



USER GUIDE

Magedia Abandoned Cart

for Magento 2

Reminder emails with coupons and stock alerts for customers who left their cart, with return statistics.

Version 1.2.0
October 2026

Magento 2.4.4+
Open Source

store.magedia.com
docs.magedia.com



INSIDE THIS GUIDE

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01 · INTRODUCTION

Bring customers back to their carts

Abandoned Cart emails customers who left items in their cart without completing the purchase. Store admins set up cart rules and coupons, follow every email sent, and see how many carts customers return to.

**Cart rules**

When a cart counts as abandoned, for which websites, customer groups and cart contents.

**Branded emails**

Ready-made templates you can customise in Marketing → Email Templates.

**Mail Journal**

Every email with its status; send again or resend in one click.

**Coupons**

Fixed or auto-generated codes with percentage, fixed or buy-X-get-Y discounts.

**Stock alerts**

Low-stock, out-of-stock and back-in-stock notes and notifications.

**Statistics**

Carts customers returned to and didn't, per rule, with coupon use and totals.

Magento 2.4.4+

Open Source

PHP 8.1 – 8.4

As required by the package

Magento cron

Sends emails and stock alerts

Magedia Core

Installed with the module

02 · INSTALLATION

Install with Composer or a ZIP

1

Add the Magedia repository

Register `repo.magedia.com` in Composer with the keys from **Account** → **Keys** on `store.magedia.com`, saved in `auth.json`.

2

Require the package

Composer installs Abandoned Cart with Magedia Core.

3

Upgrade and deploy

Run the upgrade, compile, deploy static content and clear the cache.

4

Check cron

Magento cron finds abandoned carts and sends the emails and stock alerts.

```
composer config repositories.magedia composer https://repo.magedia.com
composer require magedia/m2-abandoned-cart
```

```
bin/magento setup:upgrade
bin/magento setup:di:compile
bin/magento setup:static-content:deploy
bin/magento cache:clean
```

Installing from a ZIP? Copy the files to `app/code/Magedia/AbandonedCart` and `Magedia Core` to `app/code/Magedia/Core` (only once for all Magedia modules), then run the same commands.

03 · GENERAL SETTINGS

Settings

Magedia → Abandoned Cart → Configuration

General

Cron Schedule How often abandoned carts are checked, as a cron expression. Default 0 * * * *, every hour.

Quote lifetime (in days) Replaces Magento's quote lifetime under Sales → Checkout → Shopping Cart.

Sender Name and Email The name and address customers see in their inbox.

Alert Stock

Send / Remove in stock alert Cron schedules for sending back-in-stock emails and removing sent alerts. Default hourly.

Mail Logs Clearing

Enable Deletes old Mail Journal records automatically.

Delete From The date from which records are cleared.

Keep For (days) How long records are kept.

Set a real Sender Email before enabling rules.

04 · CART RULES

Manage cart rules

Magedia → Abandoned Cart → Rule Settings

Rule Settings

Add Cart Rule

Filters

Default View

Columns

Actions

2 records found

20 per page

1 of 1

	ID	Rule Name	Status	Created	Modified	Coupon	Action
☐	59	70	Enable	Feb 17, 2023 2:10:10 AM	Feb 17, 2023 2:22:01 AM	YRKOJLSORELA	Select
☐	60	701	Enable	Feb 17, 2023 2:24:33 AM	Feb 17, 2023 2:26:43 AM	JOOTSYTHLY	Select

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The cart rules grid.

- Columns

ID, Rule Name, Status, Created, Modified, Coupon and Action (edit or delete).
- Filters

ID, name, dates, status, coupon and store view.

Use **Columns** to show or hide columns; drag them to reorder. Show 20 to 200 rules per page. Click **Add Cart Rule** to create one.

05 · CREATING A RULE

Create a rule

Rule Settings → Add Cart Rule → General

The screenshot shows the 'Cart Rule' configuration interface with the 'General' tab selected. The interface includes a sidebar with 'General', 'Conditions', 'Coupon generation', and 'Email template'. The main area contains the following settings:

- Rule name:** A text input field.
- Is Active:** A toggle switch set to 'Yes'.
- Send after:** A text input field followed by a 'Minutes' dropdown menu.
- Websites:** A multi-select dropdown menu with 'Main Website' selected.
- Customer Groups:** A multi-select dropdown menu with 'NOT LOGGED IN', 'General', 'Wholesale', and 'Retailer' listed.
- Low-stock notification:** A toggle switch set to 'No'.
- Quantity of items left in stock:** A text input field with a note: 'When the given quantity of goods remains in stock, then the email will be sent. If empty it will be used as default value.'
- Out of stock notification:** A toggle switch set to 'No'.
- Priority:** A text input field with a note: 'If "Apply several rules" is disabled the rule will be chosen by priority. 0 - low, 10 - high, default - 5.'

At the top right of the main area are buttons for 'Back', 'Save and Continue', and 'Save'.

General settings of a cart rule.

Rule Name

The rule's title.

Is Active

Active starts it now; Inactive saves it for later. Enable it from Rule Settings → Actions.

Send After

Hours, days or weeks before the reminder is sent.

Websites, Customer Groups

Where and for whom the rule works.

Low-stock notification

Adds a low-stock note to the email.

Quantity left in stock

Adds how many items are still available.

Out of stock notification

Tells the customer an item is out of stock.

Priority

0 (lowest) to 10 (highest). Chooses the rule when Apply several rules is off.

06 · CONDITIONS AND COUPONS

Conditions and coupons

Conditions on subtotal, quantity and SKU.

Subtotal

Cart subtotal the rule applies to.

Total qty

Total number of items in the cart.

Product SKU

Products in the cart the rule applies to.

Coupon generation.

Coupon code

Your own code, or auto-generated with length, format, prefix, suffix and dashes.

Uses and expiry

Uses per coupon, per customer, and days until it expires.

Coupon type

Percent of price, fixed amount, fixed amount for the cart, or buy X get Y free.

Discount

Amount, maximum quantity, step (X) and whether shipping is included.

07 · EMAIL TEMPLATES

Choose the email

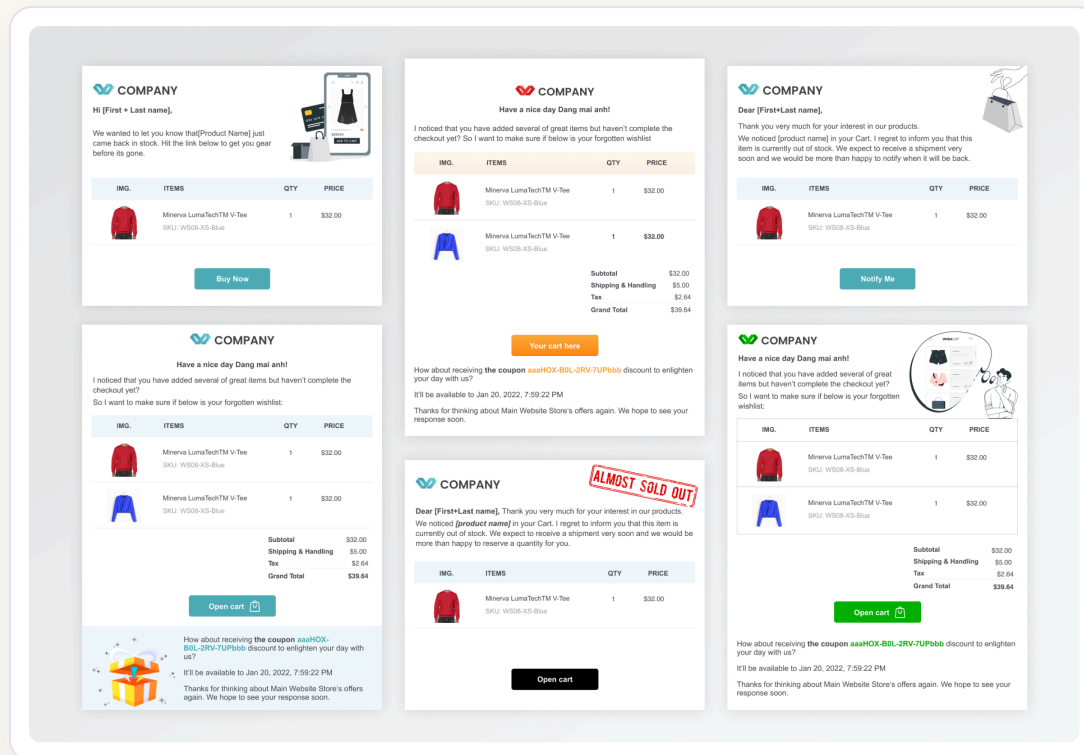
Add Cart Rule → Email template

Pick a template from the **Email template** list on the rule.

Create your own template

1. Go to Marketing → Email Templates.
2. Click **Add New Template**.
3. Load a template from the **Abandoned cart email** group.
4. Add your branding and save, then choose it on the rule.

Click **Save and Continue** to keep a rule in progress, or **Save** when it is complete.



Examples of the included email templates.

08 · MAIL JOURNAL

Follow every email

Magedia → Abandoned Cart → Mail Journal

Mail Journal

2

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Filters

Default View

Columns

0 records found

20 per page1 of 1

	ID	Rule Name	Email	First Name	Last Name	Products	Created	Status	Action
We couldn't find any records.									

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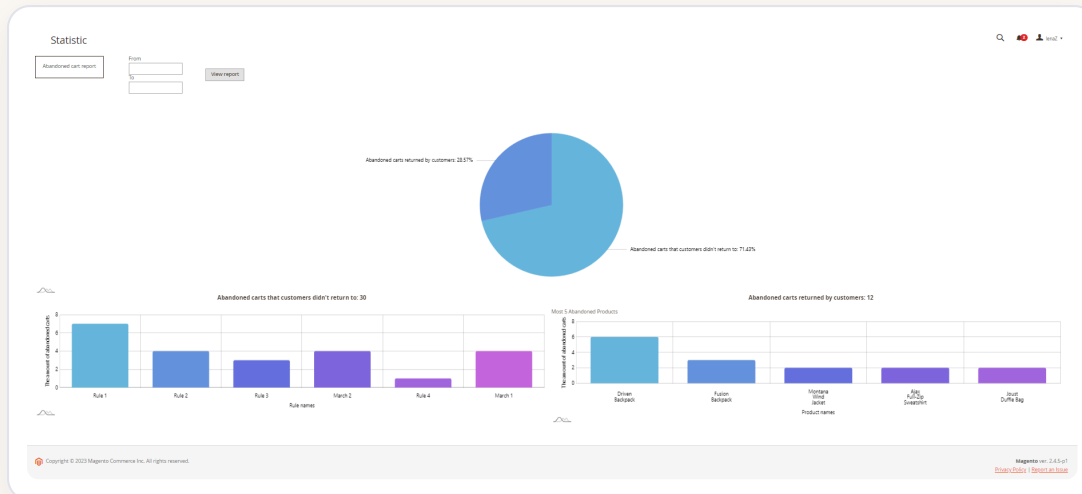
Emails sent for abandoned carts.

Columns	ID, Rule Name, Email, First and Last Name, Products, Created and Status.	Action	Send Again repeats a sent email; Resend retries one that wasn't sent.
Status	Sent, or Not sent. Created is blank until the email is sent.	Filters	ID, email, date, name, rule and status.

09 · STATISTICS

See which carts come back

Magedia → Abandoned Cart → Statistic → Abandoned Cart Reports



The report with its pie and bar charts.

Choose **From** and **To** dates and click **View report**.

- **Left bar chart:** carts customers didn't return to, per rule.
- **Right bar chart:** carts customers returned to, per rule.
- **Pie chart:** the share of returned and not returned carts.

Numbers and a table below the charts give the same figures for the period.

10 · ABANDONED CART GRID

Every abandoned cart

Magedia → Abandoned Cart → Statistic → Abandoned Cart Grid

Statistic

42 records found

Filters

Default View

Columns

7

per page

<

1

of 6

>

☐	Customer Email	Full Name	The Thrown Cart Stage	Quantity of Sent Emails	Coupon Used	Products	Date
☐	testnefridays@mail.ru	Tester Test65465465	The items were added to the cart	2	No	Driven Backpack	2023-02-24 13:59:06
☐	elena.maslova@sofera.by	Elena Test	Incomplete payment abandoned	1	Yes	Montana Wind Jacket, Jupiter All-Weather Trainer	2023-02-24 13:34:06
☐	elena.maslova@sofera.by	Elena Test	Incomplete payment abandoned	2	Yes	Montana Wind Jacket, Lando Gym Jacket, Hyperion Elements Jacket, Kenobi Trail Jacket, Driven Backpack, Wayfarer Messenger Bag	2023-02-24 14:07:45
☐	lenamaslova1234@gmail.com	Elena Test623	The items were added to the cart	1	No	Ajax Full-Zip Sweatshirt, Deion Long-Sleeve EverCool™ Tee	2023-02-24 14:05:05
☐	elenatestnew2023@gmail.com	Tester Test	The items were added to the cart	1	No	Deirdre Relaxed-Fit Capri	2023-02-24 14:26:05
☐	testertest123321@mail.ru	Elena Test65465465	Incomplete payment not abandoned	0	No coupon	Joust Duffle Bag, Fusion Backpack	2023-02-24 14:26:35
☐	testertest123321@mail.ru	Elena Test65465465	The items were added to the cart	1	No	Sprite Foam Yoga Brick, Harmony Lumaflex™ Strength Band Kit	2023-02-24 14:35:05

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Email, Full Name	The customer.	Quantity of sent emails	How many reminders the customer received.
The thrown cart stage	Where they left: items in the cart, checkout page or incomplete payment.	Was the coupon used?	Yes, No, or No coupon when none was sent.
Product, Gross Sum	What was in the cart and its total.	Filters	Store view, emails sent, email, coupon use, name and stage.

11 · STOCK NOTIFICATIONS

Back-in-stock notifications

Magedia → Abandoned Cart → Stock

Notify In Stock

2

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Filters

Default View

Columns

20

per page

<

1

of 1

>

0 records found

	Customer Email	Product Name	Store Name	Status
We couldn't find any records.				

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Customers waiting for items from their cart to be restocked.

Customer Email	Who will be notified.	Status	Active until the alert is sent after restocking, then Inactive.
Product Name	The item they are waiting for.	Schedules	Set when alerts are sent and removed under Configuration → Alert Stock.
Store name	The store where it should be restocked.		

Have a question? Contact us!

Send your Magento, PHP and theme versions with the steps that show the problem.

Support

Questions, issues and installation
help

contact@magedia.com

Online guide

Always the latest version of this
guide

docs.magedia.com

Live demo

Try the storefront and Admin

[demo-m2.abandoned-
cart.magedia.com](https://demo-m2.abandoned-cart.magedia.com)