

Cart Abandonment Email Sequence

Conversion Copywriting Sample – DTC Pet Brand

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Purpose

This 3-email sequence was created to re-engage potential customers who abandoned their carts while shopping for a premium orthopedic dog bed.

The sequence combines urgency, emotional resonance, and consistent CTAs to re-engage warm leads and recover abandoned carts efficiently.

Ideal Use Case

- *DTC pet brands selling high-AOV products (orthopedic beds, supplements, premium gear)*
- *Brands aiming to reduce cart drop-off and improve mobile conversions with clear, consistent messaging*

Key Features

- *Personalized copy for emotional connection (dog's name, owner pain points)*
- *Urgency and scarcity tactics (live inventory, expiring discounts)*
- *Social proof (customer quotes, improvement stats)*
- *Risk reversal (60-day returns, sizing guidance)*
- *Consistent CTA phrasing & mobile-optimized formatting*

Strategic Framework

- **Email 1** *highlights product benefits and creates initial urgency through stock scarcity.*
- **Email 2** *addresses the underlying problem (inadequate sleep surfaces) and offers an upgraded option.*
- **Email 3** *delivers final urgency with a discount deadline and emphasizes risk-free purchasing.*

This format is optimized for platforms like Klaviyo, Omnisend, or Mailchimp, and can be repurposed across SMS or retargeting flows. Last updated: July 2025 — aligned with mobile & compliance best practices.

Email 1: "Reserved for [Dog's Name]?"

Subject Lines:

A) "Your dog's relief is waiting (but not long) 🐾"

B) "We saved this orthopedic bed for [Dog's Name]"

Preview Text: *Only 7 left in their size – claim before gone*

Body:

Hi [First Name],

We reserved the UltraSupport Orthopedic Bed for [Dog's Name]. This means:

- ✓ Easier mornings with vet-grade memory foam
- ✓ Less mess thanks to the waterproof liner
- ✓ Lasts 3X longer than cheap foam beds

Only 7 left in [Size]

[Give [Dog's Name] Better Sleep →]

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Inventory accurate as of [MM/DD]. Reply for sizing help.

Email 2: "Is This Why [Dog's Name] Can't Get Comfortable?"

Subject Lines:

A) "The 3 AM problem most owners miss"

B) "Why hard floors hurt aging joints"

Preview Text: *15% discount expires tonight – upgrade now*

Body:

Hi [First Name],

That midnight pacing? It's often because:

- ✓ Thin beds sink overnight → zero support
- ✓ Cold surfaces stiffen joints by morning
- ✓ Slippery floors strain hips

Today only: Upgrade to UltraSupport+ with cooling gel for 15% off.

[Give [Dog's Name] Better Sleep →]

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Discount ends [MM/DD] at midnight. Limited to stock on hand.

Email 3: "Final Chance: [Dog's Name]'s Discount Expires"

Subject Lines:

A) "Last 3 beds at 20% off – tonight only"

B) "Your saved cart disappears at midnight"

Preview Text: 60-day returns – zero risk to try

Body:

Hi [First Name],

At midnight:

✓ Your 20% discount vanishes (\$199 → \$159)

✓ Only 3 [Size] beds remain

✓ **Free returns for 60 days**

[Give [Dog's Name] Better Sleep →]

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Offer expires [MM/DD/YYYY] 11:59 PM EST. Prices subject to change.

Conversion Strategy Highlights

Urgency & Scarcity:

- "Only 3 left" stock alerts
- Time-limited discounts (24–48 hrs)

Emotional Resonance:

- 3 AM pain, mobility loss, aging
- Personalization using dog's name

Social Proof:

- Real customer quote
- "82% of dogs show improvement" stat

Risk Reversal:

- 60-day free returns
- Size guidance for uncertain buyers

Flexible CTA Options:

- *Swap % discount for free shipping or free bonus*
- *Add Klarna/Afterpay ("Pay in 4") badge for high-ticket support*