



The Best Abandoned Cart Email Templates



How to Use These Templates

Below are five abandoned cart email templates that you can use to send reminders to urge customers to come back and complete purchases where they left off.

These templates will help you craft personalized emails that your business can be proud to send out. Simply choose one (or more!) of the pre-made templates, make some quick updates, and send to your customers with ease!

We hope these templates help you lower your abandoned cart rates and increase the bottom line of your ecommerce site.



Template #1: Partial Abandoned Cart

Designed to be engaging and fun, this template will help you nudge potential customers into completing their order.

[Insert Subject Line]: Your cart is half full!

Hey there, *[Insert Recipient]*,

Your goodies are waiting for you! We noticed that you left some items in your shopping cart, but didn't quite finish checking out. But don't worry, we've kept your items in your cart for you.

[Insert picture and/or description of item(s) in the cart]



OGIO
15" Newt Slim Case
\$80.00

[Insert CTA to your ecommerce store]: Click here to get back to your cart and finish your order!

Please let us know if you have any questions or need assistance placing your order.

Best,

[Insert company name]

Template #2: Special Offer

This template can be used to help overcome price hesitation in your cart.

[Insert Subject Line]: 25% off your next order

Hey, there! We noticed that you left some items in your shopping cart when you stopped by our site before.

Don't worry though - we know you'll come back soon to finish checking out. We'll even throw in a bonus! But hurry, this offer is only valid for [Insert Length of Offer].



OGIO
15" Newt Slim Case
\$80.00

Complete your Order

We hope you enjoy your new goodies! Please let us know if you have any questions or need assistance placing your order.

Best,

Your Friends at [Insert Company Name]

Template #3: Make it Time-Sensitive

This template is perfect for encouraging customers to complete their transaction, especially if you are limiting the amount of time an item will be available or have low inventory.

[Insert Subject Line]: Don't let this offer slip away...

You're almost out of time, *[Insert Recipient Name]!*

[Insert Item Name] is still sitting in your cart, but it might not be for long. *[Insert the explanation of the time-sensitivity of the purchase]:* "Stock is running low," or "The discount ends tomorrow!"

We still want to give you the best deal on *[Insert Item Name]*, so click here to check out.



OGIO
15" Newt Slim Case
\$80.00

Complete your Order

The *[Insert Company Name]* Team

Payment Cloud

Template #4: Why They Need to Reconsider

Do your customers need an extra incentive? This template is best if you are unable to offer a discount, but still need to motivate your customer.

[Insert Subject Line]: 3 Reasons to complete your order!

Hi *[Insert Recipient]!*

Still deciding if you should commit? We'll give you three reasons why your *[Insert Product Name]* should be in your home, not your shopping cart:

- *[Insert Reason #1] – [Elaborate on Reason #1]*
- *[Insert Reason #2] – [Elaborate on Reason #2]*
- *[Insert Reason #3] – [Elaborate on Reason #3]*

Not convinced? Check out why more than *[Insert Number of Customers]* have trusted *[Insert Company Name]* for their *[Insert Product Type]* needs.

Or, click below to head back to our site and complete your order.



OGIO
15" Newt Slim Case
\$80.00

[Complete your Order](#)

The *[Insert Company Name]* Team

Template #5: Ask if They Need Support

This is a great template for when you want to gather feedback on why someone's order wasn't completed. It will also encourage them to make the purchase.

[\[Insert Subject Line\]](#): Can we help you finish your order?

Hi [\[Insert Recipient\]](#),

Thanks for checking out the [\[Insert Company Name\]](#) site. We noticed you started your checkout process with us but never completed your transaction.

We prioritize providing value to customers like you. We'd love to know why you didn't purchase the [\[Insert product name\]](#) in your shopping cart so we can better assist you next time.

Contact Support



OGIO
15" Newt Slim Case
\$80.00

If you've changed your mind about your [\[Insert product name\]](#), it's still waiting in your cart!

Complete your Order

Thanks for helping our team improve!

[\[Insert Company Name\]](#)