

# User Manual

## ABANDONED CART REMINDER PRO MODULE – v1.0

The Abandoned Cart Reminder Pro module gives you the ability to automatically send reminder emails to abandoned shopping carts.

### I. INSTALLATION

In the PrestaShop Back office « Modules » tab, click on the « Add a new module » button at the top right of the page. Select the .zip file « Abandoned carts » downloaded from PrestaShop's Official Marketplace and click « Upload this module ».

The module should appear in your modules list. Click on the « Configure » button to start.

There will be 4 tabs on the left side of the module layout: Documentation, Configuration, Statistics, and Contact.

### II. DOCUMENTATION

This tab contains documentation to help get you started with the Abandoned Cart Reminder Module.

### III. CONFIGURATION

Click on the « Configuration » tab to create emails **tailored to your needs**.  
With this module you can choose:

- **The Email Language.** Speaking your customers' language to increase your conversion rates. If your customers' language is undefined, we recommend selecting the PrestaShop default language.
- **The Reminder Frequency.** Schedule up to 3 emails and determine the delay between emails (by hours or days.) Use our recommendations or set your own. You can also send reminder emails to carts abandoned before the module was installed.
- **The Template Design.** Create different templates or use identical ones. Use a catchy subject line to increase email open rates such as "*Finalize your order before it's too late!*", "*Complete your order to receive your products sooner!*"...  
Wright a reassuring catch phrase such as: "*It is still time to confirm your order*", "*We have set aside your products until tomorrow!*".  
In the text, be moderate: "*Maybe you haven't got the time to complete your purchase yet!*", "*Do you need help?*"...

Personalize emails by using tags to add each customer's first and last name as well as the abandoned items. You can also include the web address to your PrestaShop store in the email. And finally, customize the design to match your store by using colors, logos, fonts, charts ...etc.

Once you create and save your reminder emails, you will find a **Recap Board** in the « Language » section. It lists every reminder email created by language.

In order to send reminder emails, you can either:

- Enter the proposed URL from the module
- Define the parameters of the Cron task. For example:

**First Reminder** : 0 \* \* \* \* php -f /var/www/vhosts/sd-29144.dedibox.fr/httpdocs/prestashop16/modules/cartabandonment/send.php?id\_shop=1&token=17493222915332e23450fd77.68813025&wich\_remind=1

**Second Reminder** : 0 \* \* \* \* php -f /var/www/vhosts/sd-29144.dedibox.fr/httpdocs/prestashop16/modules/cartabandonment/send.php?id\_shop=1&token=17493222915332e23450fd77.68813025&wich\_remind=2

**Third Reminder** : 0 \* \* \* \* php -f /var/www/vhosts/sd-29144.dedibox.fr/httpdocs/prestashop16/modules/cartabandonment/send.php?id\_shop=1&token=17493222915332e23450fd77.68813025&wich\_remind=3

#### IV. STATISTICS

This tab allows you to view detailed statistics on your reminder emails. The open rate tells you the number of customers who opened your email. The click-through rate tells you which customers clicked on the link to your website. These statistics allow you to monitor email performance.

#### V. CONTACT

This tab allows you to contact PrestaShop if you encounter problems using the module.



The Abandoned Cart Reminder Module for PrestaShop has been developed by the PrestaShop team, guaranteeing full compatibility with PrestaShop's e-commerce software.