

CRO Case Study Vetting Checklist

Check any Shopify CRO case study before you hire. By Kaspian Fuad, Shopify CRO consultant.

1. Baseline and ending value

0.73% -> 0.81%, not '+11%'

A percentage with no start point cannot be checked.

Ask for every metric

CVR, ATC rate, reached checkout, AOV.

Ending value at a stated date

'Now' is not a date.

2. Exact date ranges

Equal-length windows

4 weeks vs the prior 4 weeks is fair.

Watch for seasonality

BFCM vs February proves nothing.

11 days vs prior 11 days

Short windows are fine if equal.

3. Session count

Sessions +4%, checkout +30%

Funnel lift on flat traffic = real work.

Revenue up on doubled ads

That is a media buy, not CRO.

Sessions dropped, CVR rose

Smaller denominator, same buyers.

4. Funnel steps

ATC rate / reached checkout

Shows where the lift came from.

Checkout abandonment

The ratio that ignores price point.

Completed checkouts

The last step, in counts not rates.

5. What shipped, and when

Change log per week

A metric that moved with no ship moved on its own.

Metric moves in the ship week

The strongest attribution you get without a test.

Name the file or feature

'Optimized the PDP' is not a change.

Red flags

'Up to 300% more conversions'

No store, no dates, no baseline.

Only screenshots of a new PDP

Design is not a result.

Rebuild sold as CRO

Replatform lifts are a different product.

Your own funnel in 5 minutes

Shopify analytics, 28d vs prior 28d

Sessions, ATC rate, reached checkout rate.

Reached checkout / ATC < 0.5

The cart is your leak.

ATC flat, sessions up

The product page is your leak.

Example: WD Electronics, 4-week rolling

Reached checkout 1.35% +30%

May 6 to Jun 6 vs Apr 4 to May 5.

Added to cart 2.4% +28%

Sessions +4% in the same window.

Conversion 0.62% +14%

Gross sales \$492,184, +13%.

Example: what shipped

Sprint 2: JS error fix + PDP images

Error sessions 93.9% -> near zero; LCP 2.06s -> 0.736s.

Sprint 3: cart drawer rebuild

Checkout abandonment 49.5% -> 43.2%.

Cart CLS fix

Lighthouse cart CLS 0.488 -> 0.001.

Example: what it does not prove

No holdout group

Before/after windows, not an A/B test.

UTV riding season

Seasonal demand can lift conversion alone.

Channel growth

Some sales lift belongs to Bing + Facebook.