EcomLabs

STEP-BY-STEP GUIDE

An abandoned cart email sequence

Three emails for an abandoned cart in Shopify: when to send each one, example copy to adapt, where it is set in the admin and the checklist to test the flow with a real purchase. The timings are illustrative.

FOR	Shopify stores that want to recover abandoned checkouts by email
TESTED WITH	Nothing run against a store: procedure based on Shopify's Help, read on November 12, 2026
UPDATED	November 12, 2026
DOCS	help.shopify.com/en/manual/orders/abandoned-checkouts
ARTICLE	ecomlabs.dev/g/abandono-en
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BEFORE YOU START

What you will set up

A three-email sequence for someone who left a cart unpaid: a reminder, one that answers doubts and a last reminder. The timings (1 hour, 24 hours, 72 hours) are illustrative starting points to test, not a measured result: we did not find a primary study that fixes the best delay.

> **CAUTION**
> According to Shopify's Help, the recovery link cannot be disabled or made to expire after it is sent, and anyone who opens it can continue that checkout. Mind what you put in the email.

EMAIL 1

Reminder, at one hour, no discount

```
Subject: You left this in your cart
Preview line: Finishing your order takes a minute.

Hi,

You left this in your cart:
[photo] Product name · $000

[ Back to my cart ]

Questions about shipping or the product? Reply to this email.
```

EMAIL 2

Doubts, at 24 hours, no discount

```
Subject: Any questions about your order?
Preview line: This is what people ask most before buying.

Hi,

- Shipping: [time and cost]
- Returns: [window and conditions]
- Payment: [payment methods]

[ Back to my cart ]

If anything is missing, reply to this email and we'll help.
```

EMAIL 3

Last reminder, at 72 hours

```
Subject: Your cart is waiting
Preview line: This is the last reminder.

Hi,

This is what you left:
[photo] Product name · $000

[ Finish my order ]

[Only if you offer an incentive: single-use code, expires DD/MM]
```

Do not invent urgency: say only what is true. If you offer a discount, make it here, with an expiry and single use, set in the discount itself. A discount in every email teaches people to abandon the cart to get it.

STEP 01

Where it is set in Shopify

- **Apps**, **Messaging**, **Automations**, *Abandoned checkout emails by Shopify*, **Edit settings**.
- Turn on **Send abandoned checkout emails automatically**; choose **Send to** and **Send after** (the Help page does not list the values: check your admin).
- **Customize email** changes the logo and colors. By default the email only goes to email marketing subscribers.
- The workflow, including the wait, is edited with Shopify Flow. The Help page does not describe chaining three emails: check in your editor whether you can, or use an email tool.

STEP 02

Test with a real purchase

- [ ] You use an email of yours subscribed to email marketing and a cheap product.
- [ ] In a private window: cart, checkout, type your email and leave without paying.
- [ ] The checkout shows up in **Orders**, **Abandoned checkouts**.
- [ ] The email arrives with the right sender, subject and preview, on a phone too.
- [ ] The button opens your checkout with the right product, price and shipping.
- [ ] If it carries a discount, it applies and expires when you say.
- [ ] Buying from the link creates the order and no more emails of the sequence arrive.
- [ ] You canceled and refunded the test order, and repeated it from a phone.