

Your welcome flow impact

⌚ approx. 25 min

Module: Welcome Flows That Convert

Type: mini-audit

Task: Open your email marketing dashboard and note the following for the last full month: (1) number of new subscribers, (2) conversion rate of the welcome flow, (3) average order value, (4) estimated customer lifetime value of a first-time buyer. Calculate the monthly and annual revenue impact of a one-percentage-point improvement in the flow's conversion rate. Write up the result in a single sentence for your next strategy meeting.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Where in your shop does the welcome flow have the biggest trust lever: product quality, brand story, or social proof?

2. How would you calculate the economic value of a new subscriber for your business?

3. What would need to change for your welcome flow to drive conversions, not just opens?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.