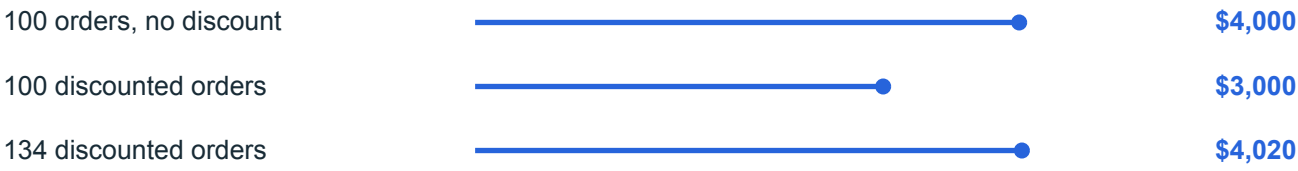
Cart-flow launch sheet

Keep the example, the test and the next decision together.



Completed flow example

Event: eligible subscriber starts checkout. Before send: confirm purchase has not completed and applicable suppressions remain clear. Earlier recovery route yields to checkout route. A named team owns replies. Verify the actual return link.

The discount hurdle

$100 price less $60 variable cost leaves $40. A $10 discount leaves $30. Baseline 100 orders contribute $4,000. 133 discounted orders contribute $3,990; 134 contribute $4,020, before extra programme costs.

Three decisive launch cases

Purchase just before send: recovery is cancelled. Opt-out before send: message is suppressed as required. Unknown reply: a useful clarification or named handoff, not an invented fact.

Use it with your team

Keep the event receipt

Store the test identifier, time, eligibility, cancellation and observed result together. Re-run affected cases after an event mapping or policy change.

Provider boundary

The reviewed Postscript guide specifies one recovery message within 48 hours and one browse message per 72 hours. Recheck current provider rules and the programme's legal design before activation.

Write the next decision

Owner: _____ Review date: _____

The evidence we still need: _____

Current source check: 28 October 2026. Original examples are teaching material, not customer or product results.

Source notes

attentive-checkout · postscript-recovery

Discuss the relevant shopper workflow with Zobi