- Article Traffic: 813/mo
- Traffic Value/mo: $572
- Ranks for: 178 keywords
- Content: 3,500 words

This A+ content piece ranks as one of the most successful pages on our client's website. It's a pure money page that consistently drives leads and revenue.

7 Irresistible Abandoned Cart Email Templates For 2023

When it comes to abandoned cart email templates, you have a lot of different options to choose from. But not all templates are created equal – some will work better for your business than others.

Cart abandonment emails are proven to have average open-rates of 45%, but building successful email sequences starts with a strong email design.

So how do you find the best email templates to recapture your customers? You turn to the experts!

At CartStack, **we've sent over 50 *million* cart recovery emails,** and we know a thing or two about building a successful email campaign.

In this post, we've rounded up the best abandoned cart email examples that you can (and should) copy. From email subject lines, to CTAs, it can be a lot of work to check every box needed for a successful email marketing campaign.

That's why we're doing more than simply sharing good email templates.

We're using this week's blog to explain *why* these email templates work so well and the specific techniques used to:

- Capture the customer's attention.
- Re-engage their interests.
- Bring them back to your website.

The guide below includes seven easy-to-use abandoned cart email templates that will help your business recover lost sales quickly.

By sharing these top-performing templates with you, you'll be on the fast track to creating the best abandoned cart emails to get your customers back.

Best Abandoned Cart Email Templates That Work

Many online retailers struggle with cart abandonment, and 80% of customers who add items to their cart don't complete their purchase. That's a lot of potential sales you're losing!

But don't worry, we've got you covered. There are a few different ways that you can go about building an abandoned cart email template. One way is to use a pre-existing template from an automated email marketing tool like Cartstack.

Curious how pre-built templates work? **Download our three best performing email templates for free!**

That's the beauty of email automation and cart abandonment tools — they come pre-loaded with templates that are easily customizable in drag and drop builders.

This helps to speed up the creation of your cart abandonment campaigns, and your business will be recovering revenue in no time.

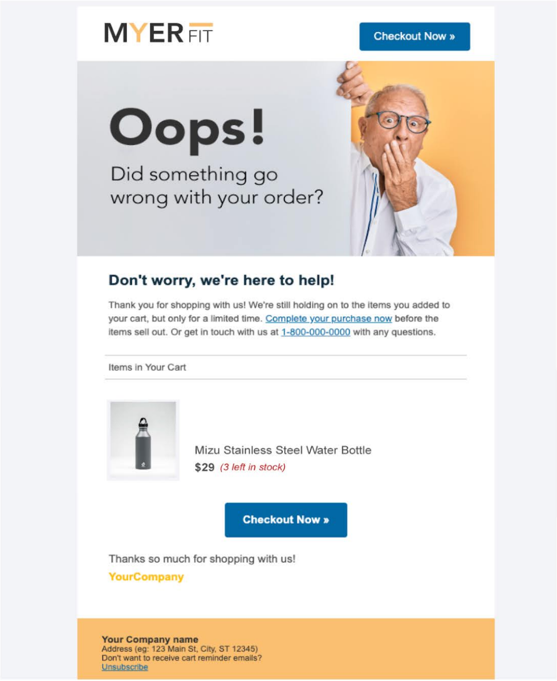
Are you interested in building multiple cart recovery campaigns? Perfect!

In this guide, we'll be looking at seven of the best abandoned cart email templates:

1. **Friendly & Helpful Template** - *"Oops Did Something Go Wrong?"*
2. **Visitor Follow-Up Template** - *"Thank You For Visiting Our Site!"*
3. **Relevant Product Recommendations Template** - *"You Like What You See?"*
4. **Special Offers & Discounts Template**- *"Exclusive Coupons & Promos Available For You"*
5. **The "Missing Out" Email Template** - *"Don't Miss Out On This Item"*
6. **Personal & Quick Push Template** - *"Hey Smiles Davis, Just a Reminder"*
7. **Comedic & Quirky Template** - *"Baby, Please Come Back"*

IMAGE:
https://drive.google.com/file/d/1jc-fRYxIwIKw1swokGkv5VRYk4cvJl2G/view?usp=sharing

1. The Helpful Abandoned Cart Email Template - "Oops Did Something Go Wrong?"



Oops!

Did something go wrong with your order?

Don't worry, we're here to help!

Thank you for shopping with us! We're still holding on to the items you added to your cart, but only for a limited time. Complete your purchase now before the items sell out. Or get in touch with us at 1-800-000-0000 with any questions.

Items in Your Cart

Mizu Stainless Steel Water Bottle

$29 *(3 left in stock)*

Thanks so much for shopping with us!

YourCompany

Your Company name
Address (eg: 123 Main St, City, ST 12345)
Don't want to receive cart reminder emails?
Unsubscribe

The "Oops Did Something Go Wrong?" cart recovery email is incredibly popular, and you've most likely received one yourself.

This email template works so well because it is gentle and non-accusatory — a great way to "test the waters" of your email drip campaigns.

An email like this does not come across as too salesy or pushy, and shifts the blame from the customers to another source (like an internet interruption etc.)

A big, bold "Oops!" along with a playful image uses humor to soften the message and connect with customers on a more casual level.

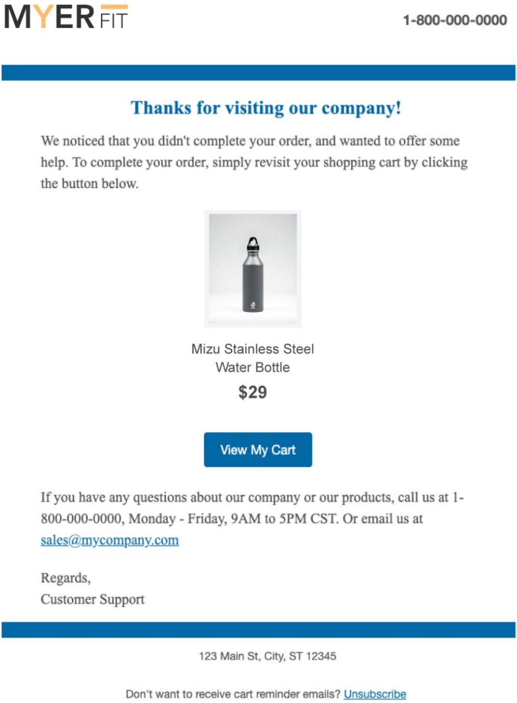
You'll also want to be sure to include your logo, which will help customers immediately establish and recognize your brand. Next, the bright blue CTAs draw the customer's attention to the instruction "Checkout Now."

And don't forget the importance of the email subject line! Using "Oops, Did Something Go Wrong?" as an email subject line will pique customer curiosity, and lend to higher click rates.

If your creative juices need a kick, you can also check out our list of *17 Magnetic Email Subject Lines* for more great examples.

How It Captures Attention	Re-Engagement Style	Key Driving Elements
Big Bold Letters - "Oops!" at the start of the design.	**Tone -** Helpful and attempts to reach out to the customer.	**Urgency -** Provides a limited amount of time for availability.
Trademarked Logo - The logo asserts familiarity right away	**Useful Content -** Provides details on cart content, solutions, and a line or link of communication (telephone number or customer support).	**Direction -** Tells the customer what to do next through prominent CTA's
Highlighted CTA - CTA is the prominent design on the last portion of the email to promote user action.	**Evokes Emotions -** Content targets the wants, needs, and desires of recipients.	**Scarcity -** Includes the remaining stock count in red to subtly push the sale

2. The “For Visitors” Abandoned Cart Email Template - “Thank You For Visiting Our Site!”



MYER FIT

1-800-000-0000

Thanks for visiting our company!

We noticed that you didn't complete your order, and wanted to offer some help. To complete your order, simply revisit your shopping cart by clicking the button below.

Mizu Stainless Steel
Water Bottle

$29

If you have any questions about our company or our products, call us at 1-800-000-0000, Monday - Friday, 9AM to 5PM CST. Or email us at sales@mycompany.com

Regards,
Customer Support

123 Main St, City, ST 12345

Don't want to receive cart reminder emails? Unsubscribe

On its face, this abandoned cart template is so simple it shouldn't work. But it does. It's packed full of subtle tactics that come together to capture attention, re-engage, and convert customers successfully.

Simplicity can still be compelling, which is what makes this one of the best abandoned cart email templates.

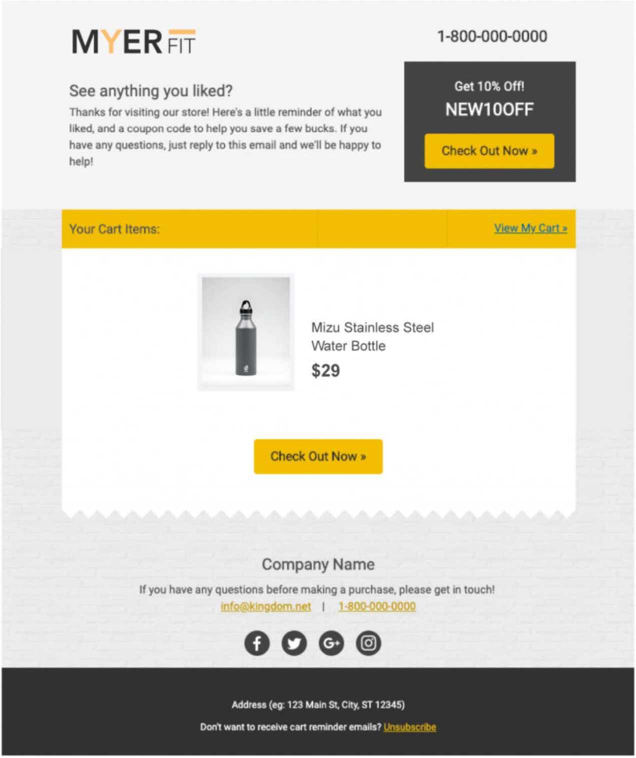
It doesn't look like a typical marketing email – it feels like a personal email with something important to say. This immediately captures attention and draws the recipient in to find out more.

This template places your store's logo in a prominent position to pass the recipient's "trust test," establish relevance, and jog their memory.

The CTA is bright and centered, making it clear and easy to click on. It uses the word "My," which creates a sense of ownership that makes the email more personalized.

How It Captures Attention	Re-Engagement Style	Key Driving Elements
Personalized - Personally thanks the customer, and uses "my" to create a sense of ownership	**Tone** - Polite, helpful, and no hard-selling tactics	**Product Image -** The cart encourages the customer to buy more by showing them what they might get.
Trademarked Logo - Logo is prominent and allows for immediate recognition	**Customer Comes First -** Phrases like "we noticed" and "want to offer help" put the customer first and builds trust	**Direction -** Has a clear CTA, and makes it easy to return to the website to complete purchase
Highlighted CTA - The CTA is highlighted to draw attention	**Multiple Contact Methods -** Gives the customer control over the relationship and methods of communication, which makes them feel special.	**Useful Content -** Provides cart contents, pricing, and multiple methods to complete purchase.

3. The “Relevant Product Interest” Abandoned Cart Email Template - “You Like What You See?”



See anything you liked?

Thanks for visiting our store! Here's a little reminder of what you liked, and a coupon code to help you save a few bucks. If you have any questions, just reply to this email and we'll be happy to help!

Get 10% Off!
NEW10OFF

Mizu Stainless Steel Water Bottle
$29

Company Name

If you have any questions before making a purchase, please get in touch!
info@kingdom.net | 1-800-000-0000

Address (eg: 123 Main St, City, ST 12345)

Don't want to receive cart reminder emails? Unsubscribe

This bright and bold template cleverly uses MyerFit's brand colors to spark quick recognition and emotional connection to the email contents.

The brand logo stands out at the top of the email, and this helps customers recollect their abandoned items, and build brand awareness and loyalty.

Beyond the bright colors and branding, the headline *"See anything you liked?"* injects a little cheek into the messaging. This is a great way to make the customer smile and retain their attention, plus it establishes your brand as fun, friendly, and down-to-earth.

The second star of the show is the coupon code. Incentives are a great way to capture the subconscious's attention, especially when used as your drip-feed campaign's final email.

You'll also note the customer can view their cart's contents, company contact information, visit social media sites, and unsubscribe. These alternative actions are important because they allow customers to continue their purchasing journey, even if they're not ready to buy yet.

How It Captures Attention	**Re-Engagement Style**	**Key Driving Elements**
Bold, Bright Lettering - Bright colors and bold lettering capture attention immediately	**Provides Value -** Offers them something in addition to their cart's contents	**Scarcity -** Abandoned cart email incentives imply scarcity which triggers an immediate response.
Sparks Emotion - coupons create a fear of missing out that drives action – if the customer doesn't use it, they lose out savings.	**Tone -** Casual and friendly tone softens the sell	**Personalization -** Coupon codes included in retargeting emails denote personalization which makes customers feel special and appreciated.
Cheeky Email Copy - Down-to-earth copy makes a strong personal connection and builds trust	**Useful Content -** The cart's contents are included to recreate the purchase drivers they felt on your website.	**Reciprocity -** Money-off incentives trigger a human need to reciprocate, which leads to higher conversion rates.