shopify

Ecommerce growth guide

How over 875 million people shop
—and the insights to guide your growth strategy
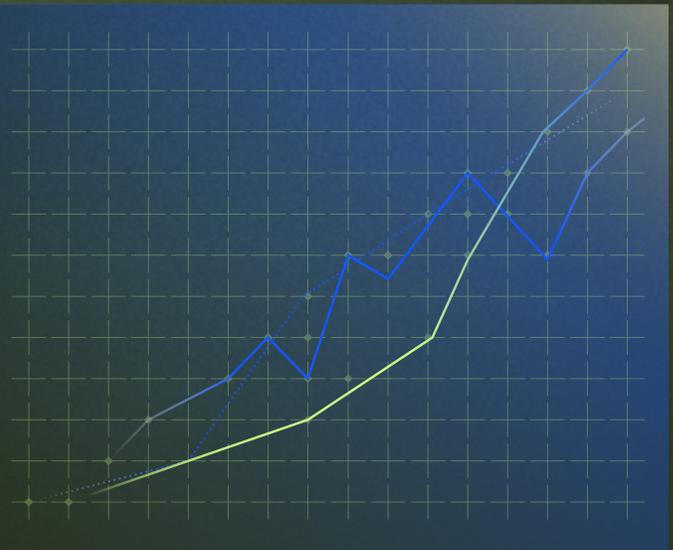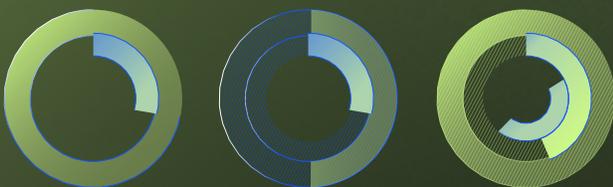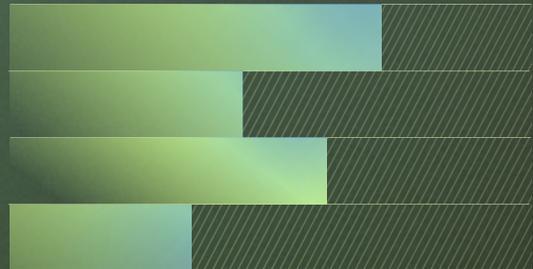
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01 The tremendous opportunity of today's digital marketing landscape

The history of digital marketing is marked by major events we'll never forget—the first clickable ad, the advent of Web 2.0, the arrival of social media, and now the decline of third-party cookies, the rise of AI, and more on the horizon. Today, we're witnessing yet another historic moment in digital marketing: consumer behaviors, privacy regulations, and technologies are changing across the industry—with higher competition than ever—which in turn means that marketing executives and ecommerce leaders need to adapt now more than ever. Plus, consumers expect configuration at every touchpoint—in other words, a buyer journey driven by technology, complete with personalization and customization options. They expect seamless experiences everywhere they shop, not just online.

Ultimately, your success lies in your ability to effectively target your best buyers, activate buyer insights to deliver personalized shopping journeys that convert, and build a sustainable, long-term growth engine for your business. It's to that end that we've created this report, based on vast amounts of consumer behavior data pulled from all the commerce that runs through Shopify.

Because while it's true that understanding your customers has always been the key to your success, the strategies you've relied on in the past to achieve that understanding must now change to fit this new reality. What's more, you're expected to deliver results that drive growth not just in the face of changing customer expectations, but also facing a constantly changing market.
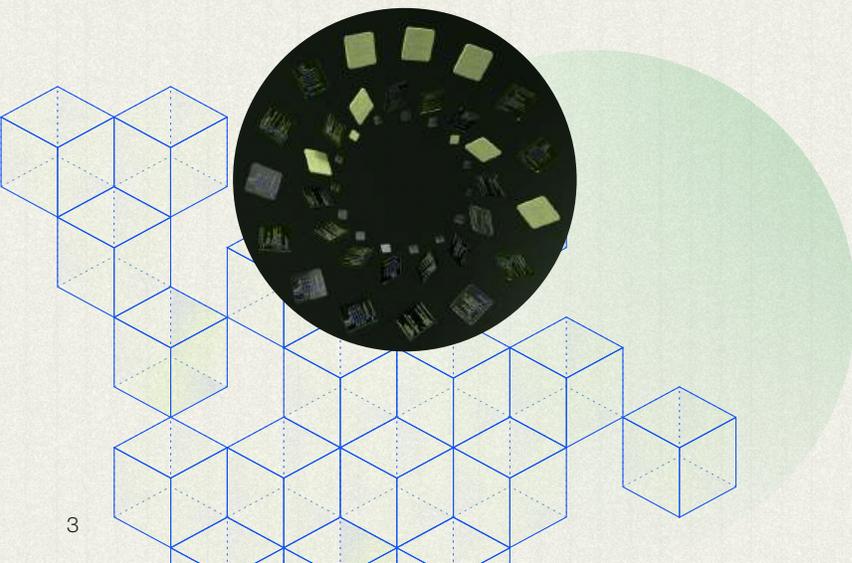
Our dedication to innovation is unmatched, supported by a workforce of thousands of engineers.

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THE TREMENDOUS
OPPORTUNITY OF
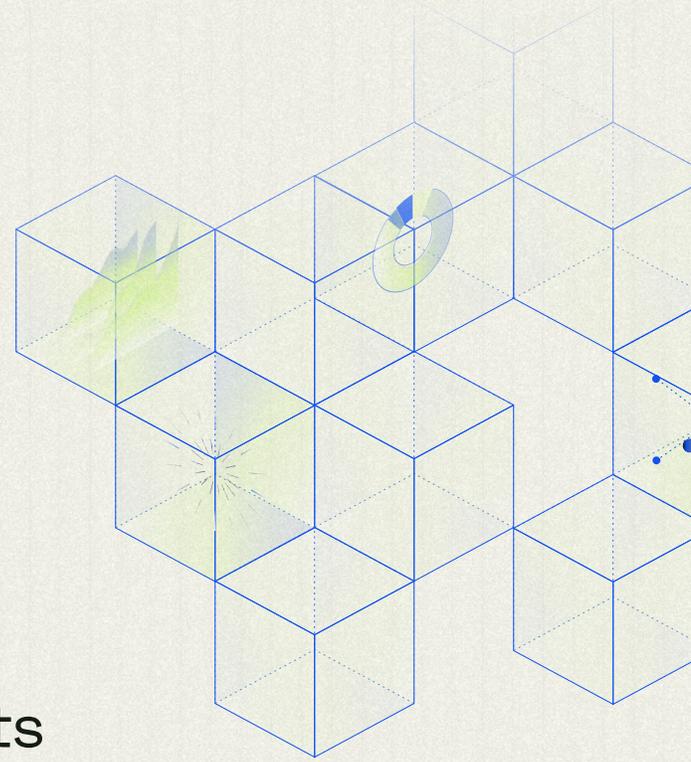TODAY'S DIGITAL
MARKETING
LANDSCAPE

We understand that with the big changes in this market come new challenges—but we're equally confident that with Shopify's unique growth solutions, you can grow your business now and into the future. We pride ourselves on our innovation, culture of change, future-focused technology, and unique marketing and advertising tools. We've invested in unique acquisition tools like Audiences and Shop Campaigns to help reduce ad spend, as well as solutions for customer behavior and attribution measurement, like pixels and first-party identity resolution that help connect customer behavior data across channels with customer identity to give you the best customer acquisition cost in the industry.

Beyond our solutions built for growth (which we'll cover in more detail later), we've also taken it upon ourselves to dig deep into our internal Shopify data and pull out strong insights to help guide your strategy in the face of today's shifting marketing landscape, to help you capitalize on this massive opportunity and drive growth in the years to come.

The best growth strategies are built on a foundation of insights

We've performed a detailed, in-depth analysis of the high volume of people who shop on our platform—a sampling of more than 875 million unique online shoppers purchasing from Shopify businesses in 2024, representing more than 10% of all US ecommerce and a significant portion of global commerce. Between this massive pool of information, our best-in-class platform that has processed more than 5.5 billion orders, and our consistent high positioning in analyst reports, we're uniquely positioned to provide these insights—and we're thrilled to share it, both in the service of our customers and commerce around the world.

Here are a few of the key questions we analyzed and will discuss in detail throughout this report:

01 What are the overall online growth trends?

02 Which ecommerce industries are growing the fastest?

03 How is the Shop network driving growth?

04 Which sales and advertising channels are delivering the highest value?

05 How is unified commerce impacting overall commerce?

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With this information, we hope to equip you with valuable trends and insights to help inform your growth strategies as you plan for 2025 and beyond.

Still, information is just one side of the growth equation. In addition to our detailed insights, we have the tools you need to put those insights into action—solutions tailored to help your business grow, no matter your strategy or requirements. In this report, we'll help you build your marketing strategies for this new world with a foundation of industry-leading consumer data and insights.

We'll highlight key trends pulled from our data, showcase expert insights from revenue leaders, and offer tactical steps you can take with Shopify tools to grow your business. These tools are all built into our core platform, completely integrated from day one and built to get your strategy running immediately. And one of Shopify's key strengths is that you can choose which tools are the best fit to help get the job done—and get you on your way to driving customer growth, improving conversion rates, reducing CAC, and staying ahead of the competition—all while keeping up with the latest trends in the market.

Where we pulled our data

The data in this report includes information and trends across industries that sell on the Shopify platform, revenue bands classified based on the annual GMV of each business, and all major global regions based on shop information as of October 1, 2024. Our analysis focuses on online orders that had any GMV contributions (positive or negative) from non-fraudulent shops. Yearly data spans from Q4 to Q3 of the next year—for example, 2024 spans inclusively from Q4 2023 to Q3 2024. Year-over-year growth compares 2023 to 2024, and two-year growth compares data from 2022 to 2024. Average order value analysis excludes orders exceeding US$500,000.
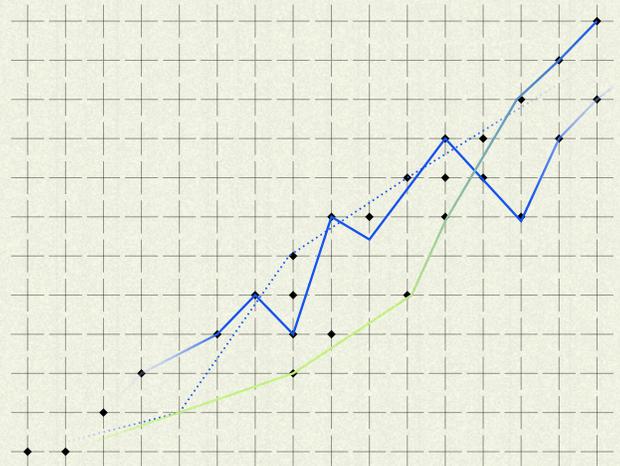
Get a quick, high-level overview of all Shopify growth solutions.

→ LEARN MORE

Talk to one of our experts about how our solutions can help you execute your growth strategy.

→ GET IN TOUCH

02 What our research revealed

—

Overall online shopping growth

17%

increase in first-time shopper orders

Orders placed by first-time shoppers to each Shopify business increased 17% since 2023 and 33% since 2022 across all regions and revenue bands.

59%
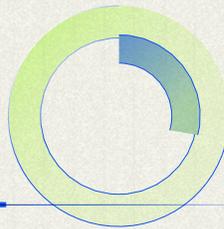
increase in return shoppers

Over the past 2 years, we've seen a 59% increase in return shoppers, an increase of 27% YoY across all regions and revenue bands.

49%

increase in order volume growth

Over the past 3 years, we've seen a 49% increase in order volume growth, with a 43% increase over the past 2 years more specifically, an increase of 21% YoY.
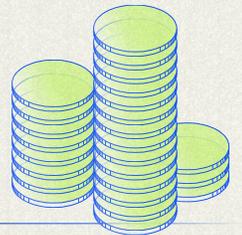
44%

increase in mobile purchase volume since 2022

Over the past 2 years, most orders are placed on mobile devices—and mobile purchase volume increased by 20% between 2023 and 2024, and 44% since 2022.

INSIGHTS

Online shopping continues to be propelled by mobile, with order volumes, return shoppers, and first-time shoppers all increasing across the board.

Nº1

growing device

Mobile is the top-growing device by order volume across regions and revenue bands.

Growth of key industries

Globally, key ecommerce industries are continuing to see significant year-over-year growth. For shops generating more than $1 million in annual GMV, we see the following industries ranked at the top by overall order volume:

01 Apparel and accessories

02 Health and beauty

03 Home and garden

04 Food and beverages

05 Arts and entertainment

Across North America, Asia-Pacific, and Europe, the Middle East, and Africa, as well as across all revenue bands, the industries of apparel and accessories, health and beauty, and home and garden hold strong as the top three by order volume.

Jump ahead to learn how to grow your business with out core offerings

✳ INSIGHTS FROM KEY INDUSTRIES

We've collected a selection of insights from businesses on Shopify in high-performing industries to showcase what they're seeing in the market. And we've paired those insights with third-party data that helps illustrate that point.

INDUSTRIAL
CARRIER

Conversational commerce—or the practice of customers interacting with businesses through conversational technologies like chatbots or messaging apps—is anticipated to develop at 16.3% CAGR from 2024 to 2034, reaching US$34.41 billion by 2034.

—Future Market Insights

Steve Duran, associate director of global commerce at Carrier, believes that conversational commerce, mobile commerce, and VR technologies will accelerate the buying funnel for enterprise companies like Carrier.

READ THE STORY

INSIGHTS
FROM KEY
INDUSTRIES

HEALTH AND BEAUTY
DERMALOGICA CANADA

100% of buyers want to self-serve all or part of their buying journey.

—TrustRadius

The team at Dermalogica realized that the B2B landscape is evolving as well, with higher expectations for seamless, intuitive, self-serve digital experiences.

READ THE STORY

HOME AND GARDEN
INDUSTRY WEST

All age groups surveyed reported that they shop online and have purchases delivered more than they pick up in-person or curbside.

—Delighted by Qualtrics

Ian Leslie, chief marketing officer at Industry West, found that no matter what type of customer shops on their site—architects, designers, internal procurement people at major tech brands, or someone decorating their vacation home—one thing is clear: they're all browsing on the same channels.

READ THE STORY

SPORTS AND RECREATION
BAUER HOCKEY

90% of loyalty program owners reported positive ROI, with the average ROI being 4.8x.

—Antavo

The team at Bauer Hockey realized just how crucial a strong loyalty program would be for their business, helping encourage repeat business at a lower cost.

READ THE STORY

APPAREL AND ACCESSORIES
PSYCHO BUNNY

Retailers seeking to keep pace with market changes are taking a unified approach to commerce technologies.

—EY

At Psycho Bunny, the team realized that a unified tech stack that balanced their complex needs with simplicity and ease of use was the key to long-term success in selling across physical and digital locations.

READ THE STORY

INSIGHTS
FROM KEY
INDUSTRIES

TRAVEL AND ON-THE-GO
BÉIS

BÉIS

80% of global retail companies that have opened a popup store said it was successful— and 58% are likely to do it again.

—Business Insider

The team at BÉIS knew how important seamless popup experiences with equally smooth digital delivery are crucial for today's customers, who expect to buy what they want when they want it.

READ THE STORY

This is just a handful of perspectives. Find more expert insights in our case study library.

BROWSE CASE STUDIES
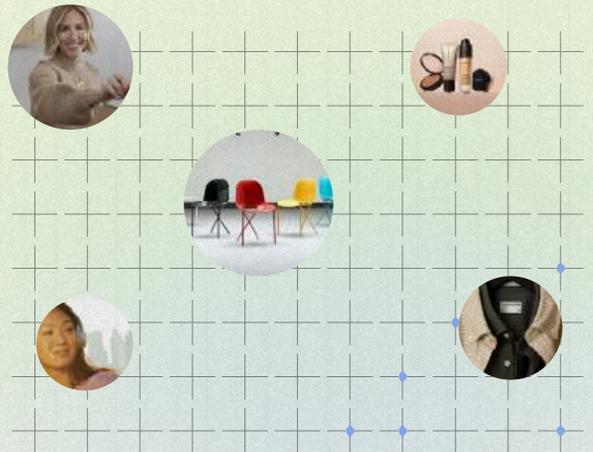
Performance of the Shop network

With a suite of innovative products— including the Shop app, Shop Pay, Shop Pay Installments, Shop Campaigns, and Shop Cash—the Shop network, powered by Shopify, is transforming the way people shop. It serves as a mobile-first shopping channel and digital wallet, trusted by over 150 million shoppers worldwide. The app's popularity is reflected in its over 500,000 five-star reviews, solidifying its status as a global favorite.

shop

**PERFORMANCE
OF SHOP
NETWORK**
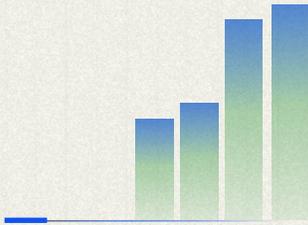
OVERALL PERFORMANCE

2.6x

In 2023, the number of buyers purchasing on Shop increased 2.6x.

77%

Shop Pay users are 77% more likely to make an additional purchase on any Shopify store after making a purchase.

43%

On average, 43% of any US-based business's customers are Shop Pay users, with 32% for Canada, 25% for the United Kingdom, and 31% for Australia.

CUSTOMER LOYALTY

6.3x

The top 100 brands that use the Shop app see buyers repurchase up to 6.3x faster than those with a Shopify website alone.

59%

59% of orders on Shop are from return buyers.

20%

20% of orders on Shop are from buyers who previously bought from the same business on Shop.

CAMPAIGN EFFECTIVENESS

24%

As of Q1 2024, Shop Campaigns drive up to 24% of new customer growth.

50%

50% of brands get their first order from a Shop Campaign within 48 hours of creating it.

1M+

In 2023, Shop Campaigns helped brands acquire over 1 million new customers.

CUSTOMER BEHAVIORS

70%

Shop Pay users use a mobile device more than 70% of the time when making an online purchase.

65%

When Shop Pay is available as a checkout method on an online store, Shop Pay users choose to check out with Shop Pay more than 65% of the time.

THE INSIGHT

Shop isn't just one of the top shopping apps in the world—it's also significantly boosting both customer acquisition and brand loyalty for the brands that use it.

Modern chair   1

BUY WITH **shop** Pay
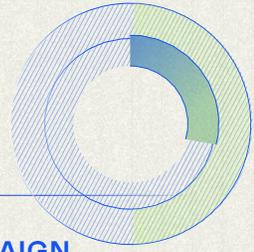
Sales and advertising channel rankings

While search, social, and email remain steadfast sources of growth across all regions and revenue bands, affiliates have emerged as a powerful referring channel when ranked by average order volume.

ASIA-PACIFIC

01 Direct

02 Affiliate

03 Email/SMS

04 Search

05 Other

06 Display

07 Social

NORTH AMERICA

01 Direct

02 Affiliate

03 Other

04 Search

05 Email/SMS

06 Display

07 Social

EUROPE, THE MIDDLE EAST, AND AFRICA

01 Affiliate

02 Direct

03 Other

04 Search

05 Email/SMS

06 Display

07 Social

REFERRING CHANNELS BY REGION, RANKED BY AOV:

Across the globe,
the affiliate referring channel
is rising through the ranks.
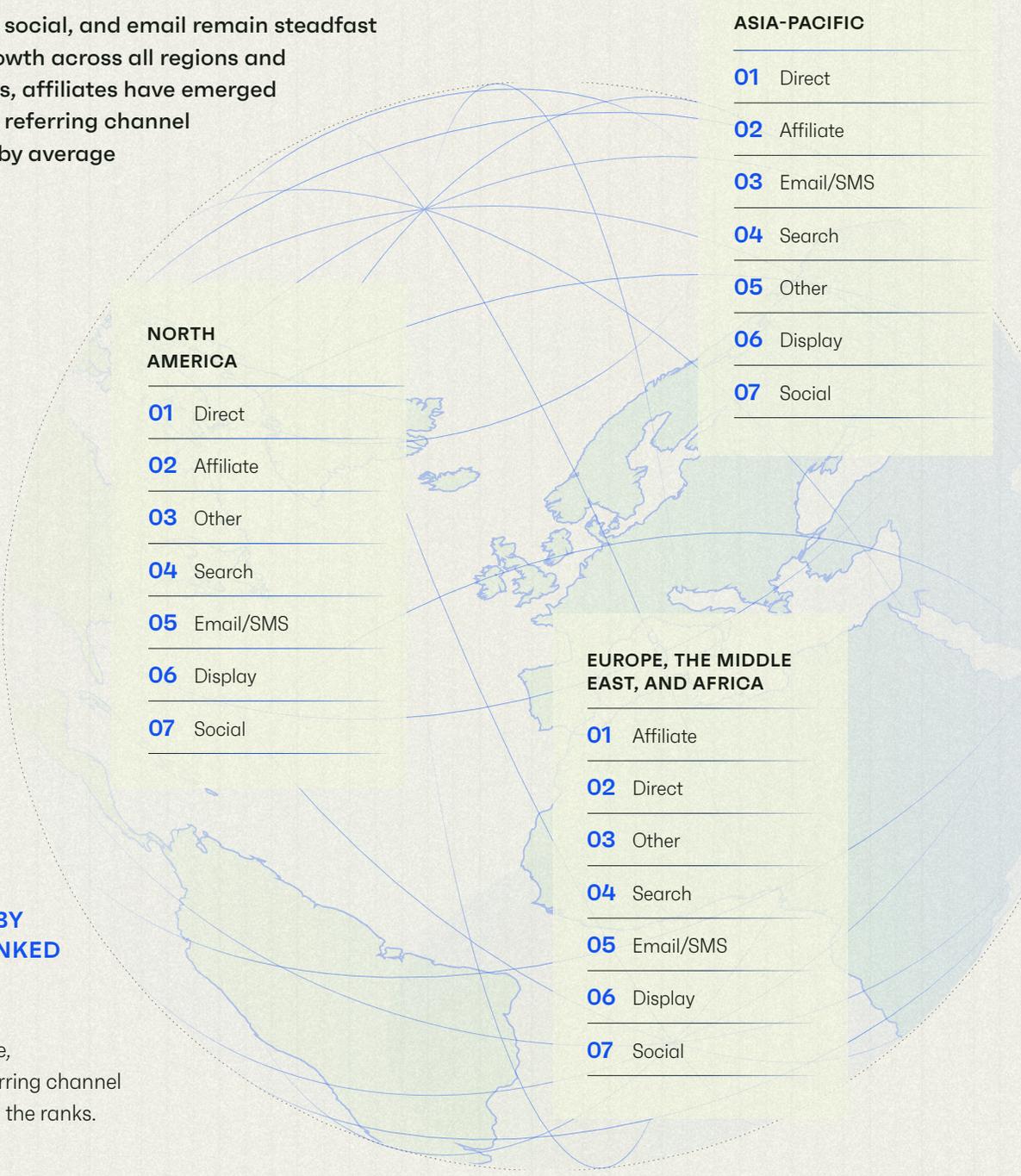
GLOBAL REFERRING CHANNELS BROKEN OUT BY REVENUE BAND AND RANKED BY AOV:

Affiliate and direct channels are consistently the last-referring channel for businesses making more than $1 million GMV.

	<$10,000	$10,000–$100,000	$500,000–$1 MILLION	$1 MILLION–$150 MILLION	>$150 MILLION
01	Direct	Direct	Direct	Direct	Affiliate
02	Email/SMS	Search	Other	Affiliate	Direct
03	Search	Email/SMS	Search	Other	Search
04	Other	Other	Email/SMS	Search	Other
05	Affiliate	Affiliate	Affiliate	Email/SMS	Email/SMS
06	Social	Display	Display	Social	Display
07	Display	Social	Social	Display	Social

GLOBAL REFERRING CHANNELS BROKEN OUT BY KEY INDUSTRY AND RANKED BY AOV:

While channels vary by industry, direct and affiliate are consistent high performers.

	FURNITURE	VEHICLES AND PARTS	SPORTING GOODS	LUGGAGE AND BAGS	ELECTRONICS
01	Direct	Display	Affiliate	Affiliate	Display
02	Affiliate	Direct	Direct	Direct	Direct
03	Other	Other	Display	Other	Affiliate
04	Email/SMS	Affiliate	Other	Email/SMS	Other
05	Search	Search	Email/SMS	Display	Search
06	Social	Email/SMS	Search	Search	Email/SMS
07	Display	Social	Social	Social	Social

	BABY AND TODDLER	APPAREL AND ACCESSORIES	TOYS AND GAMES	PET SUPPLIES	HEALTH AND BEAUTY
01	Affiliate	Affiliate	Display	Affiliate	Direct
02	Email/SMS	Direct	Direct	Direct	Affiliate
03	Direct	Email/SMS	Affiliate	Other	Other
04	Other	Display	Other	Search	Email/SMS
05	Search	Other	Email/SMS	Email/SMS	Search
06	Social	Search	Search	Display	Social
07	Display	Social	Social	Social	Display

GLOBAL REFERRING CHANNELS BROKEN OUT BY ORDER VALUE:

Affiliate, email/SMS, and search are consistently high-performing referring channels across order values.

	<$100	$100–$500	$500–$1000	>$1000
01	Affiliate	Affiliate	Display	Display
02	Email/SMS	Search	Search	Search
03	Search	Email/SMS	Affiliate	Affiliate
04	Display	Display	Email/SMS	Email/SMS
05	Social	Social	Social	Social

THE INSIGHT

Consumers remain heavily engaged with social media, and they're increasingly influenced by affiliate marketing. Other channels are still effective, but the personal recommendation-based nature of affiliates might be driving the high AOV return of the channel across the board.

Jump ahead to learn how to lower CAC and boost ROAS with Shopify
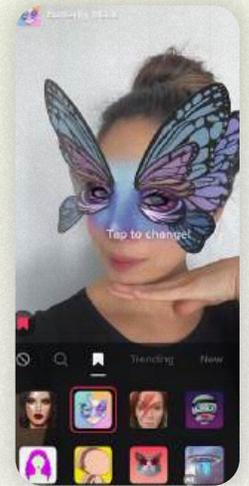
Consumer attitudes and the impact of unified commerce

Unified commerce is a business strategy that integrates all of a business's sales channels, data, and back-end systems into a single platform. The goal of unified commerce is to create a seamless shopping experience for customers across all channels, while also providing you with a holistic view of your business and centralized operations.

Note: The data and insights for this section were retrieved from *Future-Proofing Retail,* a report by EY about unified commerce and Shopify, and were not based on any internal data.

INSIGHTS

Unified commerce drives clear efficiencies for retailers' back offices and also unlocks opportunities to grow sales—not just in-store, but online as well. This unification of in-store and online allows for better clienteling experiences and gives retailers and shoppers the flexibility of smoother shipping and pickup options.

Jump ahead to learn how to boost business growth with unified sales channels on Shopify

IMPACT OF SHOPIFY POS

22%

Shopify's POS solution demonstrated a 22% lower overall TCO on average relative to the market set surveyed by EY.

8.9%

On an aggregate basis, Shopify's POS solution provides an 8.9% equivalent uplift in sales annually on average.

5%

Operational improvements created by Shopify POS specifically contribute a benefit equivalent of up to a 5% uplift in sales.

+150%

Shopify POS retailers experienced an equivalent omnichannel sales growth of +150% quarterly on average year over year.

CONSUMER ATTITUDES

57%

57% of consumers want to see, touch, and feel items before they buy.

38%

38% of consumers buy items online and then collect them in-store.

50%

50% of consumers say personalized offers and promotions from brands they've interacted with improve their shopping experience.

03 On Shopify, all roads lead to growth

There's a reason more than 875 million people shop with Shopify-powered businesses: we help you create commerce experiences that deliver on customer expectations and exceed your quarterly benchmarks. Equipped with the data and insights we've just provided, you're primed to pull any growth lever you'd like to propel your business forward—and whatever direction you take, you can take it with Shopify. The next section of this report is broken into four categories, each with a mix of Shopify solutions designed to help you capitalize on the opportunities of today's marketing landscape:
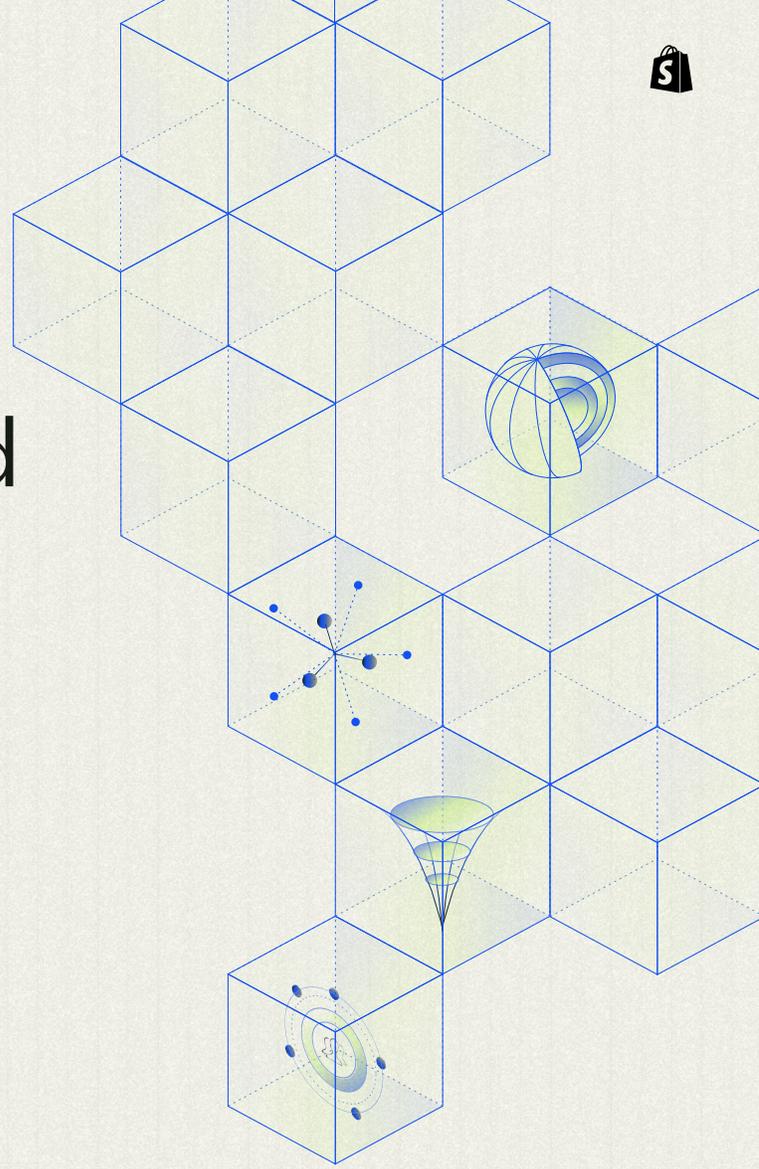
01 Growth products

02 The Shop network

03 Sales channels

04 The Shopify core platform

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Reach your best buyers —and deliver the commerce experiences they want

Consumers across industries and around the world rely heavily on social media when it comes to commerce, as made evident by some additional telling statistics: according to Data Reportal, there were 5.22 billion social media users around the world at the beginning of October 2024—about 64% of the entire global population. What's more, 94.5% of the world's internet users now use social media each month, and the typical social media user actively uses or visits an average of 6.8 different platforms each month.

Among Shopify's growth solutions are a selection of tools specifically designed to help you meet these consumers where they are—both on social media and everywhere else. Our vast network of more than 875 million annual shoppers is the fuel for these tools: **Shopify Audiences**, **first-party data collection and activation**, **Shopify Collabs**, and **segmentation**. These solutions are designed to help you reach more customers, nurture your current customers better, and provide more engaging commerce moments for everyone you're targeting.

Shopify Audiences

Shopify Audiences is an ad-optimization tool that helps you improve your ad campaign performance, find more customers, and ultimately grow your business. It uses the scale and volume of commerce running on Shopify to help you better target the right customers on the top ad platforms. With different list types that span the entire marketing funnel— awareness, prospecting, retargeting, and existing customers—you can generate custom audience lists, automatically sync them with your chosen ad platforms, and then target campaigns directly

to them. These lists empower you to reach your best buyers and drive better ad performance. And by doing so, you save money and improve metrics, yes—but all so that you can get more budget back to focus on your growth strategies.

GET DETAILS

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The foundation of Audiences is the collective power of participating businesses that opt in to contribute data to the Audiences data co-op. We use this data to analyze shopper behavior in tandem with the unique attributes of your business to create a list of potential customers, which you can then use to inform your targeting efforts. And because we maintain utmost privacy and confidentiality, no other business can see another business's data or directly access information on any buyer. You get all the power of data sharing without any risk of privacy breaches.

And with this shared data, you're able to generate four lists:

2.3x
more efficient

🛍 **shopify**

With Shopify Audiences, Mac Duggal has seen **2.3x larger** retargeting audience size, **3.6x lower cost** per purchase with retargeting ad set, and **2x ROAS.**

RETARGETING BOOST AUDIENCE

Reach more people who have engaged with your brand but not yet purchased from your store. Most businesses using this audience type have demonstrated up to 2x more orders for every marketing dollar spent on retargeting compared to the next-best available tactic.

PROSPECTING AUDIENCE

Contains potential new customers that Shopify Audiences' algorithms predict will want to engage with your brand. These people are similar to those who have bought your products or complementary products.

EXISTING CUSTOMER AUDIENCE

Contains 40% more existing customers on average versus standard ad platform lists. Use this audience in remarketing campaigns to engage existing shoppers. Also add this audience as an exclusion list in prospecting campaigns to avoid targeting existing customers and improve ad efficiency.

LOOKALIKE AUDIENCE

Contains a large list of potential customers and is best used in awareness campaigns. It's generated by the ad platforms by using the Retargeting Boost list as a source to find similar people.

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"We use the scale and volume of commerce on Shopify—more than 10% of all US ecommerce—to help you get the best results possible," says Andrius Baranauskas, director of product, advertising, at Shopify. "You don't get that kind of network effect with anyone else. And our engineers are working nonstop to improve the performance of our algorithms."

"We do a lot of work behind the scenes for anyone using Audiences," adds Andrius. "We use machine learning algorithms on these massive data sets to figure out who the most likely buyers are for you. And on your end, it's just easy to use: all you have to do is opt into our data co-op and then connect your ad platform—Meta, Google, and others. After that, Audiences automatically generates these lists for you and then you apply them to your ad sets in your chosen platforms."

When you do, you can drive up to double the number of retargeting conversions for every retargeting dollar spent, as well as cut customer acquisition costs by up to 50%—all by using the power of the combined commerce insights from our data co-op.

Andrius goes on to say, "With Audiences, we've been able to expand retargeting lists for brands. We have more signals that we can send to them that increase the size of their retargeting audience. And these ad sets tend to be some of the best-performing ad sets for them. In fact, businesses who are using our retargeting lists at least double the size of their retargeting audiences as a result."

And when you combine Audiences with other Shopify tools, you get even more value, according to Andrius: "Businesses should really be using both Audiences and Shop Campaigns. Audiences helps them improve the performance of their ads on platforms they're already advertising on, so they'll get better ROAS and find more customers there. And with Shop Campaigns, they get a risk-free way to expand their reach across the top ad platforms as well as the Shop app itself, which is a new channel."

2x

Ad campaigns using the latest version of Shopify Audiences Retargeting Boost lists have demonstrated as much as 2x more orders for every marketing dollar spent on retargeting compared to the next-best available tactic.
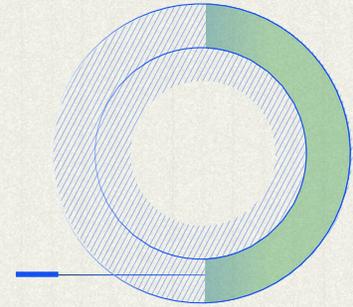
50%

Using Audiences for your awareness and consideration campaigns can help lower CAC by up to 50%
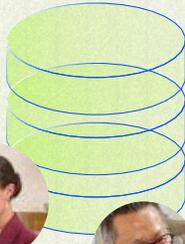

With Shopify Audiences, Happy Hippo achieved a **4.7x ROAS, 72% lower CAC, 200% increase in conversion rate, and 51% lower cost** per thousand advertising impressions.

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First-party buyer data collection and activation

First-party data collection and activation tools on Shopify comprise a wide range of functionalities designed to help you activate your first-party data to maximize ad and email performance and drive conversion. Together, they make up the most comprehensive and cost-effective marketing toolkit, in turn empowering you to lower customer acquisition costs and increase customer lifetime value through compliant and high-performing data collection and enrichment, combined with targeted, personalized campaign execution across multiple channels. You can comprehensively track shopper behavior in your store from discovery to checkout, and identify website visitors across devices, channels, sessions, and more.

GET DETAILS

As we touched on earlier, consumer behaviors are changing, with one major change being that buyers are more savvy when it comes to privacy. Layer on the complexity of more channels and devices that buyers are on, and it becomes increasingly difficult to personalize the experience the way customers want.

With our first-party data tools built into the platform, you get the complete package for competitive success: strong customer-behavior measurement and data unification, an enriched customer record, and impactful insights across your campaign and channel performance—all with seamless integrations across all major advertising and email or SMS platforms.

These tools include:

CUSTOMER DATA PLATFORM

A customer data platform that includes first-party identity resolution that connects buyer touchpoints across channels, devices, and sessions. This increases the number of website visitors you can recognize and target, to help you deliver more relevant, personalized experiences across different devices and platforms.

ATTRIBUTION AND ROAS REPORTS

Attribution and ROAS reports that allow you to get an unbiased view of marketing performance all from one place, with deep integrations between Shopify and key channels. See where traffic and orders are coming from and how much you're spending to get them without needing to rely on the channels' limited reporting (since they don't see the whole picture) or export to a spreadsheet to decide which channels get which credit.

PIXELS

Pixels that transfer data both client-side and server-side so Google, Meta, Klaviyo, and other trusted marketing partners can use customer behavior data reliably with identity, while preserving buyer privacy choices. This is a no-code way for you to drastically improve your marketing effectiveness and rely less on third parties to get great customer acquisition costs while staying compliant with the changing privacy landscape.

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This unique set of capabilities empowers you to turn deep customer insights into highly targeted and personalized campaigns, while also optimizing your marketing spend—all without need for extensive technical knowledge or expensive add-ons.

Changes in digital marketing—including the decline of third-party cookies—are resulting in online retailers recognizing fewer of their website visitors. You may have already observed this in your marketing efforts, since this lower match rate has negative effects across your campaigns, especially retargeting campaigns.

That's where the magic of our first-party data stack shines: it lets you recognize more of the visitors who land on your site. Let's use an example of a potential buyer who has signed up for your brand's newsletter on their laptop.

They received confirmation on their phone, tapped the link in their email app, and returned to their browser. Without first-party data resolution, this journey could easily have been broken—you would have been unable to identify the buyer, link their behavior to their email and identity, and retarget them with personalized messaging.

But with our customer data platform, you're able to restore that buyer's identity. This is because Shopify has done the heavy lifting of resolving all your own first-party data into one identity for each customer—from which emails they interacted with to which forms they have filled out or which products they've added to cart. What's more, our web and server pixel integrations with ad platforms ensure that you can reengage this same buyer with personalized campaigns not just on email, but with ads too.

Segmentation

Shopify's segmentation offering is the foundation of personalized marketing for your business. Built on top of the customer data platform using your first-party data from your store and connected apps, you get a powerful source of truth on which to build your segmentation strategy. And because it's part of your Shopify plan, you can provide easy segmentation access across your entire business with Shopify and with connected apps—at no extra cost to you.

GET DETAILS

In a world where customer acquisition and retention is getting more challenging, the most important asset a business can own is their own first-party customer data. And the most powerful way to use that data is through segmentation on Shopify.

Egan Cheung, director of product at Shopify, highlights this key benefit: "Shopify's segmentation capabilities can improve a variety of marketing KPIs, due in large part to the fact that segmentation is the foundation of personalized marketing. And personalization is going to drive more sales, and drive up every result you're looking for."

**GROWTH
PRODUCTS**

In just a few clicks, you can turn easy-to-use templates into audience segments ready for action. Egan adds even more insight on the deep functionality of segmentation on Shopify: "Segments are built using ShopifyQL, so you can query your customer list with almost any question you can imagine—or just ask Sidekick to generate it for you! You can find groups of customers who bought certain products a specific number of times and of a certain value, and even at specific retail locations. You can also find customers within a certain distance of a location to make location-based offers. This all pulls from the robust customer profiles and order information you already have in Shopify, including partner data in customer metafields. When you're done, Shopify Magic will show you a natural-language translation of your query to double-check that you've pulled the right group, so you can use it with confidence."

Since segments are deeply integrated throughout Shopify and the app ecosystem, the power of your first-party data is amplified when you use segmentation. The end result, Egan says, "is an opportunity for you to define how you think about your customers and to use that definition in all your customer retention efforts. A customer who meets your VIP criteria can be eligible for exclusive discounts, go through automated marketing journeys in Shopify Flow when they join or leave that segment, be part of custom audiences in your email and advertising campaigns, or get a more personal touch while chatting with an agent in a messaging app like Shopify Inbox."

Shopify Collabs

Shopify Collabs is an affiliate marketing tool, empowering businesses to spread their brand stories and reach new audiences through quality influencer relationships, whether you're looking to scale your existing affiliate program or build one from scratch. Built within the secure Shopify infrastructure with a user-friendly, mobile-optimized interface for influencers, it's never been easier to find brand ambassadors and track affiliate sales. Source and partner with influencers, scale up and manage your influencer program, and measure the effectiveness of that program all within a single interface. This includes efficiency-driving features like automatic payments, gifting to groups of creators, or easy adjustment of affiliate or discount settings for all creators assigned to the same affiliate tier.

Plus, you can easily connect with Shopify Flow to automate other repetitive Collabs tasks to drive more sales with less effort. And because it's available with most Shopify plans, you get all you need to reach new audiences and build more credibility, all right out of the box—no additional subscription fees.

GET DETAILS

106
Total Orders

$263.12
Commission Owed

$5,426.36
Total affiliate sales

Affiliate sales
$106,110

Orders
12,128

Payouts
$32,928

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Finding influencers who resonate with your target audience can help you expand that audience, and tapping into the vast potential of influencer marketing, particularly affiliate marketing, can help you turn more of that audience into new buyers. We've already shared what our data has to say about the current state of affiliate marketing, but data from other sources confirms: 74% of consumers have been influenced to buy based on an influencer's recommendation. By working with influencers who resonate with your brand, you can rely on their endorsement to introduce your products to new audiences who look to them for inspiration.

Shopify Collabs was designed to help businesses capitalize on this trend. Amanda Engleman, product director at Shopify, says, "We know consumers spend the majority of their online time using social media and entertainment platforms. They are constantly exposed to creators who have increasing influence on their purchasing decisions. With Collabs, businesses can easily participate in this growing industry by partnering with creators who can cement their brand and enable cost-effective growth."

And this is not an opportunity to pass up: according to CreatorIQ, 76% of brands they surveyed reported that sponsored digital ads featuring creators were the most impactful type of advertising. With an eye to the future, Amanda shares what our vision is to help both creators and businesses foster long-term, profitable relationships: "We see the impact that the right connections and relationships have on both the brands and creators. We are working on features that allow creators to immediately promote and earn commission on products they love. By being able to easily demonstrate potential impact we hope to give both parties new ways to source and grow lasting relationships."

> **"**
>
> **Shopify Collabs has helped us significantly streamline our affiliate program. Gifting, measurement, tracking, and of course rewarding influencers and creators for their promotion has all gotten easier. As a result, we've seen attributable sales from influencers skyrocket.**
>
> Michael Wieder,
> Cofounder, Lalo

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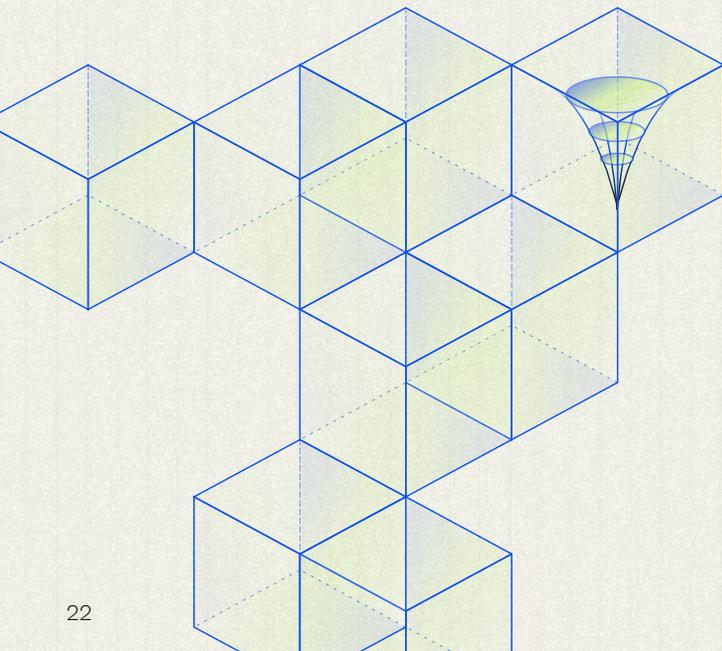
SHOP
NETWORK

SHOP NETWORK

Reach more people and knock out conversion goals with the Shop network

SHOP NETWORK

Business growth and audience growth often go hand in hand, and expanding your customer base is a proven way to reach your growth objectives. With Shopify's Shop network, you can reach engaged shoppers and acquire new customers at a controlled cost. To get the most out of the Shop network, we recommend combining the strengths available in Shop Campaigns, the Shop app, and Shop Pay, capped off with the conversion power of sign-in with Shop.
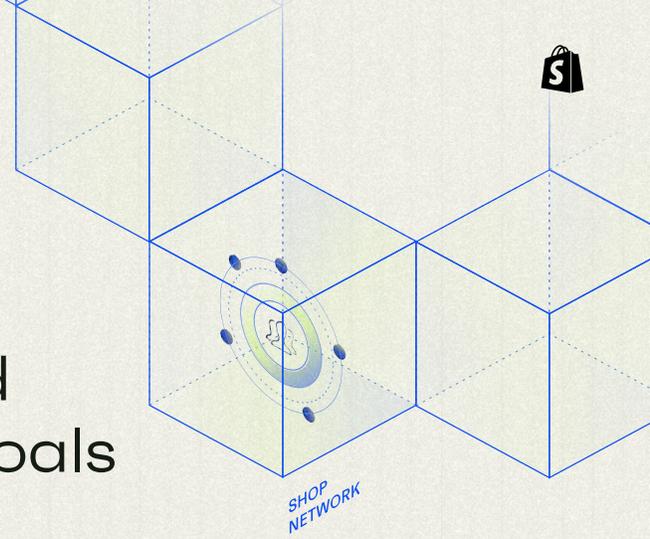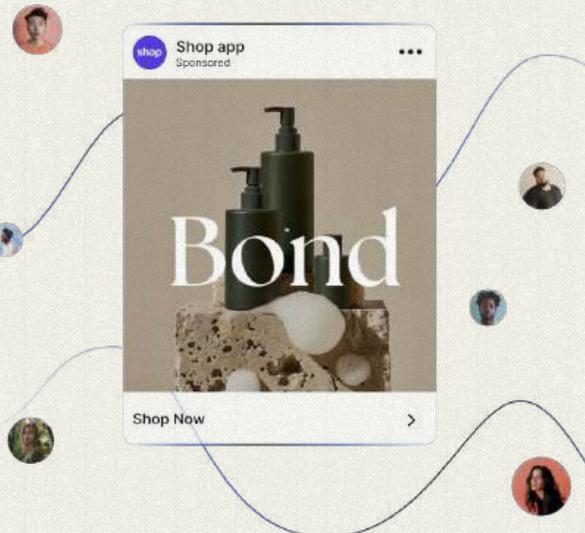
Shop Campaigns

Shop Campaigns is a risk-free paid customer acquisition tool, empowering businesses to diversify their ad spend into a new channel as part of their larger acquisition or advertising strategies. It's designed to combat the challenge many brands face: boosting ROAS while cutting CAC. It provides access to a massive network of millions of shoppers across Shop and top ad platforms while also layering on personalization through deep relevance algorithms to match the best offer to the right buyer, helping drive scalable, sustainable growth. All you need to do is set exactly how much you want to pay for a customer and your target return, whether that's a new customer or one who's lapsed. From there, we optimize and run the campaigns for you, and you only pay when a customer converts—no charge for impressions or clicks—making it risk free and relatively low lift.

GET DETAILS

Andrius Baranauskas, director of product, advertising, at Shopify sheds more light on the long-term value of Shop Campaigns: "Marketing is hard and getting harder, and there are so many platforms brands can use to run ads with. And then there are so many ways to acquire customers, like through affiliate or influencer marketing. As a result, setting up campaigns is complex, results are often unpredictable, costs keep rising, and results take time to catch up. It's tough for even the most experienced marketers—and it feels impossible for those just starting out on their growth journeys. In reality, so many brands could grow their businesses faster, but they're limited by the complexity of it all.

"That's where Shop Campaigns really helps: it simplifies customer acquisition altogether. You can think of it as putting growth on autopilot. You just set your CAC, ROAS, and budget, and we do the rest: we take care of targeting, creative, placement, and extension to other platforms.

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You only pay for new or won-back customers, whatever your goal was. And because of our integration and scale, we can identify them reliably."

"One key benefit of Shop Campaigns is we give businesses access to buyers and shoppers we know are high value," continues Andrius. "We know that a Shop Pay buyer has higher AOV and LTV, so we can guarantee that we're connecting businesses with a good audience."

3x
increase in orders

Shop Campaigns orders increased 3x between Black Friday 2023 and Black Friday 2024.

10K
brands

This holiday season (2024), Shop Campaigns contributed to over 10,000 brands acquiring new customers.

> **With Shop Campaigns, just knowing that every single attributed sale is truly a net new customer was such a differentiating factor for us versus any other acquisition channel.**

Josh Knopman,
Vice President of Growth and Digital Product,
Blueland

> **We want to make Shop Campaigns advertising and acquisition on autopilot. A channel where you can define your costs and then we optimize for the best customer and the best experience.**

Andrius Baranauskas,
Director of Product, Advertising,
Shopify

Shop app

The Shop app is one of the world's most popular shopping apps. It's built by Shopify and used by shoppers worldwide to discover new brands, make quick purchases, and track orders. It's also an organic growth engine for your business, combining the strength of a shopping app with the convenience of a digital wallet, all powered by our global shopper network. In turn, this helps you connect with a growing network of highly engaged shoppers, so you can get your brand in front of the right people, driving business growth more efficiently and quickly.

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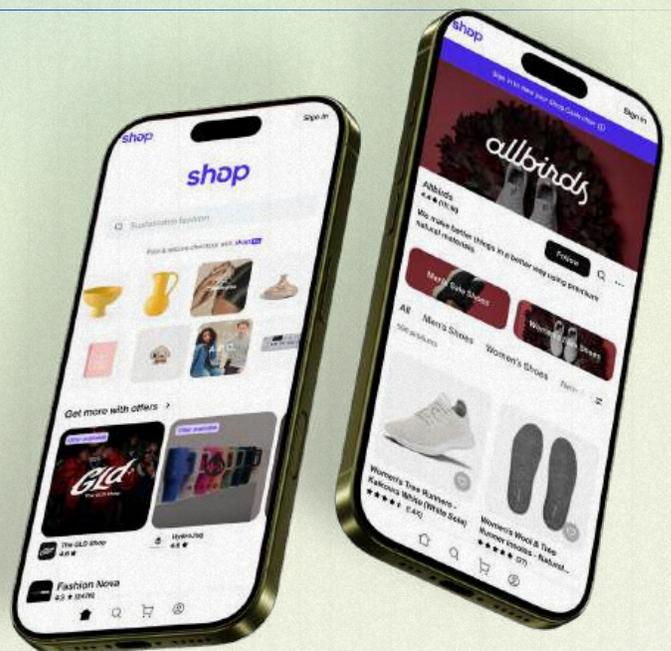
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Kenny Cohen, director of product, Shop, at Shopify offers this insight into the growth value of the Shop app: "We know that buyers rely on Shop for reliable and timely notifications about all of their purchases. We see that buyers often open the app to track a package, but then might come across more product recommendations or new arrivals that turn into new shopping engagement. This blend of utility and discovery creates so many opportunities for buyers to deepen their relationship with their favorite brands, or even discover completely new brands."

According to eMarketer, shoppers want personalization but are increasingly reluctant to hand over their data. This makes it more difficult to craft well-designed, high-quality, personalized experiences. But Kenny provides this solution: "Shop puts all of your customers' favorite brands right in their pockets. Buyers love to use Shop to stay in touch with their favorite brands: we let them know about new products and collections, right when they launch. And of course, thanks to Shop Pay, you can check out in one tap."

The Shop app now accounts for 1% of Lull's total order volume.

shopify

13x
increase in orders

Thrive Causemetics grew Shop app orders by 13x in less than a year.

"

We particularly love that we can customize the Shop app to match our website checkout for consistent branding. On Black Friday and Cyber Monday 2023, we ran a very exciting campaign using Shop Cash within the Shop app and saw positive results. Additionally, we use loyalty apps to reward returning customers.

Daniel Graupensperger,
Director of Product Management,
Ruggable

"

We surpassed 200% growth by a long shot. And then every year since it's been double-digit growth.

Adeela Hussain Johnson,
CEO, BÉIS

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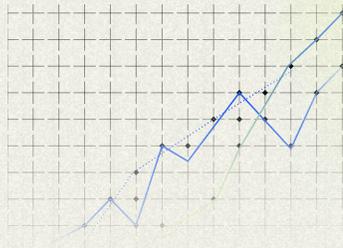
SHOP
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Shop Pay

Shop Pay is the internet's best-converting checkout and most trusted digital wallet. It lets customers sign in seamlessly on your online store, check out in a tap, and earn 1% Shop Cash back on all their orders. Based on an external study completed with a Big Three global management consulting firm in April 2023, Shop Pay outpaces other accelerated checkouts by at least 10%, and its mere presence drives a 5% lift in lower-funnel conversion. And even if you're not on the core Shopify platform, you can add Shop Pay to your store through the Shop Pay Component. To further empower your customers, Shop Pay Installments offers them the flexibility to pay in convenient, interest-free installments.

Allowing shoppers to spread their payments makes larger purchases more accessible and reduces cart abandonment, ultimately increasing average order values. Combine all that with the value of Shop Cash—a built-in rewards program available to the Shop network in the US and Canada, fully funded by Shopify—and your customers will be further incentivized to spend more, knowing they'll earn Shop Cash on every purchase. With a seamless checkout experience in your toolkit—enhanced by Sign In with Shop, which simplifies the login process for customers—your buyers will speed through every purchase. This not only streamlines their shopping across multiple sessions and devices but also strengthens brand loyalty, boosts sales across channels, and improves conversion rates in no time.

GET DETAILS

Modern chair   1

BUY WITH **shop** Pay

"
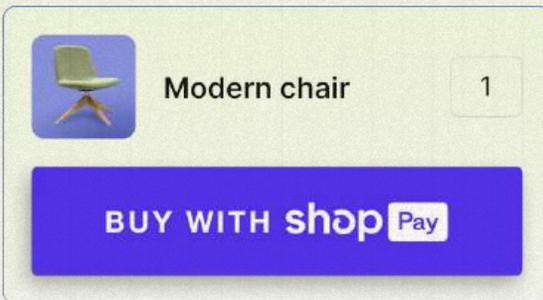
Our customers are using Shop Pay, and it resonates well with them. They recognize the Shop Pay button on our site from other places they've shopped before.

Anna M. Peterson,
Product Lead,
Everlane

7%
reduction in
abandoned carts

Decor Steals paired intuitive site design with Shop Pay to increase conversion rates by 10% and reduce abandoned carts by 7%.

25%
reduction in
processing fees

Shop Pay's installment plan led to a 25% reduction in processing fees for Lull.

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Like subscription models, digital wallet usage is on the rise as well: 60% of the global population is projected to use digital wallets by 2026. Whether for convenience or speed, it's clear that consumers prefer them—and they offer a massive opportunity for businesses. And when you combine the strengths of subscriptions, digital wallets, *and* a loyalty program, you achieve one of the most important aspects of a strong growth strategy: happy customers. According to Recurly, 48% of subscribers feel more valued when rewarded for loyalty.

Kenny adds this final point: "Shop is an identity provider that brings convenience and trust to buyers, wherever they shop. They can use Shop to sign in or check out from any store in just one click."
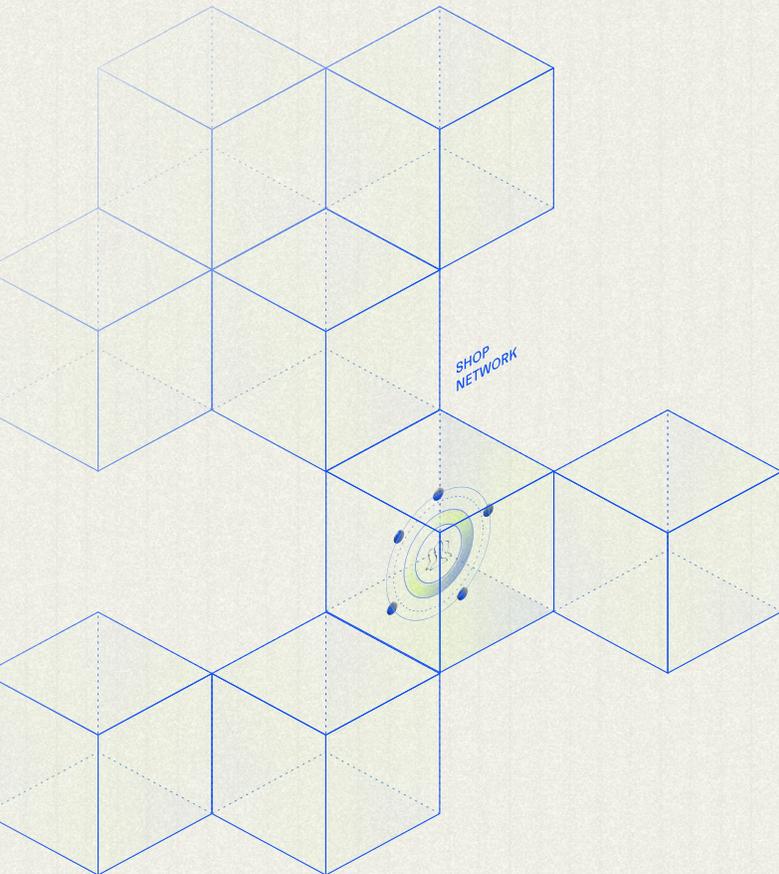
50% better

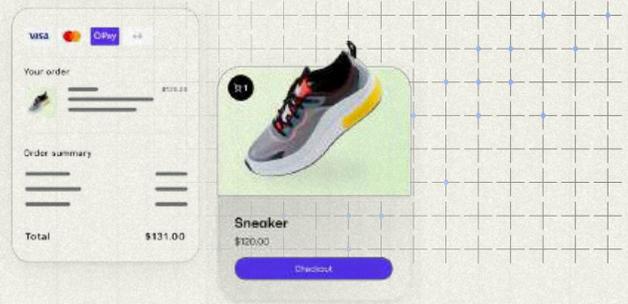Shop Pay can convert as much as 50% better than a typical/guest checkout, outperforming other accelerated checkout solutions by up to 10%.[*]

[*]Based on a study completed with a Big Three global management consulting firm in April 2023.

Shop Pay is the most-used wallet in the US across Shopify, as a share of Shopify's total online GMV.
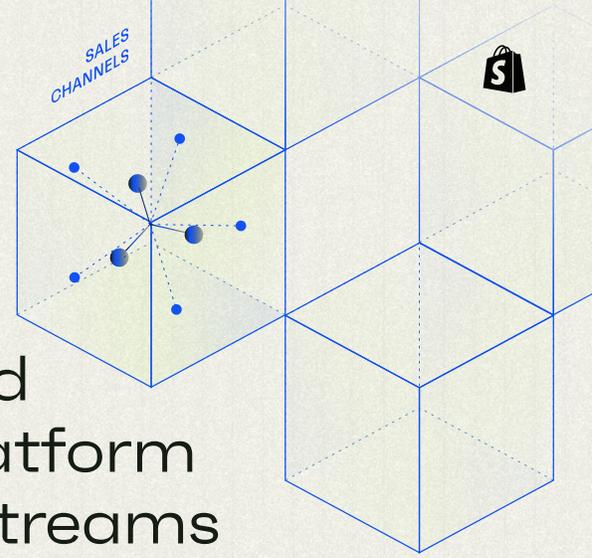
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SALES
CHANNELS

SALES CHANNELS

Bring all your systems and channels onto a single platform to open up new revenue streams

The shift in today's marketing landscape requires a shift in strategy to continue on the path to long-term growth. Between rising customer expectations in B2B and the focus on delivering excellent digital commerce experiences, there's never been a better time to unify your commerce approach. And with Shopify, it's never been easier.

Establishing a unified commerce solution in B2B often means evolving away from legacy platforms, custom commerce solutions, or even contemporary platforms:
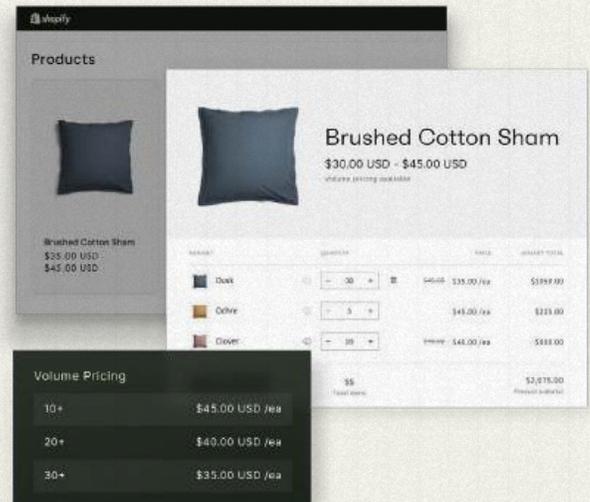
B2B on Shopify

Shopify's B2B solution is built to deliver the exceptional digital experiences your buyers expect—without compromising on the custom-tailoring that B2B requires. Run your entire business from a single commerce platform, with one admin and even one storefront—or dedicated storefronts—whether your business is fully B2B or hybrid. In doing so, you'll increase operational efficiency—and reduce costs—while serving all your customers and channels from a single place. From there, you can expand into new markets, test promotions and messaging to increase AOV and reorder frequency, build stronger relationships with your existing customers, and acquire new ones.

GET DETAILS

LEGACY PLATFORMS

Legacy platforms are often outdated and no longer meet the needs of modern businesses, and users can find themselves frustrated with clunky interfaces that are difficult to navigate. They're also usually housed on-premise and rely on outdated technology, resulting in limited feature improvements or updates—if they happen at all.

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CUSTOM SOLUTIONS

Custom solutions may offer more flexibility, but at higher costs and longer development timelines— not just for the initial setup but for ongoing maintenance over time. Even small changes can take days or even weeks due to reliance on highly specialized staff or teams of developers.

Under these three typical options, B2B buying experiences often fall short of consumers' expectations, primarily because if the back end is disjointed, it only follows that the front end would be just as clunky—if not more so.

And here's the thing: 87% of B2B buyers have reported that they would actually pay more to work with a supplier that provided an excellent ecommerce experience—and 90% said they would leave a supplier for a competitor if that supplier's digital channel couldn't keep up with their needs. In short, the stakes are high for businesses that fail to meet these expectations.

B2B on Shopify offers the answer. We recognize that B2B commerce is changing, and we're bringing our experience setting the gold standard for ecommerce to B2B, empowering businesses to meet rising customer demands while remaining agile in a rapidly changing market. Because when buyers think about their ideal shopping experience, it often starts with Shopify. Our single-platform approach is a crucial element to efficient, cost-effective operations. By bringing more of your business onto this single platform, you can connect with more buyers through direct ecommerce, sales reps, trade shows, distributors, eprocurement, marketplaces, and even in-person showrooms. This means new customer types, more channels, and always-on availability—all managed from a single place.

CONTEMPORARY PLATFORMS

Contemporary platforms are other offerings on the market that may have modern B2B solutions but often end up falling short of a unified, fully integrated experience, while also failing to deliver features or improvements fast enough.

"

Shopify has strength in innovation, as evidenced by the rapid pace of delivering features for its core B2B audience: consumer goods brands selling wholesale to small retail partners. It has a good community of developers that can potentially help it conquer other types of B2B use cases beyond the consumer goods space it's known for.

Forrester, *The Forrester Wave™: Commerce Solutions for B2B,* Q2 2024

1.2x
increase in reorder frequency

Businesses using B2B on Shopify see up to a 1.2x increase in reorder frequency compared to those using alternative methods of B2B selling on our platform.

4.1x
increase in reorder frequency

Businesses using B2B on Shopify see up to a 4.1x increase in reorder frequency compared to DTC orders.

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In a recent webinar we hosted about delivering self-serve experiences for modern B2B buyers, Gleb Vaguine, staff solutions engineer for enterprise growth and B2B, presented our vision on B2B commerce: "To revolutionize B2B commerce through amazing self-serve buying experiences with innovative ecommerce technology that not only meets the expectations of the B2B buyer but dramatically exceeds it and optimizes revenue and average order value, and keeps your buyers coming back for more and more."

He goes on to say how we do it: "Shopify has built B2B capabilities native to the Shopify core platform. It's not a separate platform—it's built native into Shopify primitives so that B2B businesses can take advantage of our pace of innovation, our easy-to-use and intuitive feature sets, and our six core foundational capabilities out of the box to address the specific needs of B2B businesses."

And to wrap up the outcome for B2B businesses, Gleb goes on to say, "What this will allow for you is that by addressing business complexity, personalization, and high TCO at other companies, we're able to help empower your business to increase buyer adoption and AOV, improve operational efficiency within the organization, and have that agility and innovation so you can have no bounds on innovation and experiences for self-service purchasing."

Backed by Shopify, Dermalogica Canada boosted B2B conversion rates by **23%**, with a **338% increase** in reorder frequency as well.

Shopify Collective

Shopify Collective empowers you to sell in new places, reach new customers, and lower CAC. It's a simple, easy way to sell your products on other stores, as well as curate new and complementary products for your customers, sourced from quality brands on Shopify. As a result, your customers will add more to their carts, and you'll add more to sales. Best of all, because it's integrated directly into Shopify, it's just as easy to use and set up as the rest of our platform, helping you boost revenue quickly and effortlessly.

GET DETAILS

"
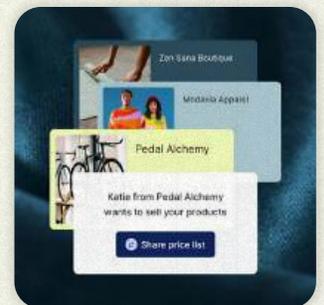
Because Collective is already integrated into Shopify everything is easy, simplified, and automated.

Amanda Engelman,
Product Director,
Shopify

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Another necessity in today's economy is the ability to grow your business without the risk of added inventory and warehousing costs. To help you achieve this, we've built Shopify Collective. Here's what Amanda Engelman, product director at Shopify, had to say about it: "Whether you want to test out new categories, run a co-branded product drop, or build a marketplace with select sellers, you can do it all by leveraging Shopify's network of merchants through Shopify Collective. Increase average order value, customer lifetime value, and net new sales without heavy upfront financial investment or significant resourcing using Collective."

"

The seamless product sharing and efficient inventory management provided by Shopify Collective relieved the burden on our fulfillment center, freeing up resources to explore additional avenues for co-branding.

Alex Nelson,
Digital Product Manager,
Cozy Earth

In many ways, Shopify Collective and B2B on Shopify are two sides of the same coin: where B2B is about true wholesale and carrying inventory, Shopify Collective is about endless aisles through dropshipping and curating brands to partner with. Together or apart, both can help you achieve your goal to sell the goods of others and optimize new sales channels.

Amanda continues, "Collective empowers businesses to achieve scalable growth through streamlined partnerships. The new features launched at Editions make it easier than ever to manage suppliers. These enhancements automate key processes such as returns and product imports, while allowing retailers to set customized policies for their suppliers. This efficient approach helps businesses scale their operations smoothly and focus on business growth."

"

Future partnerships are now much more approachable through Shopify Collective's simplified onboarding process and the ability to quickly meet consumer demand in the market."

Mark Hall,
Senior Director of Digital Technology, Mattel Creations

Shopify POS

Shopify POS powers high-converting checkout experiences with mobile POS hardware, designed to help you sell more and drive repeat business. With Shopify as your single source of truth for product, order, and customer data—all natively integrated into Shopify POS—you can drive growth, efficiency, and innovation across your in-person sales channels. With its turnkey omnichannel features that create seamless and exceptional shopping experiences across your online and in-person channels—including

endless aisles, local pickup, and more—you can elevate customer interactions and effortlessly expand into retail locations and markets. On the back end, streamline operations through seamless integration with your ERP, CRM, and more, helping you take control of your inventory management and automate manual processes. With this unified customer data, you get a single customer view—and a focus on a clear path to growth.

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The power of Shopify POS rests in its ability to pull information from across the Shopify commerce network. Patrick Joyce, director of engineering at Shopify, says, "One of the big benefits of Shopify POS is email capture at checkout. If someone has purchased on the Shopify network before and they shop with your store, you're able to automatically identify that buyer. Basically, you have a higher proportion of known buyers."

In a nutshell, Shopify POS unlocks unified commerce for businesses by helping you bring channels, data, and processes together on one platform.

The results span four key categories:

COST EFFICIENCY

Unify your ecommerce and POS channels without middleware, integrations, custom development, and associated costs.

OPERATIONAL EFFICIENCY

Boost staff productivity by centralizing operations and back-end processes for ecommerce and POS to one back office.

> **Shopify POS stands out as an example of a POS system that allows mid-market and enterprise retailers to realize benefits of a unified commerce strategy.**

EY

—

"

Shopify POS is super intuitive. As we hire folks who may not have retail experience, there's no complex instruction manual. Compared to traditional point-of-sale systems, it's very simple.

Travis Boyce,
Head of Global Retail Operations,
Allbirds

IMPLEMENTATION SPEED

Open store locations faster and with fewer upfront costs associated with setup, integration, training, and change management.

REVENUE GROWTH

Use native omnichannel fulfillment and customer data capture to accelerate revenue growth across online and physical channe

> **Operational improvements created by unifying digital and physical channels with Shopify POS enable up to a 5% increase in GMV.**

EY

**SALES
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In a recent report, EY stated, "Our research consistently shows how Shopify POS, when paired with a Shopify digital channel, moves retailers towards successfully achieving a unified commerce strategy by having product, order, and customer data flow from a single source of truth. In tandem, it shows how Shopify's POS solution allows retailers to enhance omnichannel capabilities, accelerate implementations, and unlock comprehensive customer data and insights."

To back up these claims, EY conducted a survey that found the following:

43%
want a unified platform

43% of respondents cited wanting a unified platform as a key factor in their decision to use Shopify POS.

150%
quarterly GMV growth

Shopify POS retailers experienced omnichannel GMV growth of +150% quarterly on average YoY.

58%
reported positive business impact

58% of respondents reported a positive business impact due to Shopify's POS implementation speed.

Shopify POS can support more than 1,000 retail locations and boost in-store conversion by up to 40%.

> Shopify's POS solution demonstrated a 22% lower overall TCO on average relative to the market set surveyed.

EY

> The smoothness of checkout has really improved thanks to Shopify POS. There's never any guessing or question marks since the system is so reliable.

Sam Mella,
Director of Home Experience,
Jenni Kayne Home

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Managed Markets

Managed Markets is a solution that empowers you to enter more than 150 global markets overnight without increasing overhead. Simplify the complexity of international selling and scale faster, while also reducing your costs and streamlining your operations to save both time and money. And with seamless shopping experiences tailored to your customers' local needs—including local payment methods, prepaid duties, and fast shipping options—you can boost customer satisfaction and foster long-term customer loyalty and increased growth.

GET DETAILS

200%

increase in international sales

Top-performing businesses achieved +200% average international sales growth with Managed Markets.

"More and more, we are seeing organizations win in the market when they take a unified approach to their channels," says Warren Tomlin, EY-Shopify global alliance leader. "Customers expect a deep, personal experience no matter where or when they start or end their purchasing journey. Only a natively integrated solution can deliver this."

That's where Managed Markets comes in. Kaz Nejatian, VP of product and chief operating officer at Shopify, sums up its power: "It simplifies global commerce, enabling brands to engage customers like a local without getting bogged down in cross-border complexity."

"

Shopify's Managed Markets solutions exemplifies the strategic advantage of adopting a native solution with an MoR [merchant of record] model. It not only simplifies the operational aspects of cross-border selling, but also equips businesses with the tools to effectively localize their cross-border approach. This tailored strategy resonates with international customers and translates into tangible growth, as well as a stronger competitive position in the global marketplace.

EY

Proving that point, EY found in a recent analysis of data based on a sample of 567 brands according to research commissioned by Shopify that more than 80% of businesses saw an increase in international sales growth for the 12-month period after adopting Managed Markets. Of those businesses, the average growth in international sales was above 40%—and the top 100 saw an increase of greater than 200%.

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**SALES
CHANNELS**

At a more specific level, Managed Markets offers powerful features that let you localize languages, content, product catalogs, pricing, currency, and payment methods by market. It also provides centralized management of your international sales operations, while allowing you to automate duties, taxes, and compliance management. And because it's all natively managed within Shopify, it integrates seamlessly with everything we build, which means no need for expansion stores—saving you time and money you can reinvest into your business.

Put another way by Rohit Mishra, director of product at Shopify, "Managed Markets will enable brands to reach buyers everywhere in the world by simplifying all the challenges of international selling—from duties, customs restrictions, international shipping, payments and more."

"

Managed Markets removes borders, allowing brands to grow exponentially without having to grow their headcount.

Carl Rivera,
VP of Product,
Shopify

£ Sales ↗ 28%

¥ Sales ↗ 9%

€ Sales ↗ 34%

Learn more about
all Shopify growth solutions.

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CORE PLATFORM

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Implement a growth-focused strategy with tools designed for expansion

The Shopify core platform is poised to help deliver growth across the board, especially for your new, mobile-centric customers. Our core offering includes **checkout**, **storefronts**, and **subscriptions**— all designed to help you deliver best-in-class, personalized commerce experiences designed for mobile interfaces and online shopping.

Shopify Checkout is a key piece to growth success for any brand. Besides powering 10% of US ecommerce, the results speak for themselves: our checkout's conversion rate outpaces the competition by up to 36% and by an average of 15%, based on a study completed in April 2023 in partnership with a Big Three global management consulting company.

Shop Checkout

Shopify Checkout is the highest-converting checkout experience in the world, outpacing the competition by up to 36% and by 15% on average. It's optimized for conversion and used by millions of buyers around the world, built to fuel a future of commerce where you can have both a finely tuned checkout customized to your business and the powerful acceleration of Shop Pay. Shopify Payments is the power behind Shop Pay, and it's available in 23 different countries—and when it's activated, Shop Pay is activated as well. And with local payment methods on Shopify, you can boost checkout conversion by offering payment methods that are familiar to buyers no matter where they're located. While our checkout is already high performing out of the box, you can make your instance more custom through apps and branding tools.

You can also choose to customize and extend Checkout with Checkout Extensions, a collection of app-based customizations that are fast, secure, and upgrade-safe—from no-code changes with the editor to more advanced modifications through development tools and APIs. That way, you can tailor the solution to your exact needs and goals, making an already strong tool even stronger.

GET DETAILS

4%
increase in coversion

Boston Proper improved conversion rates by 4% with Shopify Checkout.

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According to Mani Fazeli, VP of product at Shopify, our checkout surpasses our competitors because of four key advantages: "Shopify's massive identity network, unmatched scale, consumer trust, and velocity of innovation."

From reducing cart abandonment rates and improving conversion rates, to fostering more customer trust and providing better experiences, Shopify Checkout leads the way for brands around the world.

No ecommerce business can grow without a good checkout. Imagine what yours can do with the best.

With Checkout Extensions, Monos has experienced checkout customizations that integrate seamlessly with Shop Pay, resulting in a checkout experience that converts up to **50% better than guest checkout.**

With a new, totally customized checkout, Maine Lobster Now has boosted conversion by 69%—and 97% on mobile.
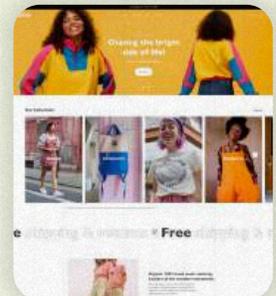
Storefronts

Storefronts on Shopify are designed to be fast and flexible, helping you represent your brand and differentiate yourself in this competitive market. Deliver personalization for the best buyer experience while reducing unnecessary complexity to move faster toward your growth goals:

Whatever path you choose, you can rest easy knowing that the storefront you build is designed to convert your customers—by the simple virtue of being built on Shopify.

GET DETAILS

01 Build with Liquid and let Shopify host and manage your site for you.

02 Build with Hydrogen and Oxygen, our headless stack, and launch in half the time with free global hosting.

03 Or go API only and choose just the components you need, maintaining complete control as you host with your preferred third-party platform.

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Whatever your business requires for your dream storefront, chances are we've got it covered. With more than 13,000 apps, worldwide and wholesale capabilities, AI tools, an easy-to-use editor, multiple languages and currencies, web performance monitoring, mobile optimization, and so much more, we give you every function you need to run a world-class commerce site.

Take Skullcandy, for example. Tired of their brittle site powered by legacy systems with limited innovation, they knew they needed to pivot to a site built for speed and best-in-class customer experiences.

"We were highly focused on the consumer journey," says Evin Catlett, VP of global ecommerce and growth marketing at Skullcandy. "As Skullcandy's flagship digital experience, we needed to strike a balance between educating consumers about our products, inspiring them with our brand, and providing a compelling value proposition. At the same time, we wanted to ensure a seamless transaction process for those ready to purchase. Shopify gave us a clear path to achieve all of that."

The results? Jenny Buchar, director of digital strategy and product at Skullcandy, shares: "We're allowing customers to have a faster and more pleasant experience. Our most-trafficked, highest-revenue-driving product page now loads in half the time—it used to load in 9.4 seconds.

Now it loads in 4.2. And the homepage load time has reduced from 2.6 seconds to 0.8. We also went from a fair user experience score at 79% to an excellent score at 94% within a week of launching on Shopify. That's amazing."

Shopify stores are the fastest in the world

2.4x

Shopify stores render 1.8x faster on average—and up to 2.4x faster—than stores on other platforms.*

TAKE A FREE SITE SPEED AUDIT

*According to data from Google's Core Web Vitals, collected for a representative sample of sites on Shopify and its competitors.

Still, site speed is one thing—growth is another thing altogether. The good news is they're directly connected. According to Shopify data and research, increasing your site speed by even a half-second can increase your conversion rate, along with other related benefits of site speed that enhance your ability to attract, retain, and convert users into buyers.

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Subscriptions

Whether your business model is based entirely on subscriptions or you want to sell a select few products through a subscription, selling subscriptions on Shopify helps you drive retention and increase customer lifetime value to meet your business goals. The Shopify Subscriptions app includes basic features to get you started selling subscriptions. For more support, choose from a number of third-party subscription apps on the Shopify App Store or build your own custom solution using the Shopify Subscriptions Reference app as a starting point.

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Subscription models have achieved new levels of popularity among businesses, fueling a "subscription economy" that has grown by 435% over the past decade—and is poised to reach a total market value of $1.5 trillion by 2025. It's an especially popular approach for businesses because it's also especially lucrative. To help you tap into this massive market, we've provided all the tools you need to build and manage subscriptions without leaving your admin.

"

The move to Shopify has been so beneficial to our business. We get so much out of the box, plus a huge pipeline of new features dropping regularly. And the Shopify ecosystem of apps and developers helps us move fast. This has let us shift focus from basic ecommerce feature development and maintenance to high-value areas for our consumers, like content creation and loyalty.

Chris Cocca,
Chief Digital Officer,
Bauer

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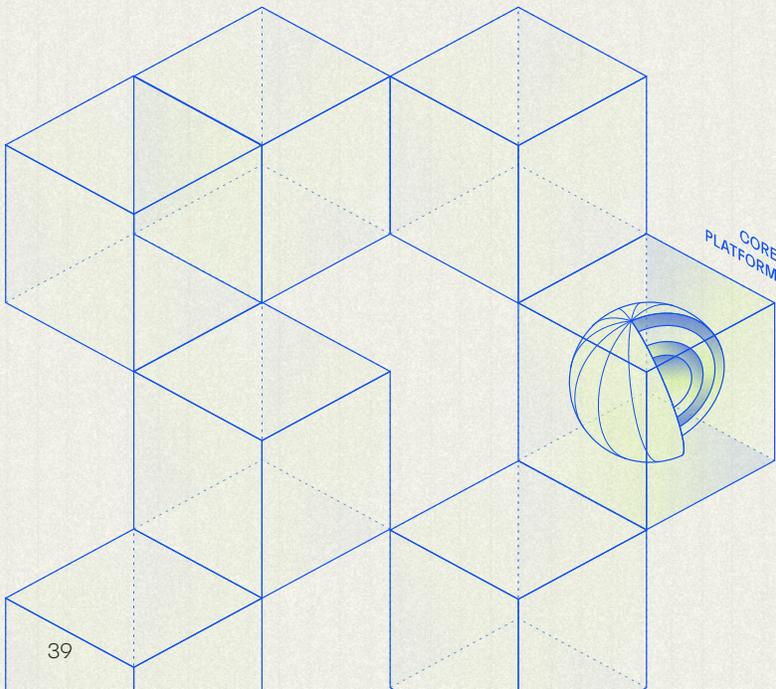
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Kickstart your growth strategy with Shopify Capital

Get quick, easy access to funding so you can put together your perfect growth solution mix and start acting on it today. Shopify Capital lets you repay as you sell, at every growth stage, right from your admin.


"

Shopify Capital has helped to improve our margins and improve sales by empowering us to buy more stock in bulk. We've seen strong sales performance in a declining market. It's a key strategy for our business and we believe this will help to grow our market share.

Joshua Mammoliti,
Founder and CTO,
The Blue Space

Log in to your admin to check eligibility and see what's possible with Shopify Capital.

→ GET DETAILS
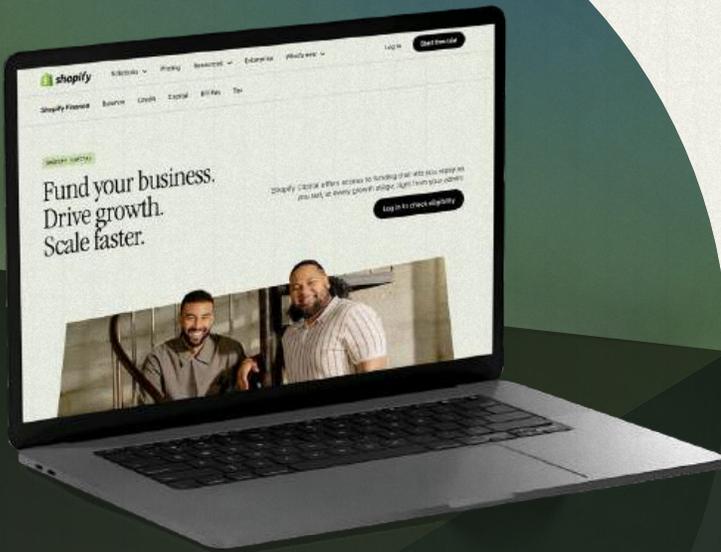
04 Build a future-proof growth strategy with Shopify

In the current landscape where privacy is paramount but delivering growth is imperative, businesses can't afford to fall behind when it comes to building and executing effective growth strategies. Our hope is that you can take the trends and insights we've provided and use them as you develop a plan to hit your growth targets in the coming years.

Yet insights are only as effective as the tools you have to act on them. That's why we've built our offerings to move at the speed of commerce—and deliver results even faster. We deliver growth solutions built on a single customer data model that empower you to effectively target your best buyers, and activate buyer insights to drive personalized shopping journeys that convert.

Propelling business growth forward in today's commerce landscape is a herculean task that requires a commerce platform that's just as mighty. With the insights we've shared, combined with Shopify as the foundation for your growth strategy, we're confident that you will experience unprecedented business growth long into the future.

Shopify has the best total cost of ownership on the market

Shopify is the best commerce platform for generating more revenue at a lower total cost to the business. Simply operating your commerce business on the Shopify core platform can be a major growth opportunity for you. According to research commissioned by Shopify from a leading independent consulting firm, Shopify's TCO is up to 36% better than its competitors, and 33% better on average. Check out our free calculator to see how we can help your business cut costs and boost revenue.

GO TO THE CALCULATOR

No matter your goals, we have the tools to help your business grow. Browse all of our growth solutions to learn how you can do it all with Shopify.

And if you're ready to take the next step toward long-term profitable growth, get in touch with one of our experts today.

→ **EXPLORE THE TOOLS**

→ **GET IN TOUCH**

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