

“Recover Abandoned Cart”

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Description:

WooCommerce Recover Abandoned Cart is a WooCommerce extension Plugin which will recover the abandoned carts and increase the sales. Cart Abandon happens due to a variety of reasons and sending mail (with follow up mails) can be the best way to Recover the Abandoned Carts which is exactly what this Plugin does. **Recover Abandoned Cart monitors carts that are abandoned by Members and automatically sends mails using the mail templates at specified times.** You can insert the Cart link in the email. You can set up **any number of mail templates for sending follow up mails.** Advantage in having multiple mail templates at specified time durations is that you can send a first mail without coupon. If the Buyer doesn't respond then you can send the follow up mail with coupon code. This will tempt the Buyer to make the purchase. The Buyer purchase is tracked using cookies. Recover Abandoned Cart works for both Members and Guests.

Features:

- **Recover Abandoned Carts with Email**
- **Improve the Sales Count**
- **Works for both Members and Guests**
- **Cart List Capture restrictions for both Members and Guests**
- **Abandoned Cart capture for Guest(s) using Pop Up**
- **User click on email is recorded for you to analyze which mail templates work**
- **Abandoned Cart and Mail sending time can be set**
- **User purchase using Cart link from email is recorded**
- **Multiple Email templates for follow up**
- **Automated Coupon codes can be included in Abandoned Cart Emails**
- **Check Previous Orders to Recover orders which are On-Hold, Pending, Failed, Cancelled**
- **Mails can be sent Automatically as well as Manually**

- **Admin Notification for Abandoned Carts**
- **Admin Notification for Recovered Orders**
- **Works on WP-Cron and Server Cron**
- **Subscription / Un-Subscription for Abandoned Cart Email notification feature for Users as well as Admin**
- **Graphical Reports**
- **Translation Ready**
- **and more**

Getting Started With Recover Abandoned Cart:

How to Install:

1. Login to your **codecanyon** account
2. Go to Downloads Tab
3. You will find **Recover Abandoned Cart**
4. Download **recoverabandonedcart.zip** (Please note the downloaded files will always be the latest version)
5. Unzip **recoverabandonedcart.zip** inside which you will find the Plugins files i.e. **rac.zip**
6. Install **Recover Abandoned Cart** i.e. **rac.zip** using WordPress Dashboard
7. Activate the Plugin

How to Upgrade to a newer version of Recover Abandoned Cart?

Please always test the new version in a testing site before you upgrade to the new version in your live site.

If you are using an older version and want to upgrade to the latest version of Recover Abandoned Cart then please do the following steps.

1. Login to your **codecanyon** account
2. Go to **Downloads** Tab
3. You will find **Recover Abandoned Cart**
4. Download **recoverabandonedcart.zip** (Please note the downloaded files will always be the latest version)
5. Unzip **recoverabandonedcart.zip** inside which you will find the Plugins files i.e. **rac.zip**
6. **Deactivate** and **Delete** the existing version of **Recover Abandoned Cart** in your site
7. Install the latest version of **Recover Abandoned Cart** i.e. **rac.zip** using **WordPress Dashboard**

8. Activate the Plugin

Please note you will not lose any settings values, data etc by following the above steps

Support

Please check the documentation as we have lots of information there.
For support, feature request or any help, please [register and open a support ticket on our site](#).

Work Flow of Recover Abandoned Cart

- Abandoned Carts in Cart list
- Recover Abandoned Cart works for both Guest and Members
- Abandon Cart and Email Sending to users
- User Purchase using Cart link from Email
- Cart List Export

Abandoned Carts in Cart List

- User adds products to Cart.
- Due to some reason the user didn't proceed with further steps or forget to complete the purchase.
- In this Case, the product added in the Cart will be abandoned.
- The number of products abandoned by the users can be viewed in Cart list.
- The list of Abandoned carts will be send by admin with respect to the corresponding users via Email to complete the order.
- Once the Carts become recovered, the status of cart content will be recovered.

Recover Abandoned Cart works for both Guest and Members

- The Recover Abandon Cart is supported for both Guest and Users.
- The Email sent to the Users when the cart become abandoned with the help of Email Id provided by the user, when they registered on the site.
- The Email sent to the Guest when the cart become abandoned with the help of Email Id, when they entered in the Pop-Up field/Checkout page.

Abandon Cart and Email Sending to Users

- The Cart to be abandoned with in a specified time will be set by the admin.
- Mail Cron triggers periodically based on Mail Cron Time.
- Whenever the Cron triggers, it will check for the Cart List contents with respect to Abandoned Status in Cart List tab. For those Lists Emails will be send to the users based on the Days or Minutes or Hours set by the admin in the Send Mail Duration under Email Template.
- With the specified timings the user will receive email.
- The above conditions will be applied for Guests too.

User Purchase using Cart Link from Email

- Once the Cart become abandoned, the User will receive an Email from the Site admin.
- The User have to click the Cart Link in the Email to Complete the Purchase.
- Once the order has been completed by the user, the corresponding user's cart status will be recovered.
- The same process will be applicable for the guests.

Export Cart List

- The Cart List details can be Exported in CSV Format.
- The Exported Cart List includes the details such as Cart details, Cart Link details, User details, Mail status details and Order status details.

Setting Up Recover Abandoned Cart

How to enable the Cart List Capturing for Both Members and Guest?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General Settings -> Cart List Settings**

Members:

- Enable the **Capture Carts of Logged-In Users** check-box field.
- If you want to display the Cart List Capturing info to the Member(s), then Select **Show** in **Cart Capture Display Notice for Members** drop-down option
- If you want to display the message in particular page(s) only, then select

the Page(s) in **Pages to Display** selection field

- Enter the Message as per your need in **User Notice Message** text-field
- Save the settings

Guest:

- Enable the **Capture Carts of Guests** check-box field.
- If you want display the Cart List Capturing info to the Guest User(s), then Select **Show** in **Cart Capture Display Notice for Guests** drop down option
- If you want to display the message in particular page(s) only, then select the Page(s) in **Pages to Display** selection field
- Enter the Message as per your need in **Guest Notice Message** text-field
- Save the settings

Note: If the **above-mentioned options were disabled**, then a notice message will be displayed in the plugin's settings regarding that configuration

How to set Abandon Cart Time for Both Members and Guest?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General Settings -> Time Settings**

Members:

- Enter the duration for Abandoning the Member cart in **Time to consider Cart as Abandoned for Members** field.
- Select **Minutes(or)Hours(or)Days** in **Time to consider Cart as Abandoned for Members** drop down option.

Guest:

- Enter the duration for Abandoning the Guest cart in **Time to consider Cart as Abandoned for Guests** field.
- Select **Minutes(or)Hours(or)Days** in **Time to consider Cart as Abandoned for Guests** drop down option.

How to set Email Cron Settings?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General**

Settings -> Email Cron Settings

- Enter the time after which Email cron job to be run in **Email Cron Job Running Time** field.
- Select **days** or **hours** or **minutes** in **Email Cron Job Running Time** drop down option.

How to set Pop Up Email Id Capture for Guest User(s)?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Advanced Settings -> Add to Cart Pop Up Settings for Guest**

- If you want to display the Pop Up for Guest user(s), then select **Enable Add to Cart Pop Up for Guest User(s)** check box
- If email address is mandatory in order to add a product to cart, then enable **Is Email Address Mandatory for Add to Cart** check box
- If First Name and Last Name to be displayed in the Pop_Up, then select **Show** in **To Show or Hide First name and last name in Guest add to cart Pop Up** drop-down menu
- If First Name and Last Name are mandatory in order to add a product to cart, then enable **Is First/Last Name Mandatory for Add to Cart** check box
- If Contact Number to be displayed in the Pop_Up, then select **Show** in **To Show or Hide Contact number in Guest add to cart Pop Up** drop-down menu
- If Contact number is mandatory in order to add a product to cart, then enable **Is Contact Number Mandatory for Add to Cart** check box
- Enter the Pop Up Title in **Pop Up Heading** text field.
- Enter the First Name Title in **First Name Label** text field.
- Enter the Last Name Title in **Last Name Label** text field.
- Enter the Phone Number Title in **Phone Number Label** text field.
- Enter the Email Address Title in **Email Address Label** text field.
- Select the Pop_Up background Color using **Background Color of Pop_Up field** option
- Enter the Add to Cart Button text in **Add to Cart Button Text** field.
- Select the Add to Cart button Color using **Add to Cart Button Color** field
- Enter the Cancel button text in **Cancel Button Text** text box

- Select the Cancel button Color using **Cancel Button Color** field .

Error Message Customization

Go to **Recover Abandoned Cart → Settings → Advanced Settings → Error Message Localization**

- Enter the empty first name field error message text in **Error Message for Empty First Name Field** text box.
- Set the empty last name field error message text in **Error Message for Empty Last Name Field** text box.
- Enter the empty contact number field error message text in **Error Message for Empty Contact Number Field** text box.
- Set the invalid contact number field error message text in **Error Message for Invalid Contact Number Field** text box.
- Set the empty field error message text in **Error Message for Empty Field** text box.
- Enter the empty field error message text in **Error Message for Invalid Email Address** text box.
- Save the settings.

Note: Once the email address has been added in the Pop Up field, then it(that email address) will be captured in the Cart List for the Guest User(s). The email address which will be entered in the Checkout page(after entering the email address in the Pop Up) doesn't captured in the Cart List table

How to set Notification to be sent for Admin?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General Settings -> Admin Notification Settings**

- Select the **Notify Admin by Email when an Order is Recovered** check box.
- Enter your Email Id in **Admin Email ID** text field.
- Select WooCommerce or Local to identify the Notification sender in **Sender Option**.
- Enter the Subject name in **Email Subject** text field.
- Enter the Notification Message in **Email Message** text box.
- Save the settings.

Note: Notification Emails will be send based on the Order Status of the Recovered

Order which is set in **dashboard - > Recover Abandoned Cart -> Settings -> General Settings - > Recover Status Settings - > Change Status of the Captured Cart Entry to Recovered when Order status becomes** option

How to set Abandoned Cart Notification to be sent for Admin?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General Settings -> Admin Notification Settings**

- Select the **Notify Admin by Email when the Cart is Abandoned** check box.
- Enter your Email Id in **Admin Email ID** text field.
- Select WooCommerce or Local to identify the Notification sender in **Sender Option**.
- Enter the Subject name in **Email Subject** text field.
- Enter the Notification Message in **Email Message** text box.
- Save the settings.

How to Delete Abandoned carts after x days?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General Settings -> Cart List**

- If you want to delete abandon carts automatically after some days, then Select **Yes** in **Remove Carts after x Days** drop down menu.
- Enter the days in “ **Remove Carts after** ” field to delete carts with status set in **Remove Carts with the Following Status** option. By default 30 days has been set.
- Select and set the Cart List Status which can be removed from the cart list in **Remove Carts with the Following Status** options

How to restrict the users from whose cart content to be inserted in the cart list?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General Settings -> Cart List Settings**

- By default, multiple Cart Ids will be created for the same user if they visit or update the Cart, once Abandoned Cart Time reaches. This is because, by default, **Capture all the carts** is selected in **When Multiple Cart Entries are about to be Captured for the Same Email ID then** option. You can change this behavior as per the below options.
 - If you select **Remove old carts and capture new cart**, then two checkboxes will be displayed. Among that if **Remove Carts with**

“NEW” Status checkbox is Enabled, then if there are Cart Ids with New status under the user, they will be removed. If **Remove Carts with “ABANDON” Status** checkbox is Enabled, then if there are Cart Ids with ABANDON status under the user, they will be removed.

- If you select **Don’t capture any new cart**, then if any Active Cart Ids are available under the user, no new Cart Ids will be created until the previous Cart Id is deleted or else Recovered.
- If you wish that Users with certain role which should not insert their Cart content in cart list, then select the type as **User Role** in **Custom Restrict Settings** drop down menu.
- Select the User roles by searching in **Select User Role** option.
- If you wish to restrict Users based on **User Names** which should not insert their Cart Content in Cart List Table, then Select the **Name** in **Custom Restrict Settings** drop down menu.
- Select the Users by User Name in **User Name Selected** option.

How to send Email for Members and Guest?

Go to **dashboard -> Recover Abandoned Cart -> Settings -> General Settings-> Email Settings**

- If you want to send an email to users registered in your site, then select the **“Send Email to Members”** checkbox.
- If you want to send an email to guest in your site, then select the **“Send Email to Guests”** checkbox.
- Save the settings.

Note: If the Abandoned cart contains Tax, then the Tax amount will be displayed in Abandoned cart email with heading “Tax” instead of tax name.

How to set Email Sending Method?

Go to **dashboard -> Recover Abandoned Cart -> Email Templates**

- If there are more than one Active Email Template, then mails will be send based on duration of each mail template. For example, if there are 3 active mail templates, 1st Template with 1 Hour as Send Mail Duration, 2nd Template with 3 Days as Send Mail Duration, 3rd Template with 1 Day, then mails will be sent 1 Hour, 1 Day, 3 Days after Abandoned Cart Time.
- You can customize this behavior by selecting **Based on Previous Mail Sent Time** in **Email Sending Method** option. When the option is chosen, **Mail Sending Priority** option will be displayed. In that, if **Mail**

Duration is selected, then as per the above example, 1st mail will be sent after 1 Hour of Abandoned Cart Time, 2nd mail 1 Day after 1st mail sent time and 3rd mail 3 Days after 2nd mail sent time. If **Based on Abandoned Cart Time** is selected, then 1st mail will be sent after 1 Hour of Abandoned Cart Time, 2nd mail 3 days after 1st mail sent time and 3rd mail 1 Day after 2nd mail sent time.

How to restrict the users from receiving Email?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> General Settings -> Email Settings**

- If you wish that Users with certain role should not receive emails, then select the type as **User Roles** in **Custom Exclude Settings**.
- Select the **User roles** that you wish to stop sending emails in the **Select User Role** option.
- If you wish to restrict Users based on **User Names** in which an email should not be sent, then Select the **Name** in **Custom Restrict Settings** drop down menu.
- Select the Users by User Name in **User Name Selected** option.
- If you wish to exclude users based on **Email Id's**, then **Select Email ID** in Custom Restrict Settings.
- Enter the **email id's of the users** in **Custom Mail ID** Selected text box to whom the emails must not be sent.
- If you wish to exclude users based on **Email Providers**, then **Select Email Provider** in Custom Restrict Settings.
- Enter the **email providers** in **Restrict Email Providers** text box to which email providers the email(s) must not be sent.

How to set Email Template Cart Link?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Advanced Settings -> Email Template Cart Link Settings**

- By Default the link will be set as **Hyper link** in **Cart Link Type** option.
- If you want to change the link as a **URL** or a **Button**, then that can be customized in the Cart Link option.
- Customize the color which you want in **Cart Link Color** option.
- If you want user to proceed with cart page when they clicks the cart link in email, then select **Cart Page** radio button in **Page to be Redirected on Clicking the Cart Link in Abandoned Cart Emails** option.

- If you want user to proceed with checkout page when they clicks the cart link in email, then select **Checkout Page** radio button in **Page to be Redirected on Clicking the Cart Link in Abandoned Cart Emails** option.

How to display Unsubscribe link in an Email?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Advanced Settings -> Unsubscription Settings**

- If you want to display the Unsubscribe Link in the footer of Abandoned Cart Emails, then enable **Link in Email Footer** option.
- If Unsubscribe link in Email option is enabled and a user Clicks on the Unsubscribe link, from then the User will not receive Abandoned Cart Emails.
- Enter the text in **Link Text** text field which will be displayed as the caption for Hyperlink in the Unsubscribe link.
- Enter the Message in **Message** text field which will be displayed as the Unsubscribe Message in the Abandoned Cart Emails.
- Customize the color which you want in **Unsubscribe Anchor Color** option.
- Select **Automatic Unsubscription** or **Manual Unsubscription** in **Unsubscription Type** option. If **Automatic Unsubscription** is selected, then when the user clicks the unsubscription link they will be redirected to the site and Unsubscribe checkbox will be automatically selected and there is no need of any actions from the User to enable the checkbox. If **Manual Unsubscription** is selected, then when the user clicks the unsubscription link they will be redirected to the site and the user must enable Unsubscribe checkbox in order to be Unsubscribed from Abandoned Cart Emails.
- Set the URL to be redirected for Automatic Unsubscription when user clicks the Unsubscription link in **Redirect URL for Automatic Unsubscription** and the URL to be redirected for Manual Unsubscription when user clicks the Unsubscription link in **Redirect URL for Manual Unsubscription** fields respectively. By default, the URL is set to My Account Page for both the options.

Note: If your theme is not supported to display the unsubscription link email footer, use the short-code **{rac.unsubscribe}** for unsubscription link in email content.

How to customize the Position of columns in Product Info Table in Abandoned Cart Email?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Advanced Settings - > Product Info Table Column Positioning**

- Drag and Drop Product **Name, Product Image, Quantity, Total** to the desired position which needs to be displayed in Abandoned Cart Emails.
- Based on positioning columns will be displayed in Product Info table.

How to Customize Product Info in Abandoned Cart Email?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Advanced Settings -> Product Info Table Settings**

- If you want to give border to the Product Info table in Abandoned Cart Emails, then select **Border for Table** check box.
- If you wish to display only the Variable name and not the Variation name of Variable Products in Abandon Cart Emails, then select **Hide in Display Variations for Variable Product** check box.
- If you want to Hide the **Product Name** column in the Abandoned Cart Email, then select **Hide in Product Name Column** check box.
- If you want to Hide the **Product Image** column in the Abandoned Cart Email, then select **Hide in Product Image Column** check box.
- If you want to change the **Product Image Size** in the Abandoned Cart Email, then set the size in **Product Image Size(W*H)** fields.
- If you want to Hide the **Quantity Column** column in the Abandoned Cart Email, then select **Hide in Product Quantity Column** check box.
- If you want to Hide the **Product Price** column in the Abandoned Cart Email, then select **Hide in Product Price Column** check box.
- If you want to Hide the **Subtotal, Shipping, Tax and Total Rows** Field in the Abandoned Cart Email, then select **Hide in Subtotal, Shipping, Tax, Total Rows** check box.
- If you want to Hide only Shipping in Abandoned Cart Email, then select **Hide in Shipping Row** checkbox.
- If you want to Hide only Tax in Abandoned Cart Email, then select **Hide in Tax Row** checkbox.
- By default, if Tax is applied for the Cart contents, then Tax will be displayed exclusively. If you want to display the Tax Inclusive of the Product Price, then enable **Display Product Price Including Tax in Emails** check box.

- Save the Settings.

How to set Email Template?

Go to **dashboard - > Recover Abandoned Cart -> Email Templates**

- By default only one Email template will be available, The details of the Email template will be displayed in the table.
- You can have multiple email templates with various times to follow up and you can provide coupons in follow up mail to encourage user to complete the order.
- Select the status of the template in **Template Status** option.
- If you want the email to be send, then Select **Activated** in **Template Status** option. Select **Deactivated** if you don't want to send.
- If you want the settings which you have configured in WooCommerce Emails to be applied for Abandoned Cart Emails, then select **WooCommerce Template** in **Email Template Type** option.
- If you want the email to be displayed as **Plain text**, then select **HTML Template** in **Email Template Type** option.
- If you wish to send an email to some other person, you can add their email Id in **Bcc** text field.
- Multiple Email Address can also be added in **Bcc** text field.
- You can customize the Caption for Subject in **Subject** text field.
- You can set the mail send duration in each email template which sends the email after the cart is abandoned in **Send Mail Duration** option.
- When the specified time + abandoned cart time elapsed the current time then mail will be sent.
- This time set won't ensure exact mail sending as there is time setting for mail cron .
- When the cron runs it check for the mail template with the abandoned cart time and sends mail as said above.
- You can customize the Anchor Text in **Cart Link Anchor Text** text field.
- If you wish to customize the message, then you can customize in **Message** text field.
- Click **Save Changes** button if you have changed anything in the settings.

Note: You can add multiple email id in Bcc field, but only one email will be send if

you use wp-mandrill to send the Email(Email will be send to the First email id when you entered multiple email id).

The Mail Template consists of the following fields

ID

The ID of the Email Template will be displayed.

Template Name

The Name of the Email Template will be displayed.

From Name

The Name of the Sender will be displayed.

From Email

The Email Id of the Sender will be displayed.

Subject

The Subject of the Email template will be displayed.

Message

The Content of the Mail Template will be displayed.

Status

By default, when a mail template is created it will be active. If you want to deactivate the Template, click the deactivate button.

Preview

If you want to Preview an email template, click on view.

Duplicate

If you want to create the new template with already existing template values, then Click the **Duplicate** button to create a copy of that template.

Edit the Email Template

Click the **Edit** link in the ID column of the respective email template which need to be edited

You can set the name of the template in **Template Name** text field.

You can Activate/Deactivate the template by selecting **Template Status** as **Activated/Deactivated** respectively.

Using **Segmentation** you can use the template for sending abandoned cart emails based on some qualities.

- If **Order Total** is selected, then the template will be used only for the users who have successfully placed orders(Orders with Status as Processing or Completed) in the site. **Minimum Order Total** and **Maximum Order Total** represents minimum and maximum number of orders placed by the user in the site. Entering * represents infinite number of orders.
- If **Order Amount** is selected, then the template will be used only for the users who have successfully placed orders worth of specific amount(Orders with Status as Processing or Completed) in the site. **Minimum Order Amount** and **Maximum Order Amount** represents minimum and maximum amount spent by the user in the site. Entering * represents infinite order amount.
- If **Cart Total** is selected, then the template will be used only for Cart ID's that contains products worth of specific amount in the Cart. **Minimum Cart Amount** and **Maximum Cart Amount** represents minimum and maximum price worth of products added in Cart. Entering * represents infinite Cart amount.
- If **Cart Abandon Date** is selected, then the template will be used only for Cart ID's that are abandoned on specific durations. **From Abandon Date** and **To Abandon Date** represents starting and ending abandoned date. Entering * represents unlimited From and To date.
- If **Cart quantity** is selected, then the template will be used only for Cart ID's that contains specific quantity of products in Cart. **Minimum Cart Quantity** and **Maximum Cart Quantity** represents minimum quantity and maximum quantity respectively. Entering * represents infinite Cart Quantity.
- If **User Role** is selected, then the template will be used only for users with specific user role which is selected in **User Role** select box. If the field is left empty, then the template will not be used for sending mails to any users.
- If **Product in Cart** is selected, then the template will be used only for Cart ID's that contains any one of the products which are included in **Selected Products** search box. If none of the products are selected, then the template will be used for all Cart Id's without any restrictions.

Create a New Template

In Email Template place Shortcode {rac.cartlink} in Visual Editor in order to get the

cart link for the Abandoned Carts which needs to be recovered.

Shortcode in Email Template

- {rac.cartlink}
- {rac.firstname}
- {rac.lastname}
- {rac.coupon}
- {rac.productname}
 - Abandoned Cart emails are sent using WooCommerce Email Template, If you want to send Abandoned Cart Emails using HTML template, In the Email Template type select HTML Template.
 - Logo can be inserted in the Abandoned Cart Email using the **Email Logo Image Uploaded:** option.

You can inherit and use email sender options such as **From Name** and **From Email address** from WooCommerce Settings or you can specify the **From Name** and **From Email address** by selecting the local option in **Email Sender Option** and then enter your preferred name and email address for each template Product Info such as name, image, price etc can be shown in mail using the shortcode **{rac.Productinfo}**

How to Manage Cart List?

Go to **dashboard - > Recover Abandoned Cart -> Cart List Table**

The Cart List tab consist of following fields,

1) Cart Details

The details about the product name will be displayed in this field.

2) User Name

The buyer name who was shopping will be displayed in this field.

3) Email ID/Phone Number

- The **Buyer Email / Phone number** will be displayed if provided by Buyer.
- For **Members**, Email ID will be always available and phone number will be available if member has mentioned the phone number in their profile.
- For **Guest**, there is a possibility either **phone number** or **Email ID** alone is inputted and we still capture the Abandoned Carts.
- Only when the Email Id is available we send mails to those Abandoned Carts and if Phone Number alone is available then you will have to call them to

see if you can recover those Abandoned Carts as the Plugin can't mail them due to unavailability of Email Id.

- If Phone Number alone is available, then the Plugin captures those Abandoned Carts so that you can study the Customer behavior.

4) Abandoned Date/Time

The time/date will displayed when the cart is abandoned.

5) Status

The Status field will shows that whether the cart is New or Abandon or Recovered.

6) Email Template/Email Status/Cart Link in Email

It shows that Which email template/Whether the mail sent/ Whether the buyer clicked the link in the mail.

7) Recovered Order ID

The order ID will be shown in this field, when the user checks from Email and completes the order successfully.

8) Payment Status

In this field, it will display the Recovered Order Status is completed or not.

9) Email Sending

- This is a handy feature where if you want to stop or continue sending mail to particular person then you can click Stop Sending to stop mail for the person/Start Sending to continue sending mail to the person.
- By Default all list cart list will be in sending until the order become completed.
- You might see “Not Applicable” in Email Template, Email Template Status, Recovered Order ID, and Payment Status.
- This will happen if the guest cart captured on checkout page when the guest enters the phone number alone and abandons the Cart at which point we can't mail them as they didn't provide the email address.
- In this case the best Plugin can do is capturing the Abandoned Cart with phone number which can be used either to do direct Phone Calls or to understand more about the Customer behavior.
- When the order is completed, Status become **Recovered**.
- You can also manually change the Status to **Recovered** by clicking **Mark as Recover** button.
- You can enter the Order ID(for Manually Recovered Cart List entry) by

Clicking the **Enter Order ID** button in the **Recovered Order ID** column

Note: A pop up will be displayed to get the Order ID for the Manually recovered cart list entry

10) Sending Manual Email to Abandoned Cart

- We have provided manual mail feature to send mail to abandoned cart manually.
- You can do this by selecting abandoned carts you wish to send mail with checkbox provided and click “**Send Email for Selected**” which will get you into mail compose section where you can select from the mail templates already and edit the messages.
- If you don’t want to use a regular template, create a new mail template and have it deactivated so it won’t send mail automatically.
- While you are sending manual mail you can select the deactivated mail which is created for this purpose and you can send it.
- This manual mail is handy for a situation when emails are not sent for some reason.
- You can use manual mail for temporary purpose at this kind of situation. You can also use this feature to send mails for a few selected abandoned carts if such a situation arises.

However if automatic mails are not sent there might be any one of the following problem

- Mail time not set properly in mail template
- Mail cron time is not set properly in general settings. Please save changes after changing the cron time and see if it helps.
- Mail time set but not updated in db. For this please check the troubleshoot tab. Where you can see “Cron Schedules”. If “Next Mail job” time present with future time then there won’t be any problem. Cron job is set correctly. If you can’t see a future time then cron is not set. Try changing and saving the cron in general settings to solve this
- You can see the number of entries present in the cart list table by selecting **From date, To date** option and click on **filter** button.
- Date Filter shows the additional information that how many carts are **new, abandon, recovered & All**.

How to Export Cart List details in CSV?

- Go to **dashboard - > Recover Abandoned Cart -> Cart List Table**

- You can Export the Cart List which contains various cart list statuses.
- Click the **Export CSV** button and click save.
- The document file will be downloaded into your system.

Note:

While Exporting, in case if the Standard Delimiter, Enclosure, Headings, Rows are not recognized by your version of Excel, then using the below filters in the plugin you can customize it to your wish,

- For Delimiter - **fp_rac_export_delimiter**
- For Enclosure - **fp_rac_export_enclosure**
- For Headings - **fp_rac_export_headings**
- For Each Row - **fp_rac_export_row**

How to Check Abandon Carts for Previous Orders?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Check Previous Orders**

- You can recover orders which are placed but not Processed or Completed based on Order Status.
- Select the order status which you need to add in Abandon Cart List in **Add WC Order which are** check box.
- The checked order will be added to cart list and this will start sending mail to them.
- Select order from **specific time** period with order status or select order from **all time** which is from the beginning in **with** option.
- Click **Check for Abandoned Cart** Button to see the Previous order with the Order status and time selected.

How to set Coupon in Email?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Coupon in Email**

- You can include **Coupon Code** in the mail by including **{rac.coupon} shortcode** in **Email Template**.
- The Coupon will be configured in **Global Level** or in **Each Template Level**. You can select the Mode in **Coupon Creation Mode** drop-down option
 - Default** - The coupons will be created based on the Global Level settings and the same coupon code will be sent in all

templates unless the user has used the coupon

Configure on Each Template - The coupons with different values can be configured for each template

- The Coupon will be generated automatically when a mail is sent based on the settings selected.
- If you use **{rac.coupon} shortcode** in mail without entering the settings options above, then an **empty coupon** will be **generated**. So please set this options in the settings(**Globally** or In **Each Template** based on the selection) if you use the **shortcode** in any mail template **{rac.coupon}**

Global Level Coupon Settings

- If the option is set as **default** in **Prefix Text of Coupon Code** option, then the Prefix text of the Coupon will be the email id of the User before @.

Example: If the Email Id of the User is testing@domain.com then the prefix will be testing.

- If you want to display a custom Text as a Coupon code, then select Custom in **Prefix Text of Coupon Code** option.
- Select the discount type as **Amount** or **Percentage** in **Type of Discount** option.
- Enter the value for Coupon in **Value** Text Field.
- **Coupon value based on the Type of Discount** - Let us say you selected **Type of Discount** as **Amount** and you enter a **Value 5**, then \$5 will be discounted or if you selected **Type of Discount** as **Percentage** then there will be 5 % discount based on the cart total.
- Enter the Number in **Validity in Days** field. It specifies the how long the Coupon should be valid.
- Enter the Number in **Minimum Amount for Coupon Usage** field. If User tries to use the Coupon for a Cart Total amount lesser than the Minimum amount, an error message will be displayed.
- Enter the Number in **Maximum Amount for Coupon Usage** field. If User tries to use the Coupon for a Cart Total amount greater than the Maximum amount, an error message will be displayed.
- Select the **Individual Use only** check box. If that option is enabled then more than one coupon cannot be applied.
- Select the **Exclude sale items** check box. If that option is enabled then coupon cannot be applied for the products with Sale Price
- Select the **Allow Free Shipping** check box. If that option is **enabled** then the coupon grants **free shipping**.

Note : A **Free Shipping Method must be Enabled** in your **Shipping Zone** and be set to require "**A Valid Free Shipping Coupon**" (refer the "**Free Shipping Requires**" setting).

- Products can be select by searching in **Products** drop down menu. User can use the Coupon, if the selected products has coupon product.
- Products can be select by searching in **Exclude Products from using Coupon** drop down menu. When the products in this list are not in the cart, then the coupon can be used by the user.
- You can Select the Category in **select category** option in which user can use the coupon, if the selected category has coupon Product.
- You Select the category in **Exclude category** option in which except the selected category in that option, if the category product in cart user can use the coupon for that.
- Select the **Delete Coupons After Used** Check box in which the Coupon will be deleted after the user used.
- Select the **Delete Coupons After Expired** Check box in which the Coupon will be deleted after they were expired.

Each Template Level Coupon Settings

- Choose the **Coupon Value configuration selection** in **Coupon Value is Fetched From** drop-down option

Global Settings - The Coupons will be created based on the value configured in the coupon creation global settings

Current Email Template - The Coupons will be created based on the value configured in this email template

- If the option is set as **default** in **Prefix Text of Coupon Code** option, then the Prefix text of the Coupon will be the email id of the User before @.
- **Example:** If the Email Id of the User is testing@domain.com then the prefix will be testing.
- If you want to display a custom Text as a Coupon code, then select Custom in **Prefix Text of Coupon Code** option.
- Select the discount type as **Amount** or **Percentage** in **Type of Discount** option.
- Enter the value for Coupon in **Value** Text Field.
- **Coupon value based on the Type of Discount** - Let us say you selected **Type of Discount** as **Amount** and you enter a **Value 5**, then \$5 will be discounted or if you selected **Type of Discount** as **Percentage** then there will be 5 % discount based on the cart total.

- Enter the **Number** in **Validity in Days** field. It specifies the how long the Coupon should be valid.
- Enter the Number in **Minimum Amount for Coupon Usage** field. If User tries to use the Coupon for a Cart Total amount lesser than the Minimum amount, an error message will be displayed.
- Enter the Number in **Maximum Amount for Coupon Usage** field. If User tries to use the Coupon for a Cart Total amount greater than the Maximum amount, an error message will be displayed.
- Select the **Individual Use only** check box. If that option is **enabled** then more than one coupon cannot be applied.
- Select the **Exclude sale items** check box. If that option is **enabled** then coupon cannot be applied for the products with Sale Price.
- Select the **Allow Free Shipping** check box. If that option is **enabled** then the coupon grants **free shipping**.

Note : A **Free Shipping Method must be Enabled** in your **Shipping Zone** and be set to require "**A Valid Free Shipping Coupon**" (refer the "**Free Shipping Requires**" setting).

- Products can be select by searching in **Products** drop down menu. User can use the Coupon, if the selected products has coupon product.
- Products can be select by searching in **Exclude Products from using Coupon** drop down menu. When the products in this list are not in the cart, then the coupon can be used by the user.
- You can Select the Category in **select category** option in which user can use the coupon, if the selected category has coupon Product.
- You Select the category in **Exclude category** option in which except the selected category in that option, if the category product in cart user can use the coupon for that.

How to Manage Email Log?

Go to **dashboard - > Recover Abandoned Cart -> Email Log**

- Mail log will contain all mails which are sent from **Recover Abandoned Cart**.
- If Manual mails are sent then manual will be shown along with the **Email Template name**.
- You can **view** and **delete** logs.

Note: If you have deleted the Mail Template which is used to Send a specific mail, then in Mail Log it will display as **Template Info Not Available** in **Template**

Used column.

How to Set Troubleshoot option in Recover Abandoned Cart?

Go to **dashboard - > Recover Abandoned Cart -> Settings -> Troubleshoot**

- If you want to send emails through WordPress mail function select **wp_mail()** or else select **mail()** option to send emails through PHP mail function in **Use Mail Function** option.
- If you want to load the Abandon cart script/styles in the top or else at bottom of checkout page, then select **Header of the site** or **Footer of the site(Experimental)** respectively in **Load Recover Abandon Cart scrip/styles** option.
- Select the Cron which you are using in your site in **What Cron will be used** option.
- To display SKU in Abandoned Cart Email and Cart List tab, select Show in **Show/Hide SKU in Email and Cart List** option.
- To send Test Mail as plain text, select **Plain text** in **Test Mail Format** option or else to send it as HTML format, select HTML in **Test Mail Format** option.
- Enter the email id in **Send Test Mail to** text box by which the Email will be send to the one whose id is in text box.

How to change status from New to Abandon manually?

- By default, status of respective Cart Id in **Cart List** tab will change from **New** to **Abandon** only when a Cart page visit is happened in the site after Abandoned Cart Time.
- You can manually change the Status to Abandon(after Abandoned Cart Time elapses) by the following ways.

Go to **dashboard - > Recover Abandoned Cart - > Settings -> Troubleshoot - > Abandoned Cart List Status Management**

- If you want the Status to be changed to Abandon(after Abandoned Cart Time elapses) by refreshing the Cart List tab, then Enable **Update time elapsed cart lists to "Abandoned" status when Admin access the cart list tab** checkbox.
- If you want the Status to be changed to Abandon(after Abandoned Cart Time elapses) by clicking a button manually, then Enable **Update time elapsed cart lists to "Abandoned" status by Manually updating the cart list** checkbox. When the checkbox is Enabled, **Update Status** button will be visible in Cart List tab. When the button is clicked the Status of Cart

Id's will be changed to **Abandon**.

How to View the Reports in Recover Abandoned Cart?

Go to **dashboard -> Recover Abandoned Cart -> Reports**

- You can view the summary of how many carts are abandoned, how many mails sent by this Plugin, how many times links are clicked in the mail and how many carts are recovered
- This count is started from the time of Plugin setup. You may delete few carts, mail logs and order in WooCommerce but this won't affect the count.

For example

You might delete Plugin and all cart details and mail. When you install it again you see the count as it is. You can clear the reports by clicking on **Clear Reports** button.

How to View the Recovered Orders in Recover Abandoned Cart?

Go to **dashboard -> Recover Abandoned Cart -> Recovered Orders**

- You can view the number of orders that has been recovered in the Recovered Orders table.
- The Recovered order table contains Order ID, Recover Sale Total and Date.

Usage of Shorcodes:

Go to **dashboard -> Recover Abandoned Cart -> Settings -> Shortcodes**

The following are the list of short codes available in Recover Abandoned Cart Plugin and the context in which it should be used

- 1) **{rac.cartlink}** - By using this short-code, Abandoned Cart can be loaded from Mail.
- 2) **{rac.firstname}** - By using this short-code, it shows Receiver First Name in Abandoned Cat Mail.
- 3) **{rac.lastname}** - By using this short-code, it shows Receiver Last Name in Abandoned Cart Mail.
- 4) **{rac.recovered_order_id}** - By using this short-code, Order can be inserted in the admin notification mail for Reference[It is applicable to only Admin Notification Mail].
- 5) **{rac.order_line_items}** - By using this short-code, order line items will be displayed in Admin Notification Mail for Information.
- 6) **{rac.Productinfo}** - By using this short-code, it shows Product Information

Name Image Amount in Abandoned Cart Mail.

7) **{rac.coupon}** - By using this short-code, Coupon code will be generated automatically and included in the mail with a Coupon options based on the settings from 'Coupon mail tab'.

8) **{rac.unsubscribe}** - By using this short-code, it shows Unsubscribe link in Abandoned Cart Mail.

Note: Use short-code {rac.unsubscribe} in email content when unsubscription link is not available in email footer.

Mails not sent from the beginning of Plugin setup

If no mail sent from start for the abandoned cart then there might be an issue with the cron. Try changing the cron time and save it to ensure the cron time is stored and cron is created. You can see Cron Schedules in the troubleshoot section. If rac_cron_job hook has a time then there is no problem in cron and mail will be sent. If there is no time present then there is a problem in cron time saving, so try to change and save the cron time.

There is an another case where mail might not send, which is if your site is in sub directory of your domain then the php mail function may fail. For this we have added a fifth parameter in mail function to specify the domain name. So you need to enable the **Use Mail Troubleshoot** option and give the domain name in **Use Email as Fifth Parameter** Example: webmaster@example.com

What is a Cron?

A cron job is a command for scheduling a task to be executed sometime in the future. This is normally used to schedule a job that is executed periodically.

What is a WP Cron?

WP-cron is not an actual cron job, meaning it is not real cron. It is a virtual cron. Whenever someone visits your site then WordPress will check for cron and any job associated with it to run. So if there is a recurring cron for every 12 hours then there should be visits to the site in between this time otherwise the cron function won't trigger. If there is a visit to the site after 12 and half hour the function will work in our case mails will be sent. So there will be delay in cron mailing.

What is a Server Cron?

A cron is a Linux utility which schedules a command or script on your server to run automatically at a specified time and date.

What is the Difference between WP Cron and Server Cron?

WP Cron works only on page visit. If a task is to be executed on two days

from now using WP Cron then WP Cron will be triggered only when someone visits the site on the Second Day.

If the Same Task is to be executed with Server Cron, then the Task will be executed on the Second Day without the need for someone to visit the site. This whole process is automated.

How to set up a Server Cron using CPanel such as HostGator

If you want to perform cron with exact timing then you can set it from your server. Steps to follow to set up real cron

- First disable wp-cron by adding this line `define('DISABLE_WP_CRON', true);` in wp-config.php
- And then set up the cron from your server cpanel by accessing the advanced section.
- Select the cron jobs and add new cron job with the time interval you are interested In
- Add the following command in command section of the Add New Cron Job.
`wget -q -O - http://yourwebsite.com/wp-cron.php?doing_wp_cron >/dev/null 2>&1`
- Change `yourwebsite.com` to your website domain name for the above command.
- Click Add New Cron Job. That's it.

Please Note: If you use some security plugins, those plugins might restrict this `wget` command by writing `mod_rewrite` rule in `.htaccess` file. Like this `RewriteCond %{HTTP_USER_AGENT} ^Wget [NC,OR]` Remove this line in order to make server cron work. Please keep in mind the security implications of this change.

Language Translation:

Recover Abandoned Cart is translation ready meaning you can edit the po/pot files by which you can translate the text to any language.

The steps to do the translation are as follows. For eg let us consider translation to french

1. Download and install [Poedit](#)
2. Open the file Recover Abandoned Cart -> **languages folder** -> **recoverabandonedcart-fr_FR.po** using Poedit.
3. Choose the Source text and set its corresponding French text in Translation Text Area.
4. Save the changes.

5. If you are using WordPress Version 3.9.13 or below, then in wp-config.php define the WPLANG as French. Syntax is **define('WPLANG', 'fr_FR');**
6. If you are using WordPress Version 4.0 or above, then go to **WordPress dashboard -> Settings -> General** and select the **Site Language** as **French**

POT File translation

The steps to do the translation are as follows. For eg let us consider translation to french

1. Download and install **Poedit**
2. Open the file **Recover Abandoned Cart -> languages folder -> recoverabandonedcart-pot** using **Poedit**.
3. Create a new translation file by clicking Create new translation button
4. Select **French** in **Translation Language** pop up box
5. Choose the Source text and set its **corresponding French** text in **Translation Text Area**.
6. Save the changes and give the file name as fr_FR for French language. For other languages use the language code to save the file.
7. If you are using WordPress **Version 3.9.13** or **below**, then in wp-config.php define the WPLANG as French. Syntax is **define('WPLANG', 'fr_FR');**
8. If you are using WordPress **Version 4.0** or **above**, then go to **WordPress dashboard -> Settings -> General** and select the **Site Language** as **French**

How to setup WPML:

Recover Abandon Cart supports WPML for Email Templates. In order to send mail in user chosen language you need to have the **WPML String Translation Plugin, WooCommerce Multilingual Plugin** in addition to **WPML Plugin**.

Here is the information about WPML String Translation

<http://wpml.org/documentation/getting-started-guide/string-translation/>

For Translating mail templates go to **WPML->String Translation**

Select **RAC** option from **Select string within context** select box. You will see only **Recover Abandon Cart Strings**

Once you have entered the text in your desired language don't forgot to check the **Translation is Complete** check box to make sure the translation is complete. If

the **Status** is Not translated then the text won't be used for the appropriate language.

Requirements:

The minimum server requirements and the WordPress requirements are as follows

- PHP 5.2.4 or greater
- MySQL 5.0 or greater
- WordPress 3.4 or Higher
- WooCommerce 2.2 +

Browser Compatibility:

Recover Abandoned Cart works fine with all major browsers such as IE8.0 +, Mozilla, Chrome, Safari, Opera etc.

Documentation Updated:

This Documentation has been updated for Recover Abandoned Cart Version 20.7.

Theme Compatibility:

Recover Abandoned Cart will work fine with all the top themes.

How to Remove Recover Abandoned Cart Completely from DB?

If you want to Remove Recover Abandoned Cart Completely from your Site do the Following Steps

Note:

1. Please proceed only if you Don't want to Use Recover Abandoned Cart in your Site.
2. If you are using Recover Abandoned Cart, three database tables will be created in your Database.

Name of the Database Tables -

wp_rac_templates_email
wp_rac_email_logs
wp_rac_abandoncart

3. Please remove that table from your Database used for your Wordpress Installation.

Frequently Asked Questions

1. I am unable to activate the Recover Abandoned Cart Plugin?

Please make sure WooCommerce Plugin is active before trying to activate the Recover Abandoned Cart Plugin. Recover Abandoned Cart is a WooCommerce Extension Plugin and needs WooCommerce Plugin to be active.

2. Why do buyer get multiple email for the abandoned cart?

Buyer will get multiple email if there is multiple email template or Same buyer would have multiple abandoned cart

3. Why status in Cart List is not changing to ABANDON?

There are two reason for this,

1. If cron is not set properly
2. If the cart is not updated, because on cart update only cart abandoning are calculated

4. Do i need to use the shortcode as it is in all languages?

Obviously yes, you need to use the same(English) in all translating languages. Like {rac.firstname} in all translating languages.

5. If string translation module is not active in my site. Will Recover Abandon Cart send mail in different languages?

No, string translation module from WPML should be always active in order to send mail in different languages. If string translation is not active then normal mail template will be used.