

Email Marketing / Cart Recovery

Follow-up emails after purchase to increase AOV with relevant product recommendations.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Post-Purchase, Upsell, Cross-Sell, AOV Optimization

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Why This Prompt Exists

Most stores send a “thank you” email and stop — missing the best opportunity to increase order value.

You get:

- no upsell or cross-sell after purchase
- missed revenue from existing customers
- no product recommendations based on purchase
- customers who would buy more if asked
- lower lifetime value than possible

But post-purchase is not the end.

It is the beginning of the next sale.

- Email 1 (immediate): Order confirmation + product care tips
- Email 2 (1 day later): Cross-sell (related products, “customers also bought”)
- Email 3 (3 days later): Upsell (premium version, subscription, extended warranty)
- Email 4 (7 days later): Review request + social proof

Without post-purchase upsells, you leave AOV on the table.

This framework forces AI to create post-purchase sequences that increase customer value.

The Prompt

Assume the role of an ecommerce strategist who increases AOV through post-purchase emails.

Your task is to create a post-purchase upsell and cross-sell sequence.

Generate:

1. EMAIL 1 – ORDER CONFIRMATION + CARE (immediate)
 - Subject line ("Your order is confirmed")
 - Order details
 - Product care tips or usage instructions
 - Full email

2. EMAIL 2 – CROSS-SELL (1 day after purchase)
 - Subject line ("Complete your [product] with these")
 - Related products ("Customers also bought")
 - Personalized recommendations based on purchase
 - Full email

3. EMAIL 3 – UPSELL (3 days after purchase)
 - Subject line ("Upgrade your experience")
 - Premium version, subscription, extended warranty
 - Limited-time offer for new customers
 - Full email

4. EMAIL 4 – REVIEW REQUEST (7 days after purchase)
 - Subject line ("How are you enjoying your [product]?")

- Ask for review or rating
- Incentive (discount on next purchase, enter to win)
- Full email

5. PRODUCT RECOMMENDATION LOGIC

- How to determine what to cross-sell/upsell

6. TIMING RECOMMENDATIONS

- Days after purchase for each email

INPUTS:

Your Product/Service:

[DESCRIBE]

Product Categories (for cross-sell):

[LIST]

Upsell Options (premium version, subscription, warranty):

[LIST]

Average Order Value (AOV):

[INSERT \$]

Review Incentive Available:

[YES (DISCOUNT / CONTEST) / NO]

RULES:

- Email 1: order confirmation + care tips (value add)

- Email 2: cross-sell (related products, "customers also bought")
- Email 3: upsell (premium version, subscription, warranty)
- Email 4: review request (social proof + incentive)
- Cross-sell based on purchase history (personalized)
- Track conversion rate by email to optimize recommendations

How To Use It

- Email 1: order confirmation + product care tips (adds value, not just confirmation).
- Email 2: cross-sell — related products (“Customers also bought”).
- Email 3: upsell — premium version, subscription, extended warranty (limited-time offer).
- Email 4: review request — ask for rating, offer incentive (discount on next purchase).
- Cross-sell based on purchase history for personalization.
- Track conversion rate by email to optimize recommendations.

Example Input

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

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

Upsell Options: Premium course bundle (3 courses for price of 2), monthly subscription (new content each month)

Average Order Value (AOV): \$97

Review Incentive: YES (20% off next purchase)

Why It Works

Most stores miss post-purchase revenue.

This framework improves outcomes by forcing:

- order confirmation + care (value add)
- cross-sell (related products)
- upsell (premium version, subscription)
- review request (social proof)
- personalization logic (relevance)

Great post-purchase sequences don't just thank customers — they increase lifetime value.

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