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Abandoned carts in an online shop: why people leave and how to win some back

Customers, E-mails & Policies

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Abandoned carts in an online shop: why people leave and how to win some back

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Someone picks a product, puts it in the cart and vanishes. It is normal: most visits to a shop do not end in a purchase. What is worth doing is separating the exits you can avoid from the ones you cannot. You do it in two steps: **remove the reasons to leave** and only then **try to win back** the people who left.

Why people leave

Reason	What to do
Costs that appear only at the end (shipping, tax)	Show them early. See **shipping and delivery rates in WooCommerce** and **tax settings in WooCommerce**.
Forced to create an account	Allow guest checkout. In the Accounts settings WooCommerce lets you choose.
A long form	Drop the fields you do not need. Every extra field is a reason to leave.
The customer's payment method is missing	Ask customers what they have on their phone. See **an online shop with local payment methods**.
A payment that fails	The most expensive cause. See **checkout errors**.
A slow page, mostly on the phone	See **what actually makes a difference to speed**.
A lack of trust	A visible contact, a written returns policy and the padlock on every page.

Winning back the people who left

1. **Understand what WooCommerce does and does not do.** On its own it sends no reminder to someone who abandoned the cart. It only sees orders that were actually created, in the “pending payment” status.

2. **Choose the tool.** Some plugins save the cart of anyone who left an e-mail and send a reminder, and you can also build your own flow, for instance with n8n on a VPS of yours (see **n8n and WordPress**).

3. **Write only to people who agreed.** If the person did not leave an e-mail with consent to be contacted, do not write to them. See **customer data in your shop**.

4. **Write a short, useful message.** The product name, a direct link back to the cart and one line saying how to ask for help. No made-up urgency.

5. **Send it once, or twice at most.** More than that becomes nagging and sends your domain to the junk folder: see **e-mail marketing without burning your domain**.

6. **Measure.** Count how many orders came from those messages, in the shop analytics (**where to see your sales**).

An automatic discount "for those who abandoned"

teaches customers to abandon on purpose. If you want an incentive, give it with a limit and to people who have never bought. See **coupons in WooCommerce**.

Start with a human contact.

In a small shop, a WhatsApp message to someone who left a pending order recovers more than an automation put together in a rush, and it is a first test of what people ask. See **the WhatsApp button on your site**.

NEED A HAND?

Want to know whether the problem is on the server and not with the customer? Tell us the shop address and when you saw more drop-offs, and we will look at the logs.

Open a support ticket →

SEE ALSO

- **Checkout errors in WooCommerce** →
- **E-mail marketing without burning your domain** →

A shop that holds up: before you open

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