

Abandoned Cart Email Sequence for Mlily USA

Email#1: – Initial Email

Email#2: – Follow-up Email

Email#3: – Final Email Reminder

Outline:

Subject line:

Body:

- Headline
- Deck Copy
- CTA
- Benefits
- Products
- Contact info
- Footer

Email#1: – Initial Email

Objective:

Reignite interest and gently remind the customer about the items left in the cart. Encourage them to return to the site and complete their purchase. Provide a quick link to their abandoned cart for easy access.

Subject-Line:

 Sleep's Calling! You Left Something Behind in Your Cart? 

Alt Subject-Line:

 Stop Snoozing on Better Sleep! Your Cart is Waiting 

Preview Text:

Click to find out

Body:

**Don't Procrastinate on Making Your Sleep
More Comfortable.**

Make your sleep better – take a step now for fresh mornings!

View my Cart

4.5 out of 5 Stars	Free Shipping	10-year Warranty
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(Abandoned Product & Description)

(e.g)

ONYX Pro Hybrid Medium

(Picture)

Graphene cooling technology and copper-infused features enhance temperature regulation and keep hygienic without odor.

Confused about anything?

Our comfort crew is here to help you.

Contact Info

(Tel No#, or Email us)


**Footer
(signature)**

Email#2: — Follow-up Email

Objective:

Reinforce the value of the products in the cart. Offer assistance or answer any questions they may have. Consider providing an incentive such as a discount or free shipping to sweeten the deal and encourage them to finalize their purchase.

Subject-Line:

 Zzz... Reclaim Your Cart Now 

Alt Subject-Line:

 Don't Miss Out — Your Order is Still Incomplete 

Preview Text:

Body:

Your Sleep Sanctuary Waits for You!

Return To My Cart

We're Here To Help You.

Our comfort crew is here to clear away your confusion.

Contact Info
(Tel No#, or Email us)

(Abandoned Product & Description)

(e.g)

ONYX Pro Hybrid Medium
(Picture)

Graphene cooling technology and copper-infused features enhance temperature regulation and keep hygienic without odor.

**4.5 out of
5 Stars**

Free Shipping

**10-year
Warranty**

Footer
(signature)

Email#3: — Final Email Reminder

Objective:

Create a sense of urgency by emphasizing that it's the last opportunity to secure the items in their cart. Consider offering a time-sensitive incentive or highlighting limited stock to encourage immediate action. Provide a clear call-to-action for them to complete their purchase.

Subject-Line:

 LAST CHANCE: Restore Your Cart Now! 

Alt Subject-Line:

 LAST CALL! Sleep Products in Your Cart will soon disappear.

Preview Text:

Hurry Up...

Body:

[Return To My Cart](#)

“ Reviews ”

See What Our Customers are Saying.

Just a completely wonderful mattress and great sleep. Never realized I wasn't sleeping well on my old mattress until I spent one night on an Mlily. I would highly recommend this mattress if you want a great night sleep.

★★★★★ (Ron)

(Abandoned Product & Description)

(e.g)

ONYX Pro Hybrid Medium
([Picture](#))

Graphene cooling technology and copper-infused features enhance temperature regulation and keep hygienic without odor.

**4.5 out of
5 Stars**

Free Shipping

**10-year
Warranty**

We're Here To Help You.

Our comfort crew is here to clear away your confusion.

Contact Info

(Tel No#, or Email us)

Footer

(signature)