type="checkbox"/>	ID ↑	Campaign	Email	First Name	Last Name	Coupon	Status	Sent	Opened
<input type="checkbox"/>	66	Promo Campaign	jane_smith@example.com	Jane	Smith	T1L9HSQ1ADVQ	Sent	Jul 2, 2021 7:33:22 AM	0
<input type="checkbox"/>	65	Promo Campaign	john_doe@example.com	John	Doe	G3COOXDM9ORX	Sent	Jul 2, 2021 7:33:22 AM	1
<input type="checkbox"/>	64	Seasonal Discounts	roni_cost@example.com	Veronica	Costello	60DEC02F4A72F	Sent	Jul 2, 2021 7:28:47 AM	1
<input type="checkbox"/>	63	Alert for Wholesale customers	jane_smith@example.com	Jane	Smith	GO0GS42JLED5	Sent	Jul 2, 2021 7:10:22 AM	0

You can also add product info to the grid. Additionally, enable the **Opened** column to see how many

times an email was opened.

Filters
Default View
Columns

14 out of 14 visible

<input checked="" type="checkbox"/> ID	<input checked="" type="checkbox"/> Campaign	<input checked="" type="checkbox"/> Email
<input checked="" type="checkbox"/> First Name	<input checked="" type="checkbox"/> Last Name	<input checked="" type="checkbox"/> Coupon
<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Scheduled	<input checked="" type="checkbox"/> Sent
<input checked="" type="checkbox"/> Opened	<input checked="" type="checkbox"/> Product Name	<input checked="" type="checkbox"/> SKU
<input checked="" type="checkbox"/> Price	<input checked="" type="checkbox"/> Quantity	

Reset
Cancel

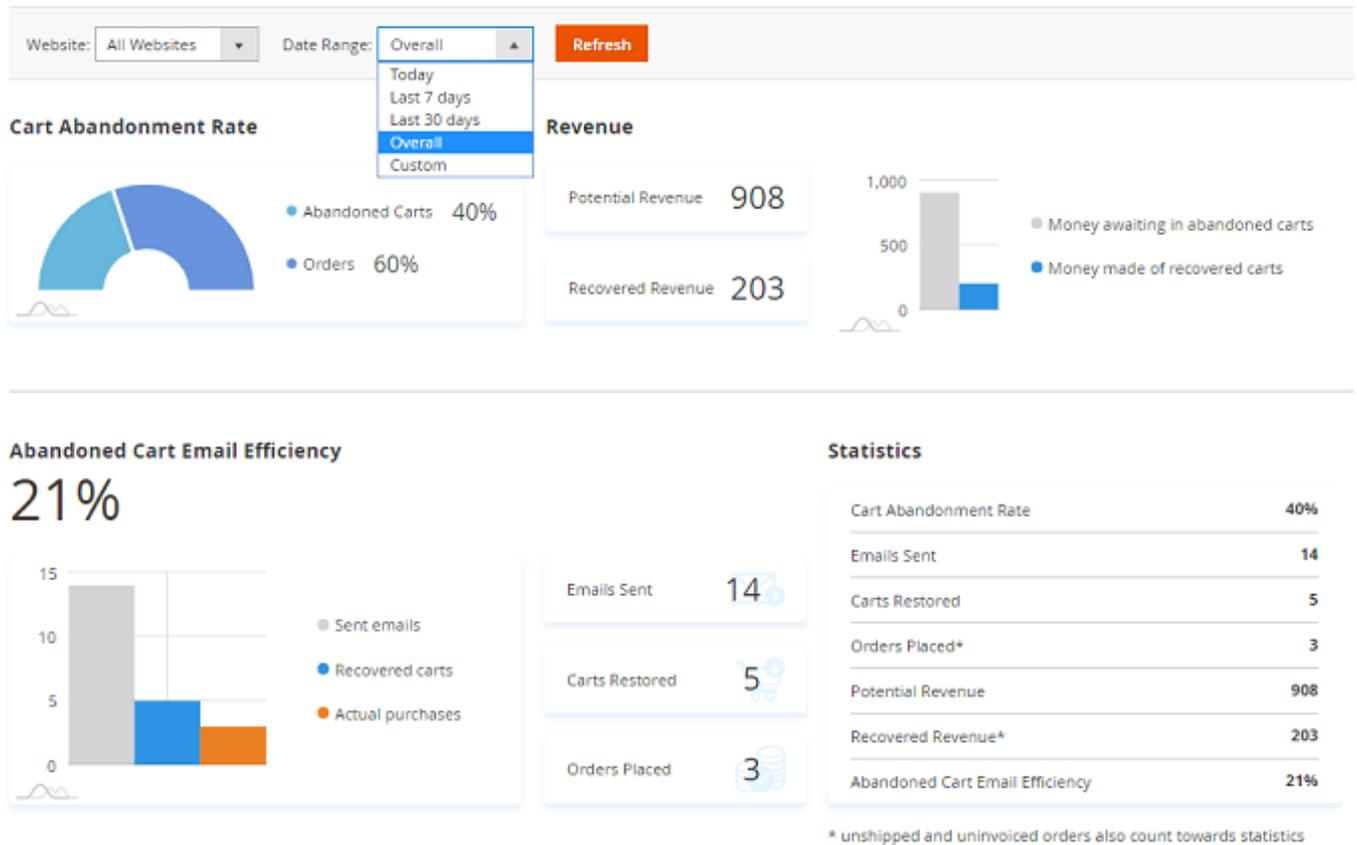
	Product Details	Sent	Opened																												
:38:04	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th>Product Name</th> <th>SKU</th> <th>Price</th> <th>Quantity</th> </tr> </thead> <tbody> <tr> <td>Push It Messenger Bag</td> <td>24-WB04</td> <td>\$45.00</td> <td>10</td> </tr> </tbody> </table>	Product Name	SKU	Price	Quantity	Push It Messenger Bag	24-WB04	\$45.00	10	Jul 2, 2021 2:32:56 PM	0																				
Product Name	SKU	Price	Quantity																												
Push It Messenger Bag	24-WB04	\$45.00	10																												
:29:52	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th>Product Name</th> <th>SKU</th> <th>Price</th> <th>Quantity</th> </tr> </thead> <tbody> <tr> <td>Josie Yoga Jacket</td> <td>WJ02-M-Blue</td> <td>\$56.00</td> <td>1</td> </tr> <tr> <td>Josie Yoga Jacket-M-Blue</td> <td>WJ02-M-Blue</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>Nadia Elements Shell</td> <td>WJ10-M-Yellow</td> <td>\$69.00</td> <td>1</td> </tr> <tr> <td>Nadia Elements Shell-M-Yellow</td> <td>WJ10-M-Yellow</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>Gabrielle Micro Sleeve Top</td> <td>WS02-M-Blue</td> <td>\$28.00</td> <td>1</td> </tr> <tr> <td>Gabrielle Micro Sleeve Top-M-Blue</td> <td>WS02-M-Blue</td> <td>\$0.00</td> <td>1</td> </tr> </tbody> </table>	Product Name	SKU	Price	Quantity	Josie Yoga Jacket	WJ02-M-Blue	\$56.00	1	Josie Yoga Jacket-M-Blue	WJ02-M-Blue	\$0.00	1	Nadia Elements Shell	WJ10-M-Yellow	\$69.00	1	Nadia Elements Shell-M-Yellow	WJ10-M-Yellow	\$0.00	1	Gabrielle Micro Sleeve Top	WS02-M-Blue	\$28.00	1	Gabrielle Micro Sleeve Top-M-Blue	WS02-M-Blue	\$0.00	1	Jul 2, 2021 7:33:22 AM	0
Product Name	SKU	Price	Quantity																												
Josie Yoga Jacket	WJ02-M-Blue	\$56.00	1																												
Josie Yoga Jacket-M-Blue	WJ02-M-Blue	\$0.00	1																												
Nadia Elements Shell	WJ10-M-Yellow	\$69.00	1																												
Nadia Elements Shell-M-Yellow	WJ10-M-Yellow	\$0.00	1																												
Gabrielle Micro Sleeve Top	WS02-M-Blue	\$28.00	1																												
Gabrielle Micro Sleeve Top-M-Blue	WS02-M-Blue	\$0.00	1																												

# Abandoned Cart Reports

Make data-driven decisions by analyzing the efficiency of your Abandoned Cart Email campaigns.

To check out your campaign reports, please navigate to **Reports → Abandoned Cart Reports**

## Abandoned Cart Reports



Here, you get valuable insights on your cart abandonment rate and abandoned cart emails efficiency, displayed on visual reports:

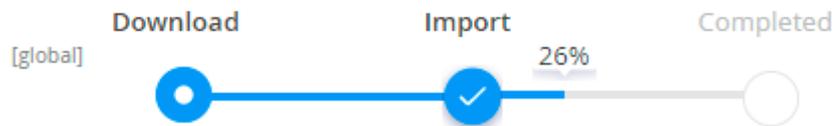
- Cart Abandonment Rate (is calculated as the number of abandoned quotas divided by their total amount \* 100%);
- Potential Revenue in abandoned carts;
- Recovered Revenue (money made of recovered carts);
- The number of Emails Sent;
- The number of Recovered Carts;
- The number of Orders Placed thanks to abandoned cart emails;
- Abandoned Cart Email Efficiency (is calculated as the number of orders placed divided by the emails sent \* 100%).

Also, you can filter the results: choose the necessary website and date range, then click the “Refresh” button.

## Geo IP Data

To use the **Geo IP Location** option please go to **Stores → Configuration → Amasty Extensions → Geo IP Data**.

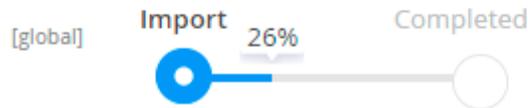
### Download and Import



Last Imported: 2019-03-20 17:14:14

Download and Import

### Import



var/amasty/geoip/GeoLite2-City-Blocks-IPv4.csv  
var/amasty/geoip/GeoLite2-City-Blocks-IPv6.csv  
var/amasty/geoip/GeoLite2-City-Locations-en.csv

Import

Databases are required for the correct work of the module. Also, you need to install [php bcmath](#) or [gmp](#) extension on your server.

You can get the databases automatically or import your own data.

Hit the **Download and Import** button to make the extension download the updated CSV dump file and import it into your database automatically.

To import the files from your own source, use the **Import** option. Path to the files should look like this (the part 'var/amasty' should be replaced with your folders' names):

```
var/amasty/geoip/GeoLite2-City-Blocks-IPv4.csv  
var/amasty/geoip/GeoLite2-City-Blocks-IPv6.csv  
var/amasty/geoip/GeoLite2-City-Locations-en.csv
```

In the Import section, the **Import** button is grayed out by default. It will be available right after you upload the CSV files. The red error notification will switch to green success notification when the import is completed.

### Debug Mode

You can enable IP forcing, which makes it possible to set a specific IP address that will be used instead of the visitor's real IP address when determining geolocation. The feature is useful while configuring or testing the extension.

#### Debug

<b>Enable Force IP</b> <small>[global]</small>	<input type="text" value="Yes"/>
<b>Force IP Address</b> <small>[global]</small>	<input type="text" value="192.0.2.1"/>

You can set IP address for testing. Please be careful to avoid issues on production.

**Enable Force IP** - set to Yes to replace the real IP address.

**Force IP Address** - specify the address to use instead of a real one.

### Cron Tasks List

To manage all existing cron tasks, please, go to **System → Cron Tasks List**.

# Cron Tasks List

**Run Cron**

**i** Last Cron Activity: 4 hours 50 minutes ago

Filters | Default View | Columns

Actions | 328 records found | 20 per page | 1 of 17

ID	Job Code	Status	Messages	Created At	Scheduled At	Executed At	Finished At
<input type="checkbox"/>	7688	sales_send_order_invoice_emails	SUCCESS	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:00 AM	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:27 AM
<input type="checkbox"/>	7689	sales_send_order_invoice_emails	SUCCESS	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:42:00 AM	Apr 23, 2020 5:45:50 AM	Apr 23, 2020 5:45:50 AM
<input type="checkbox"/>	7708	sales_send_order_shipment_emails	SUCCESS	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:00 AM	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:41:27 AM
<input type="checkbox"/>	7709	sales_send_order_shipment_emails	SUCCESS	Apr 23, 2020 5:41:27 AM	Apr 23, 2020 5:42:00 AM	Apr 23, 2020 5:45:50 AM	Apr 23, 2020 5:45:50 AM

Here, you can see all the existing cron tasks and their statuses. Run cron tasks and generate their schedule by clicking the **'Run Cron'** button. Also, delete tasks in bulk, apply filtering and sorting options when it is needed.

## Troubleshooting checklist

### Emails are not being sent automatically

The extension works with Magento cron jobs to schedule and send emails. If Magento cron is not configured or configured incorrectly the extension won't send any emails.

To solve this, please check [this article](#) to see how Magento cron is configured.

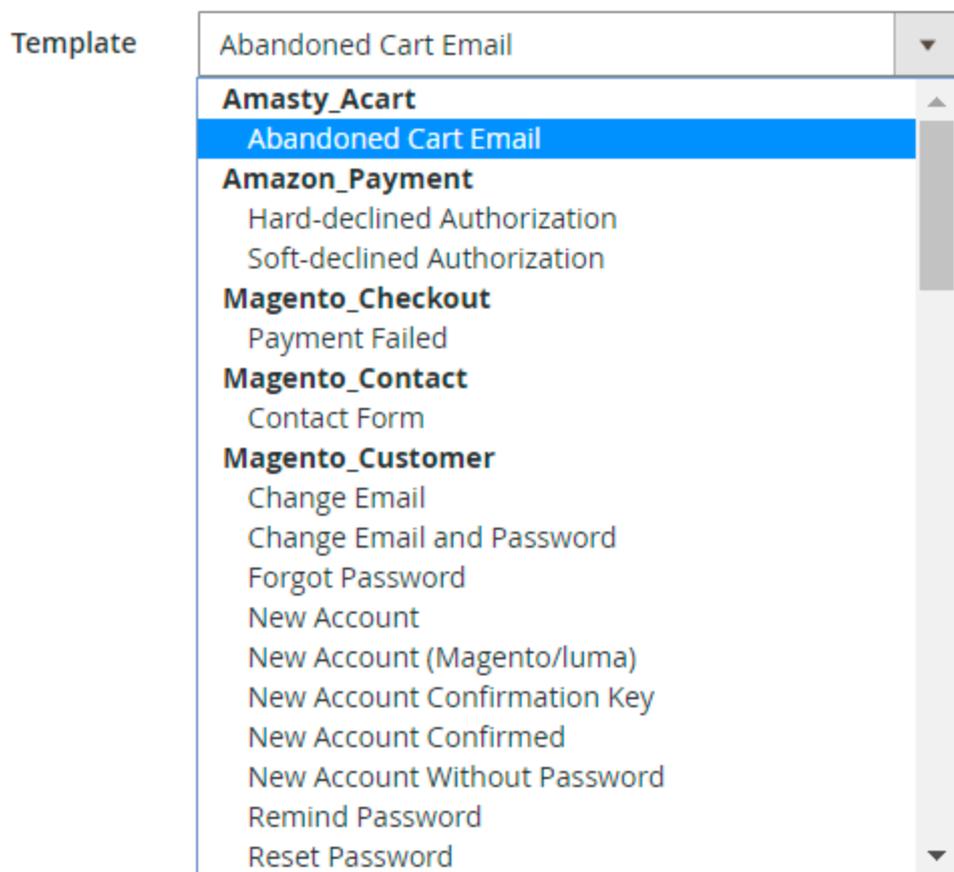
## I can't use the email template in the rule

All available templates in the **Schedule** can be filtered by the type. In the list of templates, you can see only the emails that were created based on the default Abandoned Cart template.

To create a new email template please navigate to **Marketing → Communications → Email Templates → Click 'Add New Template'**

- In **Load default template → Template** find **Abandoned Cart Email Template**, select it and hit **Load Template**

### Load default template



- Name your new template and make all the changes you need.

## Template Information

Template Name \*

Reactivation Email

Template Subject \*

{{var store.getFrontendName()}}: Items in your shopping bag

Insert Variable...

- You can also add different variables to your template from the box. It will pull up the necessary information. To do this, press the **Insert Variable** button and choose the necessary one from the list. Each template has a different set of variables.

### Template Variables

Store Name

Unsubscribe Url

Place Order Url

Checkout Url

Coupon Code

First Name

Last Name

Middle Name

Suffix

Subtotal

Subtotal With Discount

Grand Total

In the **Template Content** field, you can make adjustments to the text and the structure of the email template. Find the code starting with *layout*.

## Template Content \*

```
</li>
{{/depend}}
<li>
  {{layout
    handle="amasty_acart_email"
    rule=$rule
    quote=$quote
    history=$history
    ruleQuote=$ruleQuote
    mode=list
    showImage=yes
    showConfigurableImage=no
    showPrice=yes
    priceFormat=excludeTax
    showDescription=yes
    optionList=yes
  }}
</li>
<li style="text-align: center">
  <span style="font-weight: bold; font-size: 1.3em;">
    {{trans "Subtotal"}}:
  </span>
```

In the **layout** settings, you can configure the content and the basic composition of the product list that is included in the email.

The **mode** defines the appearance of the product list. This setting has 2 possible configurations:

- **table;**
- **list.**

The **showImage** in its turn adds pictures to products. Choose:

- **yes** to include images;
- **no** to omit them.

The **priceFormat** is used to show either prices with taxes (**=includeTax**) or excluding taxes (**=exculdeTax**).

The **showDescription** is responsible for the product description display. Type in:

- **yes** to show a full Description;
- **no** to provide no description at all.

Use **showPrice** to enable or disable price display in the email body.

- Save it. Now you can use a newly created template in Abandoned Cart rules!

If you enable the **Related/Up-Sell/Cross-Sell Products to Display in Email** option, you also need to update the email template.

To do this, load the template and proceed to the **layout** → **handle** section.

### Template Content \*

```
</li>
  {{layout
    handle="amasty_acart_email_related"
    rule=$rule
    quote=$quote
    history=$history
    ruleQuote=$ruleQuote
    mode=list
    showImage=yes
    showConfigurableImage=no
    showPrice=yes
    priceFormat=excludeTax
    showDescription=yes
    optionList=yes
  }}
</li>
<li style="text-align: center">
  <span style="font-weight: bold; font-size: 1.3em;">
    {{trans "Subtotal"}}:
  </span>
  {{if quote.getDiscount()}}
```

Add the value in a handle section according to the information you need:

- “amasty\_acart\_email\_related” - to add related products to the email template;
- “amasty\_acart\_email\_crosssell” - for cross-sells;
- “amasty\_acart\_email\_upsell” - for upsells.

Save the template. Now related products will be added to the email template. You can adjust the number of the products to show in the [general settings](#).

## Usage examples

### How to send two different emails for abandoned carts under and over \$100

First, we need to create two new relevant email templates (check out the previous section for more details).

Then proceed with creation of two new Abandoned Cart campaigns.

In order to create new campaign, proceed to **Marketing** → **Abandoned Cart Email** → **Campaigns** and click **Create New Campaign** button.

First, let's create a campaign for abandoned carts below \$100 subtotal:

The screenshot shows the 'General' configuration tab for an abandoned cart email campaign. On the left is a sidebar menu with options: General (selected), Stores & Customer Groups, Conditions, Schedule, Google Analytics, and Test. The main content area is titled 'General' and contains the following fields:

- Name \***: Cart above \$100
- Status \***: Active (dropdown menu)
- Priority**: 0
- Cancel Condition**: A list of conditions including 'Link from Email Clicked', 'Any product went out of stock', 'All products went out of stock', and 'All products were disabled'. A note below states: 'Note! Additional to the listed actions Order Placed action will always cancel the abandoned cart email'.

Here's how to set the condition to trigger the campaign only for carts below \$100

The screenshot shows the 'Conditions' configuration tab for an abandoned cart email campaign. On the left is a sidebar menu with options: General, Stores & Customer Groups (selected), Conditions, Schedule, and Analytics. The main content area is titled 'Conditions (don't add conditions if need all products)' and contains the following configuration:

- If ALL of these conditions are TRUE :**
- Subtotal less than 100 (with a red 'x' icon)
- A green plus icon (+) indicating a condition can be added.

In the **Schedule** tab we set to send two emails, the first email - after two hours of cart abandonment, and the second one - a day after. We use a template 'Carts below 100\$' that was created earlier and apply no discounts.

Transactional Email	Delivery Time	Coupon
Carts below \$100	Days: 0 Hours: 2 Minutes: -	Type: None Discount Amount: 0 <input type="checkbox"/> Use Shopping Cart Rule
Carts below \$100	Days: 1 Hours: - Minutes: -	Type: None Discount Amount: 0 <input type="checkbox"/> Use Shopping Cart Rule

The first rule has been done!

Then we'll create a rule for carts above \$100 in subtotal:

**Name \*** Carts above \$100

**Status \*** Active

**Priority**

**Cancel Condition**

- Link from Email Clicked
- Any product went out of stock
- All products went out of stock

Note! Additional to the listed actions Order Placed action will always cancel the abandoned cart email

Here we see the 'above \$100' condition.

- General
- Stores & Customer Groups
- Conditions**
- Schedule
- Analytics
- Test

### Conditions (don't add conditions if need all products)

If **ALL** of these conditions are **TRUE** :

Subtotal equals or greater than 100



Then we configure two emails again, but this time we use another email template and to the second email we've attached a 5% discount coupon.

- General
- Stores & Customer Groups
- Conditions
- Schedule**
- Analytics
- Test

#### Schedule

Transactional Email	Delivery Time	Coupon
Carts above \$100	Days: 0 Hours: 2 Minutes: -	Type: None Discount Amount: 0 <input type="checkbox"/> Use Shopping Cart Rule
Carts above \$100	Days: 1 Hours: - Minutes: -	Type: Percent of product price discount Discount Amount: 5 <input type="checkbox"/> Use Shopping Cart Rule

## Customer Segmentation Compatibility

The extension is fully compatible with the [Customer Segmentation](#) extension. Thus, you can apply the rule for a particular users (even guest ones) while setting the conditions.

# Editing Campaign Cart >\$100

## Conditions

### Conditions (don't add conditions if need all products)

If **ALL** of these conditions are **TRUE** :

Average Order Value is More Than \$500

Long-term Customers

Customers with 3 or More Products Purchased

Total Spent Amount is More Than \$10.000

Users from Canada

Segments contains :

Subtotal equals or greater than 100



Find out how to create segments [here](#).

From: <https://stg.amasty.net/docs/> - Amasty Extensions FAQ

Permanent link: [https://stg.amasty.net/docs/doku.php?id=magento\\_2:abandoned-cart-email](https://stg.amasty.net/docs/doku.php?id=magento_2:abandoned-cart-email)

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