

PARADYES ABANDONED CART EMAIL SEQUENCE



What's up?

While we were going to go about our day, we noticed you added something colorful to your cart... but didn't complete the checkout.

We thought of dropping by to ask:

All good?

So if there's anything we can help you with, feel free to let us know.

Otherwise, you can [return to your cart and secure your order here.](#)

Batches of our Paradyes go quickly.

So we won't be able to hold this - for too LONG.

[Secure your order](#), and let your hair do the talking.



Qty x 2

Electric Blue Semi - Permanent Hair Color

[Secure your order](#)

[Contact us here](#)

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It took us by surprise...

We saw you added some hair color to your cart but didn't complete the checkout.

We get it, life gets in the way.

But then we checked in on you yesterday and...Nothing.

Yushika, Siddharth and I exchanged puzzled looks, wondering...

What happened here?

Have you given up on a bold new look?

Have you given up on revamping your style?

Have you given up on vibrant, shiny hair?

Then we shook it off and reminded ourselves...

Our customers do NOT give up!

So here's the hair color you added to your [cart](#).

(we'll keep it safe for another day)



Qty x 2

Electric Blue Semi - Permanent Hair Color

[Secure your order](#)

[Contact us here](#)

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Last Chance

We've been holding onto your hair color for the past two days, but it's getting tougher...

Our shades fly off the shelves quickly.

If we could, we'd hold onto your hair color forever.

But, there are folks out there eagerly waiting to transform their look with our hues.

So...

Before this batch runs out, we thought we'd drop you one FINAL reminder:

[Secure your shade today \(24 hours only\)](#)



Qty x 2

Electric Blue Semi - Permanent Hair Color

[Secure your order](#)

[Contact us here](#)

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Few things to keep in mind before **sending**:

- The 1st email should be sent after 2 hours after the cart is abandoned.
- Email 2 will be sent 24 hours after email 1
- Email 3 will be sent after 24 hours.
- Emails subject lines should be the same as the headlines of these emails.
- Include the **FIRST NAME** in the email subject lines.

If you want to **offer** discounts, you can do it after the 3rd email.

NOTE: Optimise the emails for mobile viewing.