

PORTFOLIO DEMONSTRATION

Five-Email Abandoned-Cart System

A behavior-informed recovery journey for a hypothetical Shopify pet e-commerce brand.

SELF-DIRECTED PORTFOLIO • NO VERIFIED CLIENT RESULT IS CLAIMED

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One reminder email is not a recovery system.

The hypothetical store has active checkout intent but sends only one generic reminder 24 hours later.

1

The customer problem

The buyer may be uncertain about fit, safety, ingredients, delivery, recurring cost or whether the product suits the animal.

2

The business problem

The brand treats every abandonment as forgetfulness and has no structured way to answer different objections.

3

The project objective

Design a five-message journey with clear exits, relevant reassurance and measurable tests.

Where the original setup loses trust and intent.

1

No immediate context

The customer waits too long before receiving a useful path back.

2

No objection handling

Every buyer receives the same reminder regardless of hesitation.

3

No customer-stage logic

First-time and repeat customers are treated identically.

4

No disciplined offer rule

Discounting may be added without testing or margin logic.

5

Weak exits

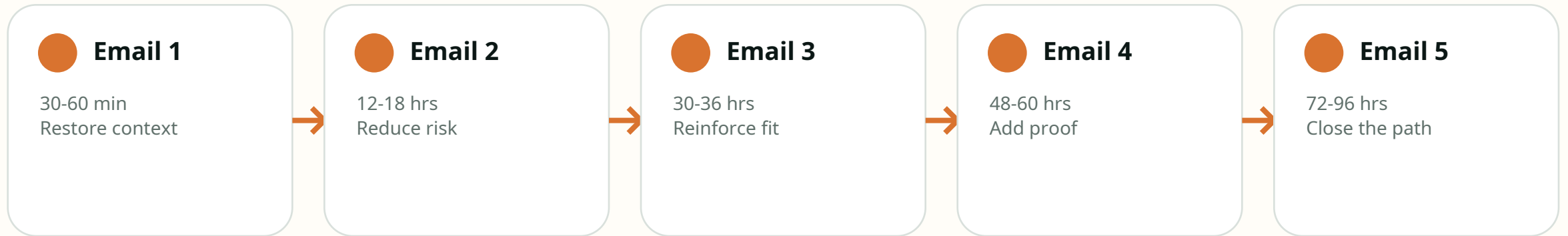
Purchasers may remain eligible if exit conditions are incomplete.

6

Limited measurement

Attributed revenue is viewed without segment or negative-signal context.

Five messages with a different job at each step.



Each message advances the decision. Repeating the same product image and discount five times would not create a stronger journey.

Entry, exclusions and exit conditions.

1

Entry

Checkout started or product added with valid consent and required event data.

2

Exclude

Completed purchasers, cancelled orders, test profiles, suppressed contacts and ineligible regions.

3

Exit

End the flow immediately after a qualifying purchase or a defined disqualifying event.

Optional paths can distinguish first-time versus repeat customers, product category, subscription eligibility and order value. Every condition must have a business reason.

Emails 1 and 2: restore context, then reduce risk.

1

Email 1 — Your cart is saved

Subject: Still considering it?

Your selected item is still available. Return to the cart to review the size, ingredients and delivery details before you decide.

2

Email 2 — The question behind the pause

Subject: A few details before you choose

Use this message to answer the most common product-specific concern: suitability, use, safety, sizing or returns.

Illustrative copy — claims must match the actual product and evidence.

Emails 3-5: fit, proof and a clear final decision.

3

Email 3 — Is it right for your pet?

Guide the buyer through fit, routine and intended use. Avoid claiming universal suitability.

4

Email 4 — Proof that can be checked

Use authentic reviews, policy details, support options or product evidence.

5

Email 5 — Close the path

Summarize value and make the next step clear. Use an offer only when commercially justified.

A strong sequence earns the right to ask for the purchase. It does not manufacture fear or hide material product information.

Five customers who should not receive identical recovery messages.

1

New prospect

Needs trust and first-purchase context.

2

Repeat buyer

Already knows the brand; avoid reintroducing it.

3

High-value cart

May need support rather than automatic discounting.

4

Subscriber

May require subscription-specific product and billing logic.

5

Discount-dependent

Use offer rules carefully to avoid reinforcing abandonment.

Measure the journey, not only one attractive number.

1

Timing

Immediate vs delayed first message

2

Angle

Risk reduction vs product benefit

3

Offer

No offer vs controlled incentive

4

CTA

Return to cart vs product guidance

Primary metrics: placed-order rate, revenue per recipient, click rate and time to purchase. Guardrails: unsubscribe rate, spam complaints, margin impact and repeat abandonment behavior.

Attribution note: Platform-attributed revenue should be reported with the source, window and limitations. It is not automatically causal incrementality.

The evidence is the work itself.

This project demonstrates customer-journey diagnosis, flow architecture, entry and exit logic, segmentation, message strategy, sample copy, testing and measurement.

No live client implementation or revenue result is claimed. To convert this portfolio into a verified case study, the flow must be implemented, measured in a documented period and published with client permission.

