

Your Personal Abandonment Potential

⌚ approx. 25 min

Module: The 70% Problem

Type: mini-audit

Task: Open your analytics tool and note the following for the last full month: (1) overall cart abandonment rate, (2) cart abandonment rate on mobile, (3) average order value, (4) monthly checkout visits. Then calculate: how much additional revenue per month and per year would you generate by reducing your abandonment rate by two percentage points? Put the result into a single sentence you could use in 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 is the biggest abandonment lever: checkout, mobile, or retention?

2. How would you communicate the value of reducing your abandonment rate by one percentage point to your team?

3. What would it take to prioritize checkout optimization over buying more traffic?

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.