

How to use: Go through each section and check every box that applies to your current cart recovery email system. Tally your score at the end. Any unchecked box is a documented operational gap in your recovery sequence.

Email Capture & List Health

- 1 Do you capture emails on product pages and category pages, not only at the cart step?
- 2 Have you replaced immediate discount popups with value-led capture (guides, quizzes, content)?
- 3 Is exit-intent capture configured on high-traffic product pages with clear value exchange?
- 4 Do you monitor bounce rate, spam complaints, and inbox placement monthly?
- 5 Are unengaged subscribers (no opens in 90+ days) suppressed or routed to a re-engagement flow?

Trigger Logic & Timing Windows

- 6 Do you tag every cart with the checkout step it left from (product, cart, shipping, payment)?
- 7 Is your first email delay tuned by intent level (15 to 45 min for checkout-step, 2 to 24 hr for cart-step)?
- 8 Are returning customers and warm traffic routed into a faster recovery cadence than cold traffic?
- 9 Is there an automated rule that retires a cart from the active sequence after a payment failure?
- 10 Do you suppress retargeting ads for 24 to 48 hours after email engagement?

Email Content & Mobile Optimization

- 11 Is your recovery email built mobile-first with a single visual block and one primary CTA?
- 12 Does your return link rebuild the cart and pre-load checkout with saved address and wallet payment?
- 13 Have you tested completing the purchase from your email in 3 taps or fewer on mobile?
- 14 Is the second email content distinct from the first (different angle, not just a resend)?
- 15 Are discount offers reserved for segments where price was diagnosed as the abandonment cause?

Segmentation by Abandonment Cause

- 16 Do you have a separate email branch for cost-shock abandonments (shipping or tax reveal)?
- 17 Is cold paid traffic routed into a different sequence than warm traffic and returning customers?
- 18 Are mobile abandonments handled with a mobile-specific email branch and wallet-payment CTA?
- 19 Do wishlist-style carts (open more than 7 days, no engagement) move to quarterly re-engagement?
- 20 Are price-comparison abandonments addressed with non-price value (shipping, returns, accessories)?

Performance Tracking & Recovery Math

- 21 Do you report recovery rate by segment monthly, not as a single black-box number?
- 22 Is attributed revenue per recovered cart tracked alongside open and click rates?
- 23 Do you calculate cost per recovered order separately for email and retargeting?
- 24 Have you measured pool composition (what share of carts come from each abandonment cause)?
- 25 Is every layer of the recovery system documented in an SOP that survives team turnover?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Your recovery sequence is unsegmented background noise; structural rebuild required
12-19	MODERATE	Core sequence works but 2 to 3 segmentation or timing gaps are leaking recovery
20-25	STRONG	System-level recovery in place; focus on optimization and reporting depth

Book a free recovery audit at modonix.com/services — we diagnose your top 3 cart recovery leaks in one session. Written by Ahmed Abuswa, Modonix.com

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