

Your personal abandonment potential

⌚ approx. 20 min

Module: Why Carts Die

Type: mini-audit

Task: Open your analytics tool and record the following for the last full month: (1) overall cart abandonment rate, (2) mobile cart abandonment rate, (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? Summarize the result in one sentence, ready 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 is the biggest lever for reducing abandonment: checkout transparency, mobile, payment methods, or trust?

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

3. What would it take for checkout optimization to be prioritized over buying traffic from new channels?

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.