ABANDONED CART SERIES · THE PLAN

Three emails that sound like the workshop

Your default reminder gets sent, and it tells people nothing about why your soap is worth finishing checkout for. This series replaces it with three short notes: a friendly hold, honest answers, and a last nudge.

412
abandoned checkouts, last 90 days

19
recovered by the default email

$41
average abandoned cart, $4 under free shipping

Timing

Email	Sends	Job	Who gets it
1. The hold	1 hour after they leave	Show the cart, one button, invite a reply	Everyone who typed in an email address
2. The answers	24 hours later	Dry skin, how long a bar lasts, shipping speed	Only people subscribed to marketing
3. The last note	3 days later	Short reminder, optional free shipping	Only people subscribed to marketing

Why it is built in two places

Shopify's built-in abandoned checkout email (Settings) goes to **everyone** who entered an address, because it counts as a service message about their own order. One polite reminder there is fair. The second and third emails are marketing, so they run in a Shopify Messaging automation, which only sends to people who ticked the box to hear from you. That keeps you on the right side of the rules and off spam lists.

Three rules for the whole series

- Anyone who buys drops out automatically. Nobody gets "you forgot!" after paying.
- No percent-off codes. Your margin on a $9 bar can't carry them, and people learn to wait for them.
- Every email can be answered. A real reply from the workshop is your strongest card.

EMAIL 1 · 1 HOUR AFTER CHECKOUT IS LEFT

The hold

Short, warm, and about the cart. Paste-ready HTML for this one is in the file **email-1.html**.

Subject A: Your soap is set aside for you
Subject B: Still thinking it over?
Preview text: We saved your cart. Finish whenever you're ready.

Hi there,

Looks like you stepped away partway through checkout. No problem at all. We saved your cart so you can pick up right where you left off:

> [your cart items and quantities appear here automatically]

Every bar we sell was poured by hand in our workshop and cured for six weeks before it went on the shelf, so what you picked is ready to ship.

Finish my order

Not sure about a scent, or wondering if a bar will suit your skin? Just hit reply. One of the two of us reads every email and will write back.

From the workshop,
Oat & Ember Soap

Why it is written this way

- One button, nothing else to click. The goal is the checkout, not the blog.
- "Hit reply" turns a reminder into a conversation. Questions are the most common reason people pause.
- The six-week cure is the one fact that says "small and careful" in a single line.

> Confirm: every bar is cured six weeks before it is sold, and replies to this email reach an inbox you check daily.

EMAIL 2 · 24 HOURS AFTER EMAIL 1

The answers

You told us the same three questions arrive every week. People who leave a cart are often stuck on one of them, so this email just answers them.

Subject A: Will it dry out your skin? (and two other questions)
Subject B: Three honest answers about our soap
Preview text: The things people ask us most, before they buy.

Hi again,

Your cart is still saved. Before you decide, here are the three things people ask us most:

Will it dry out my skin?
Our bars are made with extra oils left in on purpose, so they clean without that tight, squeaky feeling. If your skin is sensitive, the unscented goat milk bar is the gentlest one we make.

How long does a bar last?
About four to six weeks of daily use, longer if it sits on a dish that drains. Handmade soap goes soft in standing water, so keep it dry between uses.

How fast does it ship?
We pack orders within two business days. Orders over $45 ship free.

Back to my cart

Something else on your mind? Reply and ask. We'd rather answer a question than lose you to a guess.

From the workshop,
Oat & Ember Soap

Confirm before this goes live: (1) the "extra oils" line matches how you make every bar, (2) four to six weeks is what you'd tell a customer, (3) two business days is a promise you can keep in your busiest week. Do not say any bar helps a skin condition; that is a claim soap sellers should not make.

EMAIL 3 · 3 DAYS AFTER EMAIL 2

The last note

The shortest of the three. It says goodbye politely, and optionally takes away the one cost that stops a $41 cart.

Subject A (with offer): Shipping's on us, through Sunday
Subject B (no offer): Last note about your cart
Preview text: Then we'll stop. Promise.

Hi,

Last note from us about the cart you left, then we'll leave you be.

[With offer:] If shipping was the sticking point, it's on us. Use code **[CODE]** at checkout for free shipping on this order through Sunday.

[No offer:] If now isn't the time, no hard feelings. Your cart stays saved for a while if you want to come back.

Finish my order

Thanks for looking at what we make.
Oat & Ember Soap

Your call: offer free shipping or not?

For it

Your average abandoned cart is $41, just under the $45 line. Shipping cost is the most common surprise at the last checkout step, and free shipping costs you a fixed amount instead of a cut of every bar.

Against it

Repeat abandoners can learn that leaving a cart earns free shipping. If most of your carts are already near $45, a "add one more bar" line may do the same job for free.

Decide before setup. If you offer it: make a single free-shipping code in Discounts, limit it to one use per customer, and give it an end date. If not, send Subject B and the no-offer paragraph.

SETUP · ABOUT 45 MINUTES

Turning it on

Email 1: Shopify's built-in reminder

1. Settings > Checkout > abandoned checkout emails: send to anyone who left checkout, after **1 hour**.
2. Settings > Notifications > Customer notifications > Abandoned checkout > Edit code.
3. Copy the current code into a text file first as a backup. Then replace it with everything in **email-1.html**.
4. Set the subject to Subject A. Save, then use "Send test email" and click the button in the test.

Emails 2 and 3: Shopify Messaging automation

1. Marketing > Automations > create from the abandoned checkout template.
2. Delete the template's first email so it doesn't double up with email 1. Keep a wait of **1 day**, then email 2.
3. Add a wait of **3 days**, then email 3. Paste the copy from **series-copy.txt** into each.
4. Check the exit rule is "stop when the customer completes checkout." Turn it on.

> Shopify renames these menus now and then. If a label doesn't match, the setting still exists; search the admin for "abandoned checkout."

What to look at after 30 days

Pull the same abandoned checkouts report you sent us and compare it to the 90-day baseline below, scaled to a month. Look at recovered checkouts, and at replies: questions people send are your next email.



Baseline from your report: 412 abandoned and 19 recovered over 90 days. We don't promise a number; the report will tell you.