

FREE CHECKLIST

The DTC Revenue *Leak Checklist.*

Find where your online store loses sales. Five leaks, 37 checks, about an hour with your store admin open.

01

Traffic

02

Conversion

03

Retention

04

Ops time

05

Data

Every store leaks somewhere.

Most founders only ever look at one place: traffic. This checklist walks through all five places a store loses money, so you fix the biggest leak first instead of the loudest one.

1. Traffic	Are you paying for visitors who were never going to buy?
2. Conversion	Of the people who arrive, where do they give up?
3. Retention	Are first-time buyers given a reason and a route to buy again?
4. Ops time	How many hours a week go into work that software could do?
5. Data	Can you trust the numbers you spend money on?

HOW TO USE IT

- 1 Block an hour. Open your store admin, your analytics and your email tool.
- 2 Tick each box that is true for your store **today**. If you are not sure, leave it blank. Blank is useful.
- 3 Count the blank boxes for each leak on the scorecard at the end. The leak with the most blanks is where you start.
- 4 Fix one leak at a time, then run the checklist again in 90 days.

Numbers in this checklist come from the sources listed on the last page and were checked on 19 September 2026. Benchmarks move, and your own store is always the better benchmark: compare yourself with last quarter before you compare yourself with an industry average. Nothing here is legal or tax advice.

Traffic

Are you paying for visitors who were never going to buy?

- ☐ Every paid ad lands on the page that matches its promise: the same product, the same offer. Not the homepage.
- ☐ You know your blended return (total revenue divided by total ad spend) for each of the last 6 months, and it is not falling while spend rises.
- ☐ You have listed your top 10 landing pages with the conversion rate of each, and the best converters get the most paid traffic.
- ☐ No single channel brings in more than about 60% of revenue. If one does, that is a risk to plan for, not a leak to fix.
- ☐ Every link in your emails, texts, influencer posts and ads carries UTM tags, so each sale is credited to the right channel.
- ☐ You check paid traffic's conversion rate on mobile and desktop separately.
- ☐ Your product and collection pages are indexed in Google Search Console.

WHAT GOOD LOOKS LIKE

Each channel has a job (find new buyers, bring back visitors, sell to existing customers), and each campaign sends people to the page that finishes that job.

TRY THIS TODAY

Open your analytics, sort landing pages by sessions, and check where your paid visitors actually land. If it is the homepage, that is your first fix.

Conversion

Of the people who arrive, where do they give up?

- ☐ You have written down your funnel for the last 90 days, by device: sessions, added to cart, reached checkout, purchased, and the drop at each step.
- ☐ On a phone, your best-seller's page shows price, delivery estimate, returns policy and reviews without hunting, with the buy button above the fold.
- ☐ Shipping cost, or the free-shipping threshold, is visible on the product page or cart, not revealed for the first time at checkout.
- ☐ Guest checkout is on, and it is the most prominent way to check out. Creating an account is optional.
- ☐ Express wallets your customers expect are switched on: Shop Pay, Apple Pay, Google Pay, PayPal.
- ☐ Your top product page passes Google's Core Web Vitals on mobile in PageSpeed Insights: LCP 2.5 s or less, INP 200 ms or less, CLS 0.1 or less.
- ☐ You have read your store's "searches with no results" report this month. Each row is a customer who wanted something and could not find it.
- ☐ Once a month you buy your own best-seller on your phone, up to the payment step, and note anything that slows you down.

WHAT GOOD LOOKS LIKE

Shoppers see the full cost before checkout, can pay in two taps as a guest, and the pages load fast on a mid-range phone.

THE NUMBER

70.22% of online carts are abandoned on average, and "extra costs too high" is the most common reason given (40% of those who abandon).

Baymard Institute, Cart abandonment rate statistics, checked 19 September 2026.

Retention

Are first-time buyers given a reason and a route to buy again?

- ☐ You know your returning-customer rate for the last 12 months, and the typical number of days between a customer's first and second order.
- ☐ Welcome flow is live: 3 or more emails over 1 to 2 weeks, and it stops when someone buys.
- ☐ Abandoned-checkout flow is live: 2 to 3 messages showing the actual cart, with the first sent within a few hours.
- ☐ Only one abandoned-checkout system is running. If your email tool sends one, your store platform's own version is off.
- ☐ Browse-abandonment, post-purchase and win-back flows are live, and the win-back timing comes from your own reorder data, not a guess.
- ☐ If you sell anything people run out of, a replenishment reminder goes out when a typical customer would be running low.
- ☐ Your best customers (top spenders, or 3+ orders) get early access and recognition instead of the same discounts as everyone else.
- ☐ Your sending domain is authenticated (SPF, DKIM and DMARC all pass) and every marketing email has one-click unsubscribe.

WHAT GOOD LOOKS LIKE

Every buyer gets a thank-you, help using the product, a review request after delivery, and a timely nudge to come back.

THE NUMBER

Across Klaviyo's customers, automated flows bring in nearly 41% of email revenue from just 5.3% of the emails sent.

Klaviyo, Email marketing benchmarks, checked 19 September 2026.

Ops time

How many hours a week go into work that software could do?

- ☐ Shipping emails include a working tracking link, and customers can check their order status on your site without writing to you.
- ☐ Returns and exchanges run through a returns page or portal, not long email threads.
- ☐ Support messages are tagged by topic, so you know the top 3 reasons customers contact you.
- ☐ Nobody updates stock by hand between channels (marketplaces, wholesale, point of sale).
- ☐ Your weekly numbers arrive by themselves. Nobody rebuilds the same spreadsheet every Monday.
- ☐ Customers are tagged automatically (VIP, wholesale, repeat buyer), not by hand.
- ☐ You have filled in the worksheet below and know how many hours a week these tasks take.

TASK	TIMES A WEEK	MINUTES EACH	HOURS A WEEK
Answering "where is my order?"			
Returns and exchanges			
Updating stock between channels			
Building reports			
Tagging customers			
Total			

WHAT GOOD LOOKS LIKE

"Where is my order?" is mostly answered by the tracking email and a tracking page, returns run themselves, and no one types the same data into two systems.

THE NUMBER

"Where is my order?" questions make up 18% of incoming support requests on average, according to Gorgias.

Gorgias, Automate WISMO requests, checked 19 September 2026.

Data

Can you trust the numbers you spend money on?

- ☐ For the same 30 days you have compared purchases in your store platform, Google Analytics, Meta Ads and your email tool. The store platform is the truth.
- ☐ Google Analytics does not show more purchases than your store. If it does, purchases are being counted twice.
- ☐ Google Analytics is installed once, not through the theme, an app and a pixel at the same time.
- ☐ Purchase is marked as a key event, and view item, add to cart, begin checkout and purchase all carry value and currency.
- ☐ PayPal and your other payment gateways are listed as unwanted referrals, so they do not take the credit for your sales.
- ☐ Meta receives purchases from both the browser pixel and the Conversions API, and Events Manager shows them as deduplicated.
- ☐ Shopify stores: any tracking code in the old "Additional scripts" box on the order status page stopped running on 26 August 2026 (28 August 2025 on Plus). It now lives in Customer events or an app pixel.

WHAT GOOD LOOKS LIKE

One source of truth for revenue, analytics within a known and stable gap of it, and ad platforms learning from real purchases.

TRY THIS TODAY

Put last month's purchase count from your store next to the one in Google Analytics. More in Analytics means double counting. A quarter fewer or worse usually means something is broken (our rule of thumb; a gap of 5 to 15% is normal).

SCORECARD

Your biggest leak.

Count the blank boxes in each section. The most blanks marks the leak to fix first. If two tie, start with Data: when the numbers are wrong, every other decision is a guess.

LEAK	CHECKS	LEFT BLANK
1. Traffic	7	
2. Conversion	8	
3. Retention	8	
4. Ops time	7	
5. Data	7	

The leak I will fix first: _____

WANT A SECOND PAIR OF EYES?

The Revenue Leak *Teardown*.

I go through all five leaks on your real store data, estimate what each one is costing you, and send a written report with a recorded walkthrough, ranked by money and by how fast each fix is.

You keep the report either way, and you can fix everything in it yourself.

[DIGITALSHIJIL.COM](https://digitalshijil.com)

One store breakdown a day on Instagram, TikTok, YouTube, Threads and X: @digitalshijil.

Where the numbers come from.

All checked on 19 September 2026. These sources update their figures from time to time; open the link for the latest.

1. Baymard Institute, Cart abandonment rate statistics
<https://baymard.com/lists/cart-abandonment-rate>
2. Klaviyo, Email marketing benchmarks
<https://www.klaviyo.com/products/email-marketing/benchmarks>
3. Google, Email sender guidelines
<https://support.google.com/a/answer/81126>
4. web.dev, Web Vitals (the "good" thresholds)
<https://web.dev/articles/vitals>
5. Gorgias, Automate WISMO requests
<https://www.gorgias.com/blog/automate-wismo-requests>
6. Shopify developer docs, Blocking script tags on the order status page
<https://shopify.dev/docs/apps/build/online-store/blocking-script-tags>

The 60% channel threshold, the few-hours timing for abandoned-checkout messages and the other unsourced guidance are working rules from practice, not published benchmarks.