

# 6 Must-Haves for

# Abandoned Cart Recovery Ads

When it comes to designing an abandoned cart recovery ad, it can be tempting to inundate shoppers with as much information as possible to get them to convert, but the last thing you want is to overwhelm them. Instead, keep your messaging as direct as possible while still including the right emotional triggers.

Use this checklist to make sure you've got everything covered in your abandoned cart recovery ad:

## A Clear CTA

It needs to be actionable, concise, and visually easy to find in your ad.

## An Irresistible Offer

Encourage shoppers to recover their abandoned carts with a small discount, a freebie, or free shipping.

## An Urgency Element

You want shoppers to recover their carts now, not two weeks from today. A great way to add this sense of urgency is with FOMO, like a note saying, "23 other people are eyeing this product!" or "You've got 24 hours before your cart expires!"

## FORGET SOMETHING?

Shop now and get  
**15% OFF**

TAKE ME TO MY CART



## A Personalized Landing Page

Your landing page must be designed to convert — remove any unnecessary friction points or distracting elements and take cart abandoners straight to check out.

## Dynamic Visuals

Whether you opt for a single image or a carousel, try to include photos (whether lifestyle or product) of the items the shopper abandoned.

## Enticing Copy

Beyond offering a reminder for shoppers to return to their carts, consider reminding them of the product's value proposition by adding social proof to the copy, such as a quick testimonial from a five-star review.



**HEY, JOHN!**

You left these items in your cart

**AND THEY'RE  
SELLING FAST**

CLAIM MY ITEM