⏱️ 15 MIN SETUP

# Shopify abandoned cart email examples you can copy

*Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.*

## The problem

Shopify's abandoned checkout automation is easy to switch on, but the default email is generic. Shoppers get plenty of these, so a plain "you forgot something" message is easy to skip. This guide gives you example emails for a simple three-email flow, with subject lines, so your reminders sound like your store.

**Saves:** time staring at a blank email editor, and sales from shoppers who meant to come back.

## Before you start

If you haven't switched on abandoned checkout emails yet, follow Shopify abandoned cart emails first. It covers where the automation lives in Shopify and how to turn it on. Then come back and paste in the examples below.

## The three-email flow at a glance

| Email | When | Job |
|---|---|---|
| 1. Reminder | About 1 hour after they leave | Remind them, with a link back to the cart |

| Email | When | Job |
|---|---|---|
| 2. Help | About 24 hours later | Answer the questions that stop people buying |
| 3. Last nudge | About 48 hours later | A final reminder, with an optional small offer |

Stop the flow as soon as they buy. Shopify does this for its own abandoned checkout emails.

## Email 1: the friendly reminder

**Subject ideas:** “Still thinking it over?” · “Your cart at [Store] is saved” · “You left something behind”

> Hi [First name], you left a few things in your cart at [Store]. We’ve saved them for you, so you can pick up where you left off: [Cart link]
>
> Questions? Just reply to this email and a real person will help.
>
> [Store] · [Postal address] · [Unsubscribe]

## Email 2: answer the hesitation

**Subject ideas:** “Any questions about your order?” · “Sizing, shipping and returns, sorted”

> Hi [First name], if something made you pause, here’s what most people ask us:
>
> - **Shipping:** [your shipping times and costs]
> - **Returns:** [your returns policy in one line]

> - **Sizing or fit:** [link to your size guide]
>
> Your cart is still here: [Cart link]
>
> [Store] · [Postal address] · [Unsubscribe]

Only list facts that are true for your store. Leave out anything you don't offer.

## Email 3: the last nudge

**Subject ideas:** "Last call on your cart" · "Your cart expires soon"

> Hi [First name], just a final reminder that your cart at [Store] is still waiting: [Cart link]. [Optional: Use code [CODE] for [offer] if you order by [date].]
>
> [Store] · [Postal address] · [Unsubscribe]

Only say a cart "expires" if it really does. If you offer a discount, keep it to this last email so shoppers don't learn to wait for one.

## Tweaks for different stores

- **Fashion and apparel:** link your size guide in email 2, because fit is a common worry.
- **Gifts:** mention order cut-off dates for holidays, if you have them.
- **Higher-priced items:** offer a quick chat or reply in email 2 instead of a discount.
- **Consumables and refills:** keep it short and focus on reordering easily.

## Writing tips

- Put your store name in the “from” name and keep the tone the same as your website.
- Use one clear button back to the cart in every email.
- Keep emails short enough to read on a phone.
- Show the product image if your email tool supports it.

## Consent and local rules

Abandoned cart emails count as marketing in many countries. Only email shoppers who opted in to marketing at checkout, and include an unsubscribe link and your postal address in every email (CAN-SPAM in the US, the Spam Act in Australia, PECR and GDPR in the UK and EU, CASL in Canada). If you also send texts, they need separate SMS consent and must include your store name and “Reply STOP to opt out”. This isn’t legal advice.

## FAQ

### What is a good subject line for an abandoned cart email?

Keep it short, friendly and specific, such as “Your cart at [Store] is saved” or “Still thinking it over?”. Avoid all caps and fake urgency. Test a couple of options and keep the one that gets more clicks in your own store.

### How many abandoned cart emails should I send?

Two or three is plenty, spaced over about 48 hours. The first reminds, the second answers common questions, and the third is a final nudge. Stop as soon as the shopper buys.

### Should I put a discount in abandoned cart emails?

Only if you want to, and only in the last email. Offering a discount straight away can teach shoppers to abandon their carts to get a code. Many stores do well with helpful reminders and no discount at all.

### Can I use these examples with Klaviyo instead of Shopify Email?

Yes. The wording works in any email tool. Paste each email into the matching step of your abandoned checkout flow and swap in that tool's own placeholders for name and cart link.

## Skip the setup with our template pack

Our US$19 Shopify abandoned cart template pack includes a Make blueprint, an n8n workflow, a Zapier build sheet, a three-email copy pack with a consent filter and unsubscribe plus postal footer, optional consented SMS wording, and a one-page setup checklist.

## Related

- Automation for online shops: all the easy wins
- Shopify abandoned cart emails
- Customer birthday offers (opted-in only)
- Lost-lead re-engagement (opted-in only)
- Shopify abandoned cart template pack
- Small Business Automation guide
- Get it ready-made

*Affiliate disclosure: some links earn us a commission at no extra cost to you.*