MEDIACOM87

Customer follow-up

Automatic e-mail reminders for your PrestaShop store: abandoned carts, thank-you messages, loyalty

PrestaShop 1.6 - 9.x • PHP 5.6 - 8.5 • Free module

User guide - © 2008-2026 Mediacom87

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1. About the module

Customer follow-up (technical name `medreminder`) is a free module developed by Mediacom87. It automatically sends four e-mail reminders to your customers: abandoned cart, thank-you after an order, reward for your best customers and reminder for customers who no longer order.

Each reminder can include a personal discount code, created for the customer and valid for the number of days you choose, or be sent without a discount. The e-mails are sent in the language of the customer by a scheduled task, which the free medcron module can take over in one click.

> **Key point** By default, reminders are only sent to customers subscribed to your newsletter, and every e-mail contains a link to stop receiving them. The module comes with the four reminders disabled: nothing is sent until you enable them.

2. Features

Four automatic reminders

Abandoned carts, thank-you after an order, best customers above a purchase threshold and customers inactive for a chosen number of days. Each reminder is enabled and set up separately.

With or without a discount

A percentage discount code is created for each customer, single-use and limited in time. With an amount of 0, the e-mail is sent without a code.

GDPR compliant

Sending limited to customers subscribed to the newsletter, unsubscribe link in every e-mail and exclusion of a customer from the back office. The module neither places nor reads any cookie.

In the language of the customer

E-mails supplied in French, English, German, Spanish, Italian and Polish. The subject and the name of the discount are translated too. The templates can be customized in your theme.

A simple scheduled task

The Cron task tab gives the address and the crontab line of each store. With medcron, one click is enough, with no server setup at all.

Statistics

E-mails sent, discounts used and conversion rate of each reminder, day by day, over the last 30 days.

3. Compatibility and requirements

- PrestaShop 1.6 to 9.x, multistore included.
- PHP 5.6 to 8.5.
- Working e-mail delivery on the store (Advanced Parameters > E-mail).
- A scheduled task: the free medcron module, or the crontab of your server.

4. Installation and update

Installation

In **Modules > Module Manager**, click “Upload a module” and drop the `medreminder.zip` archive. Then open the configuration of the module: the four reminders are disabled, enable the ones you want and set up the scheduled task (chapter 10).

Updating from version 1.0.0

Upload the new archive as for an installation: PrestaShop runs the update. It brings the following changes:

- the “Only customers subscribed to the newsletter” filter is enabled for the four reminders;
- a minimum delay of 3 hours applies before an abandoned cart is reminded;
- the e-mail templates of the `mails/` folder of the module are replaced: if you edited them there, redo your changes in your theme (chapter 9);
- the address of the cron task does not change.

Uninstallation

Uninstalling deletes the log of sent e-mails, the list of excluded customers, the settings, the license and the tasks of the module in medcron. Discounts already sent remain usable until their end date. Remember to remove the line from your crontab if you added one.

5. Free license

The module works fully without a license. The free registration adds new version notifications, the one-click update and the support form.

In the **License** tab, enter your e-mail address and click “Register now”. The license is activated at once for the domain of the store.

6. The four reminders

The **Configuration** tab shows one block per reminder. At the bottom of each block, the number of e-mails the next run of the scheduled task will send is displayed. Save with “Save settings”.

Abandoned carts (“Cancelled carts” block)

An e-mail is sent for a cart that contains at least one product, has not been modified for the minimum delay (3 hours by default) and was last modified less than 7 days ago, when the customer has not placed any order since. A customer receives at most one reminder of this kind every 7 days, for their most recent cart, and the same cart is never reminded twice. The button of the e-mail takes the customer back to their cart.

Thank-you after an order (“Re-order” block)

After each validated order of the last 7 days, the customer receives a thank-you message, with a discount on their next order if an amount is set. A customer who orders several times in the week only receives one e-mail. Guest orders are not concerned.

Best customers

A customer whose validated orders of the last 90 days reach the **Threshold**, in the default currency of the store, receives a thank-you e-mail. This reward is only sent once per customer.

Inactive customers (“Bad customers” block)

A customer who has placed at least one validated order, but none for the number of days set in **Since x days**, receives a “We miss you” e-mail. They receive it only once per period of inactivity: if they order again and then become inactive again, they can receive it once more. With 0 days, this reminder sends nothing.

Setting	Purpose
Enable	Enables or disables the reminder.
Only customers subscribed to the newsletter	Enabled by default: the reminder is only sent to customers who agreed to receive your offers (chapter 8).
Minimum delay (carts only)	Number of hours without any change to the cart before it is considered abandoned.
Discount amount	Percentage of the discount, from 0 to 100. At 0, the e-mail is sent without a discount.
Discount validity	Number of days during which the code can be used.
Threshold (best customers)	Total purchases over 90 days from which the customer is rewarded.
Since x days (inactive customers)	Number of days without an order from which the customer is reminded.

7. Discounts

When an amount is set, the module creates a personal cart rule for each e-mail: reserved for the customer, as a percentage, usable once, valid until the evening of the last day of validity and not combinable with other discounts. Its code starts with `MED-` and its name is translated into each language of the store.

If the e-mail cannot be sent, the discount is deleted at once and the customer will be reminded on the next run.

In the **General** block, the “Delete outdated discounts during each launch to clean database” option removes the expired `MED-` codes at each run of the scheduled task.

8. GDPR and consent

The newsletter filter

These reminders are commercial e-mails. The “Only customers subscribed to the newsletter” filter, enabled by default on each reminder, limits sending to customers who agreed to receive your offers. Disabling it is your responsibility under the GDPR.

The unsubscribe link

Every e-mail ends with a “Stop receiving these e-mails” link. It opens a page of the store that asks for a confirmation with a button: the security software of mail services, which opens links, therefore cannot unsubscribe a customer in their place. Once confirmed, the customer no longer receives any reminder from the module. Their newsletter subscription is not changed.

Excluded customers

A customer asks you, by e-mail or phone, to stop receiving these e-mails? Enter their address in the **Excluded customers** block and click “Exclude”. All the accounts using this address are excluded. “Include again” cancels the exclusion. The block shows the number of excluded customers, unsubscriptions through the link included.

Cookies

The module neither places nor reads any cookie. It only works on the carts and orders saved in your database and linked to the customer account: the cookie consent of the visitor does not come into play.

9. The e-mails

Languages

Each reminder exists in two versions, with and without a discount, in French, English, German, Spanish, Italian and Polish. The customer receives the e-mail in their language. If their language has no template, the e-mail is sent in English. The subject and the name of the discount follow the same language.

Customization

Copy the `mails` folder of the module into `themes/your_theme/modules/medreminder/mails/` and edit the copy: it takes priority and is kept when the module is updated. The `followup_1` to `followup_4` templates are used when a discount is set, the templates ending with `_novoucher` when the amount is 0.

Variable	Content
`{firstname}`, `{lastname}`	First and last name of the customer
`{amount}`, `{days}`	Percentage and validity of the discount
`{voucher_num}`	Discount code
`{days_threshold}`	Number of days of inactivity (inactive customers)
`{cart_url}`	Link to the cart of the customer
`{unsubscribe_url}`	Unsubscribe link, to keep in your templates
`{shop_name}`, `{shop_url}`	Name and address of the store

10. The cron task

The e-mails are sent by a scheduled task. Run it **every hour**: abandoned carts are then reminded close to the minimum delay, and the module only sends the reminders that are due, never the same one twice.

The address of each store

The **Cron task** tab shows, for each store where the module is enabled, the address to call, the line ready to add to the crontab of your server and the date of the last run.

```
17 * * * * curl -s "https://your-store.com/module/medreminder/cron?secure_key=..." > /dev/null
```

Scheduling with medcron

medcron is the free scheduled tasks module of Mediacom87: history, failure alerts, locks, with no access to the crontab. At the top of the Cron task tab, a block adapts to your situation: “Install medcron (free)” when it is missing, activation when it is disabled, then “Schedule with medcron” or “Schedule all with medcron” once it is ready. The “View in medcron”, “History” and “Remove from medcron” buttons follow each task.

medcron receives one task per store, run every hour in the context of that store, with a summary of the e-mails sent in its history. If you disable the module on a store, its task is removed from medcron.

> **Warning** A task scheduled in medcron must not also stay in the crontab of your server: it would run twice. Remove the line from the crontab.

11. Statistics

The **Statistics** tab shows, day by day over the last 30 days and for each reminder, the number of e-mails sent, the number of discounts used in a validated order and the conversion rate.

12. Multistore

- The settings of the reminders are saved for the store or group selected in the store selector, like any PrestaShop setting.
- Each store has its own scheduled task: the Cron task tab lists them all, without switching stores.
- The e-mails are sent with the name, address and links of the store of the customer.
- An excluded or unsubscribed customer is excluded on every store.

13. Hosting behind a WAF/WAAP

If your store is protected by a web application firewall (WAF or WAAP), here are the front office routes used by the module. None of them carries free text: the arguments are numeric identifiers or hexadecimal keys. If one of them is blocked, send this table to your technical contact.

Route	Arguments
`index.php?fc=module&module=medreminder&controller=cron` (GET)	`secure_key` : key of the scheduled task
`index.php?fc=module&module=medreminder&controller=unsubscribe` (GET, then POST)	`customer` : customer ID; `secure_key` : 32 hexadecimal characters; `confirm` (POST)
`index.php?fc=module&module=medreminder&controller=medlicense` (POST JSON)	`token` : notifications from the Mediacom87 license server

14. Frequently asked questions

A customer did not receive the abandoned cart e-mail. Why?

The e-mail is only sent if the cart contains at least one product, has not been modified for the minimum delay nor for more than 7 days, if the customer has not ordered since, if they are subscribed to the newsletter when the filter is enabled, if they are not excluded and if they have not received this reminder during the last 7 days. Also check that the scheduled task runs: the Cron task tab shows its last run.

Can I send a reminder without a discount?

Yes: set the discount amount to 0. The e-mail is then sent without a code.

I cannot find the cron task URL.

Open the Cron task tab: it shows the address of each store and the line to add to the crontab of your server.

I have no access to the crontab of my server. How do I run the reminders?

Install medcron from the Cron task tab, then click “Schedule all with medcron”.

Are these e-mails GDPR compliant?

By default, the module only sends them to customers subscribed to your newsletter and each e-mail contains an unsubscribe link. You can disable the newsletter filter, under your own responsibility.

The next run shows 0 e-mails although I have abandoned carts.

The counter applies the same conditions as the sending: newsletter filter, minimum delay, excluded customers. Disabling the newsletter filter to test means sending real commercial e-mails: run your tests with a customer account of your own, subscribed to the newsletter.

15. Reporting a vulnerability

Mediacom87 adheres to the TouchWeb Charter for Responsible Cybersecurity and welcomes any report of a security flaw in its modules.

- Acknowledgement within 7 days maximum for any relevant report.
- Impact analysis and fix planning within 30 days maximum.
- Publication of a security advisory with a CVE identifier for significant vulnerabilities.
- No fix is ever released silently.

The “Security Policy” tab of the module describes the full procedure. Provide as much detail as possible: description, impact, affected version, reproduction steps.

16. Support, updates and donations

Support

Once the module is registered, the “Contact” button of the **Informations** tab opens a form sent from your back office, with the useful technical details attached. The **FAQ** tab answers the most frequent questions.

One-click update

When a new version is available, a banner announces it at the top of the configuration. The “Update now” button downloads the archive signed by Mediacom87, checks it and installs it. The current version is kept until the end of the operation and restored if it fails.

Donations

The module is free. Once it has proved useful, a window asks you from time to time to support its development: “Later” postpones it by 60 days, “I already donated” makes it disappear. The Ko-fi donation page is only loaded if you choose to make a donation. The “Support the module” button of the Informations tab stays available at any time.

> **Mediacom87** Thank you for choosing Customer follow-up. Mediacom87 has specialized in PrestaShop since 2008.