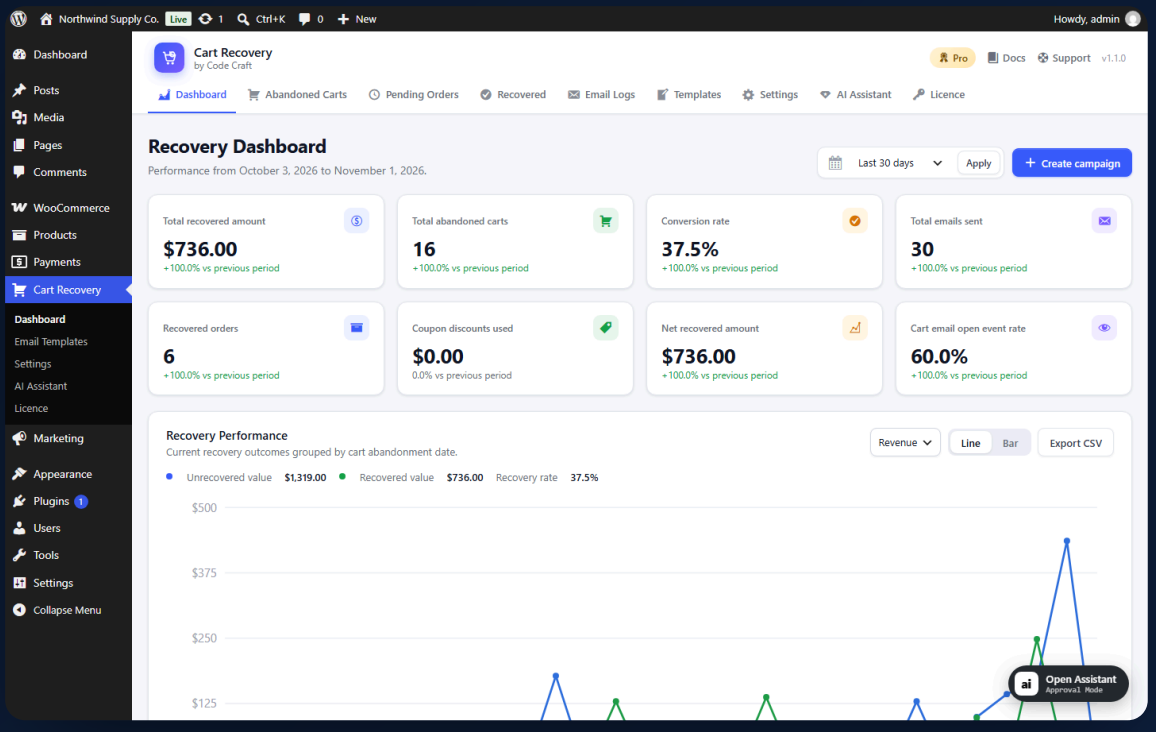
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WOOCOMMERCE PLUGIN · USER GUIDE

Abandoned Cart Recovery for WooCommerce

Version 1.1.0 · Installation, licence activation, every setting explained, FAQ and troubleshooting.



coodecraft.com/market/product/woo-abandoned-cart-recovery · support: coodecraft.com/contact

Abandoned Cart Recovery for WooCommerce

User guide · version 1.1.0 · by Code Craft (https://coodecraft.com)

Abandoned Cart Recovery for WooCommerce records the carts of customers who leave your store without paying, sends them follow-up emails on a schedule you choose, and gives every email a one-click link that rebuilds the exact cart at checkout. The Free edition covers cart tracking, guest email capture, up to 3 email templates and a recovery dashboard. Pro adds unique coupons, payment reminders for unpaid orders, role and product targeting, unlimited templates, advanced reports, a REST API and an optional AI Copilot.

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1. Requirements

- WordPress 6.2 or newer (tested up to 7.1), PHP 7.4 or newer
- WooCommerce 7.0 or newer (tested up to 11.2), with or without HPOS
- Works with the block-based cart and checkout and with the classic shortcode checkout
- Your site must be able to send email (we recommend an SMTP plugin so recovery emails are not marked as spam)

2. Installation

1. In WordPress go to **Plugins** → **Add New** → **Upload Plugin** and upload `woo-abandoned-cart-recovery-free.zip` (Free) or `woo-abandoned-cart-recovery.zip` (Pro).
2. Click **Activate**. A new **Cart Recovery** menu appears in the admin sidebar.
3. Go to **Cart Recovery** → **Settings** and check the options (section 5).
4. Go to **Cart Recovery** → **Email Templates** and switch on the templates you want (section 6).

Upgrading from Free to Pro

Upload the Pro zip over the Free plugin (WordPress asks to replace it — confirm). All carts, templates and settings stay.

Upgrading from version 1.0

Version 1.1.0 renamed the main plugin file. After you upload 1.1.0 over 1.0, WordPress shows the plugin as deactivated — click **Activate** once under **Plugins**. Your carts, templates, settings, logs and licence key are all kept, and a licence key saved by 1.0 is checked again with coodecraft.com automatically, so you do not need to type it again.

3. Licence activation (Pro)

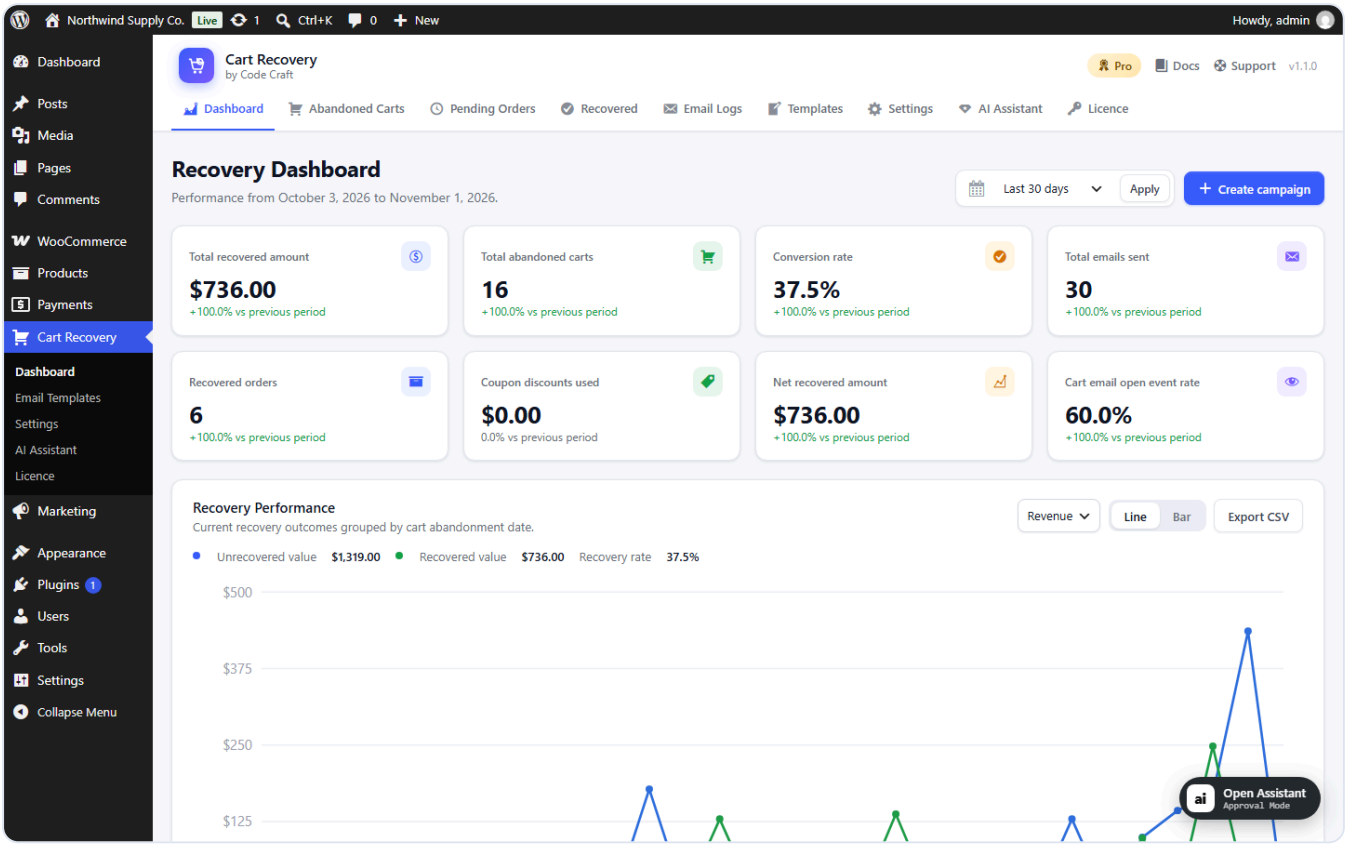
1. Open **Cart Recovery → Licence**.
2. Paste the licence key from your Code Craft purchase email and click **Activate licence**.
3. The Pro features unlock immediately.

To move the licence to another site, click **Deactivate on this site** first.

When a monthly or yearly licence ends

- A notice appears a few days before the end date, and an "ended — Renew now" notice after it.
- Pro features switch off. The Free features keep working, and all settings, templates, carts and logs are kept.
- Pro-only emails pause instead of being sent without their Pro rules: pending-order reminders, templates with a coupon, templates limited to user roles or products, and templates beyond the Free limit of 3.
- After you renew, click **I have paid — check again** on the Licence screen and Pro switches back on.

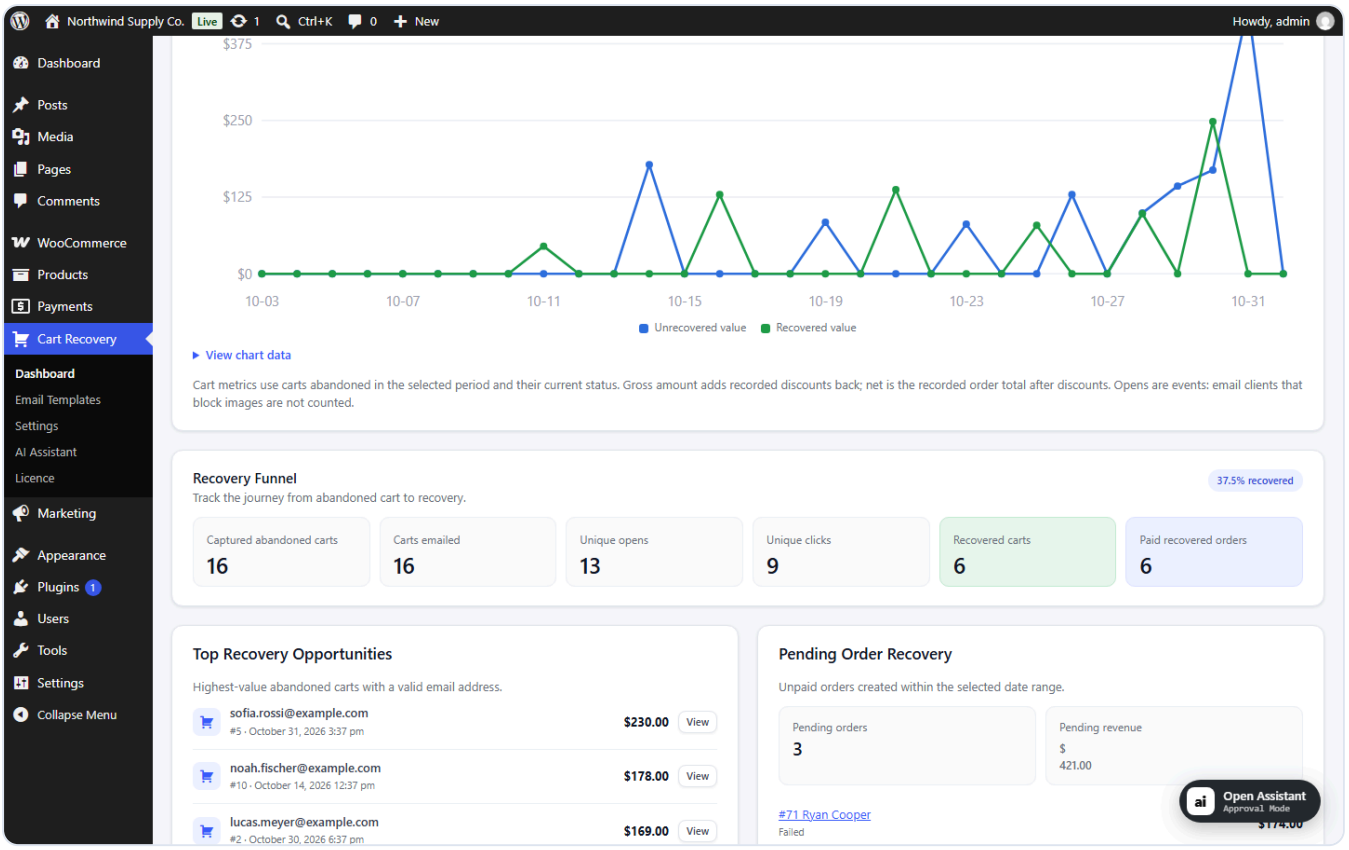
4. The dashboard



Recovery dashboard

Cart Recovery → Dashboard shows, for the date range you pick, abandoned carts and their value, recovered carts and revenue, emails sent, open and click rates, and a chart of recovered against

unrecovered value.

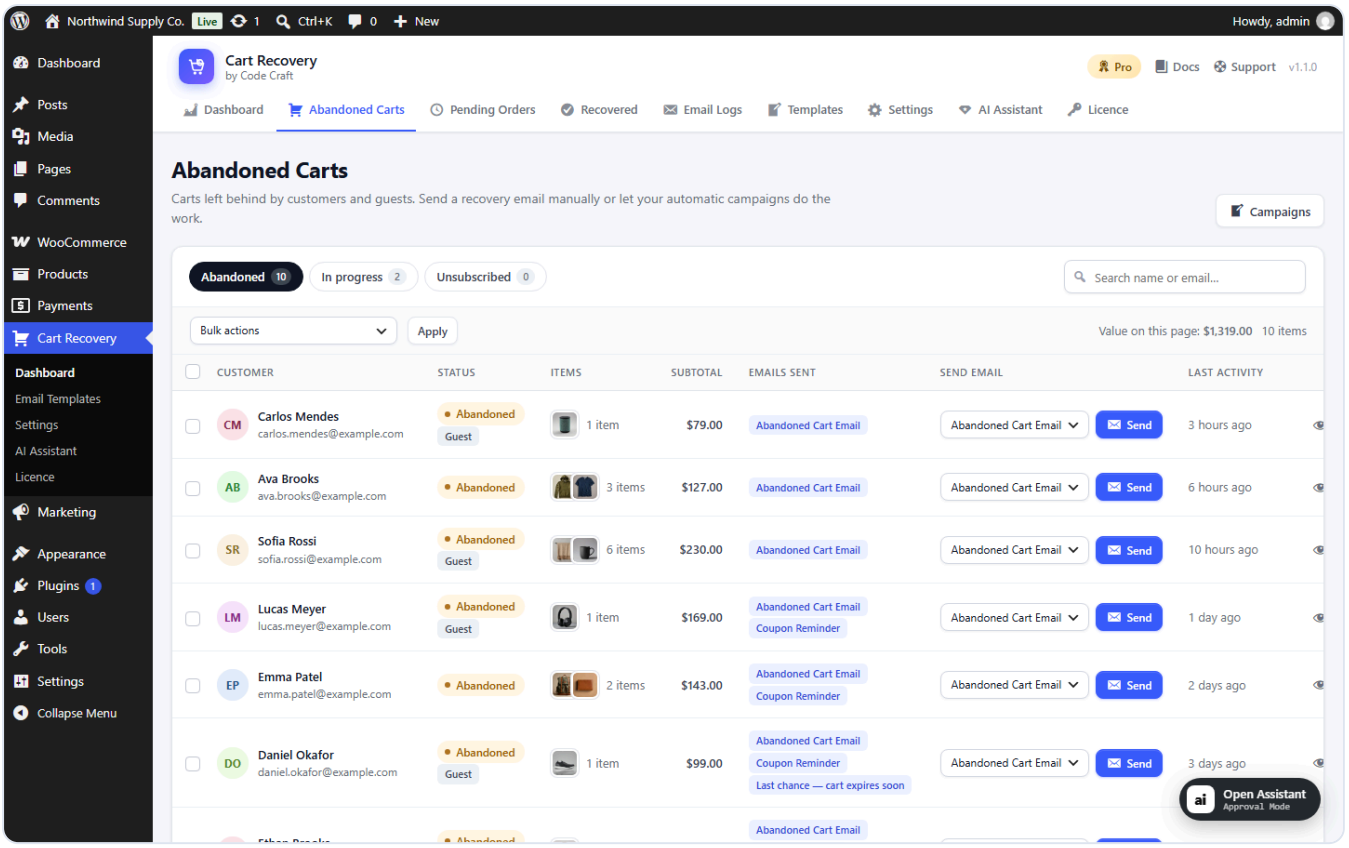


Recovery funnel

Pro adds the recovery funnel (captured → emailed → opened → clicked → recovered → paid), campaign performance per template, top abandoned products, coupon impact, top recovery opportunities and CSV export.

The tabs at the top of the dashboard open the lists:

- **Abandoned Carts** — every tracked cart with customer, value, status and the emails already sent. Each cart has a **Send Email** button to send a template now.
- **Pending Orders** (Pro) — unpaid orders the plugin is following up.
- **Recovered** — carts that turned into orders.
- **Email Logs** — every email sent, with opened and clicked times.



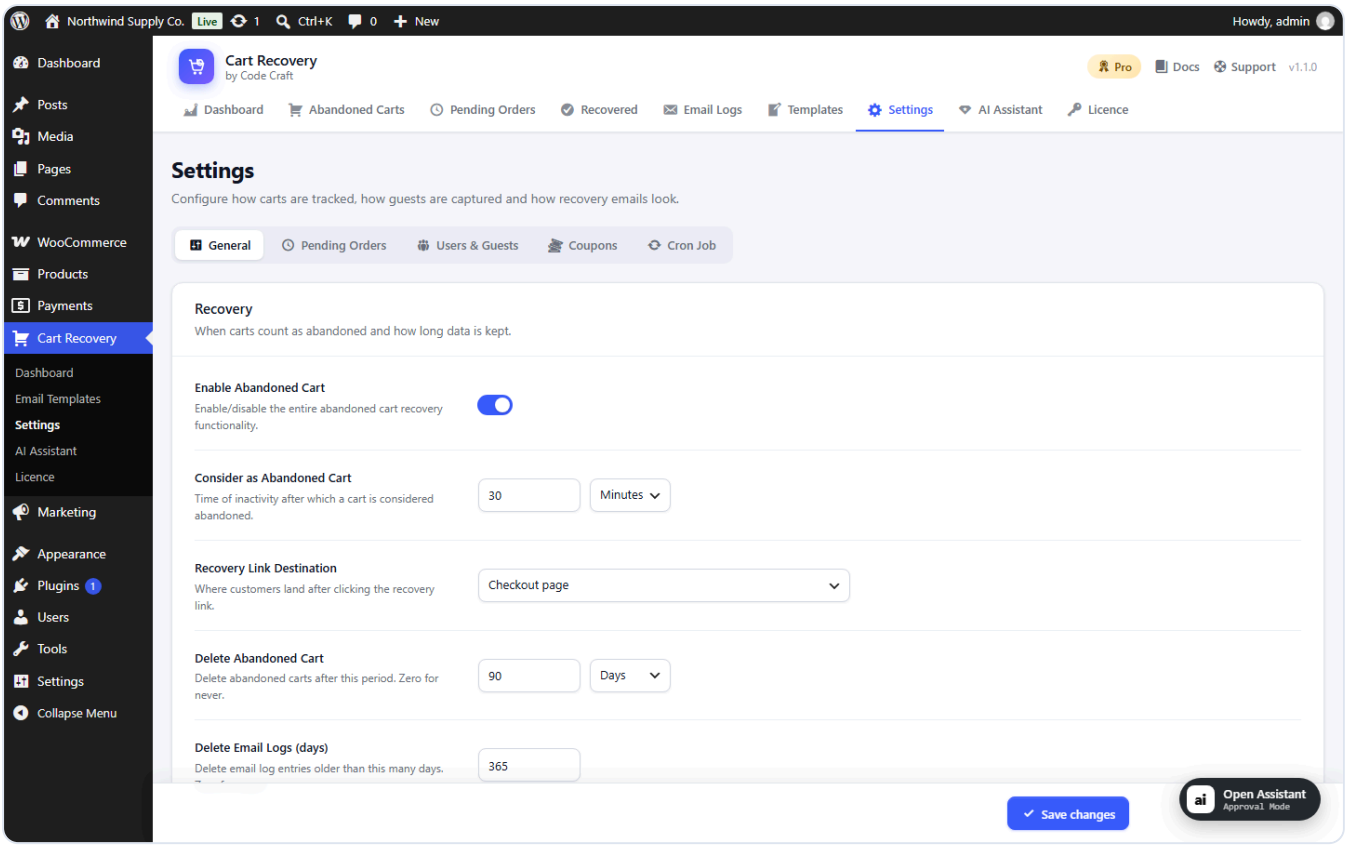
Abandoned carts list

5. Settings

Cart Recovery → Settings has these tabs:

General

- **Enable Abandoned Cart** — the main on/off switch.
- **Consider as Abandoned Cart** — how long a cart must stay unchanged before it counts as abandoned (default 60 minutes).
- **Delete Abandoned Cart** — remove old carts after this time (default 90 days). **Delete Email Logs** — default 365 days.
- **Cart Recovery Button Text**, **Pay Order Button Text**, **Email Layout**, **Button Color**, **Brand Color** and **Brand Logo URL** — how the emails look.
- **Recovery Link Destination** — send the shopper to the cart or straight to checkout.
- **Unsubscribe Link** — adds an unsubscribe link to every email. Unsubscribed addresses are never emailed again.
- **"From" Name** and **"From" Email** — the sender of recovery emails.
- **Exclude Products** / **Exclude Categories** (Pro) — carts containing these are not followed up.
- **Remove Data on Uninstall** — leave it off unless you want every cart, log and setting deleted when the plugin is deleted.



General settings

Users & Guests

- **Enable Abandoned Cart for Guest Users**:
  - *Never* — guest carts are not recorded.
  - *Capture from checkout page only* — the email is saved as soon as the guest types it on the checkout page (classic and block checkout).
  - *Pre Capture without privacy text* / *Pre Capture with privacy text* (default) — a small popup asks for the email after a product is added to the cart, on the cart page, or both (**Show Popup**). If the guest closes it, the email is still captured on checkout. You can change the title, text, button, accent colour, privacy text and how many days the popup stays hidden after it is closed.
- **Pro: Enable Abandoned Cart for User Roles** and **Enable Recover Pending Orders for User Roles** — limit follow-ups to some roles, for example to leave out wholesale customers.

Pending orders (Pro)

- **Enable Recover Pending Orders**, the order statuses to follow (pending and failed by default; you can add other statuses such as on-hold), **Maximum Order Age** (default 30 days) and whether guests' orders are included. The email's button takes the customer to the WooCommerce "pay for order" page.

Coupons (Pro)

Defaults for the unique coupons created for templates with a coupon: **Coupons Prefix**, **Individual Use Only**, **Allow Free Shipping**, **Exclude Sale Items**, **Minimum Spend**, and whether coupons are deleted

once used or when they expire.

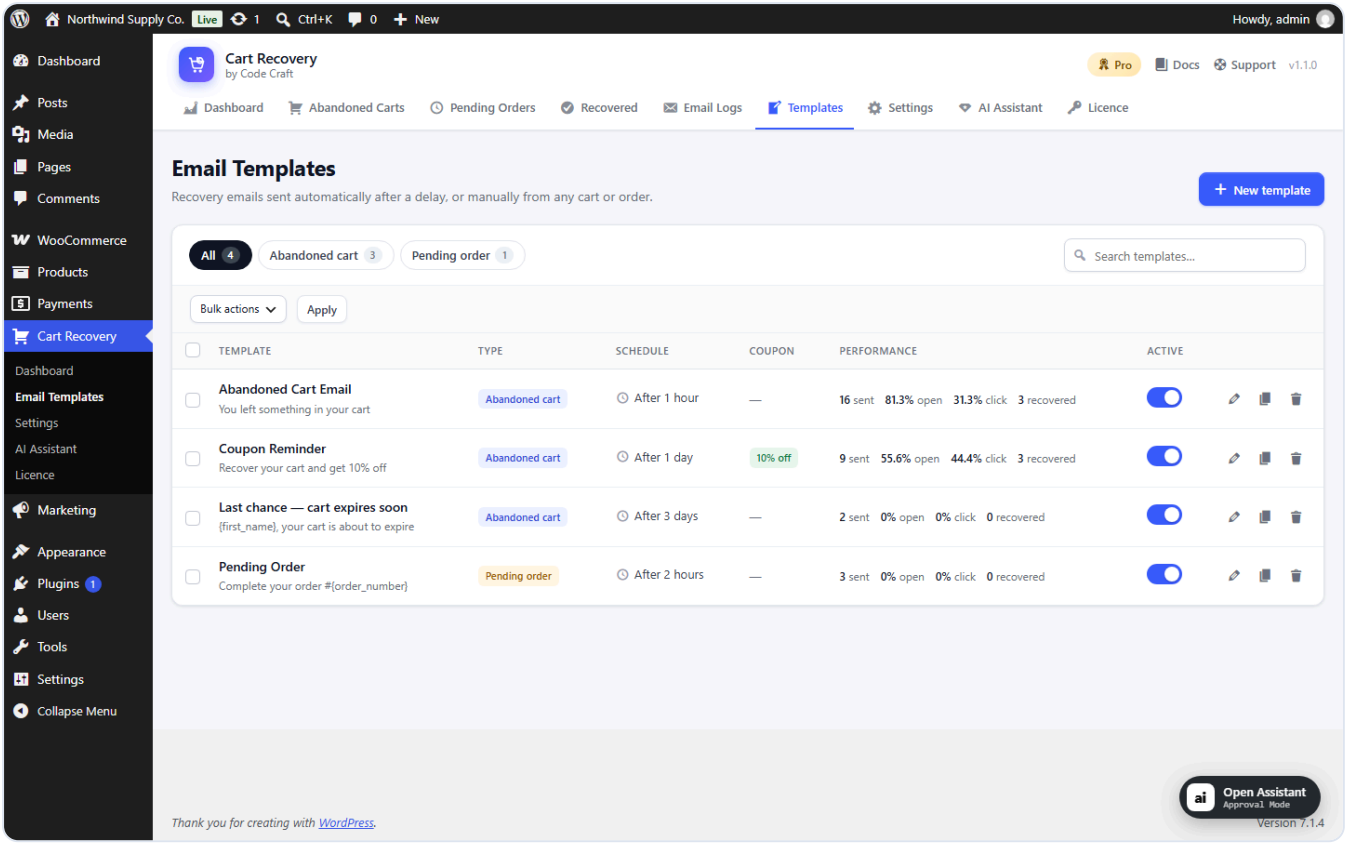
Cron Job

Emails are sent by a scheduled task. **Cron Job Time** sets how often it runs and **Batch Size** how many emails go out per run. On busy stores turn on **Use Server Cron** and call the URL shown (it includes a secret **Cron key**) from your host's cron instead of relying on site visits.

The AI Copilot has its own screen, **Cart Recovery → AI Assistant** (section 8).

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6. Email templates

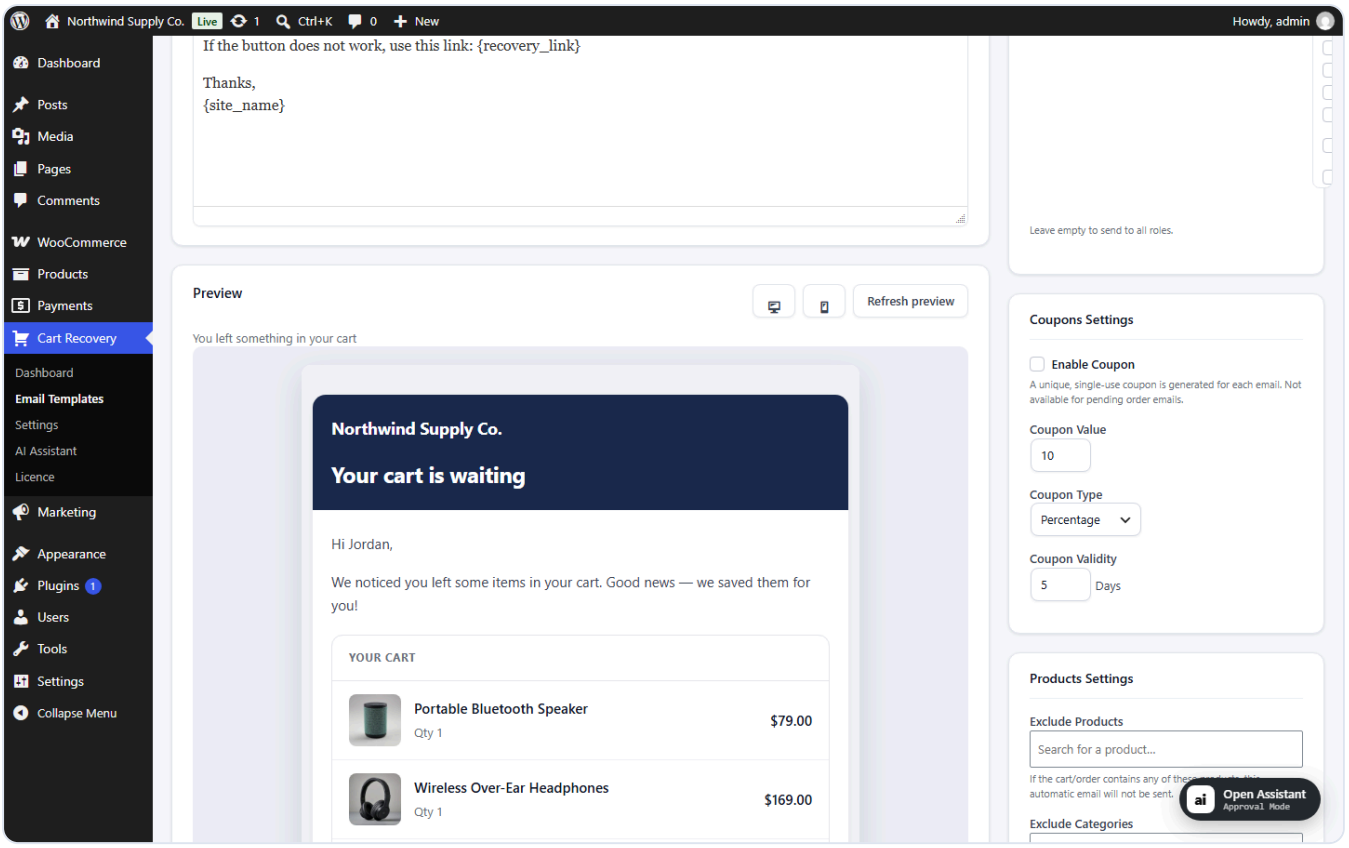


Email sequence

Cart Recovery → Email Templates lists your emails in the order they are sent. Three are created on activation:

Template	Sent after	Starts
Abandoned Cart Email	1 hour	On
Coupon Reminder (10% coupon, valid 5 days — Pro)	1 day	Off
Pending Order (Pro)	2 hours	Off

Free allows up to 3 templates; Pro has no limit.



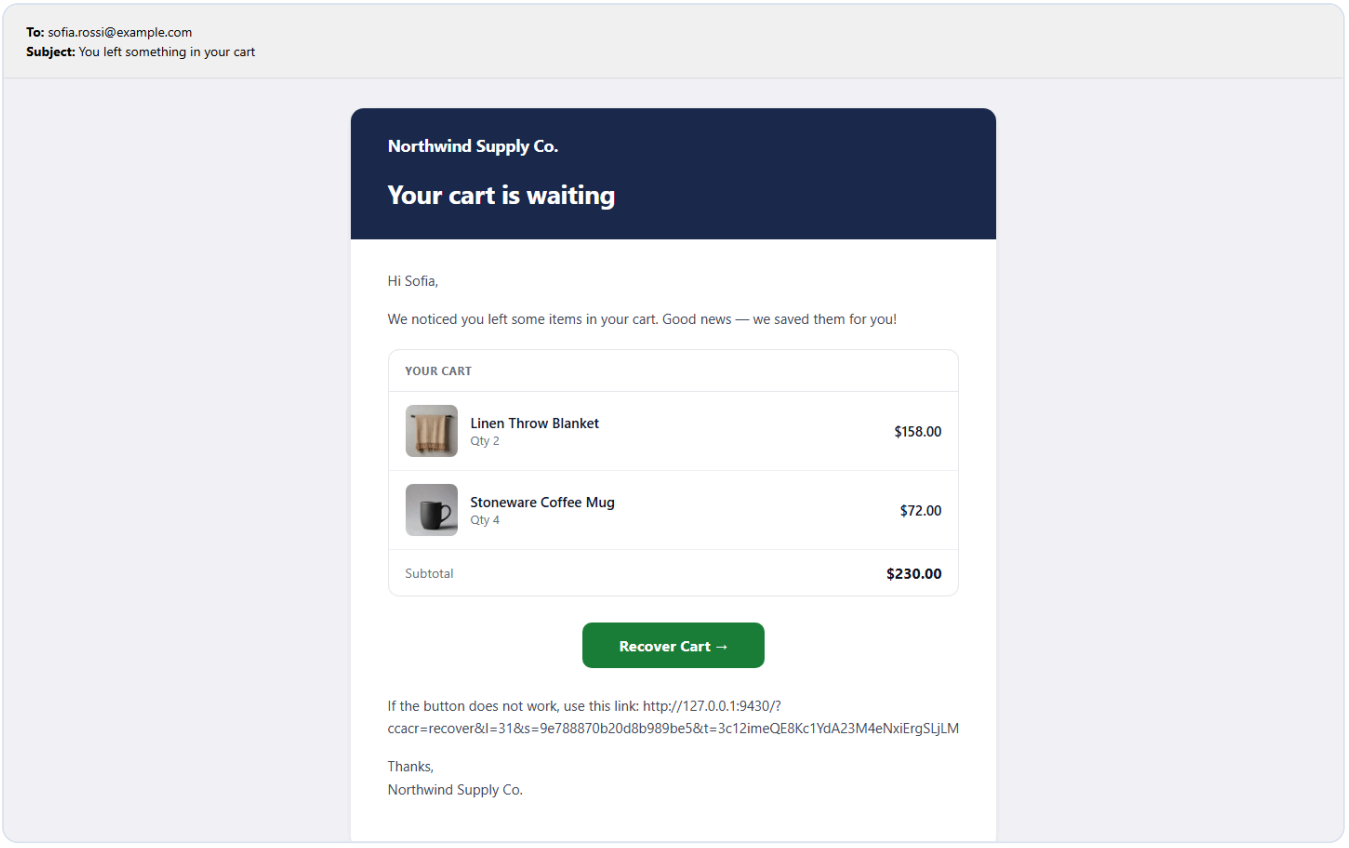
Template editor with preview

In the editor you set the title, subject, heading, the delay (minutes, hours or days after the cart was abandoned), whether it is sent automatically, and the body (visual editor or custom HTML). The **Preview** panel below the editor shows the email with sample data at desktop or mobile width (**Refresh preview** after changes), and **Test Email** sends a copy to any address. You can use these variables in the subject and body:

`{first_name}` `{last_name}` `{full_name}` `{customer_email}` `{cart_table}` `{cart_subtotal}` `{recovery_button}` `{recovery_link}` `{site_name}` `{site_url}` `{store_logo}` `{unsubscribe_link}` and for pending orders `{order_number}` `{order_total}`.

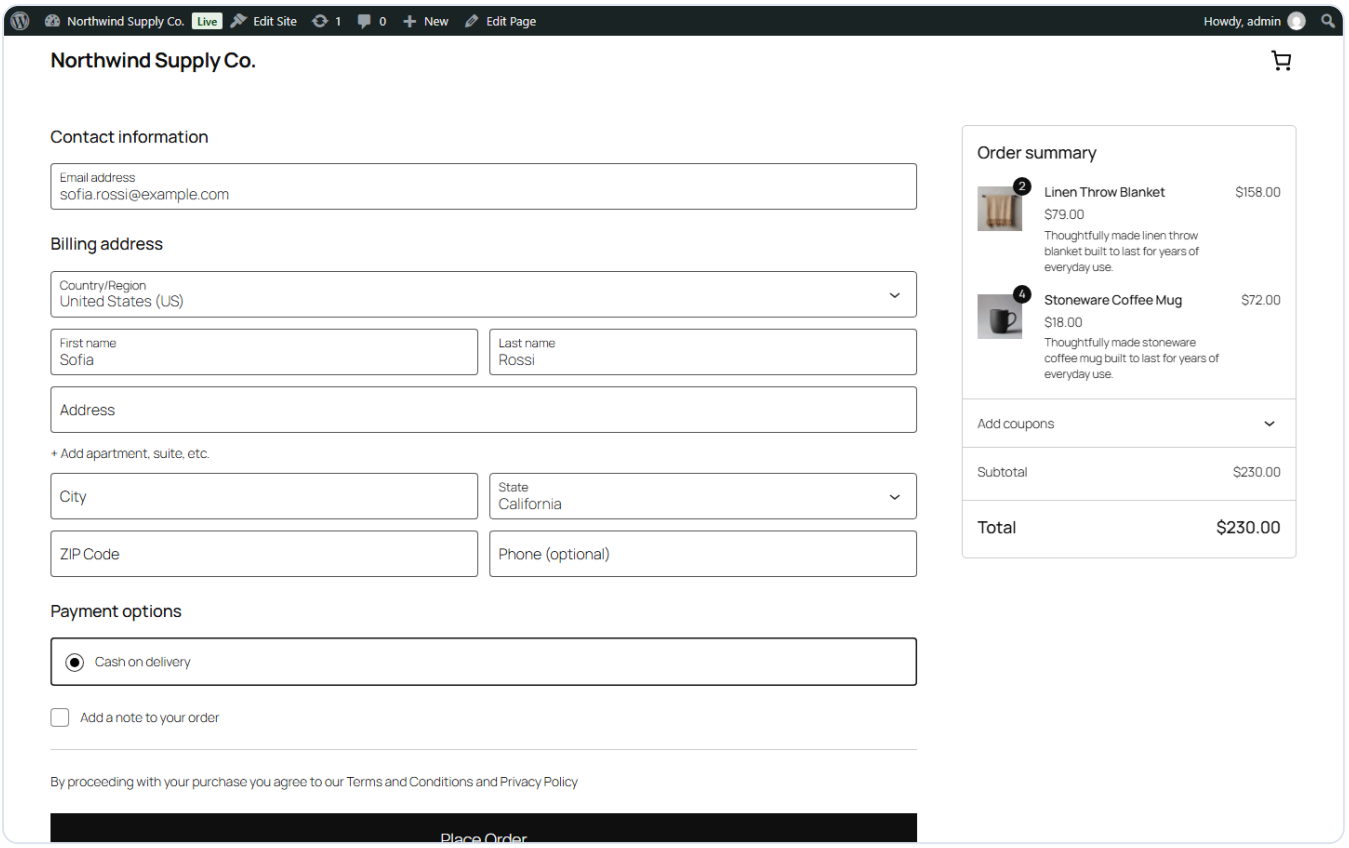
Pro: tick **Enable Coupon** to create a unique, single-use coupon for each customer (percentage or fixed amount, with an expiry in days; not available for pending-order emails) and use `{coupon}`, `{coupon_value}` and `{coupon_expiry}` in the text. Templates can also be limited to user roles and can exclude products.

7. What the customer sees



Recovery email

The customer receives your email with their cart and a recovery button. The link is signed, so only that customer's cart is restored.



Cart restored at checkout

One click rebuilds the exact cart — products, quantities and the customer's email — and opens the cart or checkout (your choice in Settings). When they pay, the cart is marked **Recovered** and no further emails are sent.

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8. AI Copilot (Pro, optional)

The AI Copilot is off until you add your own API key on **Cart Recovery** → **AI Assistant**: Anthropic Claude, Google Gemini or OpenAI (or the WordPress AI connector when available). Store data is sent only to the provider you choose, and only when you use the AI features.

- **Execution Style** — *Approval* (every change waits for your OK), *Advisory* (suggestions only) or *Automatic*.
- The Copilot can draft or rewrite email templates, build a template from an uploaded image of a design, explain your numbers and change settings you allow under **Allowed Cart Recovery Features**.
- Every action is listed in the audit log with **Undo**.
- **Always Approve Emails** (on by default) — sending an email to a customer always waits for your approval, even in Automatic mode.
- **MCP abilities** — on WordPress 6.9 or newer with the separate MCP Adapter plugin installed, the plugin's tools can be used by MCP clients. Switch off **Allow MCP Write Abilities** (or **Expose MCP Abilities**) on the same screen if you only want read access or none.

9. REST API (Pro)

Pro registers endpoints under `/wp-json/ccacr/v1/`: `stats`, `carts` (list, view, delete, `carts/<id>/send`), `orders/pending` and `orders/<id>/send`, `templates` (list, create, view, update, delete) and `logs`. Every endpoint requires a user with the `manage_woocommerce` capability (for example signed in with an application password).

10. Troubleshooting

- **No emails are sent** — check that the template is switched on and set to send automatically, that the cart is older than the abandon time plus the template delay, and that WP-Cron runs (or use the server cron URL). Check **Email Logs** and your SMTP plugin's log.
- **Guest carts are missing** — guest carts are only recorded once an email address is known; check the guest mode in **Settings** → **Users & Guests**.
- **A Pro email stopped sending** — check **Cart Recovery** → **Licence**. Pro-only emails pause while the licence is inactive and start again after renewal.
- **After upgrading from 1.0 the plugin is inactive** — activate it once under **Plugins** (section 2).

11. Support

Email support and updates are included while your licence is active. Contact us from https://coodecraft.com/contact.