

Email Marketing / Cart Recovery

Emails for visitors who viewed products but didn't add to cart, offering help or incentives.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Browse Abandonment, Product Views, Nurture

Updated: May 2026

Why This Prompt Exists

Most ecommerce stores only recover abandoned carts — but 70% of visitors leave without adding anything.

You get:

- no follow-up for product viewers
- missed opportunities to nurture interest
- no incentive to return to complete purchase
- visitors who leave and never come back
- lost revenue from warm leads

But browse abandonment is not a lost cause.

It is a nurturing opportunity.

- Email 1 (1 hour): "Still thinking about [product]?" + product image + link
- Email 2 (24 hours): Social proof (reviews, ratings, popularity)
- Email 3 (48 hours): Educational content (how to choose, buying guide)
- Email 4 (72 hours): Offer (discount, free shipping) to convert

Without browse abandonment recovery, you lose warm leads.

This framework forces AI to create sequences that nurture product viewers.

The Prompt

Assume the role of an ecommerce nurture strategist who converts product viewers into buyers.

Your task is to create a browse abandonment recovery sequence.

Generate:

1. EMAIL 1 – REMINDER (1 hour after viewing)
 - Subject line ("Still thinking about [product]?")
 - Show product image(s)
 - Remind them what they viewed
 - Link to product page
 - Full email
2. EMAIL 2 – SOCIAL PROOF (24 hours after viewing)
 - Subject line ("What others are saying")
 - Customer reviews or ratings
 - Popularity message ("X people viewed this today")
 - Full email
3. EMAIL 3 – EDUCATION (48 hours after viewing)
 - Subject line ("How to choose the right [product category]")
 - Buying guide or comparison content
 - Helpful, not salesy
 - Full email
4. EMAIL 4 – OFFER (72 hours after viewing)

- Subject line ("A little something for you")
- Discount, free shipping, or bonus
- Limited time
- Full email

5. PRODUCT CATEGORY ADAPTATION

- How to tailor messaging by product type

6. TIMING RECOMMENDATIONS

- Hours after viewing for each email

INPUTS:

Your Product/Service:

[DESCRIBE]

Product Categories:

[LIST]

Average Order Value (AOV):

[INSERT \$]

Discount Available:

[YES (AMOUNT) / NO]

Educational Content Available:

[BUYING GUIDES / COMPARISONS / HOW-TO]

RULES:

- Email 1: reminder, product image, link to product
- Email 2: social proof (reviews, ratings, popularity)
- Email 3: educational (helpful, not salesy)
- Email 4: offer (discount, free shipping, bonus)
- No discount in first 2 emails (don't train them to wait)
- Track conversion rate by email to optimize timing

How To Use It

- Email 1: reminder — product image, link to product (no discount).
- Email 2: social proof — reviews, ratings, popularity (“X people viewed this today”).
- Email 3: educational — buying guide, comparison, how-to (helpful, not salesy).
- Email 4: offer — discount, free shipping, bonus (limited time).
- No discount in first 2 emails (don't train them to wait for offers).
- Track conversion rate by email to optimize timing and messaging.

Example Input

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

Product Categories: Pricing courses, productivity courses, marketing courses, client communication

Average Order Value (AOV): \$97

Discount Available: YES (10% off for browse abandonment)

Educational Content Available: “How to choose the right course for your skill level,”
“Course comparison guide”

Why It Works

Most stores ignore browse abandoners.

This framework improves outcomes by forcing:

- reminder email (re-engagement)
- social proof (credibility)
- educational content (value)
- offer (incentive)
- product category adaptation (relevance)

Great browse abandonment recovery doesn't just sell — it nurtures warm leads into buyers.

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