



The 5-Minute Abandonment Diagnostic



A quick worksheet that tells you exactly why your carts are being abandoned — before you write another word of copy.

↘ Don't skip this. Building your recovery emails before running this diagnostic is like a mechanic replacing a part before finding out what's actually broken.

↘ The app doesn't know why your customers leave. This worksheet does the finding-out.

Step 1: Pull Your Numbers (2 minutes)

Open your store's analytics or ecommerce dashboard and fill in what you can. If you don't have all the data, just use what is available. Cart value, time to abandon, and new versus returning customer stats are on almost every platform, even if you can't track device types or the exact step where shoppers left.

Cart value pattern

- ☐ Abandonment is concentrated in high-value carts
- ☐ Abandonment is concentrated in low-value carts
- ☐ Abandonment is spread evenly across cart values

Time-to-abandon

- ☐ Mostly under a minute — something stopped them fast
- ☐ Mostly longer, with clear engagement (filling fields, scrolling) before they left

Device split

- ☐ Mobile abandonment is significantly higher than desktop
- ☐ Roughly even across devices
- ☐ Not tracked / don't know

New vs. returning customers

- ☐ Abandonment is higher among new customers, low among returning
- ☐ Abandonment is roughly even across both
- ☐ Not tracked / don't know

Step of abandonment (if your platform tracks it)

- ☐ Mostly at the cart page, before checkout starts
- ☐ Mostly at the shipping info step
- ☐ Mostly at the payment step
- ☐ Not tracked / don't know

Step 2: Score Your Three Categories (1 minute)

Every abandoned cart is driven by some mix of three things: **price**, **friction**, or **timing**. Use your Step 1 answers to tally which one is dominant.

Your answer	Points toward
High-value carts abandoning	Price or Trust
Low-value, single-item carts abandoning	Timing
Short time-to-abandon (under 1 min)	Price (sticker shock) or Friction
Long time-to-abandon, clear engagement	Friction hit partway through
Mobile abandonment much higher than desktop	Friction (checkout UX)
New customers abandon more than returning	Trust
Abandonment even across new/returning	Price or Friction (structural)
Abandonment concentrated at cart page	Price hesitation or low intent
Abandonment concentrated at shipping step	Friction (cost/delivery time)
Abandonment concentrated at payment step	Trust (strongest signal – they got all the way there and pulled back)

Tally which category came up most: **Price** ☐ **Friction** ☐ **Timing** ☐

Most stores land on one primary category and one secondary – that's normal. Circle your primary; underline your secondary.

Step 3: Identify Your Dominant Objection (1 minute)

Behind every abandoned cart, one of these four unspoken doubts is stopping the shopper. Match your result from Step 2 to the main issue holding them back:

- **Price:** *"Is this actually worth the money?"* (Objection 1). This isn't just about being "too expensive." It is a value question. The customer needs proof that the product works, not an instant coupon code.
- **Trust:** *"Can I trust this store with my money?"* (Objection 2). This is usually the big concern for first-time shoppers. They need to see real customer reviews, strong guarantees, and clear store policies.
- **Friction (especially during shipping or payment steps):** *"What if this doesn't work for me, or ends up being different than what I expected?"* (Objection 3). This comes down to a fear of making a bad purchase. Put your return policy and satisfaction guarantee front and center.
- **Timing:** *"Do I really need to buy this right now?"* (Objection 4). The shopper likes the item, but they aren't in a rush. This is the one time when a small, honest dose of urgency actually helps move things along.

Your primary objection: _____

Step 4: Know What This Means for Your Sequence (1 minute)



Find your main category below. This will tell you which part of your email sequence needs the most attention:

Price-based: Your second email (the Value Email) matters most here. Show customers why your product is worth the money by using proof and results, not a discount code. Save any discount offers for your final email, and only give them to this specific group.

Friction-based: Your very first email carries the most weight. It needs to solve the exact problem you found, like giving a clear update on shipping costs, reminding them of your return policy, or making it easier to return to checkout. Remember to fix the actual issue on your website too, rather than just emailing people about it.

Timing-based: Speed is everything here. Send your first email right away while the customer is still thinking about buying. Your second email should focus on keeping your brand on their mind and reminding them why your product is great, since there usually isn't a big problem or doubt to solve.



Five Mistakes That Quietly Cap Your Recovery Rate



Check these before you finalize your diagnosis:

- ❑ **I didn't just assume it's price.** Price feels like the obvious answer, but friction is the bigger driver for most stores. Defaulting to price usually means defaulting to discounting — which creates its own long-term cost.
 - ❑ **I used my own numbers, not gut feeling.** A high-price, high-consideration product has a different abandonment profile than a low-price impulse buy. Generic advice is a starting lens, not a substitute for your data.
 - ❑ **I didn't lump every abandoned cart together.** A new customer abandoning at payment and a returning customer abandoning at the cart page are telling you two different stories, even if your dashboard counts them the same. Segment by new vs. returning before drawing conclusions.
 - ❑ **I'm planning to re-run this, not just run it once.** Your abandonment reasons shift with traffic sources, price changes, seasonality, and checkout changes. Re-diagnose whenever your recovery rate starts drifting — don't work off a read from six months ago.
 - ❑ **I didn't confuse "no data available" with "no problem exists."** If your platform doesn't track device or step-of-abandonment, that's a data-access gap, not proof nothing's wrong. Work with what you've got now and set up deeper tracking going forward.
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Your Diagnosis, In One Line



Fill this in — it's the single sentence that should guide every email you write next:

My carts are abandoning primarily due to **[price / friction / timing]**, most likely because of **[the specific objection from Step 3]**, which means my **[first / second / third]** email needs to carry the most weight in this sequence.

Use this idea in your writing: you aren't guessing what to say anymore because you are answering a question you already know your customer is asking.

