

# Cart-Power: Extended Email Marketing 1.10

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## 1. Overview

**Extended Email-Marketing** add-on includes all features required for successful email-marketing. Use placeholders to configure notification templates for abandoned carts, wishlists, viewed products, events, products review requests.

Manage customer subscriptions to notifications, customize the optimal sending periods and the volume of messages sent.

Add promo codes to the notification templates and track stats of each notification and used promo codes.

### 1.1 Support

The add-on was developed by Cart-Power, a CS-Cart official partner and developer. If you need any assistance in installing and configuring the add-on or need it's modification, please contact us through the [helpdesk](#) customer support system.

### 1.2 Compatibility

The add-on is compatible with CS-Cart and Multi-Vendor version **4.10.x - 4.13.x**

### 1.3 Buy Now

The official add-on page:

<https://store.cart-power.com/extended-email-marketing.html>

### 1.4 Release history

#### **Version 1.11 from 02 Nov 2021**

[+] - The ability to add and deduct the reward points on sending a notification was added.

[\*] - By clicking the links from the order feedback notifications clients are automatically authorized.

#### **Version 1.10 from 08 Jun 2021**

[+] - For the administrators the ability to manage client's subscriptions to notifications was added.

[\*] - The tab for managing subscriptions to notifications is hidden in the client's personal account. Now it is available only through the direct "Unsubscribe" link in the notification.

[\*] - The types of notifications on the client side were renamed.

[\*] - The button "Write reviews for all products in the order" has been temporarily removed from the notification requesting order feedback.

[!] - If the order contained more than 1 product, in the order feedback notification, the links on the "Review this product" button led to the first product in the list. Fixed.

#### **Version 1.9 from 12 Mar 2021**

[!] - The abandoned cart notification was sent to the client even if the order was completed, if the client completed it after the formation of the notification sending queue. Fixed.

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### **Version 1.8 from 25 Feb 2021**

- [+] - When the notification status changes to "Disabled", all its messages are deleted from the sending queue.
- [+] - The ability to set a delay between notifications of the same type to reduce the risk of duplicate notifications of the same type to the client was added.
- [!] - The default reviews were displayed without rating stars. Fixed.
- [!] - In the abandoned cart notification email, the layout was broken if the product had no image. Fixed.
- [!] - Multi-Vendor Ultimate: abandoned cart notifications: links could lead to another storefront. Fixed.

### **Version 1.7 from 10 Feb 2021**

- [!] - An error occurred on CS-Cart versions below 4.11.5. Fixed.

### **Version 1.6 from 09 Feb 2021**

- [+] - The ability to create notifications for Power blog subscribers was added.
- [+] - Notification sending queue was added.
- [+] - The limit on the number of notifications sent for 1 CRON.
- [!] - The add-on settings' tooltips were displayed incorrectly in CS-Cart 4.12.x. Fixed.

### **Version 1.5 from 25 Dec 2020**

- [!] - The date of sending a notification related to the Birthday event was calculated incorrectly. Fixed.

### **Version 1.4 from 23 Dec 2020**

- [\*] - CS-Cart and Multi-Vendor v. 4.12.1 support was added.
- [!] - One and the same notification about recently viewed products could be sent several times. Fixed.

### **Version 1.3 from 08 Dec 2020**

- [!] - In the recently viewed products notification, the same list of products could be sent. Fixed.

### **Version 1.2 from 07 Dec 2020**

- [\*] - The templates of the emails requesting product reviews were improved .
- [\*] - Small fixes in the layout of the page of all reviews about products from an order.

### **Version 1.1 from 25 Nov 2020**

- [+] - The ability to configure SMTP for sending messages was added.
- [+] - The ability to specify email addresses for sending messages and email for "reply to".
- [+] - New option of the setting "Reviews object: No object" for collecting feedback about the order. If enabled, the notification will not contain any links to the products.
- [+] - Ability to send notifications about incomplete orders with a link to the cart to complete the order.
- [\*] - Menu item "Orders feedback notifications" was renamed to "Orders notifications".
- [\*] - Separate links to product pages are sent in the product review requests.
- [!] - If several notifications of the same type were configured, only the first one was sent. Fixed.

### **Version 1.0 from 28 Aug 2020**

## 2. Installation

To simplify the installation, configuration and upgrade of our add-ons, we have developed a special service add-on - Cart-Power Add-ons Manager. [Download the Cart-Power: Add-ons Manager](#) and follow the [installation instructions](#).

Once you install it, you will be able to:

1. [Check the List of the Add-ons Purchased for Your Domain](#)
2. [Install Add-ons](#)
3. [Turn on/off Add-ons](#)
4. [Find the Add-on Docs](#)
5. [Set up Add-ons](#)
6. [Upgrade Add-ons](#)
  - a. [Via Add-on Manager](#)
  - b. [Via the Upgrade Center](#)
  - c. [Manual Upgrade \(Add-on Reinstallation\)](#)
7. [Find out Add-on Version Information](#)
8. [Check the Status of the Upgrade Subscription](#)

If you have any issues installing or activating the add-on, please contact us: [sales@cart-power.com](mailto:sales@cart-power.com)

### 3. Add-on Settings

Navigate to **Add-ons > Manage add-ons > Cart-Power: Extended Email Marketing**. The following settings are available:

←

▼

Cart-Power: Extended Email-marketing

⚙️

Save

General

Settings

Information

License key:

Log sending notifications:

☒

Log sending test notifications:

☐

Product image width in notifications:

160

Clear the log of sent notifications:

30

0 - not clear

Add unsubscribe link automatically:

☒

If this setting is enabled, the link will be added automatically, otherwise it is required to be added to the letter template manually

Ask for a review via email at checkout page:

☒

Check product availability for purchase before sending notification:

☐

Delay for notifications of the same type (hours):

3

We recommend setting a 3 hours delay to avoid duplication of similar notifications to the same client

SMTP settings ▼

SMTP host:

SMTP username:

SMTP password:

Use Encrypted Connection:

No ▼

Use SMTP authentication:

☐

Status: 

ON

Favorites: ☆

Version: 1.10

Cron settings ▾

Cron password:

Emails to send per 1 CRON-command:

Use the following line to add emails to the queue:

Use the following line to send notifications according to schedule:

Remove used or expired coupon codes from promotions (**Attention! Run after some hours after sending notices via cron**):

Use the following line to clear logs according to schedule:

- **License key** - field for license number, required for the add-on activation.
- **Log sending notifications** - enable logs for all sent notifications in a separate menu.
- **Log sending test notifications** - enable logs for all sent test notifications in a separate menu.
- **Product image width in notifications** - value is set in pixels.
- **Clear the log of sent notifications** - logs will be cleared automatically after the period you specify in this setting (in days). If you don't want to clear logs automatically, set the value to 0.
- **Add unsubscribe link automatically** - adds unsubscribe link to notification content. If this setting is disabled, you'll need to add an unsubscribe link manually.
- **Ask for a review via email at checkout page** - adds an additional form for receiving a notification of the "Orders Feedback Notifications" type on the checkout page:

My billing address is different from shipping address ☐

☐ Select this check box to accept the [Terms and Conditions](#)

☒ Would you like to receive an e-mail with a request to leave feedback about the products/store?

Sign up for our newsletters!

☐ Company news and unique discounts for subscribers

Place order ( \$244.44 )

Please note! If this setting is disabled, then **Orders Feedback Notifications** will be sent by default to all customers who have placed an order. The customer can refuse to receive this notification if the setting is enabled, and he unchecks the appropriate form on the checkout page.

- **Check product availability for purchase before sending notification** - checks if a product is in stock before sending a notification to the user.
- **Delay for notifications of the same type (hours)** - you can set a delay between notifications of the same type to reduce the risk of duplicate notifications.

## SMTP settings

Here you can configure SMTP settings if you do not want to use the notification settings common to the entire store.

## CRON settings

- **Cron password** - required for executing CRON automatization commands.
- **Amount of emails to send per 1 CRON-command** - mass notifications auto sending limit. Helps to avoid server overload.

## 4. Notifications Menu

The general menu of all existing notifications is located at **Marketing > Cart-Power: Email-marketing:**

[Home](#) [Orders](#) [Products](#) [Customers](#) **[Marketing](#)** [Website](#)

Quick menu

[All notices](#)

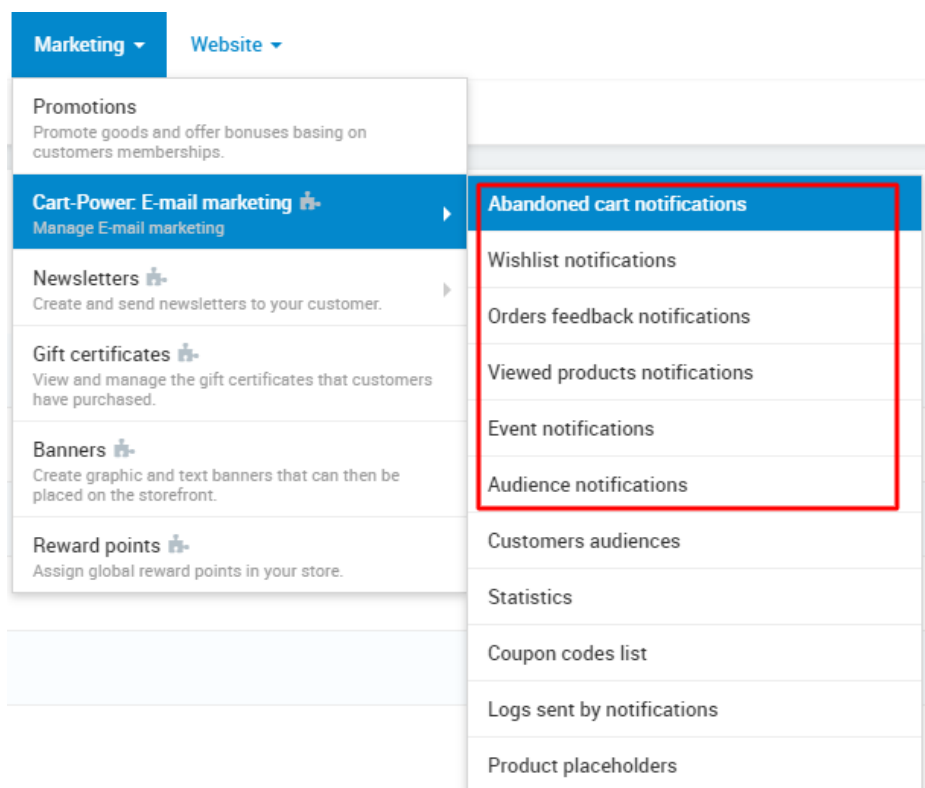
LANGUAGE: [English](#)

| <input type="checkbox"/> Name                           | Type            | Status                 |
|---------------------------------------------------------|-----------------|------------------------|
| <input type="checkbox"/> You browsed these products     | Viewed products | <a href="#">Active</a> |
| <input type="checkbox"/> You added products to wishlist | Wishlist        | <a href="#">Active</a> |
| <input type="checkbox"/> You added products to cart     | Abandoned cart  | <a href="#">Active</a> |
| <input type="checkbox"/> Please leave a review          | Order feedback  | <a href="#">Active</a> |
| <input type="checkbox"/> Birthday                       | Events          | <a href="#">Active</a> |

Note that this menu will be empty when opening for the first time. You need to configure notifications for the necessary event types.

### 4.1 Notification Types

Settings for each type of notification are found at the corresponding menu in **Marketing > Cart-Power: Email-marketing:**



No matter the type, notifications may contain **promo codes** and/or **stats tracking pixel script**. Notifications are split by types:

#### 4.1.1 Abandoned Cart Notifications

Sent when the user added products to the cart and left the site without checkout. Admin is able to set the **send period (hours)** since the moment products were added to the cart.

#### 4.1.2 Wishlist Notifications

Sent when the user added products to the wishlist. Admin is able to set the **send period (hours)** since the moment products were added to the wishlist.

#### 4.1.3 Orders Feedback Notifications

Admin is able to request a review for **ordered products** (the email will contain a list of all products from the order) or **store** in general (it will be displayed on the testimonials page). **Review object** and **order statuses** are selected for this purpose.

Please note! The sending of these notifications depends on the setting [Ask for a review via email at checkout page](#).

#### 4.1.4 Viewed Products Notifications

Sent when the user browsed certain products but did not complete any target actions (i.e., did not add a product to cart or wishlist). Admin sets **time to send a new notification** - a number of days, after which the user receives this notification again if no more products were browsed during this period. **Max number of products** in the notice is also set here.

#### 4.1.5 Event Notifications

You are able to send notifications, triggered by certain events or clients' actions. For these notices, a period of time, after which a client receives notification is configured.

Notifications may be tied to the following events:

- *User registration* - you may send the first purchase discount code to the user after signing up;
- *Birthday* - on a birthday (or some time later, depending on the settings) clients receive a message. You may congratulate a user or sent a discount code gift;
- *Subscribed to the newsletter* - you may send a message with newsletter info or configure a series of messages. All you need to do is select a mailing list, to which a user is assigned, and set a mailing period. This way small newsletters may be automated;
- *First purchase* - the client receives a notification after the first checkout is completed;
- *No user activity* - a user inactive during a set period receives the notification. This way a user activity may be stimulated with discount codes;
- *Filled the form* - a notification is sent to the user, who filled out a certain form on the site.

#### 4.1.6 Audience Notifications

Used to notify a specific custom audience.

After selecting individual user groups and creating Audiences ([see here](#)), you need to create notifications for each of these Audiences. Notifications will be sent automatically by CRON to all users who meet the conditions set in the Audience settings.

## 5. Notifications Configuration

Configuring/adding a notification is similar for each of their types, we'll use **abandoned cart notification** as an example. Settings, found at other notification types, will be marked with \*.

Navigate to **Marketing > Cart-Power: Email-marketing > Abandoned cart notifications** and click “+” in the top right corner to add a new notification. The settings are split into 3 tabs.

### 5.1 General

←

▼

New notice

Create

LANGUAGE: English ▼

General

Message

Information ▼

Name: \*

Send period (hours):

2

Give a discount by promo code:

☒

Promotion for product code:

None ▼

Promotion code expiration date (days):

Add tracking pixel script to email

☐

Use for vendors

☐

Email for sending notices:

Email for "Reply to":

Status: \*

☒ Active ☐ Disabled

Available placeholders

store\_link

 - Link to the store

customer\_firstname

 - Customer first name

customer\_lastname

 - Customer last name

company\_name

 - Company name

company\_phone

 - Company phone

company\_address

 - Company address

products\_block

 - Products

unsubscribe\_link

 - Unsubscribe link

cart\_link

 - Customer's cart content link

coupon\_code

 - Coupon code

Availability ▾

User groups: ☒ All ☐ Guest ☐ Registered user ☐ Wholesale ☐ ИП ☐ Оптовый ☐ Юр. лицо

Use available period: ☐

Available from:

Available till:

Test mode ▾

Test mode  ☐

E-mail for test mode :

Email for private copies of  
notifications :

- **Name** - notification title in the general list.
- **Send period (hours)** - target action time, after which a notification is sent to the user.
- **Give a discount by promo code** - activates promotions feature and adds extended settings (refer to settings below).
- **Promotion for product code** - select a promotion from the list of existing ones in your store. [Create](#) a new promotion with default CS-Cart functionality, if necessary. To use promotion in email notifications, make sure the option **CP: Use for notices** in promotion editing is active:

← ▼ Editing promotion: Free shipping coupon ⚙️ Save

LANGUAGE: 🇺🇸 English ▼

General Conditions Bonuses

Name: \*

Detailed description: 

<>

Buy \$100+ products and receive free shipping!

Short description: 

<>

Use available period: ☐

Available from:

Available till:

Priority

Stop other rules ? ☐

Status: \* ☒ Active ☐ Hidden ☐ Disabled

CP. Use for notices ☒

- **Promotion code expiration date (days)** - number of days, after which code is no longer valid.
- **Add tracking pixel script to email** - allows tracking statistics on email notifications.
- **Use for vendors** - when enabled, this notification will be used only for vendors' abandoned carts (**works only for abandoned cart notifications**).
- **Email for sending notices** - a field for the e-mail address to which the notification will be sent.
- **Email for "Reply to"** - a field for the e-mail address to which a response to this notification will be sent.
- **Status** - when the notification status changes to Disabled, all its messages are deleted from the sending queue.

## Availability

- **User groups** - select, who will receive the notification.
- **Use available period** - set time period, when added notification is active (**Available from** and **Available till**).

## Test mode

- **Test mode** - used to send test notifications to specific email instead of the user.
- **E-mail for the test mode** - specify an e-mail to send a notification to in test mode.
- **Email for private copies of notifications** - specify a hidden copy of an e-mail to send a notification to in test mode.

To send the test email, please use the **Send test mail** menu item under the gear button:

The screenshot shows the Cart Power admin interface. At the top, there are navigation tabs: Orders, Products, Customers, Marketing (selected), and Website. A 'Quick menu' search bar is on the right. Below the tabs, a breadcrumb trail shows 'Editing notice: Please, leave a review for ordered products'. A gear icon (settings) is visible, and a red arrow points to the 'Send test mail' option in the dropdown menu that appears. The main form area has tabs for 'General', 'Message', and 'Statistics'. Under the 'General' tab, there's an 'Information' section with a 'Name' field containing 'Please, leave a review for ordered products', a 'Send period (hours)' field set to '0', and a list of 'Order statuses' with checkboxes for 'Processed', 'Complete', 'Open', 'Failed', 'Declined', 'Backordered', 'Canceled', 'Awaiting call', and 'Incomplete'.

The availability of the following settings depends on the type of notification:

**\*Order statuses** - statuses, with which a user gets email notification (**works only with order feedback request**):

**\*Reviews object** - (affects whether order review will be added to a *product* or *testimonials*, **works only with order feedback request**).

**\*Max. products in notice** - limit for browsed products per single notification (**works only with viewed products notification**).

**\*Time to send a new notification (days)** - number of days, after which users receive this notification again if they have more viewed products during the set period (**works only with viewed products notification**).

**\*Action type** - used only for **event notification**:

- *Birthday;*
- *User registration;*
- *Subscribed to the newsletter;*
- *First purchase;*
- *No user activity;*

- \*Mailing list** - available mailing list (used only for **event notification**).

**\*Form** - email from the selected form will be used to send notifications (used only for **event notification**).

**\*Audience** - user segment, to which notification is applied (used only for **audience notification**).

## 5.2 Message

This tab is used to configure email notification content.

New notice

Create

LANGUAGE:  English

GeneralMessage

Notice subject: \*

Congratulations with birthday

Notice text: \*

<> B / S Table Link Bold Italic Image Video

MESSAGE TEXT

Available placeholders

store\_link

 - Link to the store

customer\_firstname

 - Customer first name

customer\_lastname

 - Customer last name

company\_name

 - Company name

company\_phone

 - Company phone

company\_address

 - Company address

products\_block

 - Products

unsubscribe\_link

 - Unsubscribe link

coupon\_code

 - Coupon code

cp\_blog\_name

 - Article name (Power blog)

cp\_blog\_link

 - Article link (Power blog)

cp\_blog\_description

 - Article description (Power blog)

- **Notice subject** - email notification title in user received messages.
- **Notice text** - email content. To configure it, **Available placeholders** in the top right corner are used. Click a placeholder to copy it to the clipboard, then paste where necessary.

## 5.3 Statistics

Tab with info on the selected notification. Gathered when notifications are sent.

|         |         |            |
|---------|---------|------------|
| General | Message | Statistics |
|---------|---------|------------|

| Times sent | Returns from emails | Reviews placed | Orders placed | Returned purchases |
|------------|---------------------|----------------|---------------|--------------------|
| 5          | 2 (40%)             | 0 (0%)         | 1 (20%)       | \$156.00           |

## 6. Working with Audience (Segmentation)

**Marketing > Cart-Power: Email-marketing > Customer audiences** tab allows to define a specific user segment from all users to send notifications to. Click “+” in the top right corner to add an audience (segment). There are 2 segmentation options to choose from:

- *By orders*
- *By viewed products*

### 6.1 Segmentation by Orders

Audience type: By orders

Audience name:

Order products:  Operator:

[+ Add product](#)

Name

No items defined

Order total (€)  -

Purchased period: Period:

Select dates:  -

Last purchase: Period:

Select dates:  -

Products from categories: [+ Add categories](#)

User group:

Country:

State/Province:

City:

Order status: ☒ Processed ☒ Complete ☐ Failed ☐ Backordered ☐ Canceled ☒ Awaiting call

[Save audience](#) [Search and export](#)

- **Audience type** - selected automatically.
- **Audience name** - set title for the audience in the admin panel.
- **Order products (Operator)** - here you can **add products** necessary to distinguish users with:
  - *All products;*
  - *One of the products;*
  - *Not this product.*
- **Order total** - set value range.
- **Purchased period** - select, when an order was made.

- **Last purchase** - select, when the last purchase was made.
- **Products from categories** - select products, which user ordered.
- **User group** - select the user group with the order.
- **Country** - select user country.
- **State/Province** - select user state/province.
- **City** - set user city.
- **Order status** - select order status(es) to create an audience.

After selecting all the necessary options **save the audience** or use the **search and export** button to extract the user list with selected parameters.

## 6.2 Segmentation by Viewed Products

Audience type: By viewed products

Audience name:

Viewed products: Operator:

[+ Add product](#)

Name

No items defined

Products from categories: [+ Add categories](#)

[Save audience](#) [Search and export](#)

- **Audience type** - selected automatically.
- **Audience name** - set title for the audience in the admin panel.
- **Viewed products (Operator)** - here you can **add products** necessary to distinguish users with:
  - All products;
  - One of the products;
  - Not this product.
- **Products from categories** - select, which product categories a user browsed.

After selecting all the necessary options **save the audience** or use the **Search and export** button to extract the user list with selected parameters.

## 7. Statistics

**Marketing > Cart-Power: Email-marketing > Statistics** tab provides info on sent email notifications.

| Notice / Type                                                                                  | Times sent | Returns from emails | Reviews placed | Orders placed | Returned purchases |
|------------------------------------------------------------------------------------------------|------------|---------------------|----------------|---------------|--------------------|
| <a href="#">XXXXXX</a><br>Simtech<br>Abandoned cart<br>Coupon codes: 0 (0)<br>Email opening: 0 | 4          | 0 (0%)              | 0 (0%)         | 0 (0%)        | 0.00 ₺             |
| <a href="#">New article</a><br>Simtech<br>Events<br>Coupon codes: 3 (0)<br>Email opening: 19   | 41         | 0 (0%)              | 0 (0%)         | 0 (0%)        | 0.00 ₺             |

**Search**  
Notice  
  
Type  
All

There is a notifications search menu on the right side.

## 8. Coupon Codes List

**Marketing > Cart-Power: Email-marketing > Coupon codes list** tab provides info on promo-codes, sent with the add-on.

| Coupon code / Notice                                                          | E-mail                                                                            | Used / Order ID | Date ▾            | Expiration date   |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------|-------------------|-------------------|
| PROMO-C7YI-7TDR-AHI6<br><a href="#">New article</a><br><a href="#">NOTICE</a> |  | No              | 01/15/2021, 13:51 | 01/15/2021, 13:51 |
| PROMO-Y7LN-MF14-1SY1<br><a href="#">New article</a><br><a href="#">NOTICE</a> |  | No              | 01/15/2021, 13:51 | 01/15/2021, 13:51 |
| PROMO-KOU0-4PJ1-D4VZ<br><a href="#">New article</a><br><a href="#">NOTICE</a> |  | No              | 01/15/2021, 13:51 | 01/15/2021, 13:51 |

**Search**  
Coupon code  
  
E-mail  
  
Period:  

All ▾

  
Select dates:  

-

  
  
Expired ☐

There is a coupon search menu on the right side.

## 9. Sent Notifications Logs

**Marketing > Cart-Power: Email-marketing > Sent notifications logs** tab provides info on all notifications, sent to users.

| <div> <div>«</div> <div>&lt;</div> <div>1-10 of 92 ▾</div> <div>&gt;</div> <div>»</div> </div> |                 |                   |                                          |                     |      |        |  |
|------------------------------------------------------------------------------------------------|-----------------|-------------------|------------------------------------------|---------------------|------|--------|--|
| Name                                                                                           | Type            | Date ▾            | E-mail                                   | Message             | Test | Status |  |
| <a href="#">dddddddddddddddddddd</a><br>Simtech                                                | Viewed products | 04/01/2021, 13:29 | ██████████                               | <a href="#">See</a> | N    | Sent   |  |
| <a href="#">dddddddddddddddddddd</a><br>Simtech                                                | Viewed products | 04/01/2021, 10:34 | ██████████                               | <a href="#">See</a> | N    | Sent   |  |
| <a href="#">dddddddddddddddddddd</a><br>Simtech                                                | Viewed products | 04/01/2021, 09:15 | ██████████                               | <a href="#">See</a> | N    | Sent   |  |
| <a href="#">XXXXXX</a><br>Simtech                                                              | Abandoned cart  | 03/12/2021, 11:15 | ██████████                               | <a href="#">See</a> | N    | Sent   |  |
|                                                                                                |                 | 02/24/2021, 16:03 | ████████████████████████████████████████ | <a href="#">See</a> | N    | Sent   |  |
| <a href="#">New article</a><br>Simtech                                                         | Events          | 01/20/2021, 10:01 | ████████████████████████████████████████ | <a href="#">See</a> | N    | Sent   |  |

Search

E-mail

Period:

All ▾

Select dates:

Type

All ▾

Search

The list contains the notification **name**, its **type**, sending **date**, user **email**, **message** content, **status**, and **test** info (where *Y* is test notification, *N* is actual notification).

There is a logs search menu on the right side.

To **clear logs**, click the **cogwheel button** in the top right corner.

## 10. Product Placeholders

**Marketing > Cart-Power: Email-marketing > Product placeholders** tab allows to add custom placeholders to use in notification content. To do so, click “+” in the top right corner.

New placeholder

Create

LANGUAGE:  English ▾

Name \*

New placeholder

\_image\_width \*

150

\_image\_height \*

150

Placeholder ⓘ \*

placeholder\_1

Products ▾

+ Add products

Name

101 Things Everyone Should Know About Economics A Down and Dirty Guide to Everything from Securities and Derivatives to Interest Rates and Hedge Funds—And What They Mean For You

16GB A Series Walkman Video MP3

- **Name** - placeholder title in the general list.
- **Image with an image height** - image resolution in pixels.
- **Placeholder** - may contain Latin symbols and “\_” instead of space.
- **Procust** - add products, which placeholder refers to.

After selecting the necessary options, click Create in the top right corner. **Note that now custom placeholder is available in the message settings tab:**

## Available placeholders

**store\_link** - Link to the store

**customer\_firstname** - Customer first  
name

**customer\_lastname** - Customer last  
name

**company\_name** - Company name

**company\_phone** - Company phone

**company\_address** - Company  
address

**products\_block** - Products

**unsubscribe\_link** - Unsubscribe link

**wishlist\_link** - Customer's wishlist

content link

**coupon\_code** - Coupon code

**placeholder\_1** - New placeholder

## 11. Notification Subscriptions Management

The administrator can manage the client's subscriptions to notifications, these settings are located in the **Customers > Customers > [Customer\_name] > Manage email notices** tab.

General   User groups   **Manage email notices**

- ☒ Remind me about the abandoned products in the cart
- ☒ Get special offers for products from wishlists
- ☒ Don't mind leaving a review on the products I ordered
- ☒ Notifications about running promotions and special offers
- ☒ Get personal offers
- ☒ Get special offers on products that I have viewed

These settings are renamed types of notifications from the notification menu of this add-on:

- **Remind me about the abandoned products in the cart** - abandoned cart notifications;
- **Get special offers for products from wishlists** - wishlist notifications;
- **Don't mind leaving a review on the products I ordered** - orders feedback notifications;
- **Notifications about running promotions and special offers** - event notifications;
- **Get personal offers** - audience notifications;
- **Get special offers on products that I have viewed** - viewed products notifications.

The customer can unsubscribe from notifications by clicking on the direct link "Unsubscribe" from the letter, in other cases, the tab with subscriptions in the buyer's personal profile will be hidden:



ДЕМО МАГАЗИН

+7(800)000-00-00 Mon-Fr 9a.m.-6p.m  
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Search products



MY CART

Cart is empty

[APPAREL](#) [ELECTRONICS](#) [SPORTS & OUTDOORS](#) [OFFICE SUPPLIES](#) [MULTIMEDIA](#) [BRANDS](#) [NEWEST](#) [BESTSELLERS](#) [SALES](#)

[Home](#) / [Editing profile](#)

## Profile details

General

CP: Manage email notices

- ☒ Abandoned cart
- ☒ Wishlist
- ☒ Orders
- ☒ Events
- ☒ Audience
- ☒ Viewed products

SAVE

## Profile details

On this page you can modify your login credentials and personal data to be used during future purchases.

To keep your account secure we recommend to avoid creating passwords that use:

- Dictionary words in any language.
- Words spelled backwards, common misspellings, and abbreviations.
- Sequences or repeated characters. Examples: 12345678, 222222, abcdefg, or adjacent letters on your keyboard (qwerty).
- Personal information. Your name, birthday, driver's license, passport number, or similar information.

## 12. Multi-Vendor Functionality

Multi-Vendor functionality is available to the administrator only.

**Abandoned cart** notification can be used for vendors:

### Information ▾

Name: \*

Send period (hours):

Give a discount by promo  
code: ☒

Promotion for product  
code:

Promotion code expiration  
date (days):

Add tracking pixel script to  
email : ☒

Use for vendors : ☐

Status: \* ☒ Active ☐ Disabled

When asking for an order review, the user can be asked for **vendor review**:

### Information ▾

Name: \*

Send period (hours):

Order statuses: ☒ Processed ☒ Complete ☐ Open ☐ Failed ☐ Declined ☐ Backordered ☐ Canceled ☐ Awaiting call  
☐ Incomplete

Reviews object:

Add tracking pixel script to  
email : ☒

Status: \* ☒ Active ☐ Disabled

## 13. FAQ

### 13.1 Recommended CRON settings

We recommend the following settings:

- **Send notifications** - once an hour (set a longer period for large stores and trading platforms).
- **Removal of used or expired coupon codes from promotions** - every 24 hours.
- **Clear logs** - every 24 hours.