

## User & Installation Guide of Abandoned Cart Extension



### Overview

Are you fed up with customers leaving your Magento 2 store?

Every abandoned cart is a lost opportunity for the store owner. Our technical team at **Tech9logy Creators** identified this problem and devised an ultimate solution - the Abandoned Cart extension. This robust extension enables you to retarget potential customers by sending automated reminders via email and helps you convert lost opportunities into completed orders.

## Installation

The installation process for the Abandoned Cart extension is a breeze so that even non-tech personnel can install and utilise its functionalities.

There are two ways to install our extension- Manually and Using the Composer. Here are the detailed steps associated with the Installation-

### Installation Guide:

#### 1. From the Zip file

- Unzip the zip file in ``app/code/``
- Enable the module by running ``php bin/magento module:enable Tech9logy_AbandonedCart``
- Apply database updates by running ``php bin/magento setup:upgrade``
- ``php bin/magento setup:di:compile``
- ``php bin/magento setup:static-content:deploy -f``
- ``php bin/magento cache:clean``
- ``php bin/magento cron:run --group="tech9logy_cron"``
  
- Flush the cache by running ``php bin/magento cache:flush``

#### 1. Using Composer

- Make the module available in a composer repository for example:
  - private repository ``repo.magento.com``
  - public repository ``packagist.org``
  - public github repository as vcs
- Add the composer repository to the configuration by running ``composer config repositories.repo.magento.com composer https://repo.magento.com/``
- Install the module composer by running -  
``composer require tech9logy/t91_abandoned-cart_extension``
- enable the module by running ``php bin/magento module: enable``

## Tech9logy\_AbandonedCart`

- apply database updates by running `php bin/magento setup:upgrade`
- Flush the cache by running `php bin/magento cache: flush`

Congratulations! You've successfully installed our Abandoned Cart Extension.

## Creating an Abandoned Cart Campaign

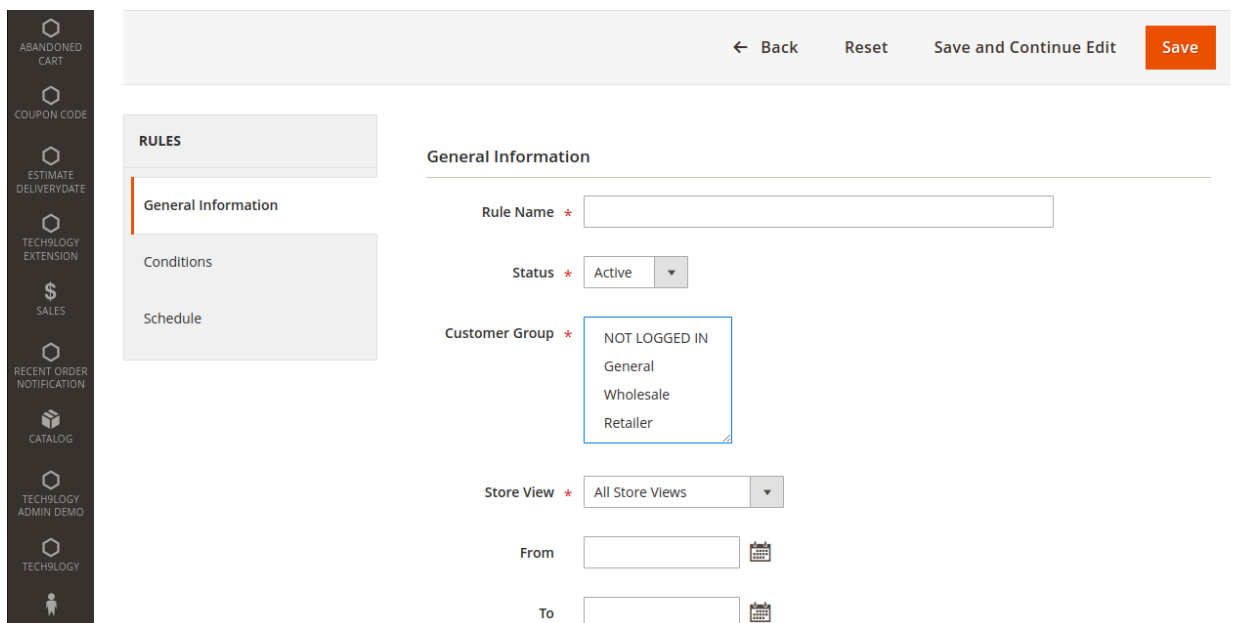
Once done with the installation, you must create an abandoned cart campaign first. For this, go to the backend and click on **Abandoned Cart > Abandoned Campaign**.



Here, you must click on the “Add Abandoned Campaign” button to create a new one.

Now you are required to fill in appropriate details for this campaign.

### 1. General Information



← Back   Reset   Save and Continue Edit   **Save**

**RULES**

General Information

Conditions

Schedule


**General Information**


Rule Name \*

Status \* Active ▾

Customer Group \*   
General  
Wholesale  
Retailer

Store View \* All Store Views ▾

From  

To  

**1.1 Rule Name-** Enter the required rule name for the new campaign.

**1.2 Status-** Set the status as Active to enable the campaign.

**1.3 Customer Group-** Select the right customer group for the creation of the new campaign from Not logged in, General, Wholesale, and Retailer.

**1.4 Store View-** Next, select an apt store view for the new campaign.

**1.5 From-** Select the date for the start of your campaign.

**1.6 To-** Select the end date for your campaign.

## 2. Conditions

ABANDONED CART  
COUPON CODE  
ESTIMATE DELIVERYDATE  
TECHNOLOGY EXTENSION  
SALES  
RECENT ORDER NOTIFICATION  
CATALOG  
TECHNOLOGY ADMIN DEMO  
TECHNOLOGY

← Back   Reset   Save and Continue Edit   Save

**RULES**

General Information ✎

**Conditions** ✎

Schedule

Apply the rule only if the following conditions are met (leave blank for all products).

If **ALL** of these conditions are **TRUE** :

If an Item Is **FOUND** in the cart with **ALL** of these conditions true: 🚫

- Price in cart **greater than 60** 🚫
- Row total in cart **is 2** 🚫

🟢

🟢

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Enter the conditions to be met to apply the new rule created by you. You can select product attribute combination, product subselection, conditions combinations, or cart attributes. For example, you may set the condition as Price is greater than 60 or Quantity is exactly 2 than subtotal is greater than 200.

### 3. Schedule

**3.1 Email Template-** To schedule the email, you need to first select a particular email template. You can select one from existing templates or create a new one by visiting **Marketing -> Email Template ->Add New Template**. Admin can also make changes to the default email template as per their business needs.

**3.2 Days-** Enter the number of days for the reminder email to be sent to the potential customer after cart abandonment.

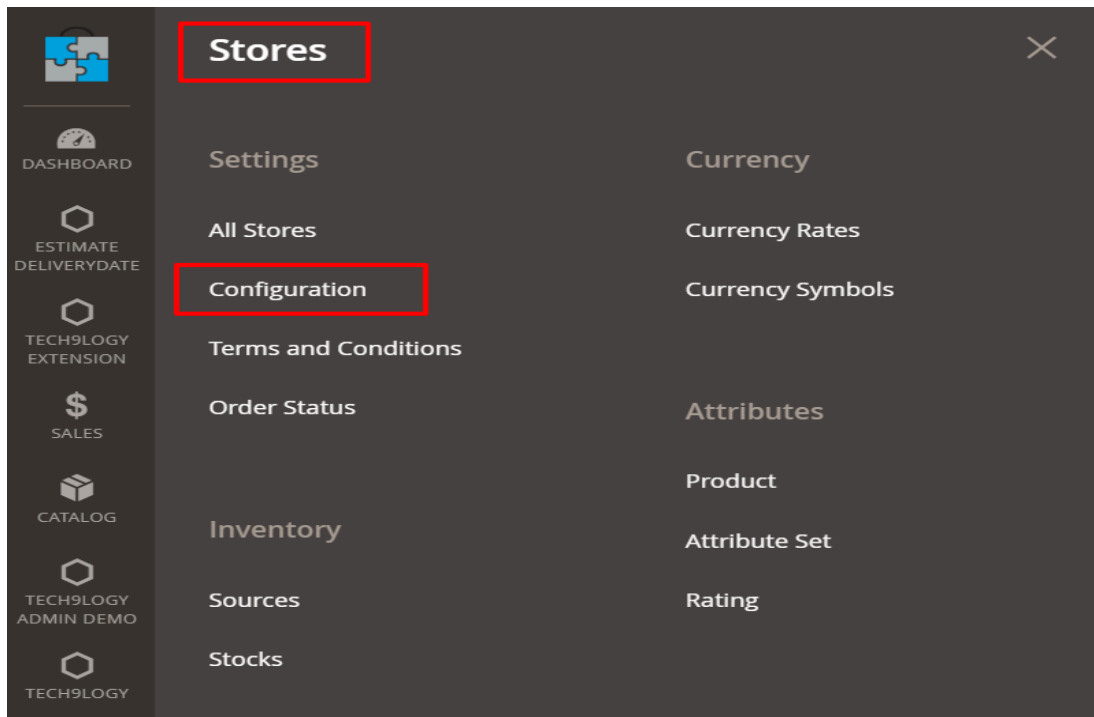
**3.3 Hours-** Select the hours you want your customers to receive the reminder email.

**3.4 Minutes-** Select minutes for the reminder email to be sent to the potential customer after cart abandonment.

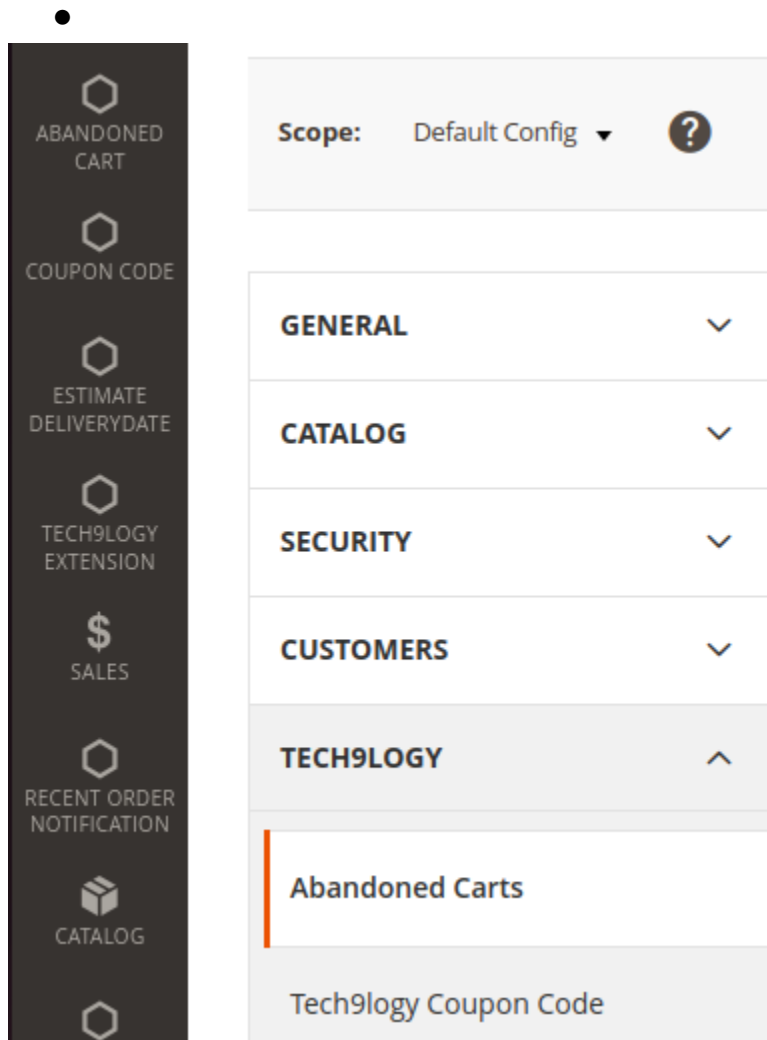
## Configuration and Settings

Here are simple steps to follow to configure the settings as per your preferences for our Abandoned Cart extension-

- First, go through your Magento 2 Dashboard and select “Stores”.
- Next, you must click on Configuration.



- You will see our brand name "Tech9logy" on the next screen. You must click on it.
- Select Abandoned Cart from the given list of extensions to land on the configuration page. Alternatively, you can also go directly to Abandoned Cart on the backend menu.



Let's go through the different settings you will find on the configuration page of our Abandoned Cart extension.

## Abandoned Campaign

General Configuration

Abandoned Campaign

Enabled Module [store view]    
You can Enable/Disable Abandoned Cart Extension

- 1. Enabled Popup-** You can enable/disable the functionalities of Abandoned Cart Extension from here.

## Exit Intent Popup



**Enabled Popup** [store view]

## Exit Intent Popup

### Exit Intent Popup



**Enabled Popup** [store view]

**Display Popup** [store view]

**Popup Heading** [store view]

This Popup Heading text.

**Popup Content** [store view]

This Popup Content text.

**Select Top Color** [store view]

Choose Color for the top section of the Popup.

**Select Bottom Color** [store view]

Choose Color for the bottom section of the Popup.

**Select Button Color** [store view]

Choose Color for Show Popup Button

**Store Image** [store view]  No file chosen

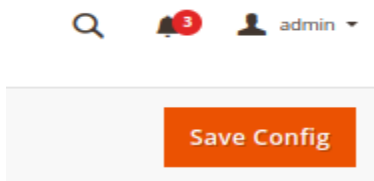
Delete Image

Allowed file types: jpg, jpeg, gif, png, svg

- 1. Enabled Popup-** You can enable/disable the exit intent popup from here.
- 2. Display Popup-** Choose the specific pages to display the exit intent popup message.
- 3. Popup Heading-** Add relevant popup heading using this option.

4. **Popup Content-** You can add relevant content to be displayed on the popup using this option.
  
5. **Select Top Color-** You can choose an apt color for the top section of the popup to be used.
6. **Select Bottom Color-** You can choose an apt color for the bottom section of the popup to be used.
7. **Select Button Color-** You can choose an apt color for the button section of the popup to be used. But select an appropriate color for the button section that ensures the text is clearly visible.
  
8. **Store Image-** You can add relevant store images for your popup.

Finally, click on the Save Config button to relish the functionalities of our Cart Abandonment extension.



## Abandoned Cart List

## Abandoned Campaign

Add Abandoned Campaign

Search [Reset Filter](#) 5 records found

20 per page 1 of 1

ID	Rule	Template	Days	Hours	Minutes	Customer Group	Store View	Start	End
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>
1	Custom rule	4	0	0	2	0,1	1	Feb 22, 2024	Feb 29, 2024
2	discount 3% offer	4	0	0	5	0,1,2	1	Feb 22, 2024	Feb 28, 2024
6	Testing Code	4	0	0	6	0	1	Feb 26, 2024	Feb 29, 2024
7	Holi Offer 30%	3	0	0	3	0	1	Feb 26, 2024	Feb 27, 2024
8	holi offer sale	4	0	0	10	0,1	0	Feb 27, 2024	Feb 29, 2024

Admin can also view the abandoned cart list by visiting Abandoned Cart in the backend followed by Abandoned Cart list. Here you will get a comprehensive view of all cart abandonments, including details like product ID, quantity, subtotal, and timings.

## Abandoned Cart List

Search [Reset Filter](#) 59 records found

20 per page 1 of 3

ID	Customer	Email	Products Id	Quantity	Subtotal	Status	Created At
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
380			2053	1	72	NOT LOGGED IN	2024-01-31 14:19:43
381	rubi	guptarubi1995@gmail.com	2053	1	90	NOT LOGGED IN	2024-02-01 04:20:31
382	rubi	guptarubi1995@gmail.com	2053	1	72	General	2024-02-01 04:44:34
383			2047	1			2024-02-01 05:15:21
384		guptarubi1995@gmail.com	2047	1	54	NOT LOGGED IN	2024-02-01 05:15:21
385		guptarubi1995@gmail.com	2047	4	216	NOT LOGGED IN	2024-02-01 05:54:25
386		guptarubi1995@gmail.com	2047	1	54	NOT LOGGED IN	2024-02-01 06:44:00

<https://demo.tech9logy.com/admin/abandonedcart/posts/edit/key/ef14ac9a46fc5ad3ecfedd6fc9cf88f6761830f67914c87c2dc32c2bb4dda13e/>

If a logged-in user exits your website, the name and email ID will automatically fill in the list. Moreover, if a guest user exits after entering their email in the checkout form, our extension fetches this data and displays it on the abandoned cart list.

## SMTP Extension

You can't send mails without setting up SMTP or downloading required extension. To setup your SMTP you will have to follow some steps-

If you're using magento 2.4.6 version, then go to

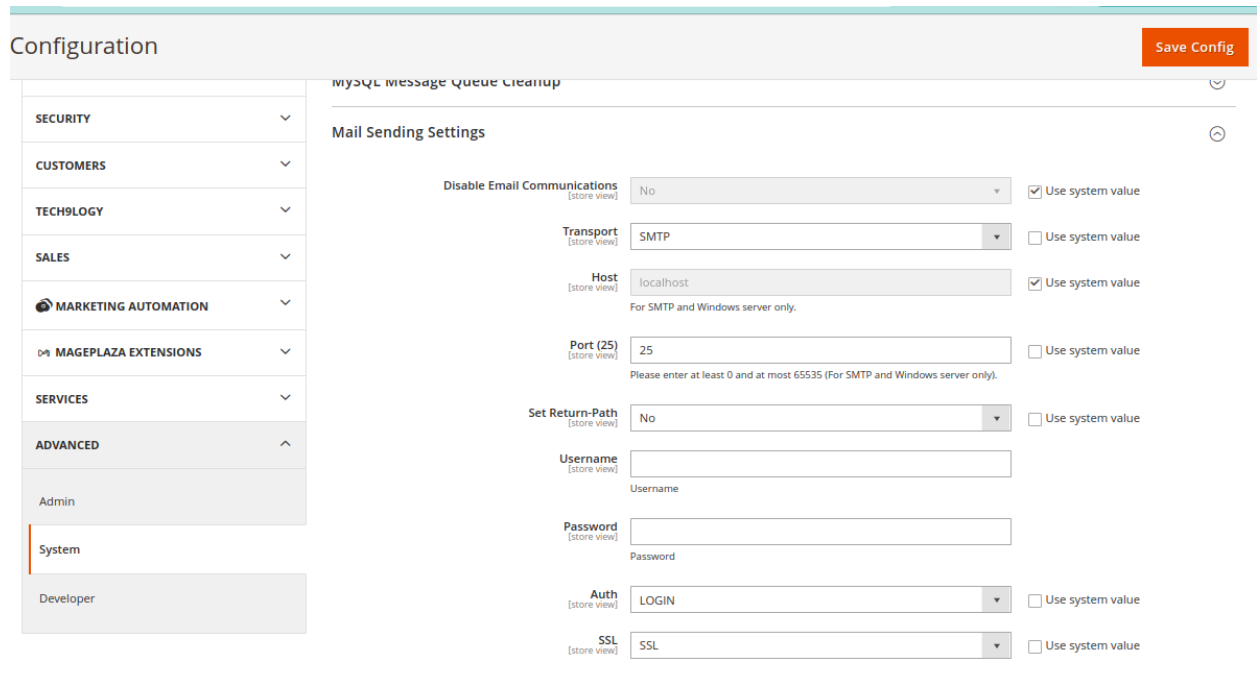
Step 1. Store->Advanced->System->Mail Sending Settings.

The screenshot shows the Magento 2.4.6 configuration interface. On the left is a sidebar menu with categories: SECURITY, CUSTOMERS, TECHNOLOGY, SALES, MARKETING AUTOMATION, MAGEPLAZA EXTENSIONS, SERVICES, and ADVANCED. The 'ADVANCED' section is expanded to show 'Admin', 'System', and 'Developer Applications'. The main content area is titled 'Mail Sending Settings' and contains the following configuration options:

- Disable Email Communications** (store view): A dropdown menu set to 'No'. A checkbox 'Use system value' is checked.
- Transport** (store view): A dropdown menu with 'Sendmail' selected. A checkbox 'Use system value' is unchecked.
- Host** (store view): A dropdown menu with 'SMTP' selected. A checkbox 'Use system value' is checked. Below this field is the text: 'For SMTP and Windows server only.'
- Port (25)** (store view): A text input field containing '25'. A checkbox 'Use system value' is unchecked. Below this field is the text: 'Please enter at least 0 and at most 65535 (For SMTP and Windows server only).'
- Set Return-Path** (store view): A dropdown menu set to 'No'. A checkbox 'Use system value' is unchecked.

Below the 'Mail Sending Settings' section, there are three more configuration sections: 'Currency', 'Security', and 'Notifications', each with a dropdown arrow icon on the right.

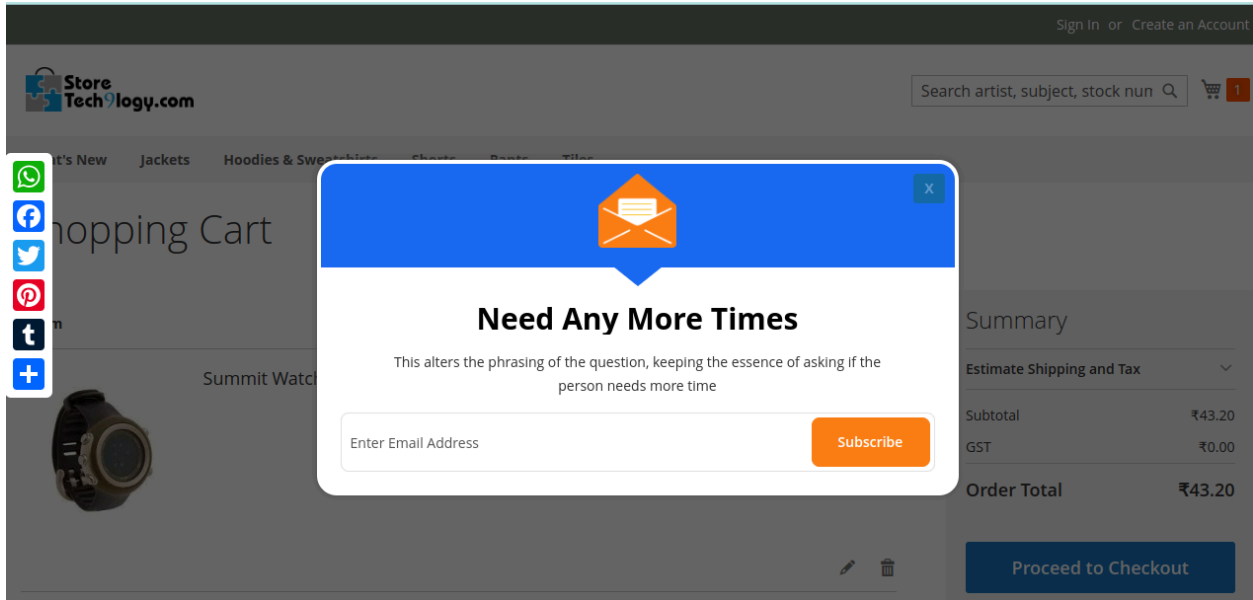
Step 2 Fill the detail for SMTP Setup :



If you are using other Magento version, you can do it by uploading an extension from Tech9logy and other extension

## How Does Our Extension Work?

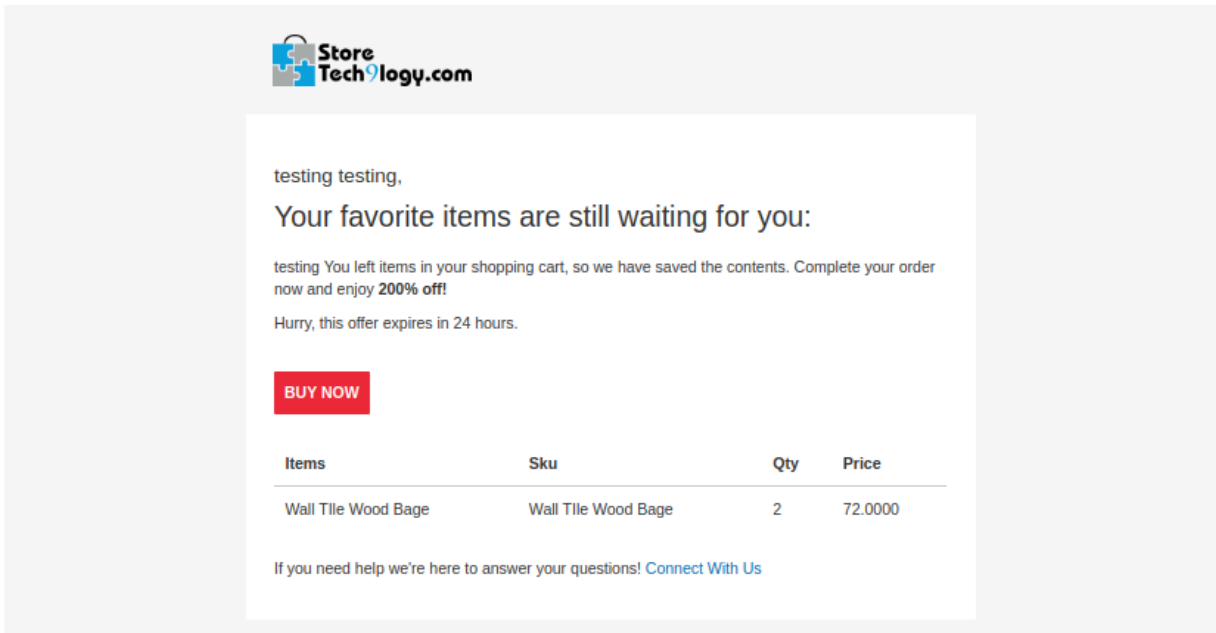
This extension helps you retarget customers who showed buying intent on your store and added products to their cart but didn't checkout. As soon as the customer demonstrates exit intent, an automated popup occurs urging them to enter their email address.



An automated email is then generated and sent to the email address entered by the user reminding them to make a purchase. You can even add relevant coupon codes or discount offers to attract them.

**Abandoned Cart**

From Sales Tech9logy on 2024-03-02 14:30  
[Details](#) [Headers](#) [Plain text](#)



## Live Assistance

[Skype](#)

[support@tech9logy.com](mailto:support@tech9logy.com)

## FAQs

### **Ques: What is the Abandoned Cart extension?**

Ans: Abandoned Cart is an exclusive extension developed by Tech9logy Creators that lets you retarget potential customers by sending automated reminders via email and helps you convert lost opportunities into customers.

### **Ques: How can the Abandoned Cart extension help me increase the conversion rate?**

Ans: Our extension helps you retarget customers who added products to their cart but didn't checkout. When the customer depicts exit intent, an automated popup occurs urging them to enter their email address and a reminder email is sent.

### **Ques: How can I customize the email template?**

Ans: To customize the email template, you must go to Marketing -> Email Template ->Add New Template. Select the required template and make the required changes in the HTML codes.

### **Ques: What can I include in the retargeting email?**

Ans: To increase the chances of conversion, you can include appropriate coupon codes or offers on the added product.

### **Ques: Is this extension compatible with Magento 2.4.6?**

Ans: Yes, this extension is compatible with all the latest versions of Magento including the latest Magento 2.4.6.