



The 2026 median is 2.07%

Five friction settings most stores never change

A screenshot of the Shopify admin interface, specifically the 'Create discount' page. The browser address bar shows 'admin.shopify.com/discounts'. The page title is 'Create discount'. Under the heading 'Amount off products', there is a 'Method' section with two tabs: 'Discount code' (selected) and 'Automatic discount'. To the right of these tabs is a link that says 'Generate random code'. Below the tabs is a text input field for the 'Discount code'. A note below the field states 'Customers must enter this code at checkout.' Further down, under the heading 'Discount value', there is a 'Percentage' input field. At the bottom, the 'Applies to' section is partially visible. A dark purple callout box with a purple dot and the text 'Discount method' is overlaid on the right side of the form, containing the text 'Code or auto' in a large, white, sans-serif font.

Swipe →

Four settings to check today

✓ Guest checkout on

✓ Auto discount on sales

✓ Free shipping threshold set

✓ Pixels on every step

Swipe →

Fix 1: checkout friction

admin.shopify.com/settings/checkout

Customer contact method ⓘ

The contact method customers enter at checkout will receive order and shipping notifications

☒ Phone number or email
An SMS App is required to send SMS updates

☐ Email

☒ Show a link for customers to track their order with Shop
Customers will be able to download the app from the order status page

☐ Require customers to sign in to their account before checkout
Customers can only use email when sign-in is required

Customer information

Full name Only require last name ▾

Company name Don't include ▾

Address line 2 (apartment, unit, etc.) Optional ▾

Shipping address phone number Don't include ▾

● Settings > Checkout
Sign-in off

Guest checkout on, phone optional: the low-friction default

Swipe →

Find your friction gap

1

Check your CVR

Analytics > Overview, last 30 days

2

Find the drop

Analytics > Checkout, by step

3

Fix the setting

Match the drop to one of the five

Swipe →

Do this, not that



Auto discount for sales

no code



Guest checkout on

less drop



Shipping phone optional

less friction



Discount code required

+step



Phone required at checkout

+drop

Swipe →

Fix 4: free shipping

admin.shopify.com/settings/shipping

Name

Free shipping

Add delivery details

Rate type Price Transit time

Flat £ 0.00 Select

Example at checkout

Free shipping FREE

☒ Offer free shipping

Minimum order amount

£ 75.00

Free shipping rate

Min order set

Set the minimum, then make sure your theme bar shows the same number

Swipe →

Fix friction first

These five settings
take under 30 minutes
to **audit and fix**.

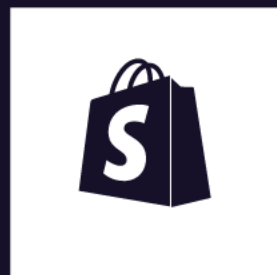
Most stores find at
least two still on the
default.

Swipe →

Want the CVR checklist?

COMMENT CVR2026

I send it over. No forms, no spam.



SHOPIFY
SELECT
PARTNER

kaspianfuad.com

Kaspian Fuad · Shopify CRO