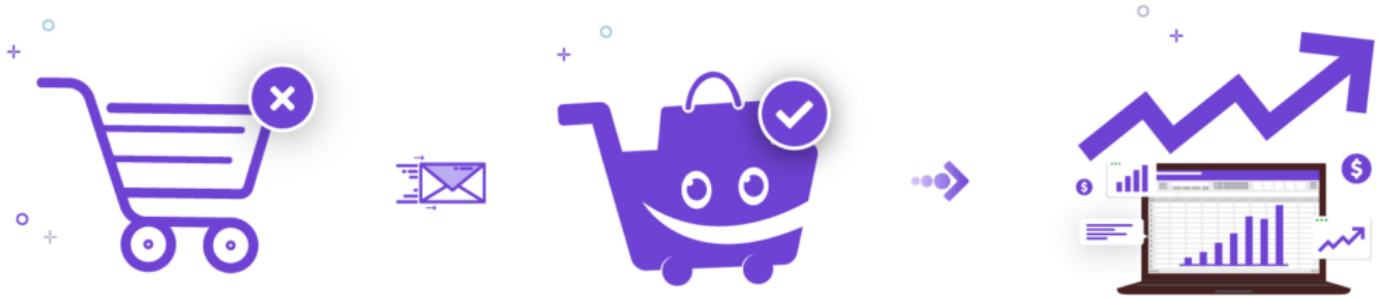
Introduction To Cart Lift

Getting started · https://rextheme.com/docs/cart-lift/

Cart Lift is an abandoned cart recovery plugin for WooCommerce and Easy Digital Download users.



What Is Cart Lift?

Cart Lift is a WordPress plugin developed by RexTheme that helps you **recover abandoned carts** from your WooCommerce or Easy Digital Downloads (EDD) store. With Cart Lift, you can set up automated email campaigns to re-engage users who added items to their cart but didn’t complete their purchase.

Whether you're running a small business or a large WooCommerce store, Cart Lift helps you improve conversion rates, reduce revenue loss, and get valuable insights on cart abandonment behavior.

Key Features

Cart Lift offers a powerful set of tools tailored for abandoned cart recovery:

- **Automated Recovery Emails**: Send personalized follow-up emails at timed intervals.
- **Detailed Analytics & Reports**: View stats on abandoned carts, recovered revenue, and campaign performance.

- **Cart Tracking**: Tracks cart activity from both registered and guest users.
- **Email Templates with Custom Tags**: Easily customize recovery emails using pre-defined tags (e.g., customer name, cart contents).
- **SMTP Compatibility**: Seamlessly works with your email delivery setup.
- **Multiple Campaigns Support**: Create different recovery flows for different user segments.
- **WooCommerce & EDD Integration**: Fully compatible with both platforms.
- **Webhook Support**: Send cart event data to third-party platforms like Zapier, CRMs, or custom APIs.

How Cart Lift Works

- **Cart Tracking**
  Cart Lift detects when a user adds items to their cart and starts the countdown toward abandonment if no checkout is completed within the defined time.
- **Triggering Recovery Campaigns**
  If the cart is abandoned, the plugin automatically starts sending recovery emails based on your configured campaign schedule.
- **User Returns & Purchases**
  When the customer returns and completes the purchase through the email link, Cart Lift tracks this as a successful recovery and logs the revenue.

So let's go ahead and help you set up your own automated abandoned cart recovery campaign.

Getting Started With Cart Lift →

How To Configure And Use Cart Lift Effectively →