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Abandoned Cart Recovery

Version 1.1.0
ecom-addons.com

Abandoned Cart Recovery writes to customers who left products in their cart: up to **three reminder emails** with the products, the total and a **"Return to my cart"** button that puts everything back in their cart, on any device. You can add a **single-use discount code** to one of the reminders. Reminders stop as soon as the customer orders or unsubscribes.

10% off the cart you left at PrestaShop

Hello Ana,

Your cart is still waiting. If something stopped you at checkout, reply to this email and we will help you.



Hummingbird printed t-shirt (S - White)

× 2

€38.24



Mug Today is a good day

× 1

€11.90

Total: €50.14

1

Use the code BACK-PHKA4QWJ for 10% off this order, until 10/30/2026. It is applied when you open your cart with the button below.

1 Optional: in the reminder you choose, one code per cart.

2

Return to my cart

2 Refills the cart on any device and applies the code.

3

You receive this email because you left products in your cart at PrestaShop. [Do not send me cart reminders](#)

3 One-click unsubscribe in every reminder.

The second reminder: the products, the total, a single-use discount code and a button back to the cart.

Requirements

Component	Version
PrestaShop	8.2 · 9.0
PHP	8.1 or later
Theme	Classic (tested) or any theme with the standard cart page
Outgoing email	Working (the shop already sends order emails)

Installation

1. Download the latest version from **My account > Downloads** on ecom-addons.com.
2. In the back office, go to **Modules > Module Manager** and click **Upload a module**.
3. Choose the zip file. Reminders start right away with the default settings; carts left before the installation never get one.
4. Optional: add the **cron URL** shown in the module configuration to your hosting's cron jobs, every 10 to 15 minutes (see "When reminders are sent").

Which carts get reminders

A cart gets reminders when the shop knows who it belongs to: a signed-in customer, or a guest who typed their email address at checkout. It must have products, no order, and reach the minimum total you set. Reminders stop when:

- the customer places an order (with this cart or another one, with the same email address);
- the customer clicks **Do not send me cart reminders** in an email: their address will never get a cart reminder again;
- you press **Stop reminders** in the list;
- the series is over, or the cart is older than the delay of the last reminder plus 48 hours (for example after the shop was offline for days).

If the same customer leaves a newer cart, it replaces the older one and the series goes on: they never get two series at once. Two reminders are never sent within 12 hours.

What the customer receives

Each email shows the products with their picture, quantity and price, the total, the **Return to my cart** button and an unsubscribe link. The texts change from one reminder to the next (a friendly reminder, an offer to help, then the last reminder) and are sent in the language the customer used in your shop.

The button works on any device: it adds the products of the abandoned cart to the cart of whoever opens it, without doubling products that are already there, applies the discount code and opens the cart page. **It never signs anyone in**, so a forwarded email does not open the customer's account; they sign in or check out as a guest as usual.

The screenshot shows a 'SHOPPING CART' page. A green box labeled '1' highlights the cart items: a 'Hummingbird printed t-shirt' (2 items, €38.24, -20% discount) and a 'Mug Today is a good day' (1 item, €11.90). A dark blue tooltip for item 1 says: '1 Added to the visitor's own cart, without doubling what is already there.' To the right, a summary shows 3 items for €50.14, a discount of -€5.01, and free shipping, totaling €45.13. A green box labeled '2' highlights the discount section, showing '-€5.01' and a 'Have a promo code?' link. A dark blue tooltip for item 2 says: '2 The reminder's code is already applied.' Below the cart, there are links for 'Security policy', 'Delivery policy', and 'Return policy', each with '(edit with the Customer Reassurance module)'.

The button opens the cart with the products and the discount, without signing anyone in.

The discount code

Off by default. In **Discount code in**, choose the reminder that carries it (for example the second one). When that reminder goes out, the cart gets its own code (**BACK-** followed by 8 characters): a percentage off the order, single-use, not combinable with other vouchers and valid for the number of days you set. Later reminders repeat it while it can still be used. Codes appear in **Catalog > Discounts** (cart rules); unused codes are deleted a day after they expire.

Carts in your back office

Go to **Orders > Cart reminders**. At the top, the results of the last 90 days: carts that got at least one reminder, carts recovered (an order within 14 days after a reminder), the revenue of those orders and the recovery rate. Below, every tracked cart with its customer, products, total, reminders sent, discount code and state (reminders scheduled, recovered, stopped, no reply).

- **WhatsApp** opens WhatsApp (web or app) with a message to the customer, in their language, with the link to their cart. The phone number comes from the cart's address, with the country

code. Nothing is sent automatically: you read the message and send it yourself.

- **Stop reminders** stops the reminders of that cart.

Cart reminders

WELCOME

Dashboard

Care Center

SELL

Orders

Orders

Invoices

Credit Slips

Delivery Slips

Shopping Carts

Withdrawals

Cart reminders

Catalog

Customers

Customer Service

Stats

IMPROVE

Modules

Design

Shipping

Orders > Cart reminders

Settings

Help

Last 90 days

Carts reminded: 5

Carts recovered: 2

Recovered revenue: €90.60

Recovery rate: 40%

1 Orders placed after a reminder.

Cart reminders

Cart	Last change	Customer	Products	Total	Reminders sent	Discount code	State
#46	2026-10-22 08:15	Ana García ana.cart@example.com	3	€50.14	2 / 3 2026-10-23 09:15	BACK-PHKA4QWJ	Reminders scheduled
#990001	2026-10-20 09:15	noah@example.com	3	€64.50 Order €64.50	1 / 3 2026-10-20 10:15		Recovered
#990002	2026-10-17 09:15	mia@example.com	1	€29.00 Order €26.10	2 / 3 2026-10-18 09:15	BACK-7QK4MZ2P	Recovered
#990003	2026-10-15 09:15	leo@example.com	1	€18.90	1 / 3 2026-10-15 10:15		Stopped
#990004	2026-10-14 09:15	zoe@example.com	2	€45.80	3 / 3 2026-10-17 09:15	BACK-HBR3TW5N	No reply

Q Search

WhatsApp

Stop reminders

2 Write on WhatsApp yourself, with the link to the cart.

Orders > Cart reminders: what the reminders bring back, and every cart with its reminders.

Settings

Go to **Modules > Module Manager > Abandoned Cart Recovery > Configure**.

Setting	What it does
Send reminders	On by default. Off: no cart is tracked and nothing is sent.
First / second / third reminder after	Hours after the last change to the cart: 1, 24 and 72 by default. 0 switches the second or third reminder off. Each one must be later than the previous one.
Discount code in	No coupon (default), or the reminder that carries the code.
Discount	Percentage off the order: 10 by default, up to 90.
Code valid for	Days the code can be used: 7 by default, up to 60.
Minimum cart total	Products total, tax included. 0 by default: every cart.
Only newsletter subscribers	Off by default. On: only customers who accepted your newsletter get reminders.

Settings

Reminders go out while the shop has visitors, checked at most every 10 minutes. For exact timing, or a shop with few visits, call this URL every 10 to 15 minutes from a cron job: <http://localhost:8081/cart-recovery?do=cron&t=5a5e1289aabf774c11918776d83a7a4d>

Send reminders ☒ Yes

Off: no cart is tracked and no reminder is sent.

First reminder after

1

hours

Hours after the last change to the cart.

11 hour, 1 day and 3 days by default.

Second reminder after

24

hours

0: no second reminder. Must be later than the first one.

Third reminder after

72

hours

0: no third reminder. Never two reminders within 12 hours.

Discount code in

Reminder 2

A single-use code for this cart, sent in this reminder and repeated in the next ones.

2 No discount unless you choose a reminder.

Discount

10

%

Code valid for

7

days

Minimum cart total

0

€

Products total, tax included. 0: every cart.

Only newsletter subscribers

☐ No

Remind only customers who accepted your newsletter, if consent is your lawful basis for these emails. Mention the reminders in your privacy policy either way.

Save

Settings: up to three reminders, the optional discount code, a minimum total and the audience.

When reminders are sent

No cron job is needed: while the shop has visitors, the module checks the carts at most every 10 minutes, after the page has been sent to the visitor. A shop with few visits, or that wants exact timing, can call the **cron URL** shown in the configuration every 10 to 15 minutes. Each run sends at most 50 reminders; the rest go out on the next run.

Personal data and privacy

The module stores, for each tracked cart, the customer's email address and account, the language, the total, the reminders sent and their dates, the discount code and, if recovered, the order. These rows are deleted 90 days after the last change to the cart. When a customer unsubscribes, only a one-way fingerprint (SHA-256) of their address is kept, so the objection is honoured for good without keeping a readable list. With the official **GDPR** module (psgdpr), a customer's tracked carts

are included in the data export and erased with their data; deleting a customer also deletes them. Uninstalling the module deletes both tables (discount codes already sent stay in Catalog › Discounts).

Cart reminders are marketing emails. Whether you may send them without prior consent depends on your country (in the EU, Directive 2002/58/EC art. 13 and its national laws). Mention the reminders in your privacy policy and, if your lawful basis is consent, switch on **Only newsletter subscribers**. Every email carries an unsubscribe link and a one-click unsubscribe header that mail apps show as a button. This guide is not legal advice.

Languages

The module is translated into English, Spanish and French. Emails, the unsubscribe page and the WhatsApp message use the language of the customer's cart.

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**.