



Our Favorite Cart Abandonment Campaigns

The Bonus Loop + The Text Bump

Your SamCart Prospects are your hottest potential customers. Implement these campaigns and win back a big chunk of lost sales. Customize these templates and start reaching out to your Prospects today.



The Bonus Loop

This campaign is designed to happen over email. Use the SamCart Integration Engine to automatically add your prospects to your email marketing tool or CRM of choice. Then, enroll them into a campaign that sends out these emails to incentivize more Prospects to come back and close the sale by introducing a new reason to buy.

These emails are yours to customize. Feel free add more messages, or even take some out. These templates are just a starting point.

Email #1

- ▶ **Who:** Send to new Prospects
- ▶ **What:** Remind Prospects about what they get when they buy
- ▶ **When:** Send this message as soon as possible

Subject: Was there an issue?

Hey [FIRST NAME],

It looks like you were right in the middle of signing up for our special offer...

But it appears you didn't get a chance to finish the checkout process.

I'm not sure if you clicked away from the page before we could confirm your details... or whether there was a technical issue on our side.

Since we want to provide the best experience possible, I want to make sure it wasn't an issue on our end.

Remember when you join today, you are getting [Explain the best parts of your offer].

Click here to fill out the order form and finish your order.

Best,
NAME



Email #2

- ▶ **Who:** Send to new Prospects
- ▶ **What:** Introduce a new bonus for your Prospects
- ▶ **When:** Send this message 1 day later

Subject: New Bonus For You

Hey NAME,

I tried to get in touch with you yesterday, but it seems like you didn't get the message.

It looks like you were right in the middle of joining [PRODUCT NAME].

This program [BENEFIT OF JOINING].

In fact, [Add a testimonial to prove previous statement].

Discover the secrets here. [LINK]

You could get started with [BENEFIT] today.

But that's not all, because I'm also going to throw in a last minute bonus called [NAME].

Inside of this bonus you'll discover [EXPLAIN BONUS].

All this—and more—is yours as soon as you finish your order.

Remember, we have a limited number of spots available for this program.

I want to make sure you get one before they fill up.

So, if you're still interested, click here to complete your order.

Have a great day,
NAME



Email #3

- ▶ **Who:** Send to new Prospects
- ▶ **What:** Provide a deadline to take action
- ▶ **When:** Send this message 2 days later

Subject: Don't miss this opportunity

Today could be the last time you'll hear from me about my [PROGRAM NAME].

As I mentioned in my first email to you...

Because you took the time to check out the program...

I have a feeling you're interested in [DESIRE THEY SEARCHING FOR].

Click here to find out how.

Remember, when you join today, I'm also going to throw in a last minute bonus called [NAME].

We have a limited number of spots available for this program.

So, if you're still on the fence for any reason at all, I recommend reviewing your options before it's too late.

Regards,
NAME



The Text Bump

Here is a Cart Abandonment campaign that happens over text message. You can use Zapier to add new Prospects to SMS services like Twilio, Close, or SalesMSG. Fire off a text message, and open up conversations that will tee up opportunities to close new sales early + often. Unlike email, remember to keep your text messages short. The goal is to open a conversation, and answer that one big objection.

These texts are yours to customize. Feel free add more messages, or even take some out. These templates are just a starting point.

Text Messages

Text Message #1:

- ▶ **Who:** Send to new Prospects
- ▶ **What:** Give a reminder to come back and complete their order
- ▶ **When:** Send this message as soon as possible

NAME, did you forget about [PROGRAM NAME]? Click this link and complete your purchase.

Text Message #1:

- ▶ **Who:** Send to new Prospects
- ▶ **What:** Open the door for the Prospects to ask a question
- ▶ **When:** Send this message 1 day later

Hey NAME, this is [YOUR NAME] from [COMPANY NAME]. Do you have any questions about our program before joining? We're here to help you in any way possible.

Text Message #1:

- ▶ **Who:** Send to new Prospects
- ▶ **What:** Provide a deadline, and introduce a new bonus
- ▶ **When:** Send this message 2 days later

Name, time is running out to join [PROGRAM]. If you act today, we'll throw in a special bonus for you. Here's the link for details: LINK