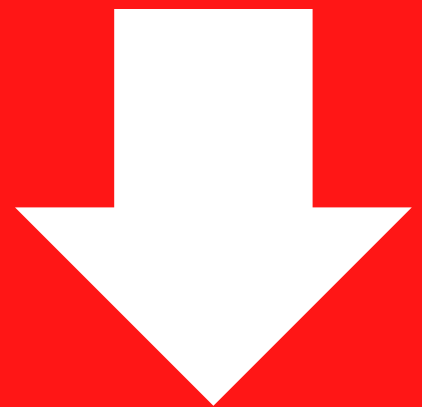




THE UNSUBSCRIBE- PROOF TIMING CHEAT SHEET

The exact send windows that recover the most carts without burning out your list.



THE CORE TIMING TABLE

Email	Fire Window	Best Practice	Why This Window
1 — Trust-First	0-2 hours after abandonment	Fire on the faster end (30-60 min) if your diagnosis pointed to timing-based abandonment; closer to the 2-hour mark is fine for price or trust-driven abandonment	Intent is still warm. Fire too late and even perfect copy reads as an afterthought — fire within the window and the same words land as genuinely thoughtful
2 — Value	~24 hours after abandonment	Send within a 22-26 hour window of the original abandonment, not a flat "next day at 9am"	Gives the customer a full day to reconsider on their own before you introduce proof and objection-handling — too early and it duplicates Email 1's job
3 — Decision	48-72 hours after abandonment	Send at the 60-72 hour mark, not earlier	This is the one email with urgency and incentive; firing it too early compresses the "two genuinely helpful touches first" sequencing this system depends on
4 — Close-Out	Immediately after Email 3's window closes, or on your discount's expiration date	Same day the Email 3 offer expires	Keeps the "closing the loop" framing honest — a close-out sent days later feels arbitrary instead of tied to a real deadline

GETTING SPECIFIC: TIME-OF-DAY RULES

The core timing windows for this system (0 to 2 hours, around 24 hours, and 48 to 72 hours) depend on when a shopper leaves, not what the clock says. Your actual send times will depend on when people shop on your site, which you can check in your dashboard.

Even so, two basic clock rules apply no matter when your visitors show up:

- Avoid sending Email 1 between midnight and 6 AM in the customer's local time. If someone leaves a cart at 11:40 PM, do not let your system send the first email at 12:15 AM. A notification that pops up at 2 AM does more harm to your brand than a message that waits for morning. If your email app lets you set "quiet hours," pause sends between midnight and 8 AM and hold the message until the next open slot.
- Send Email 2 and Email 3 during mid-morning or early evening. You won't always hit a perfect time, but if your platform gives you options (like rounding to the nearest send window), aim for late morning (9 to 11 AM) or early evening (6 to 8 PM). People usually check personal emails during these times instead of working, which gives them time to pay attention to your message.

MOBILE TIMING

REALITY CHECK

A large number of these emails will be opened on a phone, often as a quick notification on a locked screen. This changes how you handle timing.

If your subject line relies on urgency (like saying "closing soon"), the customer must be able to act right away. Don't send urgent messages while they are driving or busy. Keep tight deadlines for Email 3 (sent at 60 to 72 hours) when buyers have a real chance to finish checking out before time runs out.

THE FREQUENCY RULE: AVOID OVERWHELMING BUYERS

Four emails spread over 72 hours (plus a final close-out message) is the absolute limit. Do not add a fifth email, do not send a "just checking in" message between Email 2 and Email 3, and never let a new abandoned cart restart the sequence while an earlier one is still active for the same buyer. Overlapping emails cause more unsubscribes than bad copy ever will.

The Fix: If a customer leaves a second cart while still in an active sequence, block the second sequence completely. Run only one active recovery sequence per customer at a time.

SUPPRESSION WINDOWS: PROTECTING YOUR LIST

Good timing on single emails only solves part of the problem. The biggest reason people unsubscribe is that stores keep emailing buyers who show zero interest across the whole sequence.

Set a suppression window. If a contact goes through all four emails without opening or clicking anything, stop sending them regular marketing emails for 60 to 90 days, or move them to a low-frequency list. Sending daily emails to inactive buyers damages your deliverability rates, which can land your emails in the spam folder for your entire audience.

Know the difference between "didn't buy" and "never opened." A contact who opened all four emails, clicked your links, and still didn't buy simply decided "not right now." A contact who never opened a single email is a list-cleaning issue. They belong in a separate group that gets one simple re-permission email ("Still want to hear from us?") rather than more sales messages.

YOUR TIMING SETUP CHECKLIST

- ☐ Email 1 fires within 0-2 hours, faster if your diagnosis points to timing-based abandonment
- ☐ Quiet-hours rule in place so nothing lands between midnight and 8am local time
- ☐ Email 2 fires at ~24 hours, weighted toward mid-morning or early evening where your platform allows rounding
- ☐ Email 3 fires at 60-72 hours, not earlier
- ☐ Email 4 fires the same day Email 3's offer expires
- ☐ Sequence caps at four emails total — no added touches
- ☐ Second abandonments during an active sequence are suppressed, not run in parallel
- ☐ 60-90 day suppression window set for contacts with zero engagement across all four emails
- ☐ Re-permission email planned for never-engaged contacts, separate from the recovery sequence itself

Get these eight boxes checked before you flip the sequence live, and you've built a flow that recovers carts without slowly emailing your way into higher unsubscribe rates.