How to Build an Abandoned Cart Email

Subject Line

- ☐ Include a quick description of what product they abandoned (e.g., "Those T-shirts you wanted? We saved 'em!").
- ☐ If possible, personalize the subject line with the shopper's name. (It can boost open rates by **50%**!)
- ☐ Add a sense of urgency (e.g., "24 Hours Only: Enjoy 20% Off Everything in Your Cart!").
- ☐ Keep it short and snappy, so shoppers know right away that you're emailing them about their abandoned cart.

Email Headline & Body Copy

- ☐ Keep the headline relatively simple and straightforward (e.g., "Did You Forget Something?" or "They're Selling Out Fast!").
- ☐ Don't dive into your entire brand story — assume shoppers are already familiar with your site.
- ☐ Describe the value proposition of the products they abandoned.
  - ☐ Consider including five-star reviews of the product.
- ☐ Make sure the tone is warm and friendly, rather than antagonistic or accusatory.
- ☐ Consider including new product recommendations in your abandoned cart email to pique interest again (e.g., a "You May Also Like" section).
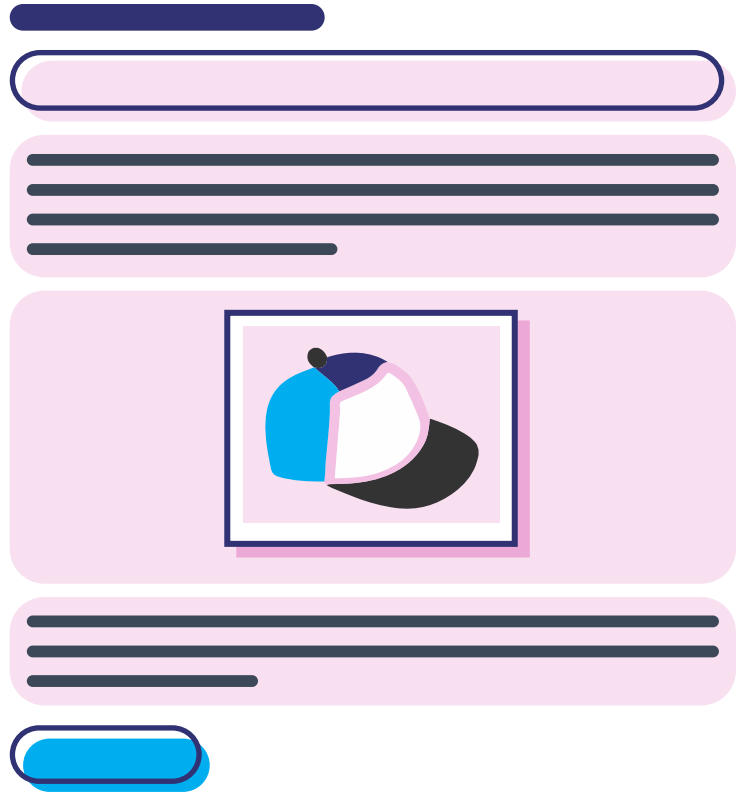
Image

- ☐ Feature the products they abandoned.
- ☐ Make sure the image scales appropriately across devices.

Offer

- ☐ Consider offering either free shipping or a small discount.
- ☐ Add a deadline to your offer, ideally within 48 hours.

CTA

- ☐ Make the button bold, bright, and eye-catching.