



Abandoned Cart Recovery

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In a drop shipping business, recovering an abandoned cart may seem like an impossible task, but Cartzy has made it possible & efficient for you in a separate module "**Abandoned Cart Recovery.**" This article will help you discover straightforward steps to re-engage the customers who added items to the cart but left your store site without completing their orders.

☐ You can only send emails to those customers who have added their email address to the **checkout** page, but left without completing the order. Their email addresses are saved in the system as a lead for you to send them notifications for order completion.

Path: Marketing > Abandoned Cart Recovery

Abandoned cart recovery main page

On this page, you can see the following information about the customers who abandoned their carts on your store site:

- **Checkout number:** Order number.
- **Date** and **time** when the order was placed.
- **Placed by:** Name of the person who placed the order
- **Email Status:**
 - **Sent:** It reflects that you have already sent an abandoned cart recovery email to the customer.
 - **Not Sent:** It reflects that you have not sent an abandoned cart recovery email to the customer
- **Recovery status:**

- **Not Recovered:** If the customer does not checkout upon receiving the abandoned cart recovery email, the status will be **“Not Recovered”**.
- **Recovered:** If the customer completes their order upon receiving the abandoned cart recovery email, the status will be updated to **“Recovered”**.
- **Total:** It is the total price of the products that were added to the cart by the customer.

Search option and filters on the main page

1. Sorting the records list: You can click on the headers such as **Checkout, Date, Placed by, Email Status, Recovery Status,** and **Total** to bring up the oldest or newest records available.

2. Filter Order: Using this search bar, you can search a particular record by **checkout/order** number, and name of the customer.

3. Filter records by email status: You can switch between the following three tabs to filter the abandoned cart records.

- **All:** On this tab, all records of abandoned carts are listed irrespective of the email status i.e., all abandoned cart records with email status **“Sent”** and **“Not”** sent can be viewed on this tab.
- **Not Sent:** On this tab, only those records of abandoned carts are listed against which **no email** was sent for cart recovery.
- **Sent:** On this tab, only those records of abandoned carts are listed against which an email was sent for cart recovery.

Sending an abandoned cart recovery email

Follow the steps shared below to send a reminder email to the customer to complete their order:

1. Click on the hyperlink **checkout number** of the customer to whom you want to send the cart recovery email.

2. The abandoned cart details will open on the page, and you will be able to see the following information about the customer associated with the abandoned cart.

- **Customer:**
 - **Name** of the customer.
 - **Email ID** of the customer.
- **Checkout Details:** Products in the customer cart along with the total price would appear here.
- **Shipping address:** The address of the customer where they want the order to be shipped.
- **Billing address:** Address where the customer will be billed from. In case the billing address is the same as the shipping address, the label **“Same as shipping address”** will appear.
- **Additional details:** You also have the option to add any **additional comments**, which will **not** be shown to the customer. If you have added additional details, click on the **Save** button to update the record, or click the **Discard** button if you don't want to **save** the changes.

3. Once you have reviewed the order details and the customer information, click on the **“Send Cart Recovery Email”** button at the top right corner of the page.

□ On the top of the page, the cart **checkout URL** is available. This **URL** is **unique** to **each customer's cart**. And, this is the URL that is sent to the customer in the abandoned cart recovery email.

4. When you click on the **“Send Cart Recovery Email”** button, the following will occur:

- A **pop-up** will appear, mentioning **“Cart Recovery email sent”**, along with the **Date** and **Time** when the email was sent.
- Confirming that the email has been sent successfully, the status of **Not Sent** will be updated to **Sent** automatically.
- The abandoned cart **recovery email** will be sent to the customer.

5. Now if you go back to the main **Abandoned Cart Recovery** page, you will notice that the **Email Status** of the corresponding record is also **updated** to **Sent**.

Email received by the customer

Upon opening the abandoned cart recovery email, the customer can simply click the **“Complete Your Order”** button to revisit their cart. Here, they can make any necessary changes to finalize their order and check out.

Cart recovery status

After the customer has completed their order, the **recovery status** on the main **Abandoned Cart Recovery** page will be updated to **“Recovered”**. The status of the cart will be updated to **“Recovered”** on the cart details page as well.



Notes:

- The system will send the abandoned cart recovery email regardless of product availability status (**in stock/ out of stock**). Therefore, being an admin, you are advised to check the product availability before sending the abandoned cart recovery email, so customers can successfully place orders only for products that are in stock..
- The abandoned cart recovery email can be sent only once against an abandoned cart. You cannot send multiple cart recovery notification emails against one abandoned cart.

If you want to use an external email marketing tool, then Cartzy allows you easy **integration** of **SendPad** to manage your promotional emails efficiently. Learn more about [SendPad and Cartzy integration](#).

Video: Cartzy abandoned cart recovery

Want to see the Cartzy abandoned cart recovery notifications in action? Watch the video shared below and test for yourself!