

## Email Marketing / Cart Recovery

Scripts for exit-intent popups that capture emails and trigger cart recovery sequences.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Exit-Intent Popups, Email Capture, Cart Recovery

Updated: May 2026

Why This Prompt Exists

Most exit-intent popups are generic — and most don't trigger follow-up emails.

You get:

- “Subscribe to our newsletter” (not relevant to cart abandoners)
- no incentive to leave email address
- no follow-up after email capture
- missed opportunity to recover cart via email
- low capture rates

But an exit-intent popup is not a newsletter signup.

It is a last chance to capture an email and recover the cart.

- Offer: discount, free shipping, or bonus
- Urgency: limited time or limited quantity
- Email capture: simple form (email only)
- Trigger: immediate cart recovery email sequence

Without exit-intent, you lose cart abandoners forever.

This framework forces AI to create exit-intent popups that capture emails and trigger recovery sequences.

## The Prompt

Assume the role of an ecommerce conversion strategist who captures cart abandoners before they leave.

Your task is to create an exit-intent popup and recovery trigger.

Generate:

1. POPUP HEADLINE (short, benefit-driven)
2. POPUP SUBHEADLINE (explain the offer)
3. OFFER DETAILS
  - Discount, free shipping, or bonus
  - Value to customer
4. EMAIL CAPTURE FORM
  - Email field only (name optional)
  - Button text
5. URGENCY ELEMENT (optional)
  - Limited time or quantity
6. TRIGGERED EMAIL SEQUENCE
  - What happens after they enter email
  - First email: deliver offer + remind of cart
  - Follow-up: standard cart recovery sequence

## 7. POPUP APPEARANCE RULES

- When to show (exit-intent)
- Frequency (once per session)

### INPUTS:

Product/Service:

[DESCRIBE]

Cart Value (average):

[INSERT \$]

Offer Available:

[DISCOUNT (%) / FREE SHIPPING / FREE GIFT / OTHER]

Offer Expiration:

[DAYS / HOURS]

Email Platform Integration:

[ESP NAME]

### RULES:

- Headline: short, benefit-driven ("Don't leave empty-handed")
- Offer: compelling enough to capture email (10%+ discount)
- Email capture: email only (more fields reduce conversion)
- Trigger: immediate delivery email with offer + cart link
- Follow-up: standard cart recovery sequence (1h, 24h, 48h)
- Test popup design and offer with A/B testing

## How To Use It

- **Headline:** short, benefit-driven (“Don’t leave empty-handed”).
- **Offer** must be compelling enough to capture email (10%+ discount or free shipping).
- **Email capture:** email only (more fields reduce conversion by 50%).
- **Trigger** immediate delivery email with offer + cart link.
- **Follow up** with standard cart recovery sequence (1h, 24h, 48h).
- **Test** popup design and offer with A/B testing.

## Example Input

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

**Cart Value:** \$97 average

**Offer Available:** 10% off discount code

**Offer Expiration:** 24 HOURS

**Email Platform Integration:** Klaviyo

## Why It Works

Most exit-intent popups don’t capture carts.

This framework improves outcomes by forcing:

- compelling offer (incentive)
- simple email capture (frictionless)
- triggered recovery sequence (automation)
- urgency element (action motivation)
- appearance rules (user experience)

Great exit-intent popups don’t just capture emails — they start a recovery sequence that

converts.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI email marketing tools, cart recovery frameworks, and practical strategies for marketers and business owners.

Carefully engineered prompts for people doing real work.

### **Share this:**

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Post-Purchase Upsell & Cross-Sell](#)