



// drupal commerce · user guide

Abandoned Cart Recovery

Version 1.0.0
ecom-addons.com

Abandoned Cart Recovery writes to customers who left products in their cart: up to three short reminders by email, with the products, a button that puts them back in the cart and, if you want, a single-use discount code. Reminders stop as soon as the customer orders or unsubscribes, and you see in your back office how many carts came back.

Demo Store <admin@example.com> → emma@cart.test

10% off the cart you left at Demo Store

Hello Emma,

You left these products in your cart at Demo Store. We have kept it for you: you can pick up where you left off.

- 1 × Canvas Tote: €25.00
- 2 × Ceramic Mug: €36.00

Total: €61.00

1

Use the code BACK-BPE6YXCM for 10% off this order, until 30 October 2026. It is applied when you open your cart with the button below.

2

Return to my cart: <http://localhost:8083/cart-recovery/restore/1/e47626a07226a2e0ffe35a15d807abd3>

3

You receive this email because you left products in your cart at Demo Store.
Do not send me cart reminders: <http://localhost:8083/cart-recovery/unsubscribe/1/6d5d48851b0cdc3cb88be668dd6dfc51>

1 Single-use code, only if you enable it.

2 Signed link: it fills the cart, it never signs anyone in.

3 Unsubscribe in one click, in every email.

The reminder: the products left in the cart, an optional coupon and a button back to the cart.

Requirements

Component	Version
Drupal	11.3
Commerce	3.x, with Cart, Checkout and Promotion (enabled with the module)
PHP	8.3 or later
Cron	Running every 10 to 15 minutes
Outgoing email	Working (the shop already sends order emails)

Installation

1. Download the latest version from **My account > Downloads** on ecom-addons.com.
2. Unzip it into `modules/custom/` and enable **Abandoned Cart Recovery** in **Extend** (or `drush en ecom_addons_cart_recovery`). Commerce Promotion is enabled with it.
3. Run cron every 10 to 15 minutes from the server, for example `*/10 * * * * drush --uri=https://your-shop cron`. Automated Cron runs every few hours at most, which is too late for a reminder one hour after the cart was left. Without `--uri`, links in the emails point to the wrong address.
4. Mention the cart reminders in your privacy policy.

Carts left before the installation never get a reminder.

Which carts get reminders

A cart is tracked when Drupal Commerce knows the customer's email address: signed-in customers, and guests once they have completed the contact step of checkout. A cart gets reminders when:

- it is still a cart (no order placed) and has not changed for the delay of the next reminder;
- its total reaches the minimum you set (0 by default: every cart);
- the address has not unsubscribed from cart reminders.

Each reminder counts from the last change to the cart. Two reminders are never less than 12 hours apart, and a cart older than the last delay plus 48 hours gets nothing more (for example after cron was stopped). A customer who changes the cart after a reminder gets the next one counted from that change.

The reminder email

The email is written in the language the customer was shopping in: a greeting with the first name of the billing address when there is one, a short text that changes with each reminder, the products with quantities and line totals, the cart total, the coupon when it is its turn, a **Return to my cart** link and, at the bottom, **Do not send me cart reminders**. It goes through Drupal's mail system as plain text, with `List-Unsubscribe` headers so mail clients can show their own unsubscribe button.

The link back to the cart

The **Return to my cart** link is signed with a secret of your shop, so it cannot be guessed or changed. When the customer opens it, on any device, the products are added to the cart of whoever opens it, without doubling the lines already there, the coupon is applied and the cart page opens. **Nobody is signed in by the link**: a forwarded email never opens the customer's account. Products that are no longer published are skipped.

Shopping cart

Item	Price	Quantity	Remove	Total
1 Canvas Tote	25,00 €	1	Remove	25,00 €
Ceramic Mug	18,00 €	2	Remove	36,00 €
				Subtotal 61,00 €
				-10% -6,10 €
				Total 54,90 €

[Update cart](#)[Checkout](#)

1 Added to the visitor's own cart, without doubling what is already there.

2 Discount applied automatically.

The customer follows the link: the products are back in the cart and the coupon is applied.

The coupon

Off by default. When you choose a reminder for it, each cart gets its own code (`BACK-` and eight characters) the first time that reminder goes out: a percentage off the order, single use, valid for the days you set. Codes belong to a Commerce promotion named "Abandoned cart recovery: N%" (one per percentage, so changing the setting never changes codes already sent) that cannot be combined with other promotions. Expired codes that were never used are deleted by cron. Leave the promotions in place while codes may be in use.

Unsubscribing

One click on **Do not send me cart reminders**, or the unsubscribe button of the mail client, stops every reminder for that address for good: the address is added to an opt-out list (stored as a SHA-256 hash, not as readable text) and its carts are marked as stopped.

Abandoned carts in your back office

Go to **Commerce > Abandoned carts**. At the top: carts that got at least one reminder, carts recovered (an order by the same cart or address within 14 days of a reminder), recovered sales and the recovery rate. Below, every tracked cart with its last change, address, items, total, reminders sent, coupon and state (reminders scheduled, no reply, recovered, stopped).

- **WhatsApp** opens WhatsApp (web or app) with a message in the customer's language and the link back to their cart; you choose the chat and decide to send it. Nothing is sent automatically. Default Commerce profiles have no phone number; if your billing profile has a telephone field, the chat opens with that number.
- **Stop reminders** ends the reminders of one cart.
- **Send due reminders now** runs the queue without waiting for cron.

Abandoned carts ☆

1

3
Carts reminded

1
Recovered carts

25,00 €
Recovered sales

33 %
Recovery rate

1 Orders placed within 14 days of a reminder.

Send due reminders now

Settings

Reminders go out on cron. Run cron every 10 to 15 minutes so they leave on time.

Last change	Email	Items	Total	Reminders	Coupon	State	
2026-10-23 07:01	noah@cart.test	1	18,00 €	0 / 3		Reminders scheduled	2 2 Opens WhatsApp with a ready message: you decide to send it. WhatsApp Stop reminders
2026-10-23 05:31	emma@cart.test	3	61,00 €	1 / 3	BACK-BPE6YXCM	Reminders scheduled	WhatsApp Stop reminders
2026-10-23 02:31	mia@cart.test	3	75,00 €	1 / 3	BACK-UXNKBMW7	Stopped	WhatsApp
2026-10-23 01:31	sam@cart.test	1	25,00 €	1 / 3	BACK-Z3NY3CPS	Recovered (25,00 €)	WhatsApp

Commerce > Abandoned carts: results, every tracked cart and a WhatsApp link for a personal message.

Settings

Go to **Commerce > Configuration > Abandoned carts**.

Setting	What it does
Send reminders	Pauses every reminder without uninstalling. On by default.
Reminder 1, 2, 3 after	Hours after the last change to the cart: 1, 24 and 72 by default. Leave 2 or 3 empty to send fewer; each must come later than the previous one.
Coupon in reminder	The reminder that carries the coupon, or "No coupon" (default).
Discount	Percentage off the order, 10 by default (1 to 90).
Valid for	Days the code can be used, 7 by default (1 to 60).
Minimum cart total	Carts below this total get no reminders. 0 by default.

Customers who leave a cart with their email address (signed in, or after the contact step of checkout) get up to three reminders. Reminders stop when they order or unsubscribe. Mention these reminders in your privacy policy. [See the abandoned carts](#)

☒ Send reminders

^ Reminders

Hours after the last change to the cart. Leave the second or third empty to send fewer reminders. Two reminders are always at least 12 hours apart.

1

Reminder 1 after *

1 hours

Reminder 2 after

24 hours

Reminder 3 after

72 hours

1 Up to three reminders: 1 h, 24 h and 72 h by default.

^ Coupon

2

Coupon in reminder

1

A single-use code, created for each cart and applied when the customer opens the link.

Discount

10 %

Valid for

7 days

2 No coupon unless you choose a reminder for it.

Commerce > Configuration > Abandoned carts.

Personal data and privacy

For each tracked cart the addon stores the order id, the email address, the customer account, the language, the number of items and the total, the reminders sent, the coupon code and, when it comes back, the recovered order and its total. Rows are deleted 90 days after the last change to the cart. Deleting a user account deletes the rows of its address. Uninstalling the module deletes its tables; the promotions and codes already sent stay. Nothing is sent to third parties and the emails have no tracking pixels.

Reminder emails are marketing messages. In the EU, Directive 2002/58/EC (art. 13) requires prior consent for marketing emails, with an exception for your own customers' addresses obtained in a

sale, for similar products, when they could object at collection and in every message; the GDPR (art. 21) makes the right to object absolute. Whether a cart reminder fits that exception depends on your country and its authority: check it, describe the reminders in your privacy policy and keep the unsubscribe link. This guide is not legal advice.

Languages

The addon is translated into English, Spanish and French. The reminder follows the language the customer was browsing in (or the language of their account) and the pages after the links follow the language of the link.

Updates and support

Your licence includes every new version and 6 months of support. New versions are in **My account** › **Downloads**; for help, open a ticket in **My account** › **Support**.