

Your Cart Recovery Potential

⌚ approx. 25 min

Module: Recovering abandoned carts with email

Type: mini-audit

Task: Open your email or shop system and record the following for the last complete month: (1) number of abandoned carts, (2) your current recovery rate, (3) average order value of recovery purchases. Then calculate: how much additional revenue per month and per year would a five-percentage-point increase in your recovery rate generate? Write up the result 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. What is the most common reason for abandonment in your shop, and how would you address it in your messaging?

2. When would a discount make sense in your recovery series, and when would it put your margins at risk?

3. What does the path look like for a customer who opens your email and returns to their cart in your shop?

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.