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Abandoned carts in an online shop: why people leave and how to win some back

Online Stores

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Abandoned carts in an online shop: why people leave and how to win some back

📁 Online Stores 📅 Created on **October 10, 2026** ⌚ 3 min read



Someone picks a product, puts it in the cart and vanishes. It is normal: most visits to a shop do not end in a purchase. What is worth doing is separating the exits you can avoid from the ones you cannot. You do it in two steps: **remove the reasons to leave** and only then **try to win back** the people who left.

🔍 Why people leave

Reason	What to do
Costs that appear only at the end (shipping, tax)	Show them early. See shipping and delivery rates in WooCommerce and tax settings in WooCommerce .
Forced to create an account	Allow guest checkout. In the Accounts settings WooCommerce lets you choose.
A long form	Drop the fields you do not need. Every extra field is a reason to leave.
The customer's payment method is missing	Ask customers what they have on their phone. See an online shop with local payment methods .
A payment that fails	The most expensive cause. See checkout errors .
A slow page, mostly on the phone	See what actually makes a difference to speed .
A lack of trust	A visible contact, a written returns policy and the padlock on every page.

🔄 Winning back the people who left

- 1 Understand what WooCommerce does and does not do.** On its own it sends no reminder to someone who abandoned the cart. It only sees orders that were actually created, in the “pending payment” status.

2 Choose the tool. Some plugins save the cart of anyone who left an e-mail and send a reminder, and you can also build your own flow, for instance with n8n on a VPS of yours (see [n8n and WordPress](#)).

3 Write only to people who agreed. If the person did not leave an e-mail with consent to be contacted, do not write to them. See [customer data in your shop](#).

4 Write a short, useful message. The product name, a direct link back to the cart and one line saying how to ask for help. No made-up urgency.

5 Send it once, or twice at most. More than that becomes nagging and sends your domain to the junk folder: see [e-mail marketing without burning your domain](#).

6 Measure. Count how many orders came from those messages, in the shop analytics ([where to see your sales](#)).

! An automatic discount “for those who abandoned”
teaches customers to abandon on purpose. If you want an incentive, give it with a limit and to people who have never bought. See [coupons in WooCommerce](#).

💡 Start with a human contact.
In a small shop, a WhatsApp message to someone who left a pending order recovers more than an automation put together in a rush, and it is a first test of what people ask. See [the WhatsApp button on your site](#).

🗣️ NEED A HAND?

Want to know whether the problem is on the server and not with the customer? Tell us the shop address and when you saw more drop-offs, and we will look at the logs.

[📧 Open a support ticket →](#)

🔗 SEE ALSO

[Checkout errors in WooCommerce](#)



[E-mail marketing without burning your domain](#)



A shop that holds up: before you open



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OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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