How To Set Conditions To Exclude Carts From Abandoned Cart Recovery Campaigns

Abandoned Cart Recovery Conditions · https://rextheme.com/docs/conditions-exclude-carts-from-ecovery-campaigns/

Not all abandoned carts are ideal candidates for recovery campaigns. In some cases, you may want to exclude certain carts based on specific conditions. By excluding these carts, you can optimize your recovery efforts, focusing only on high-value opportunities and improving overall campaign effectiveness.

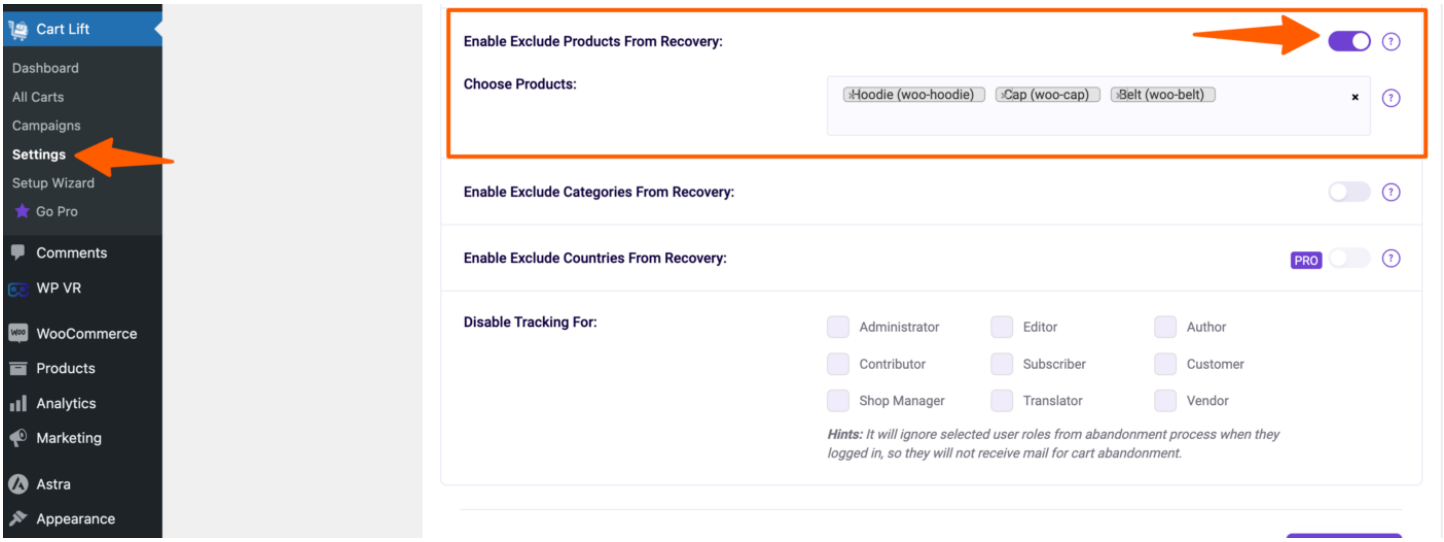
Cart Lift offers three new conditions for that.

1. Exclude specific products from recovery
2. Exclude categories from recovery
3. Exclude countries from recovery

This guide will show you how to set conditions to automatically exclude certain carts from abandoned cart recovery campaigns, giving you greater control over your marketing strategy and ensuring more targeted, relevant outreach.

Enable Exclude Products From Recovery Option

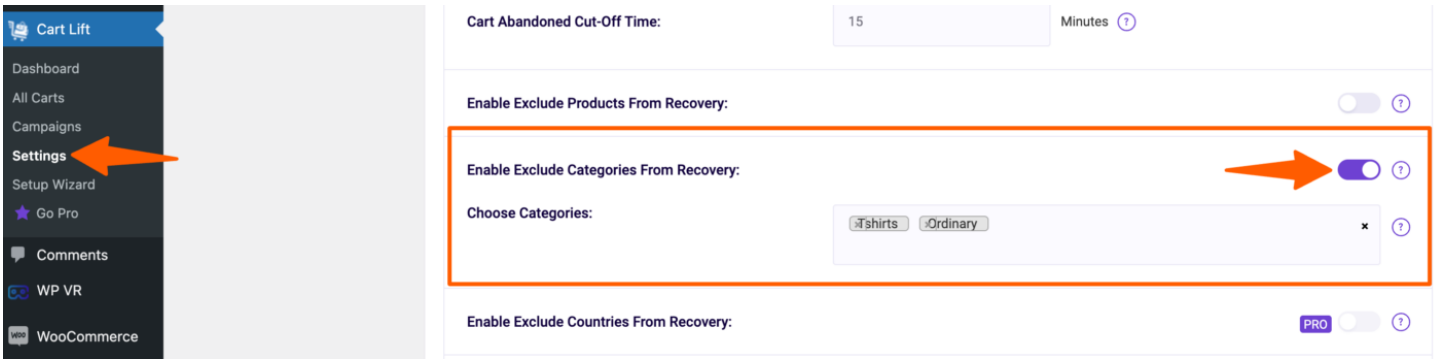
Go to **Settings > General**, then scroll down a bit and you'll find the option '**Enable exclude products from recovery**'. After enabling this option you'll be able to see additional fields to select products.



** Please note that the products that are selected here if found in the cart, will prevent it from being tracked as abandoned.

Enable Exclude Categories From Recovery Option

Go to **Settings > General**, then scroll down a bit and you'll find the option '**Enable exclude categories from recovery**'. After enabling this option you'll be able to see additional fields to select categories.



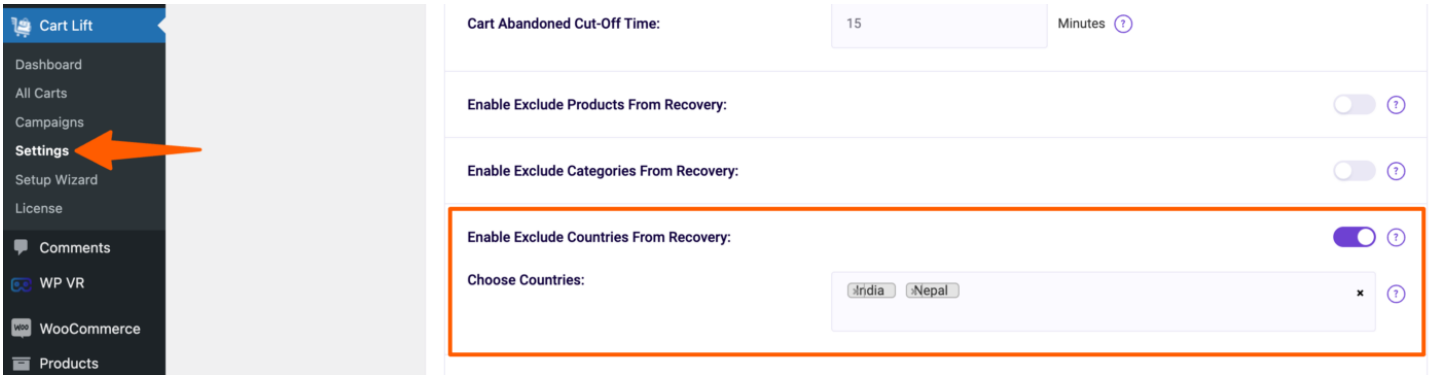
** Please note that this option allows you to add categories to exclude carts from being tracked as abandoned if the products in those categories.

Enable Exclude Countries From Recovery Option

This option is available in Cart Lift Pro. Please make sure Cart Lift Pro is installed and activated.

Go to **Settings > General**, then scroll down a bit and you'll find the option '**Enable exclude Countries from recovery**'. After enabling this option you'll be able to see additional fields to select

countries.



** Please note that this option allows you to select countries to exclude from abandoned cart recovery.

That's how easy it is to set conditions in order to exclude carts from abandoned cart recovery campaigns.