

Send automatic marketing emails

Turn on emails your store sends by itself when customers take an action, such as leaving a cart or having an anniversary.

Add-on Online store

Your store can send certain emails on its own when a customer does something, such as leaving items in a cart. You turn each kind on or off. The emails come from your store, and you choose which kinds are switched on. We don't write or send them for you.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

- These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.
- Rules about marketing emails vary. If you aren't sure which customers you can email, ask your accountant or lawyer. Also see [Ask customers to join your email list at checkout](#).

The emails you can send

- Favorite products reminder
- Abandoned cart recovery, which can include a coupon
- Order confirmation with related products
- Feedback request
- Thank you for shopping
- Inactive customer reminder, with your bestsellers
- Purchase anniversary

Steps

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Marketing**, then **Automated Emails**.
4. Click **Start Sending Emails**. This starts every type.
5. To change one type, click **Manage** next to it. Use its **Enabled** toggle to switch it on or off.
6. To stop all automatic emails at once, turn off **Emails Sending**, found at the bottom of the page.

Good to know

- The store picks the best time to send each email. You can't set the time yourself.
- You can add a coupon and your social media links to these emails. To make a coupon, see [Create a coupon code](#).
- **Start Sending Emails** turns on every type. If you only want some, switch the others off with their **Enabled** toggles.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us which of these emails you want on and we'll take care of the settings. We reply within one business day. See [Request a change](#).

Related guides: [Ask customers to join your email list at checkout](#) · [Create a coupon code](#) · [See carts people left behind](#) · [Connect Mailchimp to your store](#) · [Change the emails customers get](#)

More guides: the Zossoz Help Center · Questions? Email hello@zossoz.com