JVZoo Abandoned Cart Hook

Overview

Turn missed checkouts into sales automatically.

With JVZoo’s Abandoned Cart feed connected to Mailvio, every lost cart can trigger targeted follow-ups that recover revenue without manual work.

Once connected, new leads from JVZoo’s abandoned cart feed will automatically be added to a group in Mailvio, letting you build automations and send cart recovery emails instantly.

How to Set It Up

Step 1: Find Your Mailvio JVZoo Webhook URL

1. Log in to app.mailvio.com
2. Click on your profile icon in the top-right corner
3. Select “JVZoo Webhook” from the dropdown menu
4. Copy your unique webhook URL

Step 2: Add the URL in JVZoo

1. Go to your JVZoo Dashboard
2. Navigate to Abandoned Cart Settings
3. Paste your copied Mailvio webhook URL into the field provided
4. Save your changes

Step 3: Create or Prepare the Automation in Mailvio

1. In Mailvio, go to Automations → Create New
2. Set the trigger to “When contact is added to a group”

Use the group name exactly as:

jvzoo_abandon_cart

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URL: https://support.mailvio.com/content/2/225/en/jvzoo-abandoned-cart-hook.html

3.

- This group is auto-created the first time a lead comes in through JVZoo’s Abandoned Cart feed.
- You can also create it manually beforehand (just make sure the name matches exactly).

Step 4: Build Product-Specific Follow-ups

- Use the field “JVZoo Product ID” in your automation branches to send targeted cart recovery emails.

This field is created automatically if it doesn’t exist.

Why It Works

- Real-time abandoned cart data sent straight from JVZoo
- Automatic grouping and custom field creation
- Personalization by product for higher conversions
- Zero manual exports or syncing

Results You Can Expect

Most users complete setup in under an hour and typically see 5–15% extra monthly revenue from recovered orders.

Quick Recap

 Copy your unique Mailvio JVZoo Webhook URL
 Paste it into JVZoo’s Abandoned Cart settings
 Create an automation triggered by the jvzoo_abandon_cart group
 Branch by “JVZoo Product ID” for personalized follow-ups

Enable JVZoo Abandoned Cart in Mailvio and start reclaiming sales automatically.

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