

# The Triggered Email Cheat Sheet



Abandoned Cart



Welcome



Anniversary



Post-Purchase



Win-Back

## WHAT IS IT?

Encourage shoppers who add items to their cart but don't complete checkout to finish their purchase

Thank new customers for their order after the first purchase and welcome them to your store's family

Send this email to customers annually to thank them for their ongoing loyalty to your store

Send a follow-up to the customer after the order is completed to encourage reviews & repeat business

Entice customers who haven't made a purchase in a while to revisit your store & place an order

## WHAT TO INCLUDE?

- First email: Pictures/links of abandoned items
- Second email: Abandoned items & discount code

- "Welcome to the family!" message
- Social media links
- Promos/offers

- "Thank you for being a loyal customer" message
- Exclusive promo

- Invite to submit product reviews
- Invite to follow on social
- Photos/links to products from relevant category

- Reminder to visit & shop
- Promo code

## WHEN TO SEND?

One after 3 hours since cart was abandoned; Another 1-3 days later (only to first time visitors)

Immediately after first purchase

6 months to 1 year after first purchase

After the order is completed and customer has received their purchase

Several months after last purchase (a good place to start testing is 4 months)