

## Abandoned carts recovery sequence

### Email 1— 24 hours after abandonment

**Subject:** You were Never Just A Maybe

Let me grace your neckline—  
where I truly belong.



**Elianna 142 Carat  
Pear-cut Diamonds  
\$1M**

I'm still here waiting for your divine touch. A rare creation of elegance like this was made to leave it's mark on your skin, and in history.

DON'T LET ME GO

## Email 2— 48 hours after Email 1

**Subject:** Too Many Eyes... I'm Slipping

Did you perhaps let me go?



**Elianna 142 Carat  
Pear-cut Diamonds  
\$1M**

I said I'd wait for you. And I'm still fighting to keep that promise.

But there are too many strong, tempting hands. Too many soft, wanting eyes.

I'm slipping with each pull... yet still, I fight.  
What's taking you so long?

[RETURN TO CART](#)

Enjoy free insured shipping—only for the next 24 hours.

Email 3— 72 hours later

**Subject:** Multiple Ways To Dazzle

We've kept your glow on standby.  
But honestly, our arms are giving out—we can't hold it much longer.

Elianna 142 Carat  
Pear-cut Diamonds  
\$1M



This hand-crafted 142-carat pear-cut diamond, an heirloom of extraordinary grace, deserves a legacy. One only you can begin.  
So we've made it easier for you to bring Eliana home with flexible payment options you can trust.

