Abandoned Cart Retargeting Plan Template

1. Objective

2. Audience Segmentation

3. Retargeting Channels

- Email
- SMS
- Retargeting Ads

4. Messaging Strategy

5. Timing & Sequence

Step	Time After Abandonment	Channel	Message Focus
1			
2			
3			

6. Incentives/Offers

7. Creative Assets Needed

- Email Templates
- Ad Banners
- SMS Copy
- Landing Pages

8. KPIs & Measurement

- Recovered Revenue
- Conversion Rate
- Open & Click Rate
- ROI

9. Notes