



// woocommerce · user guide

Abandoned Cart Recovery

Version 1.0.0
ecom-addons.com

Abandoned Cart Recovery sends **up to three reminder emails** to customers who left products in their cart without ordering, with the products, the total and a button that brings the cart back. You decide whether one reminder carries a single-use coupon. Reminders stop as soon as the customer orders or unsubscribes, and you can follow up personally on WhatsApp.

Demo Store

10% off the cart you left at Demo Store

Hello,

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



Canvas Tote × 2 €50.00



Leather Wallet × 1 €55.00

Total: €105.00

1

Use the code BACK-VBKFDS62 for 10% off this order, until October 30, 2026. It is applied when you open your cart with the button below.

1 Single-use code, only in the reminder you choose.

Return to my cart

2

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

2 Unsubscribe link in every reminder.

Demo Store
Spain

The reminder, in WooCommerce's email layout: the products, the total, an optional coupon and a button back to the cart.

Requirements

Component	Version
WordPress	7.0 or later
WooCommerce	11.x (Cart and Checkout blocks or classic checkout)
PHP	8.1 or later
Outgoing email	Working (the shop already sends order emails)
WP-Cron	On (default), or a real cron job calling <code>wp-cron.php</code> on low-traffic sites

Installation

1. Download the latest version from **My account > Downloads** on ecom-addons.com.
2. In WordPress, go to **Plugins > Add New Plugin > Upload Plugin** and choose the zip file.
3. Click **Install Now** and then **Activate**. Carts are tracked from that moment on: carts left before the installation never get a reminder.
4. Check the settings in **Marketing > Abandoned carts > Settings** and mention the reminders in your privacy policy.

Which carts get reminders

A cart is tracked when the shop knows who it belongs to:

- **Signed-in customers:** their account email address.
- **Guests:** as soon as they type their email address at checkout (the Checkout block sends it to the shop while they fill in the form; the classic checkout when it refreshes the order summary).

The tracked cart keeps the products, quantities and total, and is updated when the customer changes it. Opening the checkout again without changing anything does not restart the reminders. A new cart of the same address replaces the previous one. Carts below the **minimum cart total** and addresses that unsubscribed are not tracked.

The reminders

Each reminder is sent a number of hours after the **last change** to the cart: 1, 24 and 72 hours by default. The second and third can be switched off. Two reminders are never closer than 12 hours, and a cart older than the last reminder plus 48 hours (for instance after a long WP-Cron outage) gets none. A WP-Cron event runs every 10 minutes and sends at most 50 reminders per run.

The email is sent in your WooCommerce email layout and in the language the customer was browsing in. It lists the products with their picture, quantity and price, the total, and a **Return to my cart** button. The second one invites the customer to reply if something stopped them; the third one is the last. Every reminder ends with a **Do not send me cart reminders** link.

Coupon. If you choose a reminder in **Coupon in reminder**, that reminder creates a WooCommerce coupon for this cart only: a percentage discount, a random code (**BACK-** followed by 8 characters), usable once, not combinable with other coupons, valid for the number of days you set. It is applied automatically when the customer opens the cart from the email, and also works typed at checkout. Expired codes that were never used are deleted.

The link back to the cart

Return to my cart works on any device: it adds the products of the abandoned cart to the visitor's own cart (products already in it are not doubled), applies the coupon and opens the cart page. It **never signs anyone in**, so a forwarded email does not open the customer's account. Links are signed: they cannot be guessed or changed to open another cart.

The screenshot displays a WooCommerce cart interface. On the left, a table lists products: 'Canvas Tote' for €25.00 (quantity 2) and 'Leather Wallet' for €55.00 (quantity 1). A green box labeled '1' highlights this table. On the right, the 'CART TOTALS' section shows a subtotal of €105.00. A discount of -€10.50 is applied, with the coupon code 'back-vbkfds62' entered in a field labeled '2'. The estimated total is €94.50. A dark blue button 'Proceed to Checkout' is at the bottom. A dark blue notification box at the bottom left states: '1 Same products and quantities, without doubling them.' Another dark blue notification box on the right states: '2 Coupon applied.'

The link fills the visitor's own cart, on any device, with the coupon already applied. Nobody is signed in.

When reminders stop

- **The customer orders** (from the same session or with the same email address): no more reminders. If the order comes within 14 days of a reminder, the cart counts as **recovered**, with the order and its total; an order before any reminder simply removes the cart from the list.
- **The customer unsubscribes**: the link in the email stops every cart of that address for good. Mail clients that show an unsubscribe button use the same link (one-click unsubscribe headers).
- **You stop it: Stop reminders** in the list of carts.

Abandoned carts in your back office

Go to **Marketing > Abandoned carts**. At the top: carts tracked, carts that got a reminder, carts recovered (and the rate) and the recovered sales. Below, every cart with its last change, customer, products, total, reminders sent (and the coupon code) and its state: reminders scheduled, no reply, recovered (with a link to the order) or stopped.

The **WhatsApp** button opens WhatsApp (web or app) with a message ready in the customer's language and the link back to their cart. It uses the billing phone and the country's calling code when the customer gave them; otherwise WhatsApp asks you to choose the chat. Nothing is sent until you press send in WhatsApp: there is no API and no automatic sending.

Abandoned carts

Carts **Settings**

Carts tracked: **5** Reminded: **4** Recovered: **1 (25 %)** Recovered sales: **€105.00** 1 Orders placed within 14 days of a reminder.

Carts are kept for 90 days after their last change. Recovered: ordered within 14 days of a reminder.

Last change	Customer	Products	Total	Reminders	State
2026-10-23 06:50	noah@example.com Noah	1 × Canvas Tote	€25.00	0 / 3	Reminders scheduled WhatsApp Stop reminders
2026-10-23 02:20	mia@example.com Mia	1 × Leather Wallet	€55.00	1 / 3	Reminders scheduled WhatsApp Stop reminders
2026-10-22 11:20	ava@example.com Ava	1 × Canvas Tote	€25.00	1 / 3	Stopped WhatsApp
2026-10-22 01:20	zoe@example.com Zoe	2 × Canvas Tote, 1 × Leather Wallet	€105.00	2 / 3 BACK-7KQ2MZ4P	Cart recovered WhatsApp
2026-10-19 23:20	liam@example.com	2 × Leather Wallet	€110.00	3 / 3	WhatsApp

2 Write from your own WhatsApp, with the cart link prefilled.

Marketing > Abandoned carts: what the reminders bring back, and every tracked cart.

Settings

Go to **Marketing > Abandoned carts > Settings**.

Setting	What it does
Send reminders	On by default. Off pauses the reminders; carts keep being tracked.
Reminder 1 / 2 / 3 after (hours)	1, 24 and 72 by default (1 to 720). 0 switches the second or third reminder off. Each one must come after the previous one; values that do not are dropped when saving.
Minimum cart total	0 by default (every cart). Smaller carts get no reminder.
Coupon in reminder	No coupon by default. Choose the reminder that carries the coupon.
Discount (%)	10 by default (1 to 90).
Coupon valid for (days)	7 by default (1 to 60), until the end of the last day.

Abandoned cart reminders

Carts of signed-in customers, and of guests who typed their email address at checkout, get up to three reminders after their last change. Reminders stop when the customer orders or unsubscribes. Mention these reminders in your privacy policy.

Send reminders ☒ Uncheck to pause the reminders; carts keep being tracked.

Reminder 1 after (hours)
After the last change to the cart.

Reminder 2 after (hours)

1 0: no second reminder. Never less than 12 hours after the previous one.

1 Hours after the last change to the cart; 0 switches it off.

Reminder 3 after (hours)
0: no third reminder.

Minimum cart total
Smaller carts get no reminder. 0: every cart.

Coupon
A single-use code, created for each cart when its reminder is sent and applied when the customer opens the cart from the email. Expired unused codes are deleted.

Coupon in reminder

2

2 No coupon unless you choose a reminder.

Discount (%)

Coupon valid for (days)

[Save changes](#)

Up to three reminders, a minimum cart total and an optional coupon.

Personal data and privacy

For each tracked cart the addon stores the email address, first name, billing phone and country, language, products, total, reminders sent, coupon code, status and dates, plus the order when the cart is recovered. Carts are deleted 90 days after their last change. When a customer unsubscribes, the addon keeps only a SHA-256 hash of the address in an opt-out list, so the objection is honoured for good without keeping a readable list. Nothing is sent to third parties and the emails contain no tracking pixels.

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; the right to object of GDPR art. 21): check it, and mention the reminders in your privacy policy (the plugin suggests a paragraph in **Settings > Privacy**). Tracked carts appear in **Tools > Export Personal Data** and are deleted by **Tools > Erase Personal Data** or when the user account is deleted. Deleting the plugin deletes its tables and settings; coupons already sent stay until they expire. This guide is not legal advice.

Languages

The addon is translated into English, Spanish and French. Reminders and the WhatsApp message use the language the customer was browsing in.

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**.