

PLAYBOOK

Store Email & SMS Flow Map

The eight automated flows an online store should run: triggers, timing, offers and the copy to send.



REVENUE PER RECIPIENT BY FLOW



8 flows mapped

25 emails + 9 SMS + 3 WhatsApp

Flow planner spreadsheet

Klaviyo, Shopify, Woo & more

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Cart and checkout abandonment: answer the hesitation

Seven in ten carts are abandoned, and most reasons are fixable. This flow earns the most of any automation. It works best when it answers why the person stopped, not just that they stopped.

70.22%

average documented cart abandonment rate, across 50 studies

Baymard Institute, 2025

\$6.77

average revenue per recipient for abandoned cart email flows; \$4.48 for SMS

Klaviyo, 2026

40%

of shoppers who abandoned (excluding "just browsing") cited extra costs: shipping, tax, fees

Baymard Institute, 2025

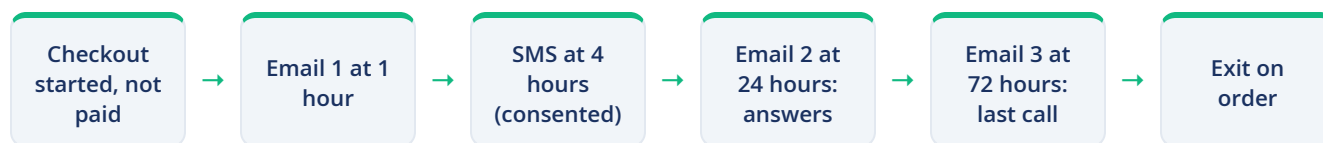
Two triggers, one flow logic

Most tools can track two moments:

- **Cart abandonment.** Added to cart, never started checkout. The tool usually knows the person only if they're a subscriber or logged in.
- **Checkout abandonment.** Started checkout and gave an email or phone number, then didn't pay. Higher intent, and reachable even for new visitors. Shopify, for example, counts a checkout as abandoned if it stays incomplete for more than ten minutes after the customer gave their email ([Shopify](#)).

Run both, with one rule: **checkout wins**. Put "started checkout zero times since starting this flow" on the cart flow, so anyone who moves into checkout leaves the cart flow and gets the checkout version instead.

Checkout abandonment map



The spec

Part	Checkout version	Cart version
Goal	Recover the order	Move them into checkout
Trigger	Started checkout	Added to cart
Entry filters	No order since starting the flow; not a recent buyer	Same, plus started checkout zero times since starting the flow
Exit when	Places order or unsubscribes	Starts checkout, places order or unsubscribes
Messages	3 emails + up to 2 SMS	2 emails + 1 SMS
Timing	1 h, 4 h (SMS), 24 h, 72 h	2–4 h, 24 h (SMS), 48 h
Offer	Only in Email 3, only for first-time buyers above your minimum cart value	None, or free shipping in the last message
Measure	Cart RPR, recovered orders ÷ entrants, discount cost per recovered order	Same

Klaviyo's 2026 article gives a common sequence of an email at 2–4 hours, a text at 24 hours and a final message at 48 hours, and says to test it against your own data. Shopify's newer abandoned checkout automation defaults to a 10-hour wait for an additional automation and lets you edit the wait in Shopify Flow ([Shopify](#)). Our timings sit inside that range, with the first email earlier for checkouts because the intent is higher.

Write the follow-ups around the real reasons

Baymard's survey of shoppers who abandoned shows why they stopped. Each reason points to something your Email 2 can answer.

Reason shoppers gave (Baymard, 2025)	Share	What your follow-up says
Extra costs too high (shipping, tax, fees)	40%	State the full price and the free-shipping threshold. Offer the threshold before any discount.
Delivery too slow	20%	Give the real delivery estimate and the express option.
Didn't trust the site with card details	19%	Show payment options, security badges you actually have, and reviews.
Site wanted me to create an account	18%	Say plainly that guest checkout works, if it does.
Checkout too long or complicated	17%	Link straight back to the filled-in checkout. Fix the checkout itself too.

Reason shoppers gave (Baymard, 2025)	Share	What your follow-up says
Returns policy not satisfactory	13%	Summarise the returns promise in one line.
Couldn't see total cost up front	12%	Put shipping and total in the email.
Not enough payment methods	9%	List wallets and pay-later options if you offer them.

Baymard also estimates that better checkout design could lift conversion by 35.26% for an average large ecommerce site. If the same objection keeps coming up, fix the store as well as the email. A flow can't make up for a checkout that hides its shipping cost.

Message by message

#	When	Job	Copy pack
Email 1	1 hour (checkout) / 2–4 hours (cart)	Simple reminder with the cart contents and a direct link back. No pitch.	Message 7
SMS 1	4 hours, inside quiet hours	One line, the link, opt-out. Double opt-in subscribers only.	SMS for message 7
Email 2	24 hours	Answer the top objections: total cost, delivery time, returns, payment options.	Message 8
Email 3	72 hours	Last call. Alternative products if the item is out of stock. Conditional offer for first-time buyers only.	Message 9
SMS 2	72 hours, inside quiet hours	Only if you included an offer, and only for SMS subscribers.	SMS for message 9
WhatsApp 1	4 hours, instead of SMS	Marketing template, only where customers opted in on WhatsApp.	WhatsApp template A

TEXTING CARTS WITHOUT THE RIGHT CONSENT

A cart SMS is a marketing message under carrier rules, and Klaviyo notes that carriers require double opt-in for any cart abandonment text. On WhatsApp, Meta classes cart reminders as marketing templates even when the customer asked for them. Send texts only to people who opted in to that channel, and keep the cart text to one per abandonment.

KIDS LEARNING STORE: RETARGETING AS THE SEASON PEAKED

The store had a catalogue full of gifts but no structure to bring back people who had already looked. As the gifting season peaked, retargeting and the winning products took a larger share of the budget, and the return on the sales campaigns climbed to 7.28 in the peak week. Your cart flow is the owned-channel version of that layer: it reaches the same people through your own list. [Read the project](#)

Cart and checkout launch check

- ☐ Checkout flow and cart flow both live, with "checkout wins" filter on the cart flow
- ☐ Exit on order placed tested with a real test order
- ☐ Recent buyers (last 7 days) excluded
- ☐ Dynamic cart block shows image, name, quantity and price
- ☐ Link returns to the filled-in cart or checkout, not the home page
- ☐ SMS step only for SMS-consented profiles (double opt-in where required)
- ☐ Offer branch limited to first-time buyers above minimum cart value, unique code, 48–72 hour expiry
- ☐ Out-of-stock items swapped for alternatives in Email 3



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