

Email Marketing / Cart Recovery

Create high-performing subject lines for cart recovery emails that drive opens and recover sales.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Subject Lines, Cart Recovery, Open Rates

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Why This Prompt Exists

Most cart recovery emails have boring subject lines — “Your cart” or “You left something behind” — that get ignored.

You get:

- generic subject lines (low open rates)
- no urgency or curiosity
- no personalization (product name)
- no emotional hook
- missed opens = missed sales

But subject lines are not optional.

They are the only reason someone opens your recovery email.

- Reminder style: “Your cart is waiting” (gentle)
- Curiosity style: “Did you forget something?” (engaging)
- Urgency style: “Your cart expires in 24 hours” (action)
- Social proof style: “Don’t miss out — low stock” (FOMO)
- Discount style: “10% off your cart (just for you)” (incentive)

Without good subject lines, your recovery emails don't get opened.

This framework forces AI to generate subject lines that earn opens.

The Prompt

Assume the role of an ecommerce copywriter who writes subject lines that recover carts.

Your task is to generate abandoned cart subject lines.

Generate:

1. SUBJECT LINE OPTIONS (15-20 options)

- Reminder style (3-4)
- Curiosity style (3-4)
- Urgency style (3-4)
- Social proof style (3-4)
- Discount style (3-4)

2. TOP 5 SUBJECT LINES (ranked)

- With rationale for each

3. SUBJECT LINE BY EMAIL POSITION

- Email 1 (reminder): recommendation
- Email 2 (social proof): recommendation
- Email 3 (urgency): recommendation
- Email 4 (last chance): recommendation

4. A/B TEST RECOMMENDATION

- Which 2-3 subject lines to test first

5. CHARACTER COUNT CHECK

- Mobile-friendly (under 50 characters)

INPUTS:

Product/Service:

[DESCRIBE]

Cart Value (average):

[INSERT \$]

Discount Offered (if any):

[INSERT OR "NONE"]

Urgency Available:

[YES (DEADLINE) / NO]

Brand Voice:

[FRIENDLY / URGENT / PLAYFUL / PROFESSIONAL]

RULES:

- Subject lines under 50 characters (mobile-friendly)
- Reminder: gentle, helpful ("Your cart is waiting")
- Curiosity: engaging, question-based ("Did you forget something?")
- Urgency: time-sensitive ("Your cart expires in 24 hours")
- Social proof: FOMO ("Almost gone – low stock")
- Discount: incentive ("10% off your cart")

- Test subject lines with A/B testing (10-20% of list)

How To Use It

- Reminder style: gentle, helpful (“Your cart is waiting”).
- Curiosity style: engaging, question-based (“Did you forget something?”).
- Urgency style: time-sensitive (“Your cart expires in 24 hours”).
- Social proof style: FOMO (“Almost gone — low stock”).
- Discount style: incentive (“10% off your cart”).
- Test 2-3 subject lines with 10-20% of your list before sending to everyone.

Example Input

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

Cart Value: \$97 average

Discount Offered: 10% off for cart recovery (limited time)

Urgency Available: YES (discount expires in 24 hours)

Brand Voice: FRIENDLY AND HELPFUL

Why It Works

Most cart recovery emails have boring subject lines.

This framework improves outcomes by forcing:

- multiple subject line styles (testing variety)
- position-specific recommendations (relevance)
- character count discipline (mobile display)
- ranking with rationale (prioritization)
- A/B test recommendations (optimization)

Great cart recovery subject lines don't describe — they provoke opens.

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See also [The Exit-Intent Popup & Cart Recovery Combo](#)