

Cart Abandonment Emails

1-hour later email

Subject: *|FNAME|*, you forgot about...

Headline: Return to your cart, *|FNAME|* and enjoy all the great benefits *|PRODUCT|* provides.

(Return to my cart)

Hi *|FNAME|*,

One minute you were wisely choosing to purchase *|PRODUCT|* so you can say goodbye to PC-related headaches. And the next minute you forgot about your purchase: *|PRODUCT|* - *|QUANTITY|* - *|PRICE|*.

To complete your purchase, simply click on the link below.

(Complete My Purchase)

Happy Computing,
The WinZip Team

P.S. If for any reason you're not completely satisfied with it within the first 30 days, we'll give you a full refund, no questions asked.

P.P.S. Just say no to PC headaches! Complete your purchase now.

24-hour later email

Subject: *|FNAME|*, how about if we give you...

Headline: *|FNAME|*, how does 10% off sound?

(Finish My Purchase)

Hi *|FNAME|*,

Remember, until you complete your purchase, your computer won't get the help it needs, and you're still vulnerable to frustrating computer maintenance issues.

Simply follow the link below and use this code to receive your 10% discount:
(code).

(Continue to Checkout)

Happy Computing,
The WinZip Team

P.S. After you purchase (*|PRODUCT|* - *|QUANTITY|* - *|PRICE|*), you will enjoy WinZip's 24/7 tech support, free updates, unlimited upgrades, and other wonderful benefits.

P.P.S. And of course, if you're not completely satisfied with *|PRODUCT|*, simply return it in 30 days and we'll give you a full refund.

3-days later email

Subject: An offer too good to pass up?

Hi *|FNAME|*,

It's (name) again from WinZip. Since you still have items in your cart, I wanted to make you one final offer.

People love *|PRODUCT|* because of the beneficial impact it has on their computer's performance. But they also love it because of the peace of mind it provides, as computers tend to break down at the worst possible time.

If you're still interested in giving your PC the makeover it desperately needs, we'll give you 25% off the regular price. (Pause for cheering.)

Simply follow the link below to complete your purchase and use this code to get your unbeatable deal: (code).

(Complete My Purchase)

Imagine how good it's going to feel having a computer system that's working properly again. Not to mention the computer maintenance headaches you'll avoid.

Happy Computing,
The WinZip Team

P.S. Don't wait! This too-good-to-believe offer won't last forever. Get 25% off *|PRODUCT|* right now.

P.P.S. Remember, there is absolutely no risk to you. If for any reason you're not completely satisfied with your purchase within the first 30 days, we'll give you a full refund, no questions asked.