

Abandoned Cart #1

- **Trigger** - When someone leaves their cart they were about to close
- **Send time** - 1-4 hours after
- **Purpose** - Nudge the subscriber to finish their cart and buy the product

Subject #1: Re: your cart

Subject #2: Did you forget this?

Preheader: See this one more time

Headline: This Deserves Another Look!

CTA: Complete Your Cart

[[ABANDONED PRODUCT - Software will take care of this]]

Body:

Hey there [[FIRST NAME]]

You almost took this home, but left at the last second. Is everything alright?

We wanted to make sure you didn't meant to leave your cart, so we'll keep it for you for the next [[TIME]]. Don't miss out on experiencing [BENEFIT], [BENEFIT], [BENEFIT]!

Visit your cart again and take this home before it's too late.

CTA: FINISH SHOPPING

Abandoned Cart #2

- **Trigger** - Customer hasn't bought the product
- **Send time** - 1 day after
- **Purpose** - Nudge the subscriber to finish their cart and buy the product

Subject #1: Here's a gift for your interest

Subject #2: Want to get **[[%]]** OFF your cart?

Preheader: Enjoy for the next 24 hours only

Headline: Your Cart Is Closing Soon!

Subheadline: Save **% OFF** Your Cart - 24 Hours Only

CTA: Complete Your Cart

Body:

Hey there **[[FIRST NAME]]**

Remember this?

You had your eyes on it and you were *this* close to taking it home. And we don't blame you! It's actually one of our best sellers.

Our customers love the **[benefit]** they experience the moment they have it. There's nothing like having the **[benefit]** this item will bring you.

We want you to experience that so much, we want to offer you a **[[%%]] OFF** discount for the next 24 hours!

Just use the code **[CODE]** at the checkout to save **[[%%]] OFF** today.

[[ABANDONED PRODUCT - Software will take care of this]]

CTA: SAVE **%% OFF - 24 HOURS ONLY**