

Shopify AOV Leak Audit

Checks I run before adding a single bundle. From a live store at 1 to 3 orders a day.

1. Where does AOV sit vs free shipping?

30-day AOV minus threshold

Within \$5 of the line = the threshold is your lever.

Tuff: \$36.94 vs \$35

AOV was parked on the free shipping line.

2. Discount codes vs the threshold

Code % x threshold

A 20% code needs a \$43.75 cart to keep free shipping at \$35.

Check June-style dips

One code dropped monthly AOV to \$36.42.

3. Which item gets the discount?

Discount the accessory

Rate is checked on the discounted total.

Never the hero item

\$2.20 saved, \$7.00 shipping lost on 3 combos.

4. Add-on rail vs real orders

Count co-purchases, last 180 orders

Rank by orders, not by what looks nice.

Cut 0 and 1 order items

Tuff rail led with 1-order products.

5. Low stock in the rail

Stock < 10 units

Do not recommend what sells out this week.

6. 'Unlocks free shipping' labels

Label on effective price

A \$3 bundle discount made the label lie.

Headroom = max auto discount

gap + largest automatic payout.

7. Zero-value discount lines

'-\$0.00' in the cart

BXGY prints it on the BUY item. Hide it.

8. Attach rates by product

% of orders sold solo

100% solo items are the targets.

Already 65%+ attached

Leave those alone.

9. Is the checkout number real?

Completed orders flat?

Falling 'reached checkout' with flat orders = bots.

Use search traffic CR

1.13% search vs 0.84% blended.

10. Honest measurement at low volume

Single-item order share

Baseline 48.6%. Watch it fall.

Bundle adoption %

Line-item property on every kit add.

No AOV % claims < ~30 days

At 2 orders a day, one big order moves it.

11. Pre-existing trend check

Plot 6 months before you start

Tuff's uptrend began before the work. No causation claim.

12. Bundle tier design

3 tiers max

Harness / Walk Set / Full Kit. Default the middle.

Picker price = cart price

Match to the cent or trust breaks.

13. Kit edge cases

Color-match add-ons

Exact match, then fuzzy, then first in stock.

Sold-out variant

Disable the kit button and say why.

14. Red flags in AOV case studies

No baseline, no dates

Cannot be checked. Treat as a claim.

Vendor-published only

The app selling you the tool wrote it.

Lift on a promo week

Seasonality, not the bundle.

15. Questions for a CRO hire

'How will you measure this at my volume?'

Wrong answer: 'A/B test it.'

'What would make you say it failed?'

Get a number before work starts.

16. Rates

Audit \$500 . \$50/hr

Weekly retainer \$750 to \$1,000.

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