

# Magento 2 Abandoned Basket Email

## Installation and User Guide for Magento 2 Abandoned Basket email extension

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## Installation

- **Installation via app/code:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added. After the successful upload of the package, run below commands on Magento 2 root directory.

```
php bin/magento setup:upgrade  
php bin/magento setup:di:compile  
php bin/magento setup:static-content:deploy
```

- **Installation via Composer:** Please follow the guide provided in the below link to complete the installation via composer.

[<https://docs.scommerce-mage.com/magento-2-extensions/installation-via-composer/installation-via-composer>]

# Configuration Settings for Abandoned Basket Email

Go to **Admin > Stores > Configuration > Scommerce Configuration > Abandoned Basket Email**

## General Settings

- **Enabled** - Select "Yes" or "No" to enable or disable the module.
- **License Key** - Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys for dev/staging sites then please email us at [support@sccommerce-mage.com](mailto:support@sccommerce-mage.com).
- **Email Sender** - Please Select the Email Sender.
- **Capture Guest Email on Checkout** - Select "Yes" to enabled a guest's email address is saved to the quote as soon as it passes validation on the checkout email field.
- **Cron Schedule** - This will allow you to define cron frequency, how often you want to run Abandoned Basket Email cron.

### General

**Enabled** [store view] Yes  Use system value  
This setting will be used to enable or disable module

**License Key** [store view] \$2y\$10\$ynAupuS/FuGRoHzvgBILv.092eKDYk28XyvoLxqMdTjWmMRDsaigm  
This setting will be used to verify your license key for the given domain  
**N.B. License keys are domain specific so for your testing or staging sites please email us at [support@sccommerce-mage.com](mailto:support@sccommerce-mage.com)**

**Email Sender** [store view] Sales Representative  Use system value

**Capture Guest Email on Checkout** [store view] Yes  Use system value  
When enabled, a guest's email address is saved to the quote as soon as it passes validation on the checkout email field.

**Cron Schedule** [store view] \*/20 \* \* \* \*  
This will allow you to define schedule how often you want to run product scheduler cron

```
* * * * *
| | | | |
| | | | +---- Day of the Week (range: 1-7, 1 standing for Monday)
| | | +----- Month of the Year (range: 1-12)
| | +----- Day of the Month (range: 1-31)
| +----- Hour (range: 0-23)
+----- Minute (range: 0-59)
Example: 0 0 * Daily at midnight
```

## Email Notification 1

- **Enabled** - Select "Yes" or "No" to enable or disable module.
- **Interval (In Days)** - Please Set the amount of days to pass before the first email is sent.
- **Select Email Template** - Please select the email template for the first email notification.
- **Discount Amount (%)** - Please enter a discount percentage to include in the email (10%).

Email Notification 1

**Enabled** [store view]  ▼  
 This setting will be used to enable or disable module

**Interval (In Days)** [store view]   
 Set the amount of days to pass before the first email is sent

**Select email template** [store view]  ▼  
 Please select the email template for the first email notification.

**Discount Amount (%)** [store view]   
 Enter a discount percentage to include in the email. When set, a unique coupon code will be generated (valid for 24 hours) and displayed in the email. Leave empty to send without a discount.

## Email Notification 2

- **Enabled** - Select "Yes" or "No" to enable or disable module.
- **Interval (In Days)** - Please Set the amount of days to pass before the first email is sent.
- **Select Email Template** - Please select the email template for the first email notification.
- **Discount Amount (%)** - Please enter a discount percentage to include in the email (20%).

Email Notification 2

**Enabled** [store view]  ▼  
 This setting will be used to enable or disable module

**Interval (In Days)** [store view]   
 Set the amount of days to pass before the second email is sent

**Select email template** [store view]  ▼  
 Please select the email template for the second email notification.

**Discount Amount (%)** [store view]   
 Enter a discount percentage to include in the email. When set, a unique coupon code will be generated (valid for 24 hours) and displayed in the email. Leave empty to send without a discount.

## Email Notification 3

- **Enabled** - Select "Yes" or "No" to enable or disable module.
- **Interval (In Days)** - Please Set the amount of days to pass before the first email is sent.
- **Select Email Template** - Please select the email template for the first email notification.

- **Discount Amount (%)** - Please enter a discount percentage to include in the email **(25%)**.

### Email Notification 3

**Enabled**  
[store view]  ▼  
This setting will be used to enable or disable module

**Interval (In Days)**  
[store view]   
Set the amount of days to pass before the third email is sent

**Select email template**  
[store view]  ▼  
Please select the email template for the third email notification.

**Discount Amount (%)**  
[store view]   
Enter a discount percentage to include in the email. When set, a unique coupon code will be generated (valid for 24 hours) and displayed in the email. Leave empty to send without a discount.

## How the Email Sequence Works:



A typical workflow begins when a customer, whether a **registered user or a guest user**, adds items to their cart but leaves the website without completing the order.

The email sequence is based on timed intervals that determine when each reminder is sent after a cart is abandoned. Each email becomes progressively more persuasive by offering a higher discount. Importantly, both the **interval days** and the **discount percentages** are fully configurable from **Admin → Stores > Configuration > Abandoned Basket Email → General**.

For example, if the business wants to send the first email after two days instead of one, or offer a 15% discount instead of 10%, these values can be easily updated in the settings.

A typical flow might look like this: if a customer abandons their cart on Monday, the system sends the first reminder on Tuesday with a 10% discount. If the customer still does not complete the purchase, a second reminder is sent on Thursday with a 20% discount. Finally, if the cart remains incomplete, a third reminder is sent the following Monday with a 25% discount. Once the customer completes the order at any point, the remaining emails are automatically cancelled.

Email	Interval	Discount	Purpose
**Email 1**	1 day after abandonment	**10%**	Gentle reminder + small incentive
**Email 2**	3 days after abandonment	**20%**	Stronger incentive
**Email 3**	7 days after abandonment	**25%**	Final attempt with highest discount




Search entire store here...  

1 Item in Cart Cart Subtotal : **£49.00**

[Proceed to Checkout](#)

[PayPal](#)

[Pay Later](#)

 **Cruise Watch Test**  
£49.00  
Qty:   

Men ▾ **Gear** ▾ Training ▾ Sale Gallery Rings

Test to your shopping cart.

Items 1-8 of 24

## Email Content and Customer Experience:

Each abandoned cart email contains a reminder message, a list of the products left in the customer's cart, a restore-cart link, and a discount, a unique coupon code along with a short message explaining the offer.

For example, the email may say: "We're offering you 10% off your order as a thank you for coming back. Use code XYSZ-3CAB4F58 at checkout." Customers can then apply the discount code during checkout and complete their purchase. This creates a smooth and user-friendly experience that increases the likelihood of conversion.

### Email 1 - Discount 10%OFF

Dear **kk**,

Thank you for stopping by the **Test Store** website and considering us for your purchase. We noticed that during your visit to our store you placed the following item(s) in your shopping basket but did not complete the transaction.

Items	Qty	Price
Compete Track Tote	1	B11.09
Luma Analog Watch	1	B39.72
Subtotal (Excl. Tax)	B0.00	
Subtotal (Incl. Tax)	B0.00	
Scommerce - Surcharge	B0.00	
Vat Exempted	B0.00	
Tax	B0.00	

#### Restore

To make things easier, we're offering you **10% off your order** as a thank you for coming back.

Simply use the discount code below at checkout:

**AB-3CAB4F58**

This offer is valid for the next 24 hours, so don't miss out!

We are always interested in knowing what made you decide not to purchase at this time. If you experienced any issues or have any concerns, we would truly appreciate your feedback. Your input helps us improve your experience at Test Store.

#### PLEASE NOTE:

If you believe you completed your purchase and are wondering why you didn't receive an order confirmation email, this message indicates that your order was NOT completed and that you have NOT been charged. Please return to the store to complete your order.

We apologise if you have already completed your purchase and received this message by mistake.

Thank you again for your time and for shopping with **Test Store**.

Kind regards,  
Test Store Team

## Email 2 - Discount 20%OFF

Dear **kk**,

We noticed that you still have items waiting in your shopping basket at **Test Store**, and we'd love to help you complete your purchase.

Items	Qty	Price
Compete Track Tote	1	B11.09
Luma Analog Watch	1	B39.72
Subtotal (Excl. Tax)	B0.00	
Subtotal (Incl. Tax)	B0.00	
Scommerce - Surcharge	B0.00	
Vat Exempted	B0.00	
Tax	B0.00	

### Restore

To make things easier, we're offering you **20% off your order** as a thank you for coming back.

Simply use the discount code below at checkout:

**AB-521E233B**

This offer is valid for the next 24 hours, so don't miss out!

#### PLEASE NOTE:

If you believe you already completed your purchase and did not receive a confirmation email, this message confirms that your order was NOT completed and no payment was taken. Please return to the store to complete your order.

We apologise if you have already completed your purchase and received this message by mistake.

Thank you for choosing **Test Store**, we hope to see you back soon!

## Email 3 - Discount 25%OFF

Reply Reply All Forward



Tue 19/05/2026 10:32

Sales <sales@example.com>

Final reminder: Save 25% before your basket expires

o kk

If there are problems with how this message is displayed, click here to view it in a web browser.

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Dear **kk**,

This is a final reminder that the items you selected at **Test Store** are still waiting in your shopping basket.

Items	Qty	Price
Compete Track Tote	1	B11.09
Luma Analog Watch	1	B39.72
Subtotal (Excl. Tax)	B0.00	
Subtotal (Incl. Tax)	B0.00	
Scommerce - Surcharge	B0.00	
Vat Exempted	B0.00	
Tax	B0.00	

[Restore](#)

To help you make your decision, we're offering you an exclusive **25% off your order**.

Use the exclusive code below at checkout:

**AB-80028CF7**

This offer is valid for the next 24 hours, so don't miss out!

PLEASE NOTE:

If you believe you already completed your purchase and received this message by mistake, please accept our apologies. This email indicates that the order was not completed and no charge was made. Thank you for visiting **Test Store** and for giving us the opportunity to serve you.

Kind regards,  
Test Store Team

07417397784  
Hours of Operation:  
Monday - Sunday.

Test Store  
2, Homberg House  
Telford Square  
Dartford, DA1 5FP,

## Discount from Abandoned Cart Email Applied

The screenshot shows the top navigation bar of a Magento storefront. The logo is 'Scommerce MAGE'. There is a search bar and links for 'My Account', 'Sign Out', and 'GBP'. Below the navigation are several menu items: 'Magento Extensions', 'Magento 2 Extensions', 'Magento Services', 'Our Clients', 'About us', and 'Blog'. On the left, there is a 'Contact' section with the address: 'Bell Terrace, 8, Dartford, DA1 5FN, United Kingdom'. Below that is an 'Edit' link. The main content area is split into two columns. The left column has a 'PAYMENT METHOD' section with a 'PayPal Express Checkout' button. The right column has a 'SUMMARY' section with the following items: 'Subtotal £161.99', 'Discount (Auto-generated abandoned cart discount) -£27.00', 'VAT £21.60', and 'Order Total £129.59'. The discount line is highlighted with a red box.

If you have a question related to this extension please check out our [FAQ Section](#) first. If you can't find the answer you are looking for then please contact [support@scommerce-mage.com](mailto:support@scommerce-mage.com).

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