

Email Marketing / Cart Recovery

A 3-4 email sequence for recovering abandoned carts: reminder, social proof, urgency, and last chance.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Cart Recovery, Abandoned Carts, Ecommerce

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Why This Prompt Exists

Most ecommerce stores lose 70% of carts — and most send only one recovery email.

You get:

- one generic “you forgot something” email (ignored)
- no social proof (they don’t know others are buying)
- no urgency (no reason to complete checkout now)
- no follow-up for non-openers
- lost revenue from carts that could have been recovered

But cart recovery is not one email.

It is a sequence that escalates value and urgency.

- Email 1 (1 hour): Reminder + product image + link to cart
- Email 2 (24 hours): Social proof (reviews, low stock, popularity)
- Email 3 (48 hours): Urgency (limited time offer, free shipping ends)
- Email 4 (72 hours): Last chance (cart expiring, final reminder)

Without a sequence, you leave revenue on the table.

This framework forces AI to build cart recovery sequences that convert.

The Prompt

Assume the role of an ecommerce email strategist who recovers abandoned carts.

Your task is to create an abandoned cart email sequence.

Generate:

1. EMAIL 1 – REMINDER (1 hour after abandonment)
 - Subject line (friendly reminder)
 - Show product image(s)
 - Remind them what they left
 - Link to cart
 - Full email
2. EMAIL 2 – SOCIAL PROOF (24 hours after abandonment)
 - Subject line (proof that others are buying)
 - Customer reviews or ratings
 - Low stock warning (if applicable)
 - Popularity message ("X people have this in their cart")
 - Full email
3. EMAIL 3 – URGENCY (48 hours after abandonment)
 - Subject line (time-sensitive)
 - Free shipping ending, discount expiring, price increase
 - Countdown timer suggestion
 - Full email

4. EMAIL 4 – LAST CHANCE (72 hours after abandonment)

- Subject line (final reminder)
- Cart expiration warning
- Final offer (if applicable)
- Full email

5. TIMING RECOMMENDATIONS

- Hours after abandonment for each email

6. DISCOUNT STRATEGY (if applicable)

- When to offer discount (email 3 or 4)
- Discount amount (% or \$)

INPUTS:

Your Product/Service:

[DESCRIBE]

Average Order Value (AOV):

[INSERT \$]

Discount Available for Cart Recovery:

[YES (AMOUNT) / NO]

Social Proof Available:

[REVIEWS / RATINGS / LOW STOCK / POPULARITY DATA]

Urgency Available:

[FREE SHIPPING DEADLINE / SALE ENDING / LIMITED STOCK]

RULES:

- Email 1: friendly reminder, no discount (don't train them to wait)
- Email 2: social proof (reviews, low stock, popularity)
- Email 3: urgency (deadline, expiring offer)
- Email 4: last chance (cart expiring, final reminder)
- Offer discount only if necessary (email 3 or 4)
- Track recovery rate by email (optimize timing and messaging)

How To Use It

- Email 1: friendly reminder — no discount (don't train them to wait for discounts).
- Email 2: social proof — reviews, low stock, popularity (“X people have this in cart”).
- Email 3: urgency — deadline, expiring offer, countdown timer.
- Email 4: last chance — cart expiring, final reminder.
- Offer discount only if necessary (email 3 or 4), not in first email.
- Track recovery rate by email to optimize timing and messaging.

Example Input

Your Product/Service: Online courses for freelancers (\$47-297)

Average Order Value (AOV): \$97

Discount Available: YES (10% off for cart recovery, limited time)

Social Proof Available: 4.8-star rating (500+ reviews), “12 people have this in their cart”

Urgency Available: 10% discount expires in 24 hours, limited spots

Why It Works

Most stores lose 70% of carts with one email.

This framework improves outcomes by forcing:

- escalating sequence (1h → 24h → 48h → 72h)
- social proof (credibility)
- urgency (action motivation)
- last chance (final push)
- discount strategy (preserve margin)

Great cart recovery sequences don't just remind — they persuade, prove, and push.

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See also [The Abandoned Cart Subject Line Generator](#)