AXIOPRAX FIXES · D18 · FRAUD & BOTS

Conversion rate jump checklist

Check whether the jump is real or a change in how Shopify counts sessions.

- ☐ **Did the jump start September 21 to 23, 2026?**
  Shopify's session measurement rollout window
- ☐ **Open a sessions report**
  Analytics > Reports > a sessions report > Controls
- ☐ **Check the Human or bot session filter**
  Configuration panel > Filters
- ☐ **Split by Human or bot session**
  Configuration panel > Dimensions
- ☐ **Check the bot filtering time range**
  Data from October 7, 2025 onward only
- ☐ **Compare only post-update periods**
  Baseline September 21, 2026; compare periods starting after September 23
- ☐ **Check orders and sales for the same dates**
  Analytics > Reports, sales and orders reports

Remember

- Orders, sales and customer counts are not changed by the update.
- Bot filtering covers data from October 7, 2025 onward only.
- Some bots can still be counted as human.
- Filter changes apply only to the report you are viewing.

Sources: Shopify Help Center pages listed on the fix page (checked Nov 2026). Full fix: axioprax.com/fixes/shopify-conversion-rate-jump-bot-sessions