MARK ✓ IF COMPLETE, ✗ IF A LEAK.

#	Audit Item	Mark
1	Confirmation email with next steps	
2	Delivery updates until arrival	
3	Clear onboarding for first use	
4	Proactive help email (not reactive)	
5	Returns/support info visible	
6	Feedback loop (3–7 days)	
7	Personalised follow-up	
8	Content that helps usage	
9	Loyalty / referral system	
10	Repeat purchase trigger	

SCORE INTERPRETATION:
9-10 = GREAT, OPTIMISE
6-8 = LEAKING MONEY
<6 = OVERHAUL NOW