



Abandoned Cart Recovery User Guide

PrestaShop module · Compatible with PrestaShop 1.7, 8 and 9

Turn forgotten carts **into completed orders**

Recover abandoned carts: an automated reminder email sequence, an optional dedicated voucher, a secure one-click recovery link and a recovery dashboard. GDPR-aware and runs from cron, so it works quietly in the background — no coding, no theme edits.

1. Installation

1. In the back office go to **Modules → Module Manager → Upload a module** and select the module ZIP.
2. Once installed, click **Configure** to open the setup wizard.

Updates are automatic. They are tied to your domain — no licence key to enter. Development domains (`.local` , `.test` , `localhost`) are always allowed. When a new version is available it is shown right inside the module.

2. Configuration — step by step

The module adds an **Abandoned Carts** back-office page with three tabs: a *Dashboard* (recovery statistics), the *Abandoned carts* list, and *Settings*. *Configure* opens the Settings tab — work through it once, then let the cron do the rest.

Settings

One screen with all the recovery options, grouped into sections. Real fields, top to bottom:

- **General** — *Enable abandoned cart recovery* (master switch; when off the cron does nothing), *Abandonment delay (minutes)* (a cart counts as abandoned after this much inactivity), *Maximum cart age (days)* (ignore older carts), *Minimum cart value* (0 = no minimum) and *Sender name* (empty = your shop name).
- **Reminder sequence** — up to 6 steps. For each step set a *delay after abandonment in minutes* (e.g. 60 = 1h, 1440 = 24h, 4320 = 72h; empty or 0 disables the step) and tick *Include voucher* to attach the incentive. Steps are reordered by delay automatically.
- **Voucher / incentive** — *Discount type* (Percentage or Fixed amount), *Discount value*, *Voucher validity (days)*, *Voucher code prefix* (a unique suffix is added per cart) and *Voucher includes free shipping*.
- **GDPR & consent** — *Require marketing opt-in (registered customers)* (recommended), *Allow captured guest emails* (every email carries an unsubscribe link), *Data retention (days)* (purge closed tracking rows after N days; 0 = keep) and *Track email opens (pixel)* (powers the open rate; disable for stricter privacy).
- **Automation** — *Max reminders per cron run* to keep each run light.
- **Data** — *Drop data on uninstall* (off by default; when on, uninstalling deletes all recovery history and statistics).

General

Enable abandoned cart recovery

Master switch. When off, the cron does nothing.

Abandonment delay (minutes)

A cart is considered abandoned after this many minutes of inactivity.

Maximum cart age (days)

Ignore carts older than this. Keeps the scan light.

Minimum cart value

Only remind carts worth at least this amount (0 = no minimum).

Sender name

Name shown as the email sender. Empty = your shop name.

Reminder sequence

Reminder sequence	#	Delay after abandonment (minutes)	Include voucher
	1	<input type="text" value="60"/>	<input type="checkbox"/>
	2	<input type="text" value="1440"/>	<input type="checkbox"/>
	3	<input type="text" value="4320"/>	<input checked="" type="checkbox"/>
	4	<input type="text" value="minutes (0 = u)"/>	<input type="checkbox"/>
	5	<input type="text" value="minutes (0 = u)"/>	<input type="checkbox"/>
	6	<input type="text" value="minutes (0 = u)"/>	<input type="checkbox"/>

Up to 6 steps. Leave the delay empty (or 0) to disable a step. Delays are minutes from the moment the cart was abandoned (e.g. 60 = 1h, 1440 = 24h, 4320 = 72h). Steps are reordered by delay automatically.

Voucher / Incentive

Discount type	<input type="text" value="Percentage"/>
Discount value	<input type="text" value="10"/> <small>Percentage (e.g. 10) or amount in the default currency.</small>
Voucher validity (days)	<input type="text" value="7"/> <small>How long a generated voucher stays valid.</small>
Voucher code prefix	<input type="text" value="BACK"/> <small>Uppercase letters/digits. A unique suffix is appended per cart.</small>
Voucher includes free shipping	<input type="checkbox"/>
GDPR & consent	
Require marketing opt-in (registered customers)	<input checked="" type="checkbox"/> <small>Only email registered customers who gave newsletter/marketing consent. Strongly recommended.</small>
Allow captured guest emails	<input checked="" type="checkbox"/> <small>Also remind guests whose email was legitimately captured (e.g. at checkout). Every email carries an unsubscribe link.</small>
Data retention (days)	<input type="text" value="180"/> <small>Recovered, expired and unsubscribed tracking rows are purged after this many days (0 = keep forever).</small>
Track email opens (pixel)	<input checked="" type="checkbox"/> <small>Add a tiny open-tracking pixel to HTML reminders for the open rate. Disable for stricter privacy.</small>
Automation	
Max reminders per cron run	<input type="text" value="50"/> <small>Throttle to keep each cron run light.</small>
Data	
Drop data on uninstall	<input type="checkbox"/> <small>When enabled, uninstalling DELETES all recovery history and statistics. Off by default.</small>

Settings (2/3) — Voucher / incentive & GDPR

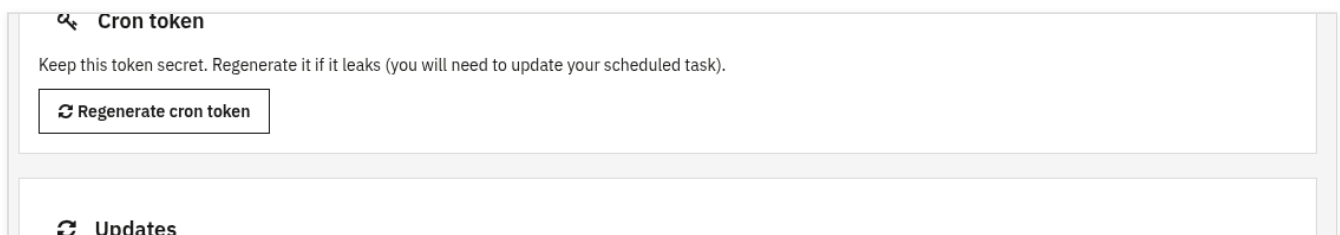
<small>When enabled, uninstalling DELETES all recovery history and statistics. Off by default.</small>	
<hr/>	
<input type="button" value="Save"/>	
<hr/>	
Cron token	

Settings (3/3) — Automation & data

Cron token required

The reminder sequence runs from a **token-protected cron URL**, not on page load. The Dashboard shows the exact URL to call; it looks like `https://yourshop/index.php?fc=module&module=cll_abandonedcart&controller=cron&token=XXXX`. A wrong or missing token returns `403 Forbidden`, so the token keeps the endpoint private.

- **Schedule it** — point your server crontab or a web-cron service at that URL, e.g. every 15 minutes. Each run detects new abandoned carts, sends due reminders (up to the per-run limit), generates vouchers and purges old rows.
- **Run now** — the Dashboard has a manual *Run now* button to trigger one pass immediately for testing.
- **Regenerate cron token** — under Settings, the *Cron token* panel regenerates the secret if it ever leaks. After regenerating, update your scheduled task with the new URL.



Cron token — protected URL, Run now and Regenerate

3. Check that it works

- Open the cron URL shown on the Dashboard in a browser — it should return a small JSON summary (`"ok": true`). A 403 means the token is wrong.
- Click **Run now** on the Dashboard, then open the **Abandoned carts** list — a test cart left idle past the abandonment delay should appear there.
- Check the **Dashboard** KPIs (carts tracked, reminders sent, recovered, recovery rate) move as the cron processes carts.
- Complete a tracked cart into an order — its row should flip to *recovered* and the recovered revenue should update.

4. FAQ

Does it slow down my shop?

No. The work happens in the cron run, not on page load, and each run is throttled by the per-run reminder limit.

Will my customers be spammed?

No. You control the number of steps and their delays, every email carries an unsubscribe link, and a cart stops receiving reminders as soon as it becomes an order.

Is it GDPR-compliant?

It is GDPR-aware: you can require marketing opt-in, decide whether to include captured guest emails, set a data-retention window and disable open tracking.

Do I have to offer a voucher?

No. The voucher is optional and set per sequence step — you can run a reminder-only sequence with no incentive at all.