



EMAIL TEMPLATE

A B A N D O N E D C A R T

Best Practices for a High-Converting 3-Part Abandoned Cart Email Series

Abandoned cart emails are a powerful way to recover lost leads—when done right. Follow these best practices to maximize conversions and turn window-shoppers into paying clients.

Timing & Cadence

- Email #1: Send within 1 hour of abandonment (gentle reminder).
- Email #2: Follow up at 24 hours (add urgency or social proof).
- Email #3: Final push at 48-72 hours (offer incentive or deadline).

Why?

- [40% of abandoned cart emails are opened](#)
- [The first 24 hours have the highest conversion rates.](#)

Subject Lines That Grab Attention

Test a mix of tones:

- **Fun/Relatable:** "Oops! Forgot Something? 😊"
- **Direct/Urgent:** "Your [Service] Quote Is Ready—Finish Now!"
- **Professional:** "Reminder: Complete Your [Service] Request"

Pro Tip: Personalize when possible (e.g., "[Name], Your [Service] Plan Is 90% Done!").

Persuasive Email Copy

Key Elements to Include:

- ✓ Remind them what they're missing (e.g., benefits, exclusivity).
- ✓ Social proof (testimonials, case studies).
- ✓ Clear CTA (one primary action—finish the form!).
- ✓ Urgency or incentive (deadlines, discounts, bonuses).

Example Structure:

1. Friendly reminder ("We noticed you didn't finish...").
2. Value reinforcement ("Here's what you'll get...").
3. CTA + urgency ("Complete now—only 3 spots left!").

Strong CTAs (Calls to Action)

- **Fun:** "Rescue Your Form! 🚚"
- **Direct:** "Finish in 60 Seconds →"
- **Professional:** "Proceed to Finalize Your Request"

Best Practices for CTAs:

- Use action verbs (e.g., "Claim," "Secure," "Complete").
- Make buttons stand out (color contrast, large enough to tap on mobile).

- Link directly to the form (pre-fill info if possible).

Incentives & Urgency (For Email #3)

- **Discounts:** *"Complete now & save 10%!"*
- **Bonuses:** **"Free 15-min consult when you submit today."**
- **Deadlines:** *"Offer expires [date]."*
- **Scarcity:** *"Only 2 spots left this week!"*

Why?

- [Incentives boost conversions by 62%](#)
- [Fear of missing out \(FOMO\) drives action.](#)

Mobile Optimization

[55%+ of emails are opened on mobile.](#)

Ensure:

- Short subject lines (<50 chars).
- Large, tappable buttons.
- Minimal scrolling required.

A/B Testing & Optimization

Test:

- Subject lines (fun vs. professional).
- CTA wording ("Finish Now" vs. "Claim My Spot").
- Incentives (discount vs. bonus).
- Send times (morning vs. evening).

Track open rates, click-through rates (CTR), and conversions to refine your approach.

Post-Series Follow-Up

If they still don't convert:

- Retarget them with ads (Facebook/Google).
- Send a breakup email (e.g., *"We're archiving your personal information—here's how to restart."*).
- Offer a last-chance incentive (if appropriate).

Final Tip:

Automate the series (using tools like Mailchimp, Klaviyo, or ActiveCampaign) to save time and ensure no lead slips through.

By combining timely reminders, persuasive copy, urgency, and incentives, [your abandoned cart series can recover 20-30% of lost leads](#)—or more!

Want help tailoring this to your specific service or CRM? [Contact DigiM today!](#)

Email Type	Abandon Cart #1
Timing	1-hour after abandonment
Subject Line Options	<p>Fun & Outgoing: You were this close...don't leave us hanging!</p> <p>Straight to the Point: Still want [Service/Product]? You're one click away</p>
Body	<p>Hi [First Name],</p> <p>We noticed you started filling out our [Service/Product] request form but didn't finish. We'd love to help you [solve X problem/achieve Y outcome]!</p> <p>It only takes 2 minutes to complete: Finish Your Form Now (CTA button)</p> <p>Why choose us?</p> <ul style="list-style-type: none"> ✓ [Unique Value #1] ✓ [Unique Value #2] ✓ [Client Result or Guarantee] <p>"Working with [Business Name] was a game-changer!" — [Client Testimonial]</p> <p>Need help? Reply to this email—we're happy to answer questions!</p> <p>[Your Name/Title] [Business Name] [Phone/Contact Info]</p>
CTA Options	<p>Fun & Outgoing: Count Me In</p> <p>Straight to the Point: Finish My Form</p>

Email Type	Abandon Cart #2
Timing	24-hours after abandonment
Subject Line Options	<p>Fun & Outgoing: “You up?” (Your [Service/Product] request is still waiting...)</p> <p>Straight to the Point: 24-Hour Reminder: Complete Your [Service/Product] Request</p>
Body	<p>Hi [First Name],</p> <p>We saved your spot! You were this close to securing your [Service/Product]—don’t let a half-filled form stand in your way.</p> <p>Why finish now?</p> <p>[Benefit #1, e.g., "Get your personalized strategy in 24 hours"]</p> <p>[Benefit #2, e.g., "Limited availability this month"]</p> <p>"The [Service/Product] process was seamless—worth every minute!" —[Client Name]</p> <p>Pick Up Where You Left Off (CTA button)</p> <p>Questions? Just hit reply—we’re happy to help!</p> <p>Cheers, [Your Name/Title] [Business Name] [Phone/Contact Info]</p>
CTA Options for	<p>Fun & Outgoing: Let’s Do This</p> <p>Straight to the Point: Complete My Form</p>

Email Type	Abandon Cart #3
Timing	48-72 hours after abandonment
Subject Line Options	<p>Fun & Outgoing: We saved your spot (and added a bonus 🙄)</p> <p>Straight to the Point: Still interested? [Bonus] expires soon</p>
Body	<p>Hey [First Name],</p> <p>This is your final nudge to finish your [Service/Product] request—we'd hate for you to miss out! As a thank-you for acting fast, we're throwing in:</p> <p>[Bonus: e.g., Free 15-min consult / 10% off / Bonus resource]</p> <p>Why now?</p> <ul style="list-style-type: none"> ✓ [Benefit #1: e.g., "Get booked before we're full next week"] ✓ [Benefit #2: e.g., "Guaranteed response in 12 hours"] <p>Offer expires [date/time]. Don't let your progress go to waste!</p> <p>Complete Now & Claim [Bonus] (CTA button)</p> <p>"The [Service/Product] transformed our workflow—wish we'd done it sooner!" -[Client Name]</p> <p>Cheers,</p> <p>[Your Name/Title] [Business Name] [Phone/Contact Info]</p>
CTA Options	<p>Fun & Outgoing: I'm Ready</p> <p>Straight to the Point: Claim My [Bonus]</p>

