

Abandon Cart Email Campaign

Group 1 – prospects/new customers

Email 1: 1 hour later

Subject: I hope your pizza isn't burnt, [FIRSTNAME]

Hey [FIRSTNAME],

This is (name) from Loot4rs.

I see you left (order) in your cart and was wondering what happened. Second thoughts? Payment issues? Smoke alarm from burning pizza in the oven. (You really should set a timer.)

Payment issues are common because our payment system has super tight security features, and your bank may not recognize this type of purchase. Usually, if you call your bank and tell them it's legit, you'll have no problems in the future.

But if you don't want to call your bank, we do offer payment alternatives. You can try Zelle or Stripe – basically a better version of PayPal. Short of bartering live farm animals, there are options.

We have more than 5000 5-star reviews. [Here are just some of them](#). We're also U.S.-based and our customer service reps are super helpful and friendly and speak understandable English, in case you have any problems.

"Loot4rs has amazing customer service and wonderful staff." – Deebo

What do you say? Are you ready to start playing with some fun new (game) toys?
Click the link below and you'll be magically transported back to your cart.

Finish My Purchase

(email signature)

Email 2: 24 hours later

Subject: [FIRSTNAME], do you know about Loot4rs benefits?

Hey [FIRSTNAME],

It's (name) again from Loot4rs.

I wanted to give you some information on [our loyalty program](#). There is a level for every type of customer, and once you reach Bronze or Silver, those are lifetime memberships. You never lose that status regardless of how much or how little you order from us.

Follow that link above and see for yourself the different loyalty program levels and the points needed to reach each. Then imagine yourself enjoying all the benefits underneath.

If you complete your purchase of (order) today, you'll receive (# of order points) points and be automatically enrolled in our loyalty program. Now compare that to what's needed to reach Bronze or Silver to see how close you are.

Most Loot4rs customers just like you enjoy these loyalty program privileges. And you could be next.

"Excellent loyalty program! I get freebies and save money with every order!" – J.C.

Remember, if your first order didn't go through because of payment issues, all you have to do in most cases is call your bank. Or you can try another payment method.

If you're not sure about us as a company, I understand. But you have nothing to worry about. We are as trustworthy as your Mom and Grandmother if they somehow melded together to form a single person. (OK, that's weird.)

Click the link below to finish your purchase and enjoy those new skins or items in (game).

Finish My Purchase

(email signature)

Email 3: 72 hours later

Subject: How about if we give you...

Hey [FIRSTNAME],

It's (name) again from Loot4rs. You drive a hard bargain, and I can respect that.

Because you're a new customer and you don't know us that well, we're going to increase your bonus points by 50% on your order if you complete your purchase within 48 hours.

That means you'll get a whopping (# of order points) points if you complete your order today. And you'll automatically be enrolled in our loyalty program and be that much closer to receiving all kinds of cool benefits.

I know, I know. You don't have to thank me. Taking your money is thanks enough.

We know you're going to love us because 5000 5-star reviews from customers just like you can't be wrong.

Click the button below to redeem this insanely good offer. But remember, this incredible offer expires in 48 hours!

Finish My Purchase

(email signature)

Group 2 – no status or Bronze

Email 1: 1 hour later

Subject: I hope your pizza isn't burnt, [FIRSTNAME]

Hey [FIRSTNAME],

This is (name) from Loot4rs.

I see you left (order) in your cart and was wondering what happened. Second thoughts? Payment issues? Smoke alarm from burning pizza in the oven. (You really should set a timer.)

Payment issues are common because our payment system has super tight security features, and your bank may not recognize this type of purchase. Usually, if you call your bank and tell them it's legit, you'll have no problems in the future.

But if you don't want to call your bank, we do offer payment alternatives. You can try Zelle or Stripe – basically a better version of PayPal. Short of bartering live farm animals, there are options.

We have more than 5000 5-star reviews. [Here are just some of them](#). We're also U.S.-based and our customer service reps are super helpful and friendly and speak understandable English, in case you have any problems.

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What do you say? Are you ready to start playing with some fun new (game) toys?
Click the link below and you'll be magically transported back to your cart.

Finish My Purchase

(email signature)

Email 2: 24 hours later

Subject: [FIRSTNAME], you're close to reaching Silver status

Hey [FIRSTNAME],

If you complete your purchase of (order) today, you'll get (# of order points) points and only be (# of points away) points away from reaching Silver status. Oh yeah, it's (name) again from Loot4rs, in case you weren't sure.

Silver status is a game-changer. **It's a lifetime membership, you get points for referring friends, you get Looter Day specials, and free spins on our Prize Wheel.**

Most Loot4rs customers just like you enjoy these privileges. And you could be next.

"Excellent loyalty program! I get freebies and save money with every order!" – J.C.

Remember, if your first order didn't go through because of payment issues, all you have to do in most cases is call your bank. Or you can try another payment method.

And if you ever have any problems, you know that we'll be here for you. We're gamers ourselves and also U.S.-based, which means that our customer service reps speak your language. (Both English and Gaming!)

Click the link below to finish your purchase and enjoy those new skins or items in (game).

Finish My Purchase

(email signature)

Group 3 – silver, gold, platinum

Email 1: 1 hour later

Subject: I hope your pizza isn't burnt, [FIRSTNAME]

Hey [FIRSTNAME],

This is (name) from Loot4rs.

I see you left (order) in your cart and was wondering what happened. Distracted by YouTube? Payment issues? Smoke alarm from burning pizza in the oven. (You really should set a timer.)

Payment issues are common (even for loyal customers like you) because our payment system has super tight security features, and your bank may not recognize this type of purchase. Usually, if you call your bank and tell them it's legit, you'll have no problems in the future.

But if you don't want to call your bank, we do offer payment alternatives. You can try Zelle or Stripe – basically a better version of PayPal. Short of bartering live farm animals, there are options.

As you probably know, we're also U.S. based and our customer service reps are super helpful and friendly and speak understandable English, in case you have any problems.

"Loot4rs has amazing customer service and wonderful staff." – Deebo

What do you say? Are you ready to start playing with some fun new (game) toys?
Click the link below and you'll be magically transported back to your cart.

Finish My Purchase

(email signature)

Email 2: 24 hours later

Subject: I'm worried about you, [FIRSTNAME]

Hey [FIRSTNAME],

It's (name) again from Loot4rs. And I'm beginning to get worried.

Because you're a loyal customer, I'm starting to think something bad happened to you. My mind is racing with several awful scenarios:

- Were you abducted by aliens?
- Were you kidnapped by your evil twin?
- Were you mauled by a bear or porcupine?
- Did you fall down and get run over by a tractor?

Hopefully, you're just enjoying a marathon session of (game), and you'll be coming up for food and water (and to finish your purchase) soon. Which you can do by clicking the link below.

Finish My Purchase

Please click that link so I can stop worrying. Otherwise, I'm going to assume the worst: You got kidnapped by your evil twin, mauled by a porcupine, then run over by a tractor. *Oh, the humanity!*

(email signature)