SaaS Cart Abandonment Email Templates

Template 1: The Customer Support Email
(Send 1 Hour After Abandonment)

Goal: To proactively offer help and address any technical issues or questions the customer may have had, building trust without being pushy.

Best Practices:

- Sender: Send from a real support address (e.g., support@yourcompany.com or jane@yourcompany.com).
- Tone: Helpful, friendly, and inquisitive.
- Call to Action (CTA): Focus on getting help or resuming the order, not just "buy now."

Subject Line Options:

- A question about your order?
- Having trouble checking out with [Software Name]?
- Can we help you complete your purchase?
- Did something go wrong?

Email Body Template:

Hi [Customer Name],

I'm [Support Agent Name], a customer success manager at [Your Company Name].

I noticed you started an order for **[Software Name]** but didn't get a chance to complete it. I just wanted to reach out and see if you encountered a technical problem or had a question we could answer.

You can resume your order right where you left off by clicking here: **[Link to Pre-filled Cart]**

If you have any questions about features, pricing, or security, please don't hesitate to reply directly to this email. We're here to help!

Best,

[Support Agent Name] Customer Success Team [Your Company Name]

Template 2: The Reminder & Incentive Email
(Send 24 Hours After Abandonment)

Goal: To remind the customer of the product they were interested in, reignite their initial desire, and provide a gentle nudge with a small incentive.

Best Practices:

- Visuals: Include an image or logo of your software to visually remind the customer.
- Urgency: Create soft urgency by mentioning that the cart or offer is temporary.
- Incentive: A small discount (e.g., 10-15%) can be effective here.

Subject Line Options:

- Your [Software Name] cart is expiring soon
- Still thinking it over? Your cart is waiting
- Don't miss out on [Software Name]
- We've saved your items for you

Email Body Template:

Hi [Customer Name],

Just a friendly reminder that you still have items in your shopping cart. We've saved them for you so you can easily pick up where you left off.

(Optional: Insert Image/Logo of Your Software Here)

Your Cart:

- [Software Name] - [Plan Tier, e.g., Pro Plan]

Ready to complete your purchase? As a courtesy, we're offering you 10% off your entire order. This discount will be applied automatically at checkout.

[Resume Your Order and Get 10% Off]

Please note that we can only hold your cart for another 48 hours. If you have any questions, our support team is always ready to help.

Thanks,

The [Your Company Name] Team

Template 3: The Final Offer Email
(Send 72 Hours After Abandonment)

Goal: To make a final, compelling offer to convert price-sensitive customers who may have been comparison shopping.

Best Practices:

- **Value Proposition:** Clearly state this is your best offer.
- **Strong Urgency:** Use a firm deadline (e.g., "expires tonight," "last chance").
- **Trackable Code:** Use a unique discount code to measure the campaign's effectiveness.

Subject Line Options:

- Last Chance: A special 25% discount just for you
- Your special offer for [Software Name] expires tonight
- Don't let this get away: 25% off [Software Name]
- A final offer before your cart is gone for good

Email Body Template:

Hi [Customer Name],

We noticed you still haven't completed your order for [Software Name], and we don't want you to miss out.

We understand that budget can be a factor in any decision. To help make it easier, we'd like to extend our best and final offer: **a 25% discount** on your entire purchase.

Use this code at checkout: **SAVE25**

[Claim Your 25% Discount Now]

This is a one-time offer and will expire at midnight tonight. We hope to welcome you as a customer!

All the best,

The [Your Company Name] Team