

3 abandoned cart email templates



Oh, hey there! Congrats on downloading your free abandoned cart email templates. Your life is about to get a whole lot easier.

Below you'll find 3 cart recovery email templates that you can use in your abandoned cart workflows. To use these templates, simply copy and paste the content into your email editor and customize the copy to suit your needs.

Reminder: Your brand already has its own unique voice. So choose the template that fits your brand identity and edit the content as much as you need to match it.

In addition to the email copy, you can also include the five fundamental abandoned cart email elements:

1. Name, image and other information about the abandoned product(s)
2. Call-to-action (CTA)
3. Your contact information, or a contact form for customers with questions
4. Testimonials and/or social media posts from happy customers
5. Links to your shipping and returns policy

Template #1: Additional incentives

This template is great for e-commerce brands with a casual, friendly brand voice that want to win back lost sales by offering extra incentives like free shipping, discounts or free gifts.

Subject: Forgetfulness looks cute on you, but this will look better!

Preheader: Complete your order today for *[insert additional incentive here]*

You may have forgotten this, but we've got you covered!

Hey stranger,

We thought we'd drop by to let you know you left something behind (I know, you're so lucky to have us).

[Insert cart information here]

You'll feel even luckier when we tell you that you'll get *[insert additional incentive here]* if you check out today. Complete your order now so you can brag to your friends about the sweet deal you snagged.

CTA: Check out now

Can't wait to see you again soon!

Love,

[Insert company name here]

Template #2: Urgency

Use this template to create a sense of urgency. It's great for use around limited-time sales like Black Friday/Cyber Monday, Christmas, back-to-school or any other sale you may run independently.

Subject: Complete your order before *[insert time frame here]* for huge discounts

Preheader: Your cart is packed and ready to go!

[Insert countdown timer here]

[Insert sale name here] sale ends soon

Hi {\$name},

We noticed you forgot to check out and we don't want you to miss out on huge discounts. The *[Insert sale name here]* sale ends *[Insert time-frame here]*. Complete your order now to get your favorite items on sale.

[Insert cart information here]

CTA: Get it on sale

While you're at it, we thought you might like these discounted community favorites too.

[Insert product recommendations here]

[Insert sign-off here]

[Insert company name here]

Template #3: Social proof

This template works wonders for newer brands that are looking to gain and retain new customers. Highlighting reviews and testimonials will help build trust with an unfamiliar audience.

Subject: Something just happened in your cart

Preheader: Someone else bought an item you were about to buy!

It appears you have great taste

Hi {*\$name*},

You must have a great eye for *[Insert niche here]* because someone else just bought the same *[Insert product name here]* that you've got saved in your cart.

[Insert cart information here]

Complete your order to join the hundreds of happy customers in the *[Insert company name here]* community.

[Insert social media posts or reviews here]

[Insert sign-off here]

[Insert company name here]