



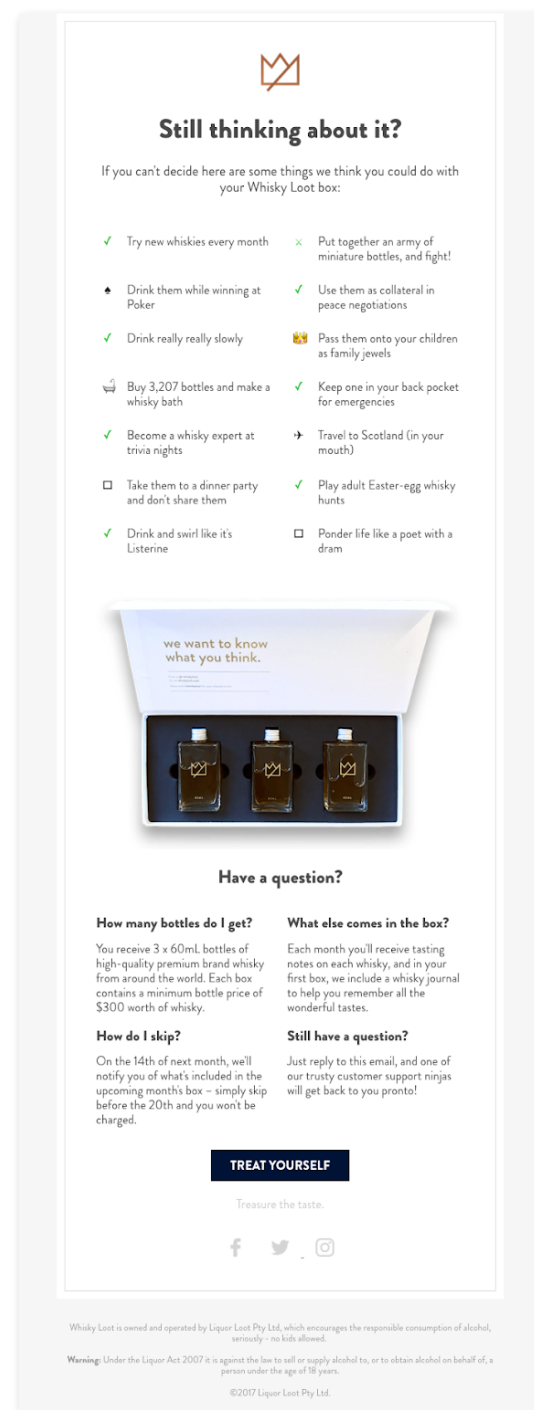
The Best Abandoned Cart Emails of 2019

Abandoned carts are ubiquitous in today's retail landscape. Some people are just price comparing, some need some time to think about the purchase, others simply close a tab and forget entirely about the things they added. Luckily, the abandoned cart email is here to save the day! These reminders of forgotten or left behind purchases can really make a difference in your bottom line (to the tune of \$18 billion a year).

So how do these emails work?

We've rounded up some of the best and brightest to give you some inspiration, as well as practical tips on how to create your own. Read on!

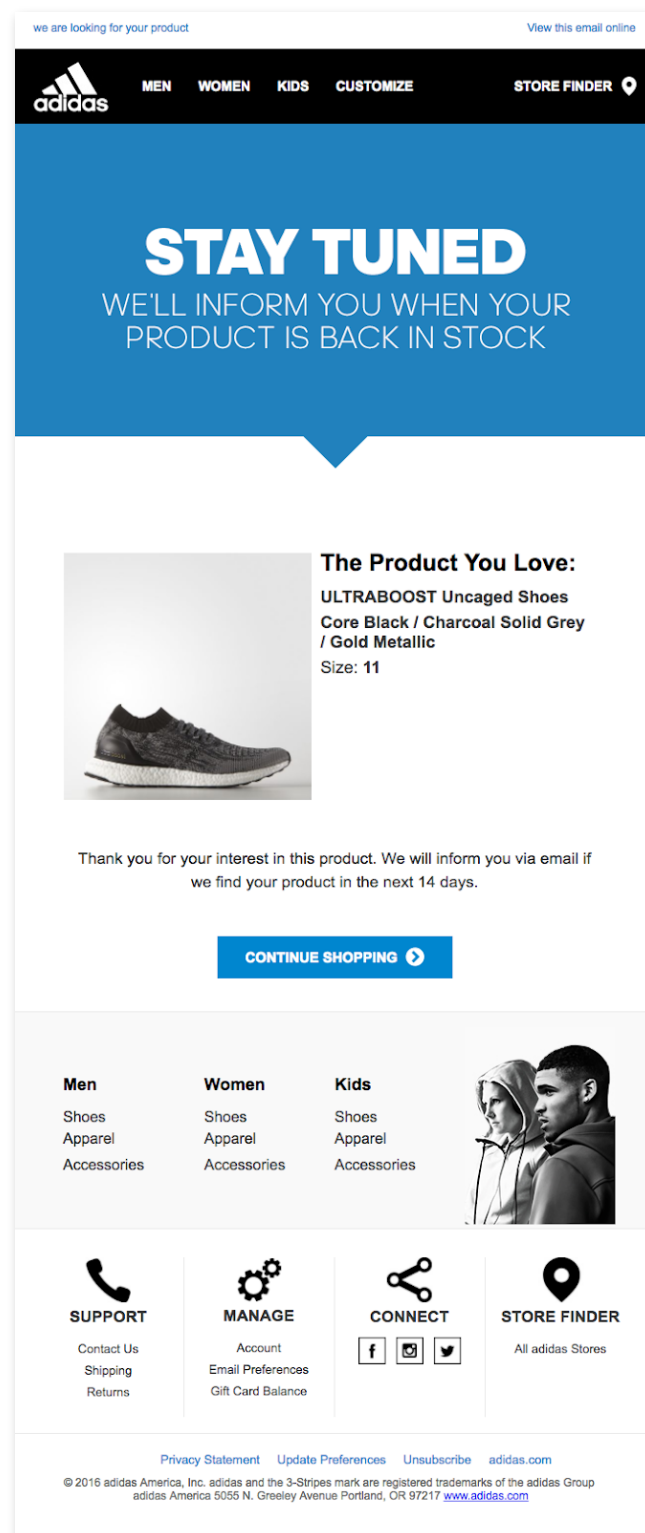
1 Whiskey Loot



Subject Line: Your Cart Is Sobering Up

While this email looks simple at first glance, there is a whole lot of great inspiration here for an abandoned cart email. Giving usage ideas (especially for something that is subscription-based and therefore an ongoing expense) really hammers home what they'll get or alternatively, what they're missing out on if they don't buy. A condensed FAQ at the bottom gives them more information to make a decision.

The only issue here is that the email is very word-heavy, which can impact open and read rates. Adding an interactive element here, [such as a Scratch-it](#), would make the reader sit up and take notice!

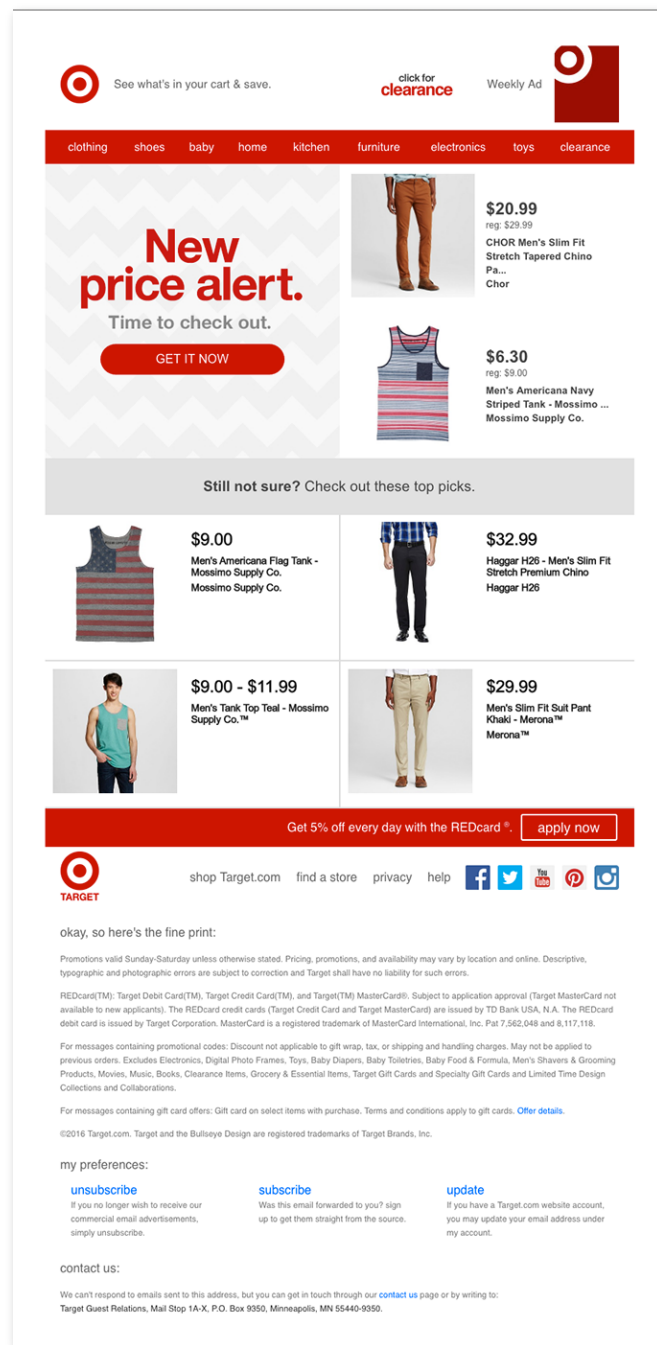


Subject Line: We'll Find It For You

This abandoned cart email from Adidas is short, sweet, and to the point. You missed out on a product, it went out of stock, and now they're trying to find it! These kinds of emails are especially nice, as they take all of the work off the consumer to try to find the product again. Back in stock emails tend to have high open and click-through rates, and are relatively easy to produce. Adidas could have done something more flashy and creative here, but this one gets the job done and likely gets them great results.

Additionally, they could have added a “products you might enjoy” section that updates at the moment of open inspired by their browsing history to get users to click through to their website again.

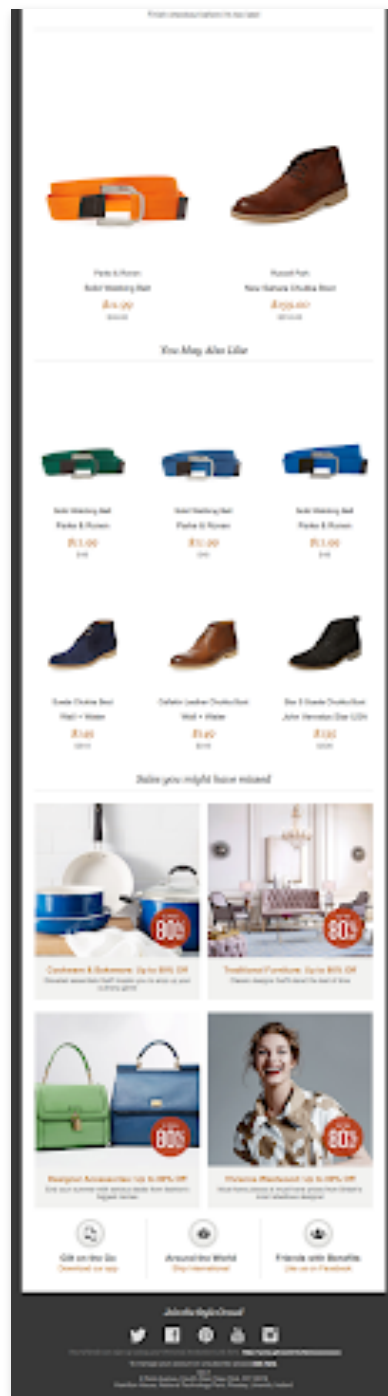
3 Target



Subject Line: The Price Dropped For Something In Your Cart

Target is a universal favorite for a reason, but this email is a genius way for them to capture more business. Price drops are a sure-fire way to have users clicking the “buy now” button, so why not deliver that great news directly to their inbox? Not only does it remind them of what they left behind, but they can now buy at a discount!

What would make this even better is if they, instead of top picks, had chosen to do recommended items you might enjoy based on your browsing history (that dynamically updates every time they open the email!). Don’t worry, there’s a **quick and easy way** to do that!



Subject Line: Hurry, Items In Your Cart Are Expiring Soon!

Who hasn't been a victim of FOMO? Giving your readers a deadline or expiration date is a great way to induce that fear of missing out, and make them more likely to click through and purchase the items they've abandoned.

Gilt could have made this even better by adding a **countdown timer** to really emphasize the expiration date for your purchases.

If your customers are abandoning carts more often than not, it's time to start implementing a new strategy for capturing those lost dollars. Zembula can help with that!

Zembula's easy-to-use platform is a powerful tool that helps you create point of open personalization so that your emails are ALWAYS relevant and meaningful to your customers.

If you're curious and want to know more, check out these [additional resources](#) or [schedule a demo](#)!

