

Don't lose the sale you **already** earned

The ad worked, the page worked, the visitor added to cart. This checklist protects the last 30 seconds of the purchase.

The tell in your data: **add-to-carts look healthy, orders don't follow.**

THE CHECK		WHY IT MATTERS
IN THE CART		
☐	1 No shipping cost surprise at checkout	Unexpected shipping is one of the most common reasons carts get abandoned. Whatever you charge, the visitor should already know it from the product page.
☐	2 The cart shows the exact item they built	For personalized or variant-heavy products, the cart thumbnail should show their design, their photo, their choice. A generic thumbnail plants the doubt "did it save?"
☐	3 Guarantee restated near the pay button	You earned trust on the product page with a guarantee. Repeat it where the doubt peaks: one line next to payment ("love it or we redo it free").
AT CHECKOUT		
☐	4 Express payment options on (Shop Pay, Apple Pay, PayPal)	One tap beats typing a card number on a phone. New stores skip this setup step surprisingly often.
☐	5 Guest checkout works, no forced account	An account wall at the finish line costs real orders.
☐	6 The checkout form is easy on a phone	Most paid traffic arrives on mobile. Address autocomplete on, the right keyboard for each field (numbers for phone and zip), and as few fields as you can get away with. A form that fights thumbs loses orders.
☐	7 Discount code field isn't sending people away	An empty code box invites a Google hunt for coupons. Either have a code waiting (welcome popup) or minimize the field.
☐	8 Production time and delivery time shown separately	Made-to-order and personalized products take longer. "Ships in 5–7 days, arrives in 10–12" beats a vague estimate that gets read as slow, or as fast and then broken.
☐	9 Taxes and totals don't jump unexpectedly	Same principle as shipping. The total at checkout should match what the visitor expected.
☐	10 Trust signals near the pay button	Payment icons, return/redo policy link. Small, but this is where cold-traffic doubt peaks.
AFTER THE PAY BUTTON		
☐	11 Order confirmation email fires and reads like your brand	The purchase isn't the end. For personalized products, confirm what they ordered, including the design, so the doubt doesn't restart after paying.
☐	12 Abandoned checkout email is set up before launch	Some visitors leave no matter what you do. This email is some of the easiest revenue to recover, and a miss here never shows up in a dashboard. It's just money left uncollected.
THE FINAL TEST		
☐	13 You completed a real order end to end on your phone	Test mode can lie, and desktop hides mobile problems. Place a real order from your phone, refund it after. You find the broken step before paid traffic does.

Nothing new at the pay button

A helpful way to read this list: by the time someone reaches the pay button, nothing should be new information, and nothing they were promised should have quietly disappeared. Three places where that tends to break.

THE SURPRISE	WHAT IT LOOKS LIKE
Money surprise	Shipping, taxes, or a total the visitor didn't expect. Item 1 here pairs with item 8 on the product page checklist: no surprises about money.
Promise surprise	The guarantee, the promo, or the mockup offer from the ad and the page is nowhere in sight at checkout, right where the doubt peaks.
Order surprise	The cart or the confirmation email shows something generic instead of the exact item they built, and the doubt restarts.



ABOUT POTENTIAL COMMERCE

Ads Performance Center comes from the founders of Wrapware, a DTC brand. Making their ads work meant reading profit, store performance, and creative performance together, and tracking that across Meta and Shopify was manual and slow. So they built the tool they wished they'd had: a simplified view of your ads and your store, graded against the profit and performance targets you set, with a plain-words take on what to do next.

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