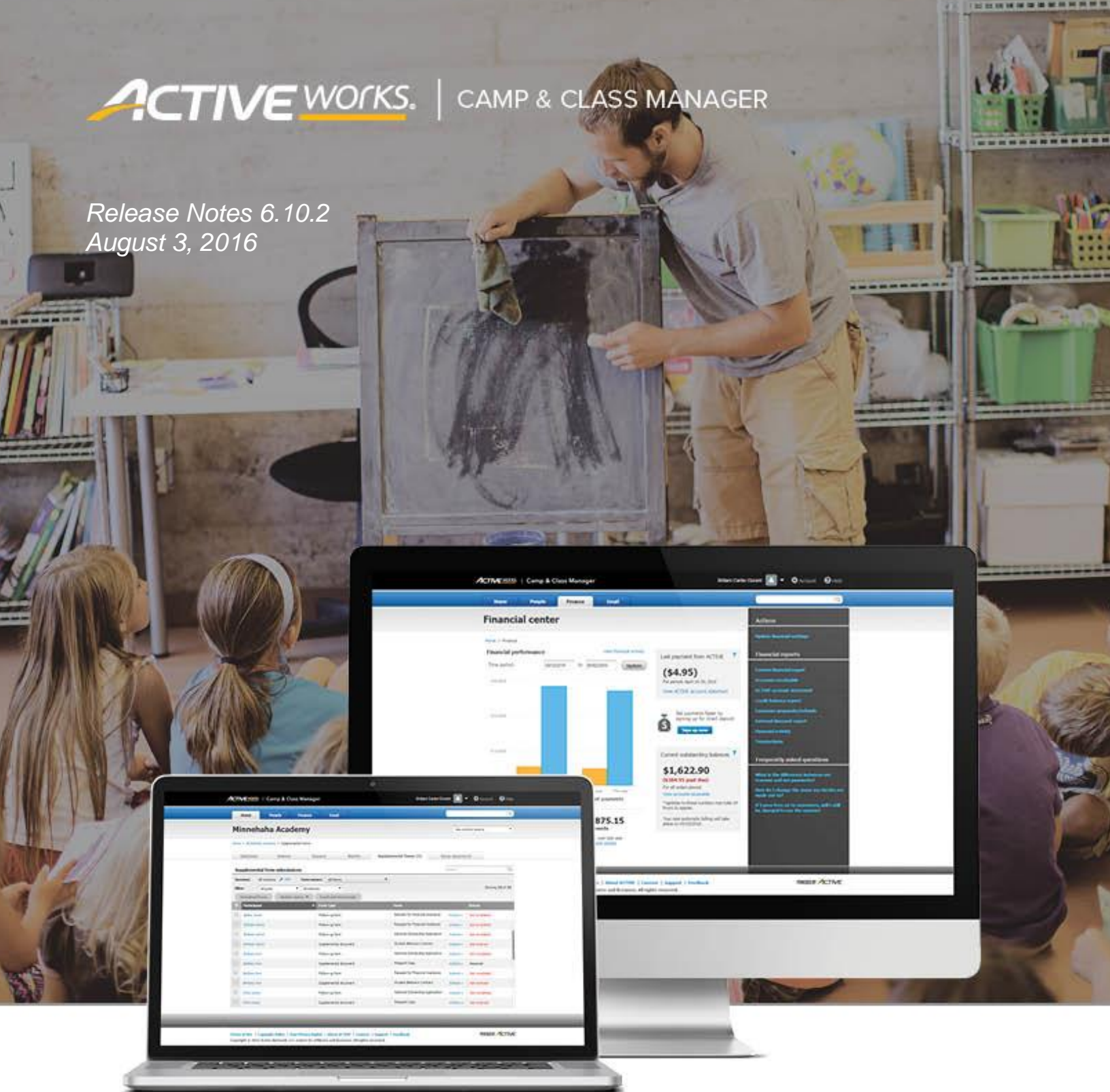


Release Notes 6.10.2  
August 3, 2016



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## Release Summary

The purpose of this Release Notes document is to provide a brief, educational summary of the items updated or added in this product release.

Besides providing this document, we will also update existing documentation in the Help Center to show updated workflows. If you have additional questions about this release, please contact the Support team.

Release 6.10.2 is comprised of product updates to track cart abandonment. Organizations can track registrations that have been initiated but not completed, and send email reminders to prompt customers to come back and complete the registration.

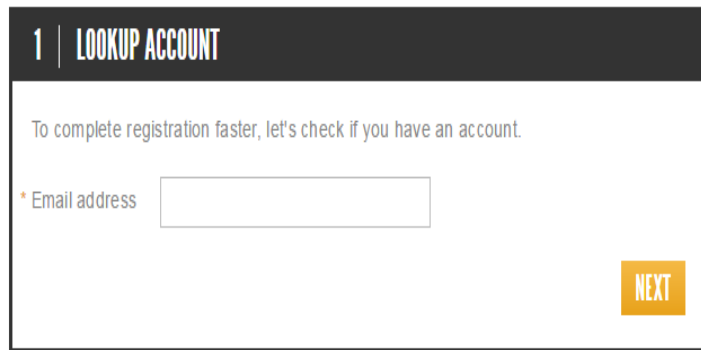
# Enhanced Product Features

## Track Abandoned Registrations

We have added a new feature that will help track registrants who have not completed their registration and an option to send reminder emails to encourage customers to come back and register for the event.

### Registration Information

COMPLETE THE FOLLOWING INFORMATION TO REGISTER



The screenshot shows a registration form titled "1 | LOOKUP ACCOUNT". Below the title, it says "To complete registration faster, let's check if you have an account." There is a text input field labeled "\* Email address" and an orange "NEXT" button at the bottom right.

### Enable Cart Abandonment Data Collection

If you enable cart abandonment data collection, the following information data is collected:

- The date and time the registration was abandoned
- The selected season
- Customer's email address

◦ **Note:** This information is only collected if they proceed past Step 1. Account Lookup

To enable this feature, contact technical support team for assistance.

**Note:** Please contact Technical Support at [awcampssupport@activenetwork.com](mailto:awcampssupport@activenetwork.com) or call us at 877.692.0111, option 2 if your organization has phone support.

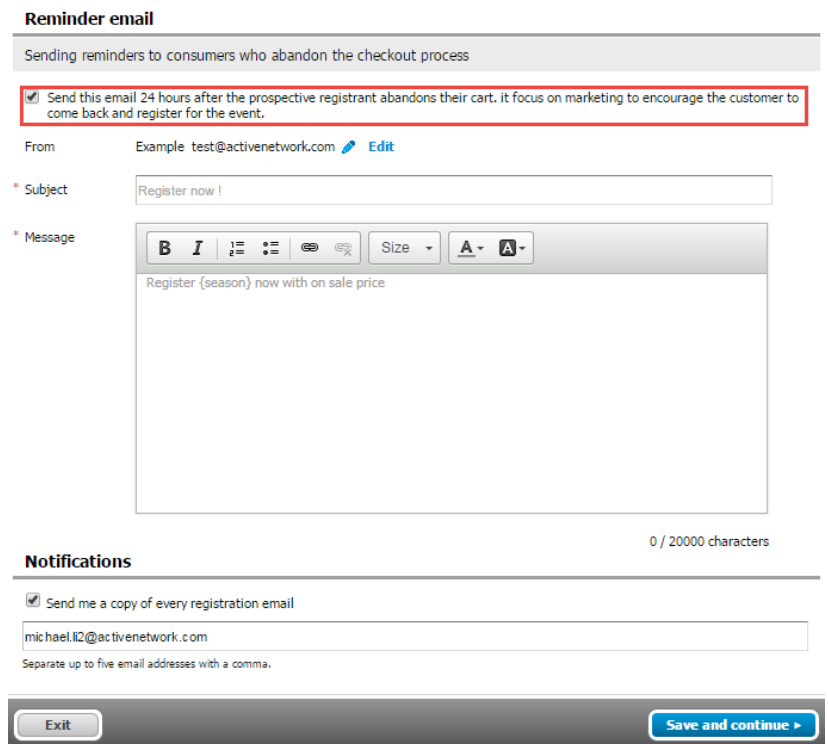
## Send Reminder for Abandoned Registrations

You can send reminder emails to customers who started the registration process but have not checked out. This email can be configured for each season, and are automatically sent 24 hours after the registration is abandoned.

If the registrant returns to complete the registration within 24 hours, this email will not be sent.

To configure reminder email:

1. Click **Setup** for desired season
2. Go to **Confirmation email**
3. Select checkbox for **Send this email 24 hours after the prospective registrant abandons their cart. It focuses on marketing to encourage the customer to come back and register for the event.**
4. Enter a subject for message in **Subject** field
5. Enter up to 20000 characters for the message in **Message** field
6. **Save and Continue**



The screenshot shows a "Reminder email" configuration form. At the top, it says "Sending reminders to consumers who abandon the checkout process". There is a checkbox labeled "Send this email 24 hours after the prospective registrant abandons their cart. It focuses on marketing to encourage the customer to come back and register for the event." which is checked. Below this, there are fields for "From" (Example: test@activenetwork.com), "Subject" (Register now!), and "Message" (Register (season) now with on sale price). There is a character count "0 / 20000 characters". At the bottom, there is a "Notifications" section with a checkbox "Send me a copy of every registration email" which is checked, and an email address field "michael.l2@activenetwork.com". At the very bottom, there are "Exit" and "Save and continue" buttons.

**Note:** Cart Abandonment Data Collection needs to be enabled before this reminder email can be set up

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