

Turn on a favorites list

Let shoppers tap a heart to save products they like and find them again on their next visit.

Add-on Online store

A favorites list lets shoppers save products to come back to. A heart appears next to each product, and a tap adds it to their list.

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.

Turn it on

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Settings**, then **General**.
4. Click **Cart & Checkout** and scroll to **Favorites**.
5. Click the toggle to turn the favorites list on. Click it again to turn it off.

How shoppers use it

A shopper adds a product by clicking its heart on the product page. To see everything they've saved, they click **View Favorites** on a product page. Any visitor to your store can add favorites.

Try it yourself once it's on. Open a product on your live site, click the heart, then click **View Favorites**.

Change how the Favorites button looks

1. Go to a product page and click the product. The store design opens.
2. Click **Single Product Page** and choose the layout you want for the page.
3. Click **Secondary Buttons** to change the style of the **Favorites** button.
4. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Tips

- You can also send automatic reminder emails about items in a shopper's favorites. See [Send automatic marketing emails](#).
- Check that the heart is easy to see against your product photos. If it blends in, ask us to change the button style.

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 and want us to turn this on? Email your business name and we'll take care of it. We reply within one business day.

Related guides: [Send automatic marketing emails](#) · [Change how product pages look](#) · [Let customers make an account](#) · [Add a product](#)

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