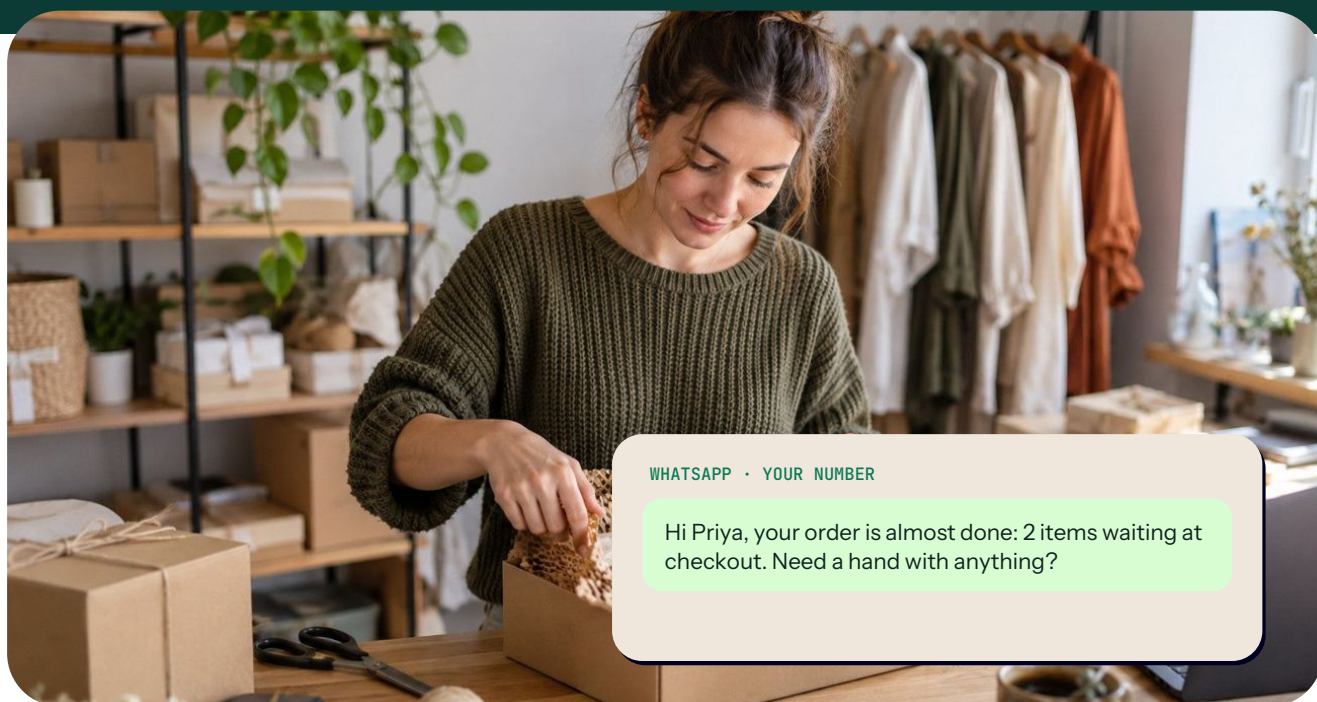


Help the customer finish the checkout they started.

Someone who reached checkout has already chosen what to buy. A timely WhatsApp message with their checkout link and a real person behind it clears the last hurdle.



INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01

At a glance

TEAM

Marketing

STARTS FROM

Shopify, Zapier

TRIGGER

Shopify reports an abandoned checkout with a consented WhatsApp number.

GOAL

More completed checkouts, and insight into the costs or concerns that stop people at the last step.

STOPS WHEN

Order placed, reply received, opt-out, or the journey's message limit reached.

LIKELY META CATEGORY

Marketing. Meta confirms it when it reviews your template.

02

In practice

A checkout is the closest a customer gets to buying without paying. When they stop there, it's usually a specific snag: shipping cost, delivery date, payment method or a promo code that didn't work. A timely WhatsApp message that names the order and offers help removes that snag while the intent is still hot.

03

The moment

THE MOMENT

A customer enters their details at checkout, sees the shipping cost and closes the tab.

WHY IT SLIPS TODAY

Checkout drop-offs are the warmest leads a store has, yet most get one email hours later, if anything.

WHAT CHANGES

More completed checkouts, and insight into the costs or concerns that stop people at the last step.

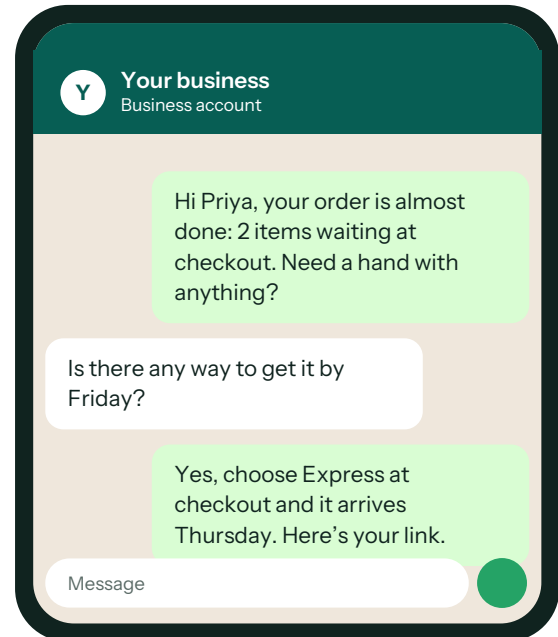
04

How the journey works

The steps on the left, and what your customer sees on the right.

Trigger: Shopify reports an abandoned checkout with a consented WhatsApp number.

- 1 **Wait**
Usually 30–60 minutes, so you don't interrupt someone still deciding.
- 2 **Check**
Stop if an order has been placed or the customer opted out.
- 3 **Send**
Remind them of what's waiting, with the checkout link and an invitation to ask questions.
- 4 **Route replies**
Shipping or payment questions notify your team straight away.



A fictional example. Write templates in your own voice and get them approved by Meta.

Stops when

Order placed, reply received, opt-out, or the journey's message limit reached.

05

Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- Customer first name
- WhatsApp number
- Checkout recovery link
- Order total
- Marketing consent

06 Set it up in ConvoHut

- [] Connect Shopify and WhatsApp.
- [] Create a checkout reminder template with a checkout link button or variable.
- [] Set a wait and the order-placed exit.
- [] Assign inbox notifications for replies.
- [] Test the journey with a real checkout on your store.

07 The message sequence

Example templates. `{{variables}}` are filled from your sheet or store. Submit each one to Meta for approval.

1. 45 minutes after checkout stops

MARKETING · checkout_help_v1

Hi `{{first_name}}`, your order of `{{item_count}}` items is almost done. Need a hand with shipping or payment? Finish here: `{{checkout_link}}`

Buttons: I need help | Finish order

2. 20 hours later, if no order

MARKETING · checkout_last_v1

Last reminder, `{{first_name}}`: your checkout for `{{order_total}}` is still saved. `{{checkout_link}}`

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	item_count	order_total	checkout_link
Priya	+614... ..	2	\$148.00	shop.example/k/91
Jo	+614... ..	1	\$59.00	shop.example/k/92
Tom	+614... ..	3	\$212.50	shop.example/k/93

09

Build it in ConvoHut, node by node

TRIGGER	Cart Abandoned (Shopify)	Checkout created, not completed.
WAIT	45 minutes	
SEND MESSAGE	checkout_help_v1	Map the checkout link and totals.
WAIT FOR REPLY	Timeout: 20 hours	On Reply goes to Notify Me.
NOTIFY ME	On reply	Route shipping and payment questions to a teammate.
SEND MESSAGE	checkout_last_v1	Timeout path only.
END FLOW		

10

Branches

ON REPLY

Your team is alerted and answers directly. Most checkout questions are about delivery dates, shipping costs or payment options.

ON TIMEOUT

One final reminder, then the journey ends.

ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

11

Mistakes to avoid

- Running both a cart journey and a checkout journey for the same customer.
- Vague answers to shipping questions: give the actual date.
- Sending outside your customers' daytime hours.

12

Measure and improve

What to measure

- Checkouts entering the journey
- Replies about shipping, payment or sizing
- Orders completed after the message
- Opt-out rate

Good practice

- Checkout reminders are more urgent than cart reminders; keep the wait short.
- Answer shipping questions with specifics, not policies.
- Don't stack a cart reminder and a checkout reminder for the same order.

13

Variations to try

- Mention free-shipping thresholds when the cart is close to one.
- Offer to split payment options if your store supports them.
- Send checkout reminders only in your customer's daytime hours.

14

Questions

How is this different from abandoned cart?

Checkout means the customer entered details and nearly paid, so the message can be more direct and sent sooner.

What if they don't have WhatsApp?

The journey only runs for customers with a WhatsApp number and consent. Everyone else continues to get your existing emails.

15

Responsible messaging

Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

16

Your next steps

1

Pick a journey

Choose the follow-up with the clearest goal for your business.

2

Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

dashboard.convohut.com · Book a demo: convohut.com/demo