

Rachel Peterson
Abandoned Cart Three-Part Sample Email Sequence

Email 1: One hour after abandoned cart
Subject Line: “Don’t You...Forget About Me”

Hiya! We think you forgot something in your cart back there, so we’ve made it easy for you to pick up that jacket we saw you eyeing earlier.

Here it is again in all its glory:

(product photo)

Still not sure if you can commit? We promise the sherpa lining will keep you warm at night (unlike your ex).

Click below to continue where you left off, and we’ll wrap this baby up and send it your way!
(CTA button)

Email 2: 24 hours later
Subject Line: “Adventure Looks Good On You”

Hey there, we saw you checking us out yesterday! *wink, wink*
These folks did the same, and now you all have something in common: great taste!

Check out some of the glowing reviews on the sherpa-lined jacket that you left in your cart yesterday:

(List three 4-star customer reviews of the item)

Ready to ‘boulder’ on? Click below and push that cart uphill and over the finish line!
(CTA button ‘complete my order’)

Email 3: 3-5 days later
Subject Line: “The Hardest Button to Button”

You accidentally left an awesome wardrobe staple in your cart the other day. NBD.

We don’t want to leave you out in the cold (especially without that sherpa-lined jacket), so we’re slipping you a flash promo code for 10% off your order because we like you that much.

(GIF of Lloyd "I like you a lot" from Dumb & Dumber movie)

Your special promo code will self-destruct in 24 hours, but we've made it easy for you to return to the item that was previously in your cart here: (CTA 'go to previous items' button). Once you're there, you might even discover some other groovy things to complete your look!

When your cart runneth over, add promo code: "FIRSTORDER" at the end and you're set!