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Woocommerce Abandon Cart Pro

Plugin Version: 2.3.3

Last Updated Date: September 18 2014



Recover over 30% of your lost sales automatically. It's so easy!

This easy-to-use plugin gives store owners the ability to recover sales that are lost to abandoned shopping carts by logged-in customers. Abandoned Cart works in the background, sending multiple email notifications to your customers, reminding them about their abandoned orders. The plugin offers incentives to return and complete their checkout with discounts and coupons.

NEW: From v2.0, you can track carts abandoned by guest users (in addition to logged-in users). You can now also send the notification emails within minutes of the user abandoning your cart.

Frontend demo: Add an item to cart and check the Admin after 2 minutes to see your abandoned order. Email sending will not work in demo.

[Frontend Demo](#) [Admin Demo](#) [Documentation](#) [FAQ](#) [Forums](#)

Benefits

- Put your cart follow-up process on automation & recover lost orders
- **YOU MAKE MORE SALES!**
- Recover sales from guest users & logged-in users – **v2.0**

Why would a customer abandon their shopping cart?

- Price higher than expected after shipping/taxes
- Shopper decides to wait and look for a better deal
- Lack of trust / confidence
- Confusion during the checkout process
- Credit card denied at checkout
- Urgent matter causes shopper to leave

Video



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- ☐ Unlimited stores – \$249.00

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- ☐ Single store – \$79.00
- ☒ Five stores – \$199.00
- ☐ Unlimited stores – \$249.00

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Details

On average, nearly 70% of all online shopping carts are abandoned (according to [comScore](#)). That's huge money being lost. Recovering and closing the sales on abandoned orders is critical to increasing your bottom line. ([Infographic](#))

The Abandoned Cart plugin allows you to recover orders that were just a step away from closing. It enables you to create automatic & well-timed email reminders to be sent to your customers who have added your products to their cart, but did not complete the order. As a result, with this plugin you will start recovering at least 30% or more of your lost sales. Why let this 30% revenue go unclaimed?

The Abandoned Cart plugin allows you to personalize every email that is sent out by using **custom variables like Customer Name, Cart Information, Cart abandoned date, Coupon codes, Checkout page link, Cart page link** & many more. The Abandoned Cart plugin also enables the admin to keep a track of the emails sent to the customers and giving the Admin different statistics about the emails sent like number of emails opened, number of links clicked from email etc. **Abandoned Cart plugin enables Customers to:**

- Recover their abandoned carts in a single click
- Automatically logs in registered customers
- Tracks carts of guest users too - **v2.0**

Abandoned Cart plugin enables Admin to:

- › Identify the **Abandoned Orders information, including the products that were abandoned**
- › Track abandoned carts of guest users & guest user information like First Name, Last Name, Email Address - **v2.0**
- › Create **unlimited email templates** to be sent at intervals that you set
- › **Add custom variables like Customer Name, Product Information, Coupons, etc.** in the email template
- › **Embed Woocommerce coupons** in the emails being sent to customers
- › Copy HTML from anywhere & create templates using the **powerful Rich Text Editor**
- › Track whether **expired coupons are causing cart abandonment**
- › **You are notified by email when an order is recovered**
- › Track **abandoned orders value v/s recovered orders value**
- › Track **emails sent, emails opened, links clicked** for each template/email
- › Automatically stops email notifications when a customer makes a purchase or uses the cart recovery link

Compatibility

- Woocommerce 2.2 & above
- Wordpress 4.0 & above

Changelog

- v 2.3.3 - This version is compatible with WooCommerce v2.2 and along with few more fixes.
Fixes:
 - Fixed the issue where guest carts were shown empty when accessed through reminder emails.
 - This version is compatible with Wp-mandrill plugin.
 - The product Images and product titles are now clickable and redirect to the product page.
- v 2.3.2 - This version has 4 fixes included.
 - The image links were not being converted properly and resulted in broken images being sent in the reminder emails.
 - Abandon Cart record was not being deleted for users, when they do not reach the order received page.
 - Abandon Cart record remains for guest users who have created an account on the checkout page.
 - The Abandon Cart plugin is now compatible with Woocommerce 2.1.x versions.
- v 2.3.1 - This version provides you with a license key after updating to this version, which will need to be activated after which further updates would be available for you.
- v 2.3 - 1 bug fixed.
 - Where guest carts whose accounts were created on the checkout page were being treated as abandoned carts.
- [View Full Change Log](#)

Simply activate the plugin & enter the settings as per your specifications and requirements. Once this is done, the plugin will start storing abandoned carts & sending email notifications to your customers about it.

Email Sending Setup

Abandoned Cart Plugin relies on a function called WP-Cron, and this function only runs when there is a page requested. So, if there are no visits to your website, then the scheduled jobs are not run.

In a perfect world, scheduling perfectly timed events to run at specified intervals is what should occur, but WP-Cron is not the same as the Unix cron scheduler. The key distinction lies in how it is run; unlike a background process, WP-Cron kicks in every time a visitor opens your WordPress-powered site. As such, it will remain imprecise in terms of timing the sending of your abandoned email notifications.

For the Abandoned Cart Plugin, this can cause a “problem” for you. If you have a schedule of emails to be sent, and no visits are made to your website, the queue will not be processed, and no abandoned cart notification emails will be sent. But, there are solutions.

Advanced: This is the best set of instructions for fixing this, and making it more “perfectly timed.” [Create Cron Jobs](#)

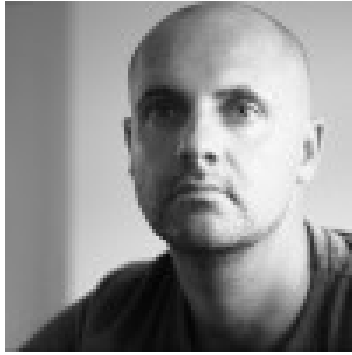
Less Advanced: Alternatively, you could try: [WP-Cron Control](#)

You need to schedule the following script present in the plugin folder so emails are sent out: "woocommerce-abandon-cart-pro/cron/send_email.php"

Updates

Once purchased, to update the plugin to the latest version, please go to your WordPress Plugins page. As & when a new update is available, a notification will be visible just below the plugin description block. If you face any issues while updating the plugin, please drop an email to updates@tychesoftwares.com with your name, email address & plugin name.

- **Review by Oliver Dale, wplift.com ([Read full review here](#))**
Verdict: Whether you are an online store owner, or are building this type of website for a client, being able to add this feature to the store is a great way to increase sales and boost profits. With close to 70% of all online shopping carts being abandoned before the customer completes the sale, you can’t really afford not to install this plugin.
 With its easy to use interface and practical set of features, the Abandon Cart Pro add-on for WooCommerce comes highly recommended.
- **Review by Chris Lema, chrislema.com ([Read full review here](#))**
Verdict: It sets itself apart as giving you an unlimited number of email templates you can use. That’s pretty helpful when you’re trying to interact with distinctly different target markets.



And it does some nice reporting – comparing recovered sales (from carts) to abandoned carts – which everyone wants but doesn't ever get around to coding. Now you don't have to wait.

• **Review by Joe Fylan, wpmayor.com ([Read full review here](#))**

Verdict: Close to 70% of shopping carts on average are abandoned before checkout. Around 50% of shoppers who walk away state the cost of shipping as the reason for doing so. Using this plugin to automatically send an email to anyone who abandons their cart and offering them a free shipping discount coupon, is an ideal way to remove this barrier standing in the way of them making a purchase. In fact, the benefits of being able to add this functionality to an eCommerce store was recently covered by Chris Lema in a recent blog post, who gave a nod to the developers of this particular plugin, as well as some great tips on implementing an approach such as this.

Putting this plugin to work on your site is a quick and easy way to start increasing your revenue. The plugin sales page claims that 30% of lost sales can be recovered automatically by using this plugin.

Like other WooCommerce plugins from Tyche Softwares, the Abandon Cart Pro plugin adds a very useful feature to your eCommerce store, in a way that is easy to setup and begin using, while also having plenty of settings and options to configure it. The high likelihood that this functionality will increase revenue makes this an essential feature to add to any online store. Thanks to its relatively low price tag and ease of use, the WooCommerce Abandon Cart Pro plugin is an ideal choice for solving some of the issues surrounding abandoned shopping carts.

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[...] are also several useful add-ons available, but this review will focus on the core plugin and it's ability to

- [Partial Deposits for WooCommerce: Accept a Deposit for Bookings](#) on [Partial Deposit addon Documentation for WooCommerce Booking and Appointment Plugin](#)
[...] is also online documentation which walks you through the setup process for the plugin, and how to use its

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