

ECOMMERCE PLAYBOOK

Abandoned cart Playbook

A cart left behind is not a lost customer. It is a customer who hit a question, a doubt or a distraction between the product page and the payment page. ConvoHut reopens that moment as a conversation instead of a reminder.

At a glance	
Trigger	Cart created, no purchase after 20 minutes
Goal	Recover the purchase
Primary KPI	Recovered revenue
Messages	2–3
Setup time	Under 15 minutes

What is WhatsApp abandoned cart recovery?

WhatsApp abandoned cart recovery detects when a shopper leaves items in their cart without buying, then starts a personalised WhatsApp message shortly after. Unlike an email reminder, the customer can reply — so the objection that stopped the purchase gets answered in the same thread.

Key takeaways

- The trigger should be the customer's behaviour, not your send schedule.
- Most abandoned carts stop on an unanswered question, not on price.
- A message the customer can reply to converts better than one they cannot.
- Agree the attribution window before launch, or the numbers mean nothing.

Why this leaks revenue today

1. You already paid for the intent

Acquisition cost is spent the moment they reach checkout. A cart that goes unanswered wastes the most expensive traffic you buy.

2. The reminder arrives too late

Batched sends reach a customer hours later, when the moment and the context have both gone.

3. Nobody finds out why they stopped

A one-way reminder cannot ask. So the same objection stops the next hundred shoppers too.

Entry conditions

The journey only starts when all of these are true. Entry conditions matter more than message copy — most underperforming journeys are mistargeted, not badly written.

- Checkout started
- No purchase after 20 minutes
- Contactable on WhatsApp
- Cart value above threshold

What has to be connected

Cart contents	Products, variants, quantities and total value
Customer record	Name, purchase history, lifetime value, segment
Catalogue	Images, sizing, stock and policy context for replies
Consent	A valid WhatsApp opt-in and the channel the customer expects

The journey

Cart abandoned → Wait 20 minutes → Cart value > threshold → Send personalised WhatsApp

Then it branches on what the customer does:

Asks a question	AI answers inside your rules
Clicks through	Straight to a prefilled checkout
No reply	Second message at 24 hours

Goal: Purchase — journey stops immediately

A journey without a stop condition is a journey that gets your number blocked. Set the goal event before you write a single message.

The messages

Starting points, not scripts. Rewrite them in your own voice — and note the reasoning, because that is what transfers to your catalogue.

20 minutes

Still thinking about the {product}? Happy to answer anything before you decide.

Why: Opens as a question, not a demand. Gives the customer an easy way to reply with the real objection.

24 hours

No rush on the {product} — just checking whether sizing or delivery was the sticking point.

Why: Names the two most common objections so the customer only has to confirm one.

72 hours

Last note from us. Your cart is still saved here if you want it: {link}

Why: Ends cleanly. A journey that will not stop is the fastest way to get blocked.

What it looks like to the customer

Still thinking about the black jacket?

Does it run small?

It has a regular fit. If you're between sizes we'd go one up. Want me to send the size guide?

Yes please

Here it is. Your cart's still saved — this link takes you straight back to it.

Illustrative conversation. Not a customer transcript.

What to measure

Metric	Definition
Recovered revenue	Orders placed after entering the journey, inside the attribution window you agree.
Cart recovery rate	Journey entries that end in a purchase.
Reply rate	How many customers actually engage rather than just receive.
Revenue per conversation	Attributed revenue divided by conversations started.

Keeping the numbers honest. Agree the attribution window before launch. Report direct and influenced conversions separately. Where volume allows, hold out a control group. Do not claim every order that happens after a message.

Set it up

1. Connect your store

Authorise Shopify or WooCommerce so ConvoHut can read carts, orders and customers.

2. Import the playbook

Start from the Abandoned Cart playbook rather than a blank canvas.

3. Set your wait time

Twenty minutes is the default. Test sixty against it once you have volume.

4. Edit the message

Rewrite it so it sounds like your brand. You approve every message before it goes live.

5. Turn it on

Run a test send to an internal number, then launch to a limited audience first.

Then tune it

Test 20 minutes against 60

Shorter is not automatically better. Some categories need thinking time before a follow-up feels helpful.

Answer the objection in message one

If sizing stops most of your carts, say so in the first message instead of waiting to be asked.

Stop discounting by default

A discount answers a price objection. Most abandoned carts do not have one — and you train customers to wait.

The numbers behind the calculator

If you arrived here from the cart revenue calculator, this is the maths it uses. It is deliberately simple, and every assumption is visible so you can argue with it.

Output	How it is calculated
Carts created	Monthly visitors × add-to-cart rate
Orders today	Carts created × checkout completion rate
Carts abandoned	Carts created – orders today
Conversations started	Carts abandoned × 55%. Not every abandoned cart belongs to an identified, opted-in contact you can message.
Recovered orders	Carts abandoned × the recovery rate you selected
Recovered revenue	Recovered orders × average order value
Revenue per conversation	Recovered revenue ÷ conversations started

The two assumptions worth challenging

The 55% reachability figure. The calculator assumes roughly half of abandoned carts can actually be messaged. In practice this number is set entirely by your own identity resolution and consent capture. A store with WhatsApp opt-in at checkout will beat it. A store relying on anonymous traffic will fall well short. Measure yours before you trust any projection, including ours.

The recovery rate. Conservative, typical and optimistic are ranges, not promises. ConvoHut is pre-launch and has no customer results to quote. The honest way to use the calculator is to run the conservative number and decide whether the journey is still worth building at that level.

What the calculator deliberately leaves out. Message cost. A cart journey sends one to three marketing template messages per entry, priced by Meta according to the recipient's country. Model that alongside the recovered revenue — the WhatsApp cost calculator on our site does it with Meta's published rates.

A worked example: 50,000 monthly visitors, an 8.5% add-to-cart rate and 35% checkout completion produces 4,250 carts and about 2,763 abandoned. At an \$85 average order value and a typical 10% recovery rate, that is roughly 276 recovered orders and about \$23,500 of recovered revenue a month, spread across roughly 1,500 conversations.

Questions this raises

Is this just another WhatsApp sender?

No. A sender delivers a message and stops. ConvoHut triggers on behaviour, branches on the reply, answers questions inside rules you set, and stops the journey the moment the customer buys.

Can customers actually reply?

Yes, and that is the point. Replies route to an AI agent working inside your approved product and policy information, and your team can take over the same thread at any moment.

Does it work with Shopify and WooCommerce?

Shopify and WooCommerce are the first supported platforms. Check the integrations page for the current status of everything else before you assume it exists.

How is recovered revenue measured?

You agree the conversion definition and the attribution window before launch. Direct and influenced conversions are reported separately, and where volume allows we hold out a control group.

Will this feel spammy to my customers?

It depends entirely on the trigger. A message that fires because someone abandoned a cart twenty minutes ago reads as good timing. One that fires because it is Tuesday reads as spam.

What happens if they buy before the second message?

The journey stops. A stop condition on the goal event is set by default, and you should never run a journey without one.

Want this built with you?

ConvoHut is working with a small group of early access customers. We configure the first journey together, review it weekly, and agree the success metric before anything goes live. convohut.com/early-access

ConvoHut is pre-launch. This playbook contains no customer results, and any interface figures shown on our website are sample data. Version 1.0, August 2026.