

5 AUTOMATED ECOMMERCE EMAILS THAT GET RESULTS

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POST PURCHASE WELCOME

Customers are used to getting order confirmation emails immediately after placing an order. Open & read rates of these emails are HIGH due to the nature of them.

Many businesses fail to use the post purchase email effectively and just do the bare minimum of just confirming the order etc.

To make best use of the post purchase email it's best to do a few things:

- 1 Use the email to provide the order confirmation exactly as the customer expects.**
- 2 Provide an immediate and time limited discount offer for the customer to come back to your store and order again. Give a hefty discount to make it a no brainer deal for the customer.**
- 3 Include CTAs to your social profiles and blog to build familiarity and cross channel engagement.**

Suggested Subject Lines:

Subject Line 1: <first name> Your Order Confirmation

Subject Line 2: Thanks <first name>! Your Order Details

Subject Line 3: <first name> Thanks For Your Order [<order ID>]

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CART ABANDONMENT

This email automation is critical for ecommerce businesses. 69%* of customers abandon their cart before completing a purchase.

A 3-5 cart abandonment automation sequence is the number one thing all ecommerce businesses should be implementing to help improve their store sales.

61%* of those who abandon their cart do so because of extra / additional costs. So your cart abandonment sequence should be focusing on bringing the customer back and offering a discount to do so.

The best way to do this is with a discount ladder. Start off by offering a small discount and move towards bigger discounts until the prospect becomes a customer.

For example your first email offers a 10% discount, then your second email offers a 15% discount etc etc.

To make best use of the cart abandonment email it's best to do a few things:

- 1 **Provide a discount as outlined above.**
- 2 **Use the emails to comfort the prospect that you / your company is there to help them if they need anything.**
- 3 **Include past / relevant reviews & customer testimonials showing the quality of your products and the level of customer care that you provide.**

Suggested Subject Lines:

Subject Line 1: <first name> It looks like you left something behind!

Subject Line 2: We've got you covered <first name>.

Subject Line 3: [Discount Inside] Complete Your Order

* **Source:** <https://baymard.com/lists/cart-abandonment-rate>

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RE-ENGAGEMENT CAMPAIGN

Once a customer, always a customer doesn't always apply to ecommerce businesses.

Re-engagement email automations are a great way to try and combat customer drop off with your store.

Typically sent 75-90 days after a customer's last purchase this automation is a great way to re-connect them with your brand.

To make best use of the re-engagement emails it's best to do a few things:

- 1 **Personalize the emails to the customer's specific purchasing history.**
- 2 **Include a 'can't miss' offer to get the customer back in a short time frame**
- 3 **Remind the customer why they purchased from your brand in the first place.**

Suggested Subject Lines:

Subject Line #1: *<first name> - we've missed you :-)*

Subject Line #2: *It's been awhile <first name>, here's what you've missed*

Subject Line #3: *<first name>, where'd you go?*

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CROSS SELL OFFERS

If customer has brought product X but not product Y that goes with it a cross sell automation campaign is a must.

Customers don't know what they don't know. If you have a product group that goes well together you need to tell them about it.

To make best use of the cross sell emails it's best to do a few things:

- 1 Only offer products that are actually related / fit together**
- 2 If a customer purchased a \$30 product don't offer a \$250 product, keep your cross sell in an appropriate price range.**
- 3 Don't overwhelm the customer with cross sell recommendations. Limit it to the best selling products that fit with their current purchase.**

Suggested Subject Lines:

Subject Line #1: *About your purchase...*

Subject Line #2: *Hi <firstname>, question about your order*

Subject Line #3: *These go together like peanut butter and jelly*

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DELIVERY NOTIFICATIONS

Another email automation that your customers expect is shipment & delivery notifications. Once an order has been shipped an email should be sent letting the customer know that their order is on the way.

The shipment email needs to clearly tell the customer the order is being shipped and provide and tracking details if possible.

7-14 days after the shipment email it's time to send another email as part of this automation. The next email to send is a delivery confirmation email.

To make best use of the delivery notifications email it's best to do a few things:

- 1 Provide clear communication of shipment & tracking**
- 2 Ensure customers know who / where to contact if questions or issues with anything shipping related**
- 3 Ask for feedback & reviews for future marketing.**

Suggested Subject Lines:

Subject Line #1: *Your order is shipping <first name>!*

Subject Line #2: *It's on the way...*

Subject Line #3: *Is your mailbox ready <first name>?*

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