

# Follow-up Email - User Guide

A step-by-step guide to setting up and running lifecycle email campaigns with **MageAustralia\_FollowupEmail**. This guide is written for store administrators; no developer knowledge is required to use the features described here.

The module turns store events (an abandoned cart, an order shipping, a new registration, a birthday) into automated, on-brand emails. Each email is built from a *rule* you create in the admin, queued for delivery, and rendered with optional coupons, product recommendations, and AI-written subject lines.

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## 1. How it works

There are three moving parts:

```
TRIGGER -> enqueue a row -> QUEUE -> cron sends the due rows
```

1. A **trigger** fires (an event such as "order shipped", or a scheduled scan such as "carts idle for an hour"). The module checks every active rule that listens for that trigger.
2. For each matching rule, the recipient's **conditions** are evaluated. If they pass, one queue row is enqueued per step in the rule's email chain, scheduled for `now + delay`. Any coupon is minted at this moment, so the code stays stable for that recipient even if they open the email later.
3. A **cron job** runs every few minutes, picks the rows that are now due, renders each email (cart contents, coupon, recommendations, brand colours, tracking links), and sends it. Failed sends are retried up to three times.

Before each send the module re-checks that the rule is still active and the recipient has not unsubscribed, so a stale or unwanted email never goes out.

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## 2. Installation

bash

```
composer require mageaustralia/maho-module-followup-email
composer dump-autoload -o # compiles the routes, cron jobs and observers
php maho cache:flush
```

`composer dump-autoload -o` is required. Maho uses an optimised classmap autoloader and the triggers, cron jobs and tracking routes are registered through PHP attributes that only become active once the classmap is rebuilt. Until you run it, rules will not fire and the admin menu will not appear.

The setup script creates three tables: `maho_followup_rule`, `maho_followup_queue`, and `maho_followup_unsubscribe`.

**Requirements:** Maho 26.3+ (PHP 8.3+). The AI, recommendations and stock-alerts integrations are all optional and detected automatically when present.

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### 3. Global configuration

Go to **System > Configuration > Customers > Follow-up Email**.

Current Configuration Scope:

Default Config

[Manage Stores](#)

### Configuration

#### General

- General
- Web
- Design
- Currency Setup
- Store Email Addresses
- Contacts
- Lucene Search
- Blog
- Reports
- Content Management

#### Catalog

- Catalog
- Configurable Swatches
- Inventory
- Google Sitemap
- RSS Feeds
- Stock Alerts
- Feed Manager
- Quick Bundles

#### Customers

- Customer Configuration
- Newsletter
- Promotions
- Wishlist
- Follow-up Email

#### Sales

- Checkout
- Gift Cards
- Google API
- Payment Methods
- POS System
- Sales
- Sales Emails
- Shipping Methods
- Shipping Settings
- Tax

#### Services

- AI
- API Platform
- Maho Core API
- OAuth
- Storefront

#### Advanced

- Admin
- Advanced
- Developer
- System

## Follow-up Email

Save Config

### General

Enabled  Yes [STORE VIEW]

### Branding

Primary accent colour  [STORE VIEW]  
Hex colour (e.g. #1a7f37) used for buttons, headings and accents across every follow-up email. The logo and store name come from your General > Store Information and Design settings.

### Send Queue

Queue batch size  [GLOBAL]  
Maximum number of due emails sent per processor run.

### Abandoned Cart

Idle hours before a cart counts as abandoned  [STORE VIEW]  
A cart is eligible once it has been untouched this long.

Maximum cart age to follow up (hours)  [STORE VIEW]  
Carts older than this are ignored.

Group	Setting	Default	What it does
General	<b>Enabled</b>	Yes	Master on/off switch for the whole engine.
Branding	<b>Primary accent colour</b>	#1a7f37	Hex colour used for buttons, headings and accents in every email. The logo and store name come from your existing <b>General &gt; Store Information</b> and <b>Design</b> settings, so emails match your storefront automatically.
Send Queue	<b>Queue batch size</b>	100	Maximum number of due emails sent per cron run (also caps the abandoned-cart scan).
Abandoned Cart	<b>Idle hours before a cart counts as abandoned</b>	1	A cart becomes eligible once it has been untouched this long.
Abandoned Cart	<b>Maximum cart age to follow up (hours)</b>	72	Carts older than this are ignored, so you never chase a week-old cart.

All settings can be overridden per website or per store view.

## 4. Managing rules

Open **Follow-up Email > Rules** from the admin menu. The grid lists every rule with its trigger, active state and priority. Use **Add New Rule** to create one, or click a row to edit it.

**Follow-up Rules** [Add New Rule](#)

Page 1 of 1 pages | View 20 per page | Total 9 records found [Reset Filter](#) [Search](#)

ID	Name	Trigger	Active	Priority	Delay (min)	Template	Created	Action
							From dd/mm/yyyy To dd/mm/yyyy	
16	Abandoned cart winback (3-step)	Abandoned cart	Yes	10	60	followup_abandoned_cart	May 24, 2026, 11:02:22 AM	<a href="#">Edit</a>
15	CPN demo	Abandoned cart	Yes	0	0	followup_abandoned_cart	May 24, 2026, 9:38:10 AM	<a href="#">Edit</a>
14	G3 rule	Abandoned cart	No	0	0	followup_abandoned_cart	May 23, 2026, 8:57:29 PM	<a href="#">Edit</a>
13	G1 fallback	Abandoned cart	No	0	30	followup_abandoned_cart	May 23, 2026, 8:41:30 PM	<a href="#">Edit</a>
12	G1 chain	Abandoned cart	No	0	0	followup_abandoned_cart	May 23, 2026, 8:41:30 PM	<a href="#">Edit</a>
11	F2 group	Customer group changed	Yes	0	0	followup_welcome	May 23, 2026, 6:20:10 PM	<a href="#">Edit</a>
10	F2 cancel	Abandoned cart	No	0	60	followup_welcome	May 23, 2026, 6:20:10 PM	<a href="#">Edit</a>
9	F2 lastact	Customer inactive for N days	Yes	0	0	followup_welcome	May 23, 2026, 6:20:10 PM	<a href="#">Edit</a>
8	F2 birthday	Customer birthday	Yes	0	0	followup_welcome	May 23, 2026, 6:20:10 PM	<a href="#">Edit</a>

When several rules match the same event, **priority** decides the order (lower numbers run first).

## 5. Creating a rule, tab by tab

A rule is edited across eight tabs. Only the **General** and **Emails** tabs are required; the rest are optional refinements. Use **Save and Continue Edit** to keep working, or **Save** to return to the grid.

### 5.1 General

Identity, schedule, and what fires the rule.

Rule Information

- General
- Emails
- Conditions
- Excluded Categories
- Coupons
- Recommendations
- Analytics & AI
- Send Test

## Edit Rule "Abandoned cart winback (3-step)"

« Back Reset Delete Save Save and Continue Edit

---

**Rule**

Name \*

Active

Priority   
Lower numbers run first when multiple rules match.

**Schedule (Optional)**

Active From    
Leave empty for unlimited. Times are in the store timezone; the rule will not fire before this date/time.

Active To    
Leave empty for unlimited. Times are in the store timezone; the rule will not fire after this date/time.

**Trigger and Timing**

Trigger Event \*

Trigger Params (JSON)   
Optional JSON of event-specific parameters. Order-status rules can use the From/To selects above instead. For inactivity rules use: {"days":30}. For group-change rules: {"from\_group":1,"to\_group":2}. Leave blank for abandoned cart / welcome rules.

Delay (minutes)   
Minutes after the event before the email is scheduled to send.

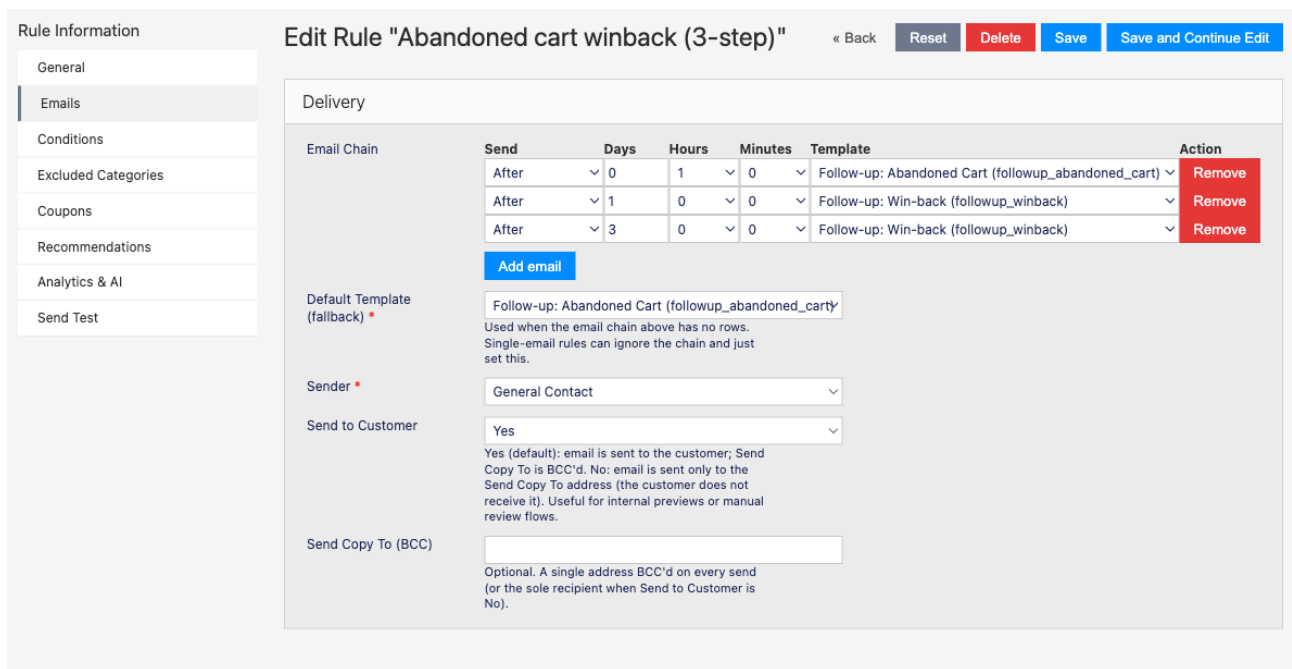
Cancellation Events   
  
  
  
Optional. If any selected event fires for the recipient before this rule sends, the pending email is cancelled (e.g. cancel an abandoned-cart follow-up once the order is placed). Hold Ctrl/Cmd to select multiple.

- **Name** - shown in the grid and the performance report.
- **Active** - set to *No* to pause a rule without deleting it.
- **Priority** - lower numbers run first when multiple rules match.
- **Schedule (Optional)** - **Active From / Active To** limit the rule to a date window (for a seasonal campaign, say). Times are in the **store timezone**. Leave either bound empty for "no limit".
- **Trigger Event** - the event that starts the rule. See the [trigger reference](#) for the full list.
- **Order Status: From / To** - shown only when the trigger is *Order status change*. The rule fires when an order moves to the chosen status (optionally from a specific prior status).
- **Trigger Params (JSON)** - advanced, event-specific options. For an inactivity rule use `{"days":30}` ; for a group-change rule `{"from_group":1,"to_group":2}` . Leave blank for abandoned-cart or welcome rules.

- **Delay (minutes)** - how long after the event the first email is scheduled.
- **Cancellation Events** - if any selected event later fires for the same recipient, this rule's still-pending emails to them are cancelled. The classic use is cancelling an abandoned-cart follow-up the moment the order is placed, so the shopper never gets a "you left something behind" email after buying.

## 5.2 Emails (the drip chain)

How and when the emails are sent.



**Rule Information**

General

**Emails**

Conditions

Excluded Categories

Coupons

Recommendations

Analytics & AI

Send Test

**Edit Rule "Abandoned cart winback (3-step)"** « Back Reset Delete Save Save and Continue Edit

**Delivery**

Send	Days	Hours	Minutes	Template	Action
After	0	1	0	Follow-up: Abandoned Cart (followup_abandoned_cart)	Remove
After	1	0	0	Follow-up: Win-back (followup_winback)	Remove
After	3	0	0	Follow-up: Win-back (followup_winback)	Remove

[Add email](#)

**Default Template (fallback)** \*

Follow-up: Abandoned Cart (followup\_abandoned\_cart)

Used when the email chain above has no rows. Single-email rules can ignore the chain and just set this.

**Sender** \*

General Contact

**Send to Customer**

Yes

Yes (default): email is sent to the customer; Send Copy To is BCC'd. No: email is sent only to the Send Copy To address (the customer does not receive it). Useful for internal previews or manual review flows.

**Send Copy To (BCC)**

Optional. A single address BCC'd on every send (or the sole recipient when Send to Customer is No).

- **Email Chain** - build a multi-step drip sequence. Each row is one email with its own offset (Days / Hours / Minutes after, or before, the trigger) and its own template. **Add email** appends a step; **Remove** deletes one. The example above sends three emails: 1 hour, 1 day, and 3 days after a cart is abandoned.
- **Default Template (fallback)** - used when the chain has no rows. A simple single-email rule can ignore the chain and just set this.
- **Sender** - the store email identity the message is sent from (General Contact, Sales, etc.).
- **Send to Customer** - Yes (default) sends to the customer and BCCs the *Send Copy To* address; No sends only to the copy address, useful for internal previews.
- **Send Copy To (BCC)** - an optional single address BCC'd on every send.

## 5.3 Conditions

Narrow the audience and the products that qualify. Leave everything blank to match everyone.

Rule Information

General

Emails

**Conditions**

Excluded Categories

Coupons

Recommendations

Analytics & AI

Send Test

### Edit Rule "Abandoned cart winback (3-step)"

« Back Reset Delete Save Save and Continue Edit

#### Audience

Limit to Store Views

Main Website
Main Store / DE
Main Store / EN
Main Store / FR
Website 2
store 2 / store_view_2
Website3
store 3 / store_view_3

Leave empty to match all store views.

Limit to Customer Groups

NOT LOGGED IN
General
Wholesale
Retailer

Leave empty to match all groups.

Required Customer Segments

Sales Only Profit
Sales with Refunds Profit
Zero Profit
Negative Profit
Profit Excluding Canceled
Has Refunds
No Refunds
Partial Refunds
Multiple Refunds
Zero Profit No Orders

Customer must be a member of ALL selected segments. Leave empty for no segment filter.

Newsletter Subscription

Any (no filter) ▼

#### Product Targeting (Order / Cart)

Require Product Types

Simple
Configurable
Grouped
Bundle
Virtual
Downloadable

Cart/order must contain at least one item of a selected type. Leave empty for no restriction. Not applicable to welcome-email rules.

Sale Amount (base currency)

greater than or equals ▼

Compares the order or cart base grand total. Not applicable to welcome/customer events.

Sale Amount Value

50

Numeric threshold in base currency (e.g. 100.00). Ignored when operator above is "Doesn't matter".

SKUs

Separate multiple SKUs with commas. The order/cart must contain at least one. Leave empty for no SKU restriction.

## Audience

- **Limit to Store Views** - restrict to specific store views.

- **Limit to Customer Groups** - e.g. retail only, or wholesale only.
- **Required Customer Segments** - the customer must belong to *all* selected segments (available when customer segments exist on your store).
- **Newsletter Subscription** - require subscribed / unsubscribed, or any.

### Product Targeting (Order / Cart)

- **Require Product Types** - the cart or order must contain at least one item of a selected type (simple, configurable, bundle, etc.).
- **Sale Amount** - compare the order or cart grand total with an operator (greater than or equals, etc.) and a **Sale Amount Value** in base currency.
- **SKUs** - the cart or order must contain at least one of these comma-separated SKUs.

Product conditions do not apply to welcome / customer-only events (there is no cart to inspect).

## 5.4 Excluded Categories

Tick any categories the cart or order must **not** contain for the rule to fire. Useful to skip follow-ups for gift cards, clearance, or restricted ranges.

Rule Information **Edit Rule "Abandoned cart winback (3-step)"** « Back [Reset](#) [Delete](#) [Save](#) [Save and Continue Edit](#)

General  
Emails  
Conditions  
**Excluded Categories**  
Coupons  
Recommendations  
Analytics & AI  
Send Test

Excluded Categories

Excluded Categories

Tick categories the order/cart must NOT contain for this rule to fire.

- Default Category (1)
  - Women (51)
  - Men (70)
  - Home & Decor (40)
    - Sale (9)
    - VIP (8)
  - Accessories (58)
- Tech Website (32)
  - Wearables (3)
  - Computing (12)
    - Smart Home (3)
    - Cameras (3)
    - TVs & Home Entertainment (3)
    - Audio (3)
    - test (0)
    - Accessories (3)
- New Site (0)
  - Coffee Beans (32)
  - Tea Collection (6)
  - Brewing Equipment (7)
    - Specialty Drinks (3)
    - Gift Sets (4)
    - Subscriptions (1)

The picker is the standard Maho category tree; expand a branch with the plus icon and tick the categories to exclude.

## 5.5 Coupons

Attach a unique, single-use discount to the email.

Rule Information **Edit Rule "Abandoned cart winback (3-step)"** « Back [Reset](#) [Delete](#) [Save](#) [Save and Continue Edit](#)

General  
Emails  
Conditions  
Excluded Categories  
**Coupons**  
Recommendations  
Analytics & AI  
Send Test

Coupon

Coupon Rule:  ▼  
Mint a unique coupon code per recipient from this cart price rule. The rule must have "Auto Generate" enabled. Leave blank to send no coupon.

Coupon Expiry (days):   
Days until the generated coupon expires (blank = no expiry).

Coupon Code Prefix:   
Optional prefix prepended to generated coupon codes (alphanumeric, dash, underscore only; max 12 chars; e.g. "SAVE-"). The minted code is updated in-place so checkout still matches it.

- **Coupon Rule** - choose a **Shopping Cart Price Rule**. A unique coupon code is minted from it per recipient at enqueue time and embedded via `{{var coupon_code}}` in the template. Leave blank to send no coupon.
- **Coupon Expiry (days)** - days until the generated code expires (blank = no expiry).
- **Coupon Code Prefix** - an optional prefix prepended to generated codes (alphanumeric, dash, underscore; max 12 chars, e.g. `SAVE-`).

**Prerequisite.** The chosen cart price rule must have **Use Auto Generation = Yes** (set under **Promotions > Shopping Cart Price Rules > Manage Coupon Codes**).

Without it there is no code pool to draw from and no coupon will be attached. Only auto-generation rules appear in the dropdown.

## 5.6 Recommendations

Embed a grid of suggested products.

The screenshot shows the 'Edit Rule "Abandoned cart winback (3-step)"' configuration page. On the left is a 'Rule Information' sidebar with tabs for General, Emails, Conditions, Excluded Categories, Coupons, Recommendations (selected), Analytics & AI, and Send Test. The main content area is titled 'Product Recommendations' and contains two fields: 'Recommendation Source' with a dropdown menu set to 'Magento related products' and a descriptive tooltip, and 'Recommended Products' with a text input set to '3' and a tooltip explaining that 0 means none. At the top right of the main area are buttons for 'Back', 'Reset', 'Delete', 'Save', and 'Save and Continue Edit'.

- **Recommendation Source** - which product collection backs the grid: vector recommendations (when the recommendations module is installed), or native related / cross-sell / up-sell products. Choose *None* to disable the grid even when a count is set.
- **Recommended Products** - how many products to embed (0 = none).

The rendered grid is available to templates as `{{var recommendations_html}}`.

## 5.7 Analytics & AI

## AI subject lines and campaign tracking.

Rule Information

General

Emails

Conditions

Excluded Categories

Coupons

Recommendations

Analytics & AI

Send Test

### Edit Rule "Abandoned cart winback (3-step)"

« Back Reset Delete Save Save and Continue Edit

AI Content

AI Subject Line

Generate the subject line with AI (requires the Maho AI module configured; falls back to the template subject otherwise).

UTM Tracking

UTM Campaign

utm\_campaign parameter appended to all links in this email. Defaults to the rule name when blank.

UTM Term

Optional utm\_term parameter (e.g. the keyword or audience segment). Leave blank to omit.

UTM Content

Optional utm\_content parameter (e.g. email variant or creative identifier). Leave blank to omit.

- **AI Subject Line** - when Yes, the subject is generated by the Maho AI module (cached per rule + context, with no personal data in the prompt). Falls back to the template's own subject when AI is unavailable.
- **UTM Campaign** - the `utm_campaign` value appended to every link in the email. Defaults to the rule name when blank.
- **UTM Term / UTM Content** - optional `utm_term` and `utm_content` parameters for finer analytics segmentation.

Every outbound link automatically carries `utm_source=followup` and `utm_medium=email`, so the emails show up cleanly in your analytics.

## 5.8 Send Test

Preview the rendered email before going live.

Rule Information

- General
- Emails
- Conditions
- Excluded Categories
- Coupons
- Recommendations
- Analytics & AI
- Send Test

### Edit Rule "Abandoned cart winback (3-step)"

« Back
Reset
Delete
Save
Save and Continue Edit

Send a Test Email

Test Recipient Email

Customer ID

Order Increment ID

Quote/Cart ID

Product ID

The test email is sent to this address only. Nothing is queued.

Optional. Leave blank to use sample/auto data.

Optional. The order increment id (e.g. 100000123). Leave blank to use sample/auto data.

Optional. Leave blank to use sample/auto data.

Optional. Leave blank to use sample/auto data.

Send Test Email

- Test Recipient Email** - the test is sent only to this address; nothing is queued.
- Customer ID / Order Increment ID / Quote/Cart ID / Product ID** - optional. Supply real IDs to render the email with live data; leave blank to use sample data. For example, give an Order Increment ID to see an order-follow-up email populated with that order.

Click **Send Test Email** to deliver the preview.

## 6. Trigger reference

Trigger	Fires when	Notes
<b>Abandoned cart</b>	A cart has been idle for the configured threshold	Found by a scan every 15 minutes; respects the max-age setting.
<b>Order status change</b>	An order reaches a status	Use the <b>From / To</b> selects on the General tab.
<b>Customer welcome (new registration)</b>	A customer creates an account	Classic onboarding email.

Trigger	Fires when	Notes
Stock alert (back in stock / price drop)	A stock-alert subscriber's product comes back or drops in price	Requires the stock-alerts module (see <a href="#">Integrations</a> ).
Newsletter subscribe	A visitor subscribes to the newsletter	
Customer login (once per day)	A customer logs in	De-duplicated to once per customer per day.
Customer group changed	A customer's group changes	Use <code>{"from_group":x,"to_group":y}</code> in Trigger Params to target a specific move.
Wishlist - product added	A product is added to a wishlist	
Wishlist - shared	A wishlist is shared	
Customer came back (clicked a follow-up link)	A recipient clicks a tracked link in a previous email	Lets you chain a "welcome back" message.
Customer birthday	It is the customer's birthday	Scanned daily at 06:00.
Customer inactive for N days	A customer has had no activity for N days	Set N with <code>{"days":30}</code> ; scanned daily at 07:00.

## 7. The send queue

Follow-up Email > Send Queue shows every scheduled, sent, failed and cancelled email.

Send Queue							
Page 1 of 2 pages   View 20 per page   Total 38 records found						Reset Filter Search	
ID	Rule	Recipient	Status	Scheduled	Attempts	Sent	Action
				From dd/mm/yyyy To dd/mm/yyyy		From dd/mm/yyyy To dd/mm/yyyy	
55	15	tz@example.com	Pending	May 24, 2026, 8:20:43 AM	0		
54	15	cpn@example.com	Pending	May 24, 2026, 7:38:11 AM	0		
53	15	g2@example.com	Pending	May 23, 2026, 8:49:12 PM	0		
52	15	g3c@example.com	Pending	May 23, 2026, 6:57:29 PM	0		
51	15	g3a@example.com	Pending	May 23, 2026, 6:57:29 PM	0		
50	15	fallbacktest@example.com	Pending	May 23, 2026, 6:41:30 PM	0		
49	15	chaintest@example.com	Pending	May 23, 2026, 6:41:30 PM	0		
48	15	restore@example.com	Pending	May 23, 2026, 3:44:28 PM	0		
47	15	fix1cart@example.com	Pending	May 23, 2026, 2:24:28 PM	0		
46	15	cart.abandoner@example.com	Pending	May 23, 2026, 1:16:10 PM	0		
45	14	g3c@example.com	Pending	May 23, 2026, 6:57:29 PM	0		
44	14	fallbacktest@example.com	Pending	May 23, 2026, 6:41:30 PM	0		
43	14	chaintest@example.com	Pending	May 23, 2026, 6:41:30 PM	0		
42	14	restore@example.com	Pending	May 23, 2026, 3:44:28 PM	0		
41	14	fix1cart@example.com	Pending	May 23, 2026, 2:24:28 PM	0		
40	14	cart.abandoner@example.com	Pending	May 23, 2026, 1:16:10 PM	0		
39	13	fallbacktest@example.com	Pending	May 23, 2026, 7:11:30 PM	0		
38	13	chaintest@example.com	Pending	May 23, 2026, 7:11:30 PM	0		
37	13	restore@example.com	Pending	May 23, 2026, 4:14:28 PM	0		
36	13	fix1cart@example.com	Pending	May 23, 2026, 2:54:28 PM	0		

Columns: **ID**, **Rule**, **Recipient**, **Status**, **Scheduled**, **Attempts**, **Sent**. Filter by any column using the header row. Per-row actions let you **Send now**, **Cancel** a pending row, or **Requeue** a failed one.

Statuses you will see:

- **Pending** - scheduled, waiting for its send time.
- **Sent** - delivered.
- **Failed** - all three attempts failed (requeue to try again).
- **Cancelled** - cancelled by a cancellation event or manually.

## 8. Performance report

Follow-up Email > Performance summarises every rule's results.

## Follow-up Email Performance

Rule	Queued	Sent	Opened	Clicked	Open Rate	Click Rate
Post-Purchase Review Request	874	861	433	104	50.3%	12.1%
Win-back: Inactive 60 Days	640	628	196	47	31.2%	7.5%
Abandoned Cart Recovery	512	498	271	89	54.4%	17.9%
Welcome Series	386	384	248	77	64.6%	20.1%
Price Drop Alert	208	205	142	63	69.3%	30.7%
Back in Stock Alert	134	134	101	58	75.4%	43.3%
Birthday Reward	96	95	67	31	70.5%	32.6%

For each rule you get **Queued**, **Sent**, **Opened**, **Clicked**, plus the derived **Open Rate** and **Click Rate**. Deleted rules still appear (labelled "deleted") so historical numbers are never lost. Open and click figures come from the tracking pixel and click-redirect described next.

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## 9. Email templates and power directives

The module ships six responsive, dark-mode-safe templates, registered under **System > Transactional Emails** so you can clone and customise them:

- Follow-up: Abandoned Cart
- Follow-up: Welcome
- Follow-up: Win-back
- Follow-up: Back in Stock
- Follow-up: Price Drop
- Follow-up: Order Follow-up

Each pulls your store name, logo and accent colour automatically, and every optional block (coupon, recommendations, restore link) is guarded so it never renders empty.

### Variables available in templates

Variable	Contents
<code>{{var customer_name}}</code>	Recipient's name
<code>{{var store_name}}</code> / <code>{{var logo_url}}</code> / <code>{{var primary_color}}</code>	Brand tokens
<code>{{var cart_items_html}}</code>	Rendered cart/order line items (abandoned cart)
<code>{{var coupon_code}}</code>	The minted coupon code (when a coupon rule is set)
<code>{{var restore_url}}</code>	One-click cart restore link (abandoned cart)
<code>{{var cta_url}}</code>	Primary call-to-action link
<code>{{var recommendations_html}}</code>	Rendered recommendation grid
<code>{{var product_name}}</code> / <code>product_url</code> / <code>product_image_url</code> / <code>product_price</code>	The subject product (stock alert)
<code>{{var old_price}}</code> / <code>{{var new_price}}</code>	Price-drop figures
<code>{{var sequence_number}}</code>	Which step of the chain this email is
<code>{{var unsubscribe_url}}</code> / <code>{{var unsubscribe_all_url}}</code>	Unsubscribe links

## Power directives

On top of Maho's standard `{{var}}`, `{{depend}}`, `{{if X}}...{{/if}}`, `{{store}}` and `{{template}}` tags, these templates support a richer set:

### Loops

```

{{foreach loop="order.getAllVisibleItems()" as="item"}}
  {{var item.getName()}} x {{var item.getQtyOrdered()}}

```

```
- position {{var item_index}} of {{var item_count}}
{{/foreach}}
```

Inside a loop, `<alias>_index` (1-based) and `<alias>_count` are available.

**Conditionals** (operators `==` `!=` `>` `>=` `<` `<=`, or a bare truthy test)

```
{{if order.getGrandTotal() >= 100}}
  Enjoy free express shipping!
{{elseif order.getGrandTotal() >= 50}}
  You qualify for free standard shipping.
{{else}}
  Add a little more for free shipping.
{{endif}}
```

Note the close tag is `{{endif}}` (not `{{/if}}`). The `{{/if}}` form is the simpler boolean conditional inherited from Maho; both work and never collide.

## Product thumbnail

```
{{thumbnail source="product" size="280"}}
```

## Value modifiers

```
{{var item.getPrice()|formatPrice}}      -> $49.00
{{var order.getCreatedAt()|formatDate}}   -> 2026-05-24 09:30
{{var order.getCreatedAt()|formatDate:Y-m-d}}
{{var weight|formatDecimal:2}}           -> 1.25
```

`formatPrice` renders store currency, `formatDate` converts UTC to the store timezone (optional PHP date format), and `formatDecimal` fixes the decimal places.

---

## 10. Tracking and unsubscribe

Every email includes:

- A **tracking pixel** that records opens.
- **Click redirects** that record clicks and forward to the real destination (validated to your own host, so they can never be turned into an open redirect).
- A **one-click unsubscribe** link. `{{var unsubscribe_url}}` opts the recipient out of that rule; `{{var unsubscribe_all_url}}` opts them out of every follow-up. Unsubscribes are persistent and re-checked at send time, so an opted-out recipient is skipped even if a rule already queued them.

All four links (open, click, unsubscribe, restore) are signed with an HMAC token and cannot be forged or guessed.

---

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## 11. Automation (cron)

The module registers four cron jobs. They run automatically once Maho's cron is configured (the standard `php maho cron:run` schedule).

Job	Schedule	Purpose
Process queue	every 5 minutes	Render and send due queue rows
Scan abandoned carts	every 15 minutes	Enqueue follow-ups for newly idle carts
Scan birthdays	daily at 06:00	Enqueue birthday emails
Scan inactivity	daily at 07:00	Enqueue win-back emails for inactive customers

If emails are not going out, the first thing to check is that Maho's cron is actually running.

---

---

## 12. Integrations

All three are optional and detected at runtime. Nothing breaks when they are absent.

- **Maho AI** ( `mageaustralia/maho-module-ai` ) - powers the **AI Subject Line** option. Configure a provider and API key under **System > Maho AI** first.
- **Recommendations** (a vector-recommendations module) - powers personalised product grids. When absent, the *Recommendation Source* falls back to native related / cross-sell / up-sell products.
- **Stock Alerts** ( `mageaustralia/maho-module-stock-alerts` ) - when installed, back-in-stock and price-drop alerts are routed through this engine. If a matching `stock_alert` rule exists, the subscriber gets the rich follow-up email instead of the basic stock-alert email. If no rule matches, stock-alerts still sends its own email, so a subscriber is never silently dropped.

## 13. Troubleshooting

Symptom	Likely cause and fix
The admin menu / rules do not appear	<code>composer dump-autoload -o</code> was not run after install. Run it, then <code>php maho cache:flush</code> .
Rules never fire / queue stays empty	Maho cron is not running. Confirm <code>php maho cron:run</code> is scheduled.
Queue rows are Pending but never sent	The process-queue cron is not running, or <b>Enabled</b> is set to No in configuration.
Coupon code is empty in the email	The chosen cart price rule does not have <b>Use Auto Generation = Yes</b> , or no Coupon Rule was selected on the Coupons tab.
AI subject falls back to the template subject	The Maho AI module is not installed/enabled, or no provider/key is configured.
Recommendation grid is empty	<i>Recommendation Source</i> is <i>None</i> , <b>Recommended Products</b> is 0, or the source collection returned no products.

Symptom	Likely cause and fix
Abandoned-cart emails never send	Check the <b>idle hours</b> and <b>max cart age</b> settings, and that the 15-minute scan cron is running.
A shopper got a follow-up after buying	Add the relevant completion event (e.g. order placed / a specific order status) to the rule's <b>Cancellation Events</b> .

For developer-facing details (extension points, MJML sources, the template filter internals), see [README.md](#).

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