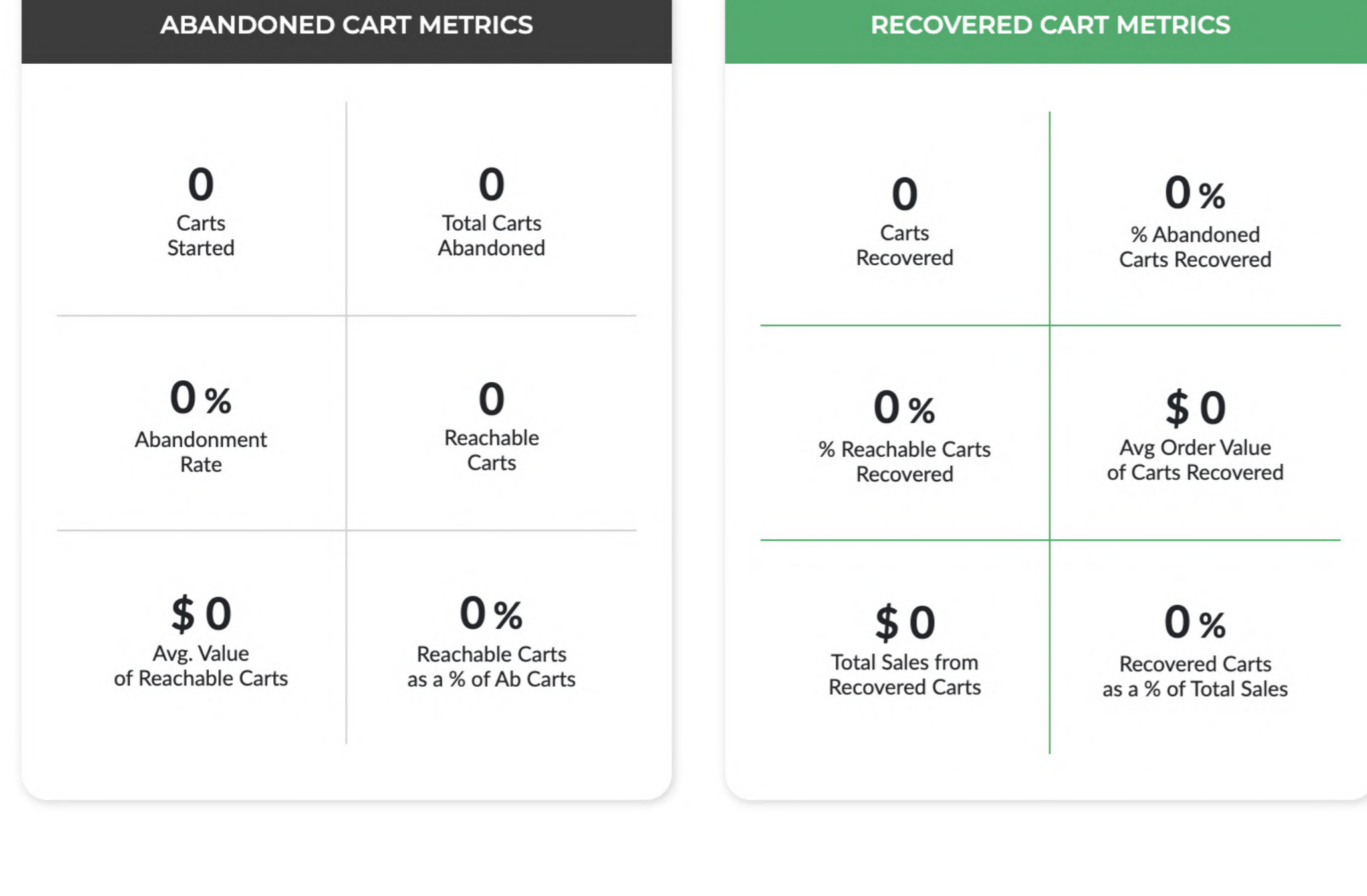


CARTSAVE APP CONFIGURATION GUIDE

CARTSAVE DASHBOARD & SETTINGS



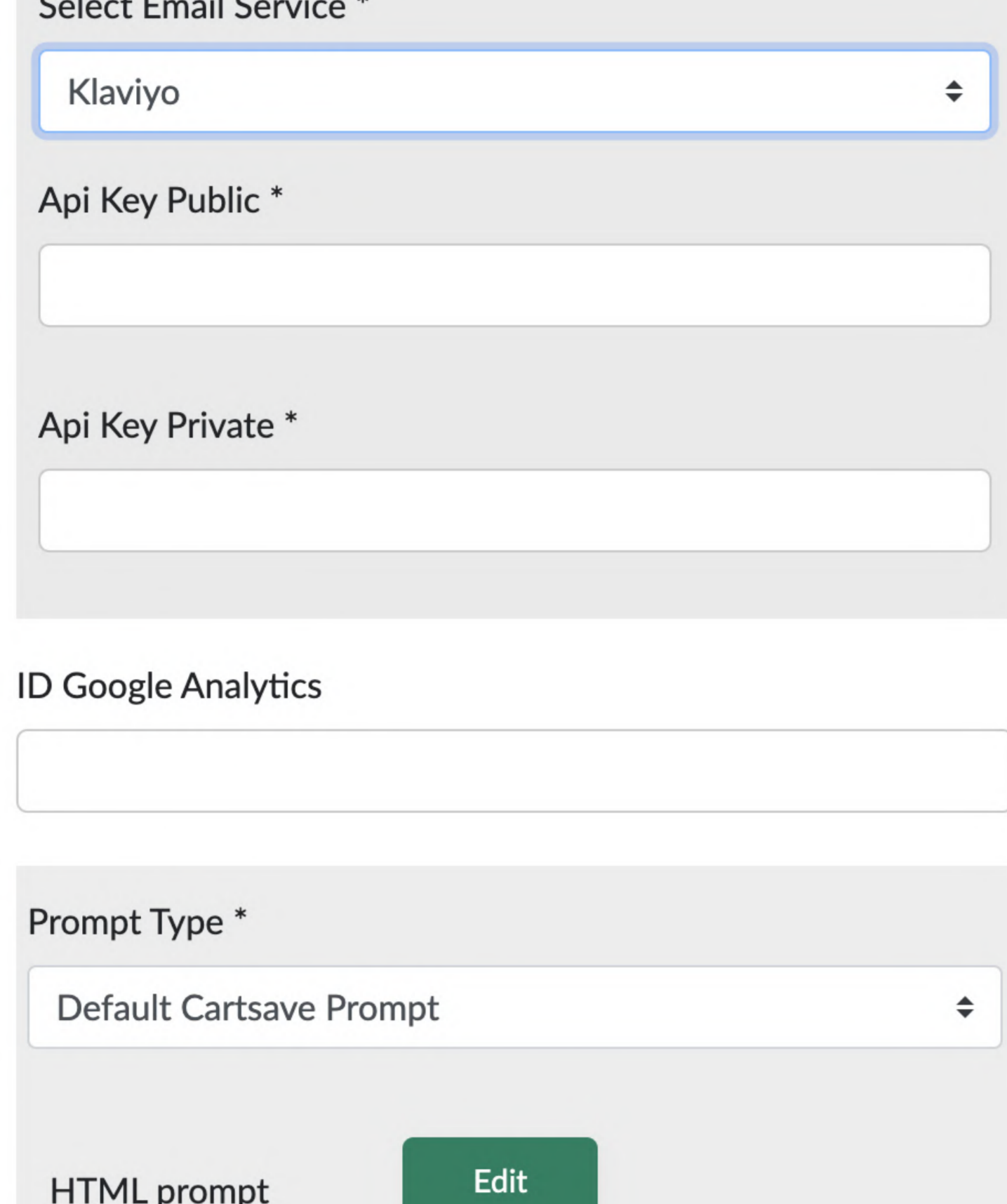
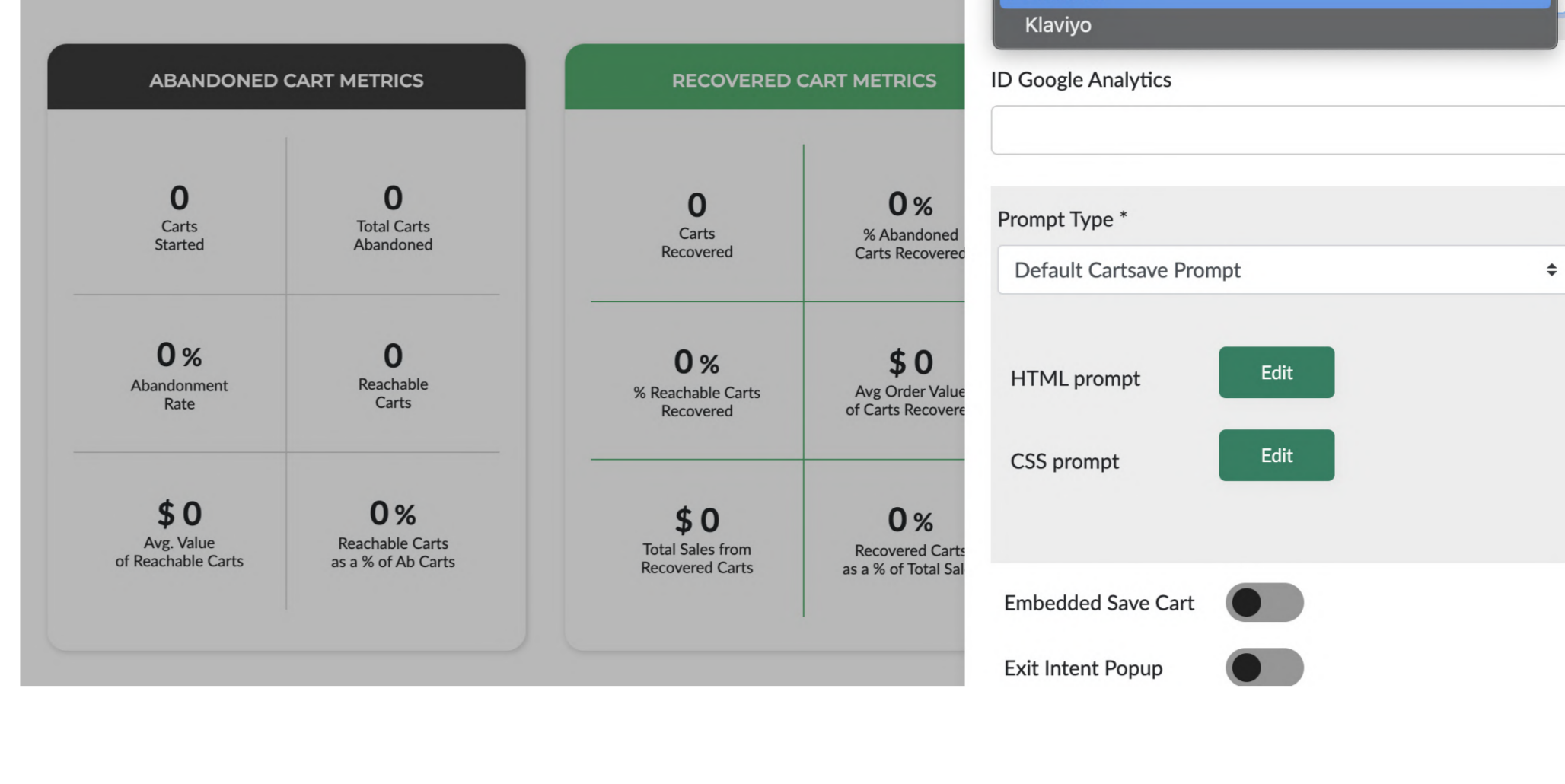
CARTSAVE DASHBOARD

Metrics related to abandoned and recovered carts are shown in the app dashboard. The dashboard metrics indicate how many carts started, total carts abandoned, and an abandonment rate. It also shows the number of reachable carts with an average value and reachable carts as a percentage of abandoned carts.

Reachable carts are carts that have an email attached so they can be followed up on. The CartSave service focuses on increasing this percentage to increase the amount of carts that are eligible for follow up.

CARTSAVE SETTINGS

Once the installation is complete, you will see the dashboard and settings screen (if you have selected the paid plan). Click on the "Settings" button to access the settings and configuration options.



DASHBOARD CONFIGURATION

Select the prompt type you want to use to capture customer emails for abandoned cart follow-up. You can choose from the following options:

Disabled - This option turns off communication with your Email Service Provider. This option must be enabled to have the CartSave prompt communicate the request to have the cart link sent by email to the user.

Klaviyo - To save cart data in Klaviyo, users must enable the option to enable its functionality and ensure they have entered the correct API keys. API keys are generated via Klaviyo and must have role privileges for Catalogs, Events, Flows, Metrics, and Profiles. Once this is set up, the prompt will be able to save the cart data by using the email address associated with the cart.

ID Google Analytics - By adding your Google Analytics ID you can enable event tracking on the CartSave prompt to see what percentage of users are entering their email when prompted.

CARTSAVE PROMPT SETTINGS

Disabled - This option will disable the CartSave prompt popup that would otherwise show when a user first creates a cart.

Default Cartsave Prompt - This option shows a configurable prompt to users when they first create a cart by adding a product to it. The prompt allows a user to receive a link by email that will recover their cart from any device.

You can edit the HTML of the prompt through a WYSIWYG editor by clicking the "Edit" button next to "HTML Prompt". To edit just the CSS of the prompt you can choose the "Edit" button next to the "CSS Prompt"

Justuno - By enabling the Justuno option, you can utilize the Justuno service as a popup on your store. Justuno is a powerful marketing platform that allows you to create engaging popups to capture leads, increase conversions, and drive sales.

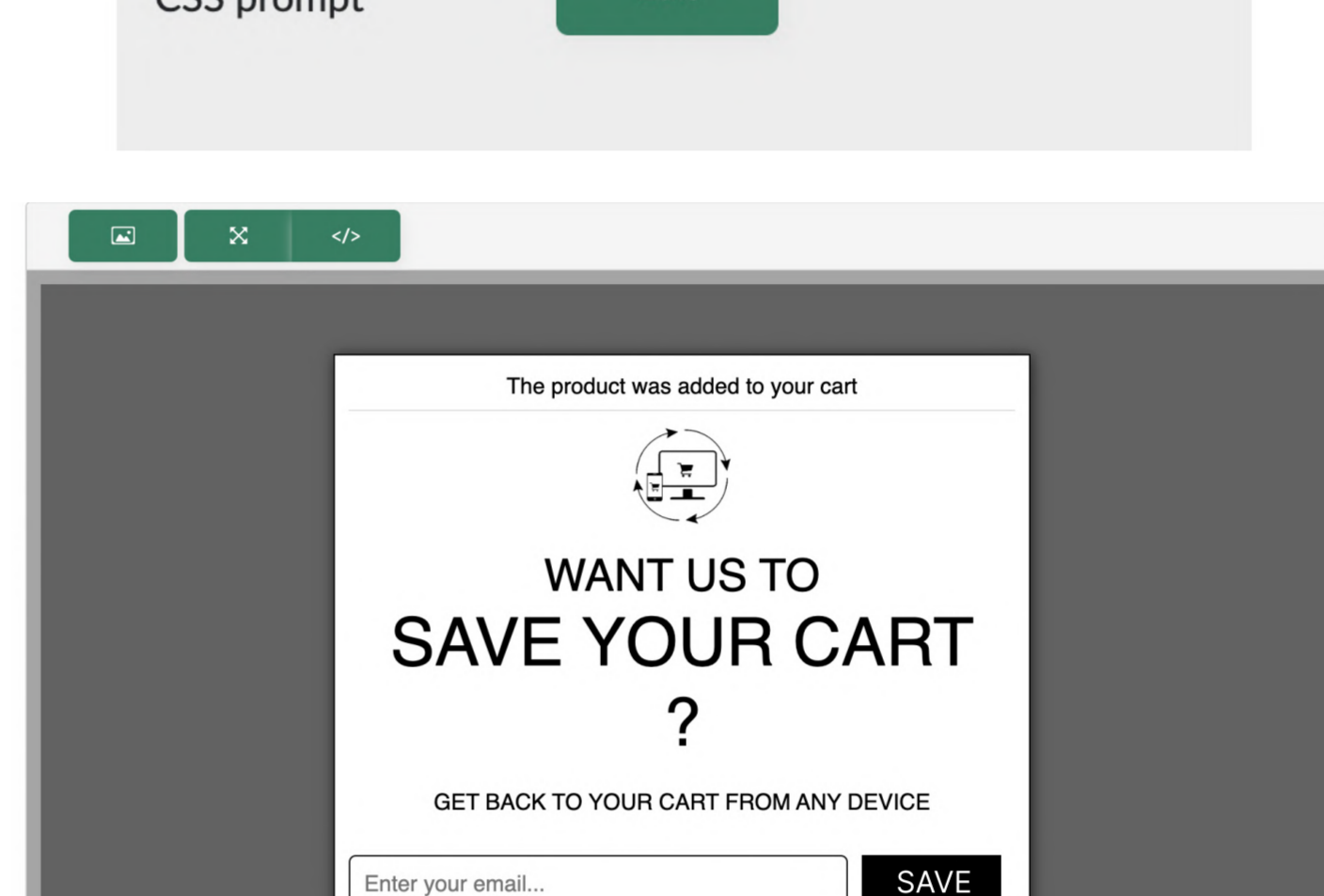
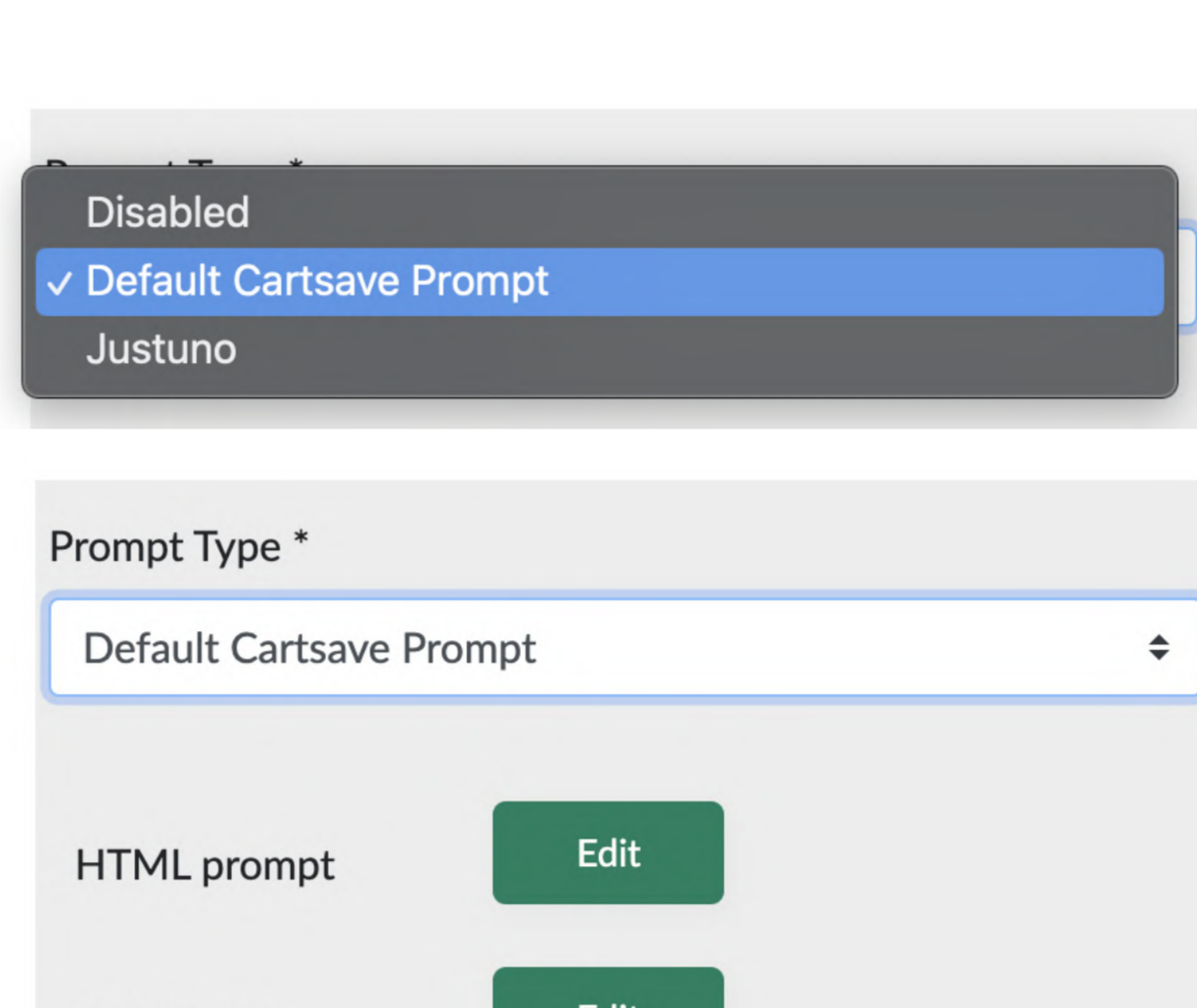
Embedded Save Cart - This option allows customers to add a selector element ID to show the popup at a custom position on the page or cart. To use this option, customers need to identify the specific selector.

Exit Intent Popup - This option enables a popup that will be shown if a user has items in their cart and shows the intent to leave the website or close the browser window. The exit intent prompt asks the user if they want to save their cart and will email them a link to the cart if they enter their email address.

You can edit the HTML of the popup through a WYSIWYG editor by clicking the "Edit" button next to "HTML Prompt". To edit just the CSS of the prompt you can choose the "Edit" button next to the "CSS Prompt"

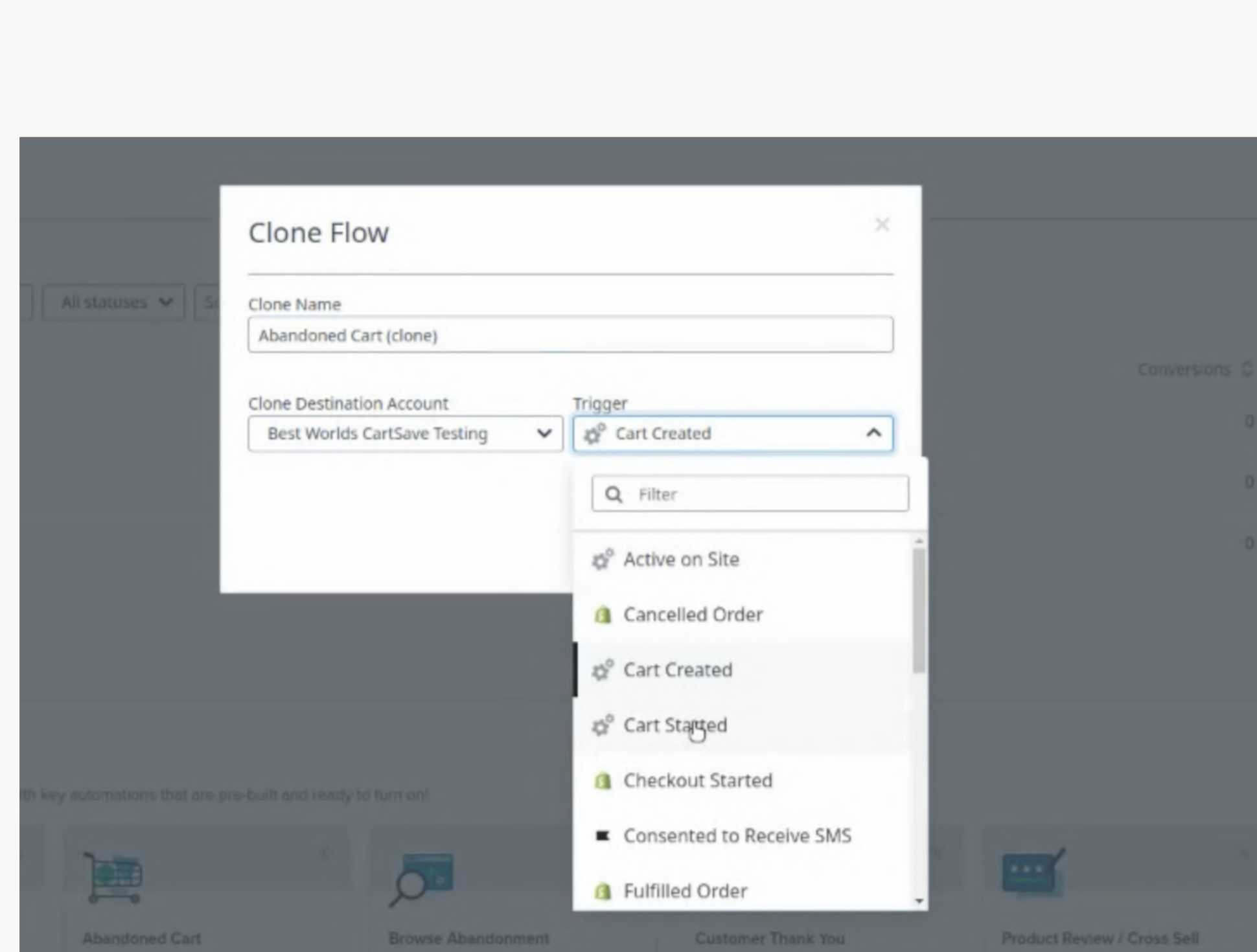
Listen to Other Popups - This option can capture email addresses entered on other popups or website forms (for example email subscribe form in a website footer) so that emails entered through those forms can be attached to a cart if a cart is created, increasing reachable carts.

Once you've made your selections, click "Save" and the installation process is complete.



SETTING UP THE CARTSAVE FLOW IN KLAVIYO

CLONE THE EXISTING KLAVIYO ABANDONED CART FLOW & SET IT AS CARTSAVE RECOVERY FLOW



CLONING ABANDONED CART FLOW

The process involves first cloning the existing "Abandoned Cart" flow in Klaviyo and then renaming it "CartSave Recovery" to setup the Cartsave Recovery Flow.

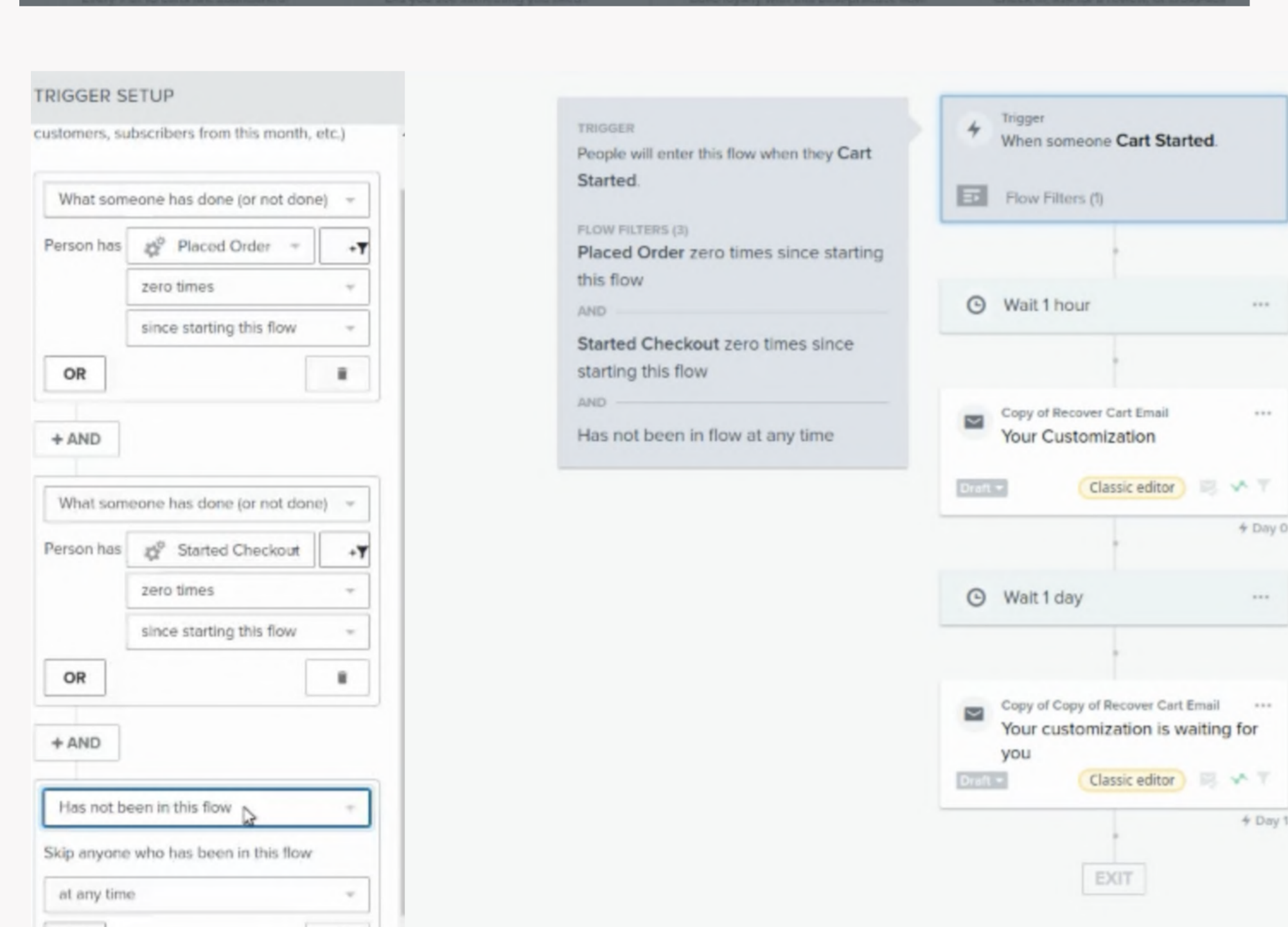
Set the Flow trigger to Cart Started

Go to the flow settings and set the trigger to Cart Started.

Add Flow Filters on Trigger

- On the trigger, add these filters:
- If a person has not placed an order
- If a person has not started checkout since starting
- If a person has not been in flow for the last 7 days.

Then from this Cartsave Recovery Flow, Will create a Trigger Split as shown in the next step that include the emailing of the cart with a link from the prompt only if the is_prompt = true for the customer.

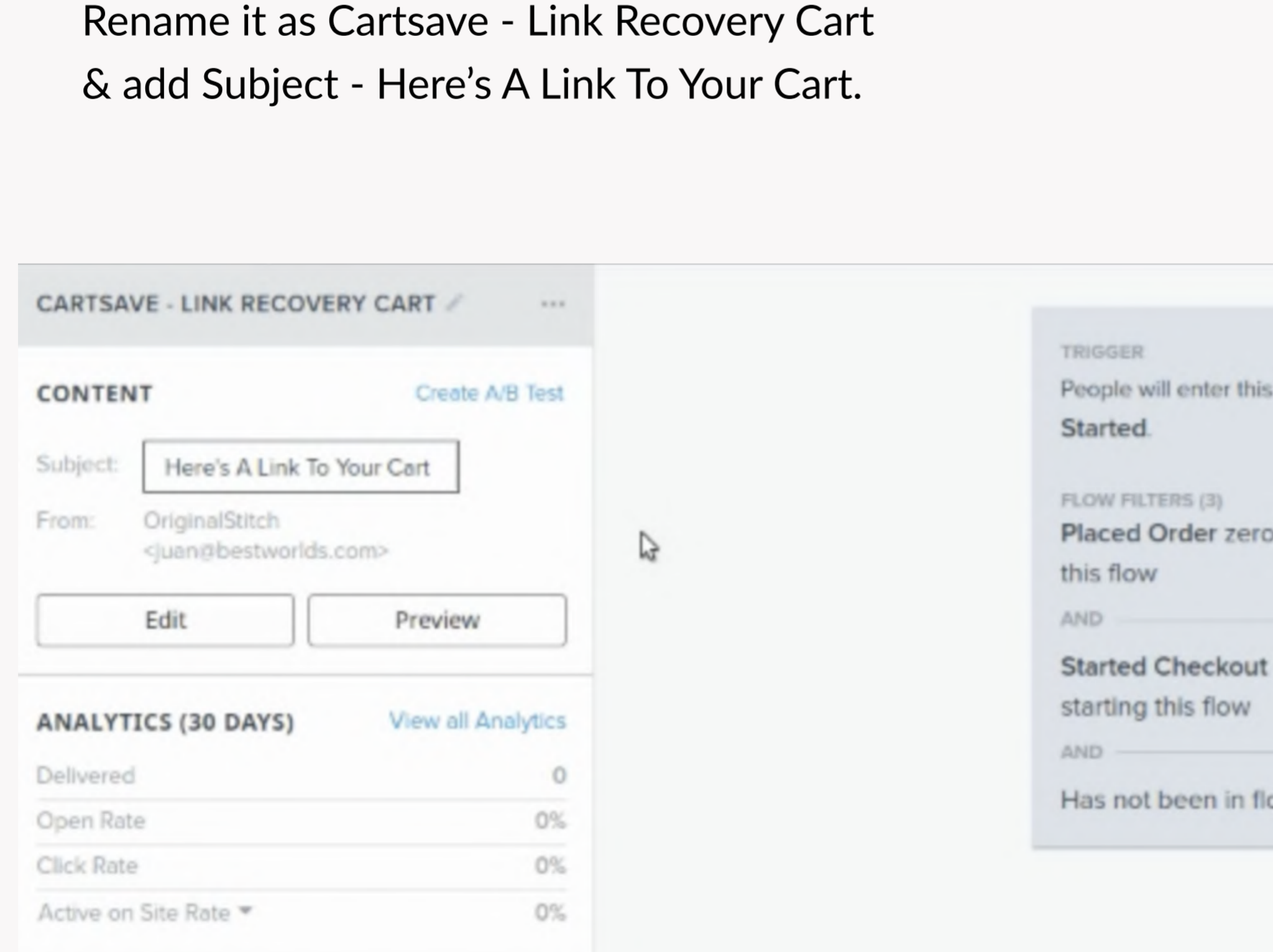
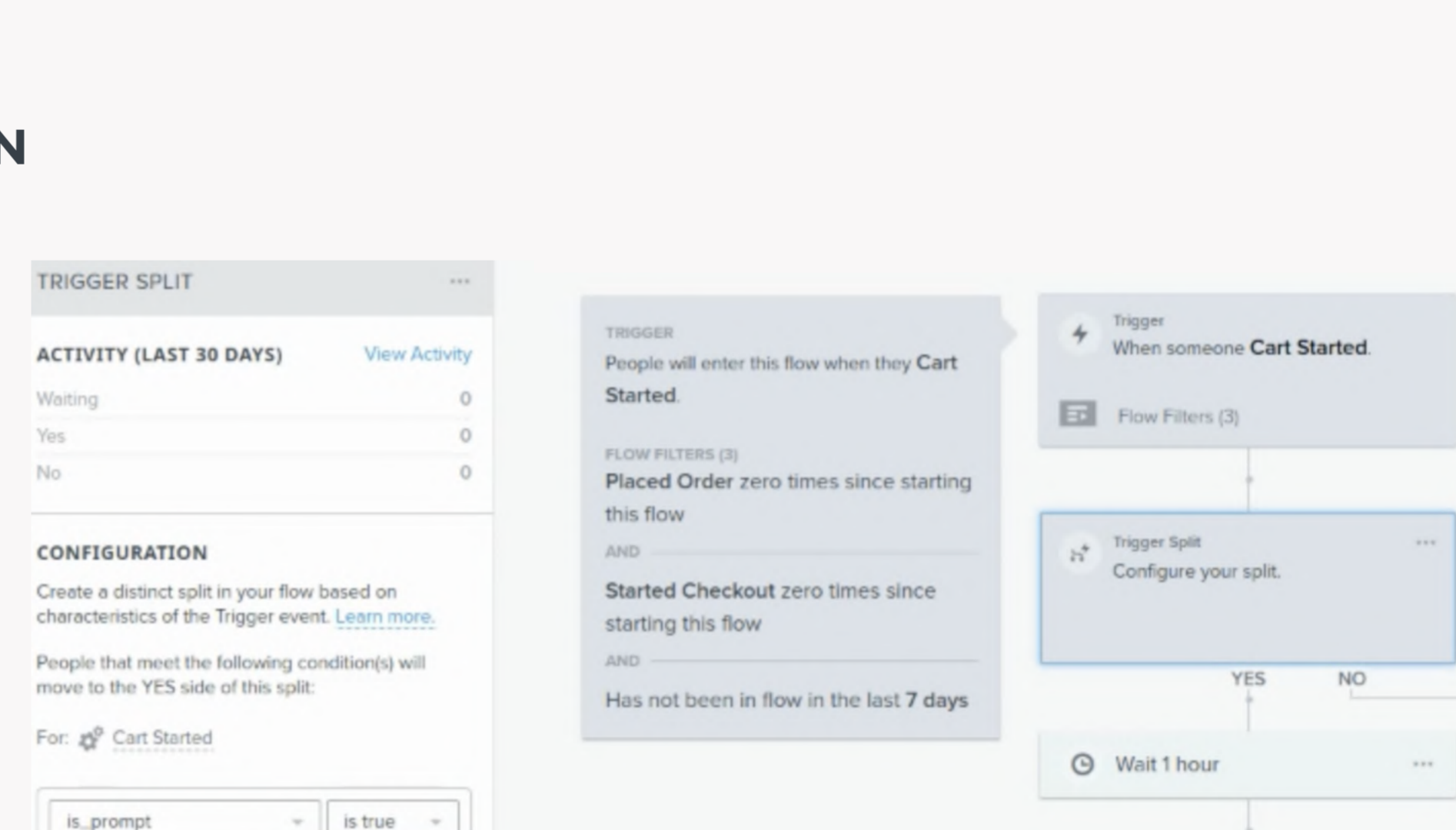


SETTING UP TRIGGER SPLIT & NOTIFICATION

Set up a Trigger Split with the trigger event as a Boolean for is_prompt as true: Create a trigger split and set the trigger event as a Boolean for is_prompt as true.

Email Notification Setup

On the Yes path, set up the Email Notification Rename it as Cartsave - Link Recovery Cart & add Subject - Here's A Link To Your Cart.



CUSTOMIZE THE EMAIL TEMPLATE

Customize the email template as per your brand and add a dynamic block for the product left in the cart with the help of the recent event showing in the Klaviyo preview.

Dynamic Block Data Source Setup

Setup the dynamic table block's data source template variable as following:

Dynamic Block Row Collection - event.extra.line_items

Row Alias - item

Dynamic Cart Product Setup

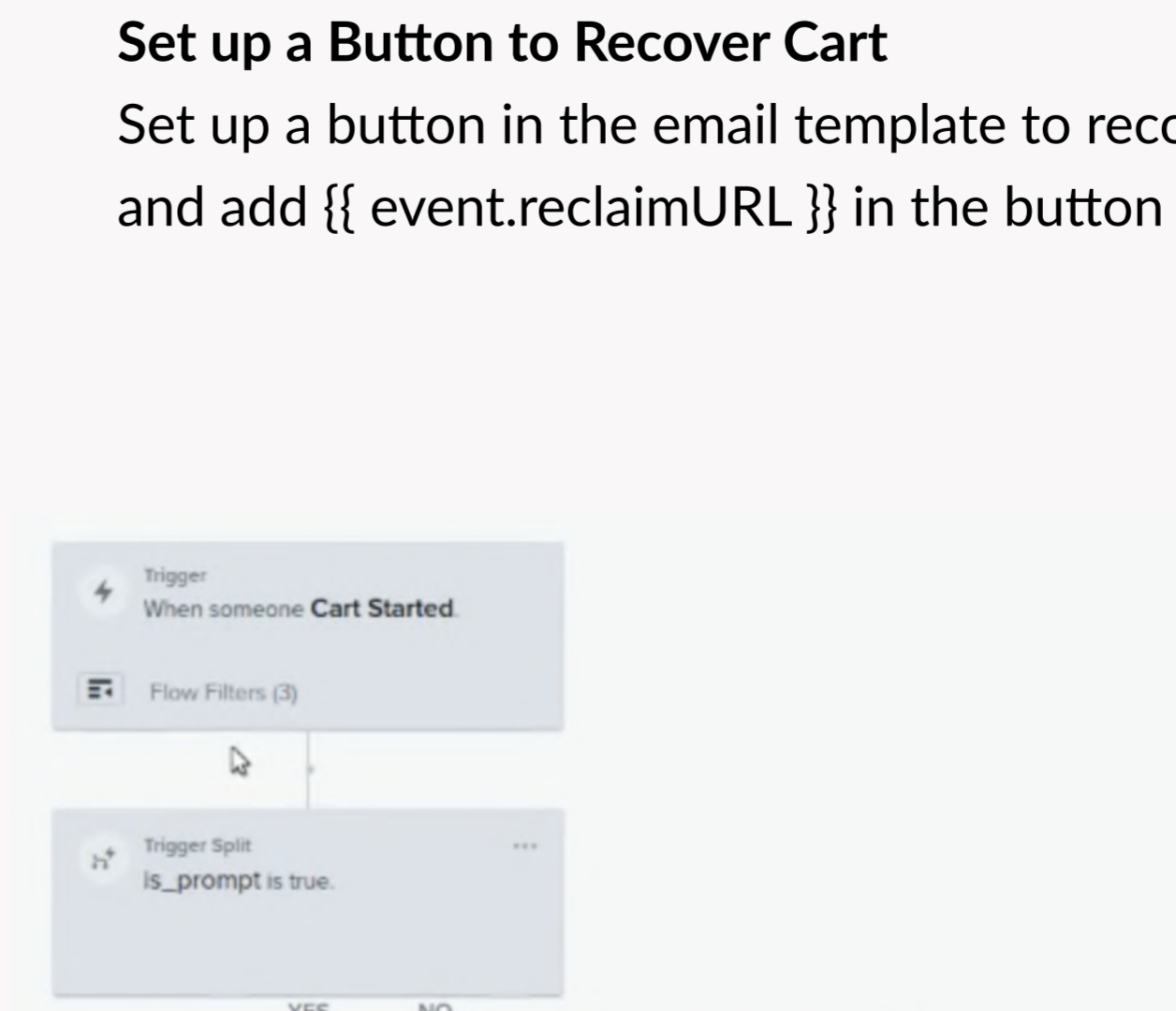
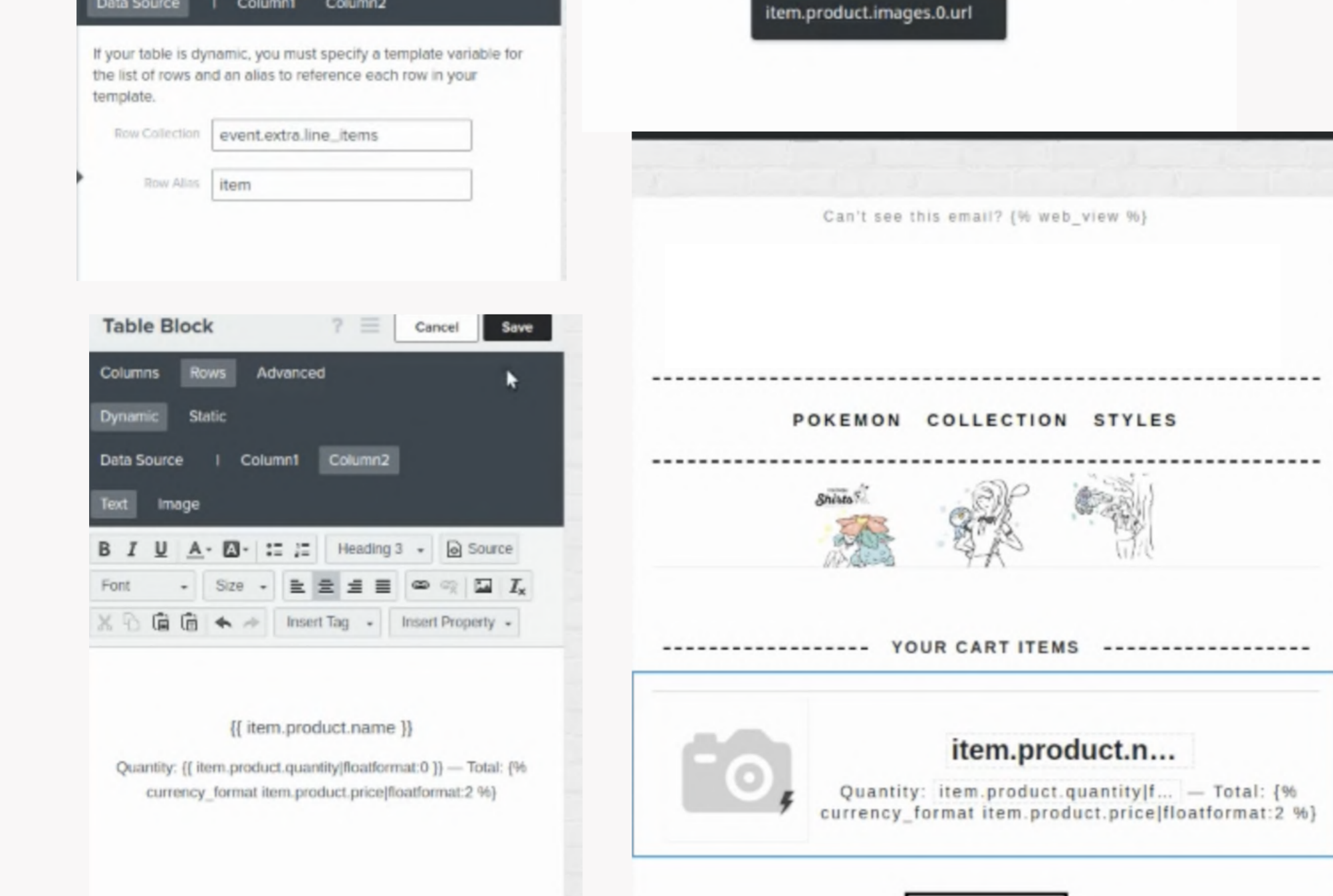
- Image - `item.product.images.0.url`
- `{{ item.product.name }}`
- Quantity: `{{ item.product.quantity|floatformat:0 }}` - Total: `{% currency_format item.product.price|floatformat:2 %}`.

Check Preview for Abandoned Cart

Preview the email and check if everything is working correctly.

Set up a Button to Recover Cart

Set up a button in the email template to recover the cart, and add `{{ event.reclaimURL }}` in the button URL field.



FINALIZING THE CARTSAVE RECOVERY FLOW

On the No path, set up the following actions with the time delays for optimum response:

- Wait 1 hour
- Send email of Cartsave - Abandoned 1
- Wait 1 Day
- Send email of Cartsave - Abandoned 2
- Wait 7 Day
- Send email of Cartsave - Abandoned 3.

Save and Publish

Save the Cartsave Recovery Flow and publish it to make it live.

