

to open up new revenue streams
bring all your systems and channels onto a single platform
ΣΑΓΕΣ ΣΧΗΜΑΤΑ

with the global network
reach more people and reach our conversion goals
ΣΗΟΒ ΝΕΤΜΟΡΚ

they want
reach your best players—and deliver the commerce experiences
ΕΒΟΜΤΗ ΠΡΟΔΟΥΤΑ

03 On globally, all roads lead to growth

The impact of unified commerce on consumer attitudes
Sales and advertising channel rankings
Performance of the global network
Growth by industry and product category
Overall online shopping growth

05 What our research revealed

The best growth strategies are built on a foundation of insights
digital marketing landscape

01 The tremendous opportunity of today

contents

Table of

they shop, not just online.

They expect seamless experiences everywhere, personalization and customization options, journey driven by technology, complete with every touchpoint—in other words, a play. Plus, consumers expect configuration at leaders need to adapt now more than ever that marketing executives and e-commerce competition than ever—which in turn means are changing across the industry—with higher behaviors, privacy regulations, and technologies historic moment in digital marketing: consumer horizon. Today, we're witnessing yet another battle cookies, the rise of AI, and more on the of social media, and now the decline of third-clickable ad, the advent of Web 3.0, the arrival by major events we'll never forget—the first The history of digital marketing is marked

constantly changing market changing customer expectations results that drive growth not new reality. What's more, you that understanding what no the strategies you've relied on customers has always been. Because while it's true that n

commerce that runs through of consumer behavior data. We've created this report, our growth engine for your business that convert, and build a sustainable insights to deliver personalized effectively target your best performance. Ultimately, your success lies

marketing landscape today's digital opportunity of The tremendous

OR

businesses in 2021, representing more than 10% of the online shoppers purchasing from Shopify platform—a sampling of more than 82 million of the high volume of people who shop on our platform. We've performed a detailed, in-depth analysis

a foundation of insights strategies are built on

The best growth

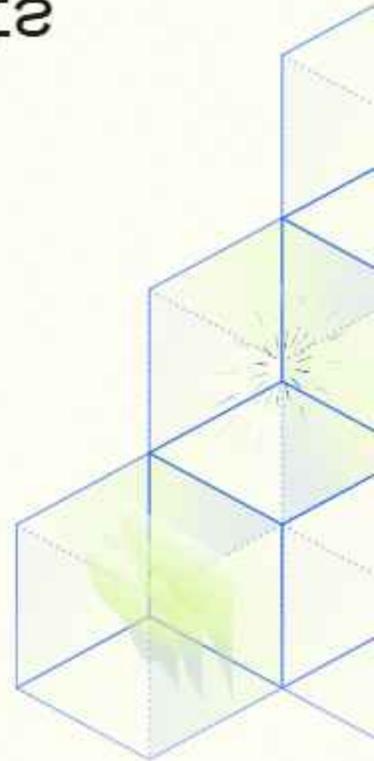


cost in the industry. We've built a foundation of insights to give you the best customer acquisition behavior data across channels with customer identity resolution that help connect customer attribution measurement like pixels and first-party data as well as solutions for customer behavior and campaign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

01 What are the overall

and will discuss in detail

Here are a few of the key



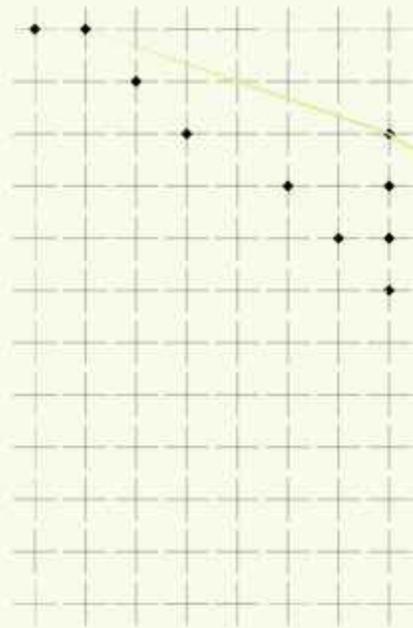
opportunity and drive growth in the landscape, to help you capture your strategy in the face of today's challenges and build out strong insights for your business. We'll take ourselves to dig deep into our data to cover in more detail later. We'll go beyond our solutions built to

trends in the market.

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

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

growth strategies as you plan for 2022 and beyond. Valuable trends and insights to help inform your. With this information, we hope to equip you with



exciting orders exceeding from 2022 to 2024. Average to 2024, and two-year growth to 03 2024. Year-over-year examples, 2024 shows incredible data shows from 04 to 03 (or negative) from non-traffic orders that had any CAC on October 1, 2024. Our analysis global regions passed on the annual CAC of each platform, revenue bands and trends across industries. The data in this report includes

Where we pulled

and revenue ranges
5055 across all regions
5053 and 33% since
increased 17% since
each shopify business
first-time shoppers to
Orders placed by

time shoppers orders
increase in first

17%



shopping growth
Overall online



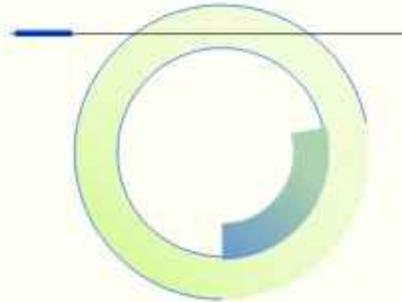
research revealed

05 What our

and revenue ranges
across all regions
increase of 27% YoY
return shoppers, an
a 20% increase in
5 years, we've seen
Over the past

return shoppers
increase in

20%



increase of 27% YoY
more specifically, an
over the past 5 years
with a 43% increase
order volume growth,
a 10% increase in
years, we've seen
Over the past 3

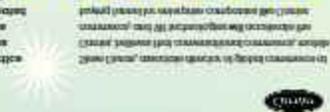
volume growth
increase in order

43%



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

INSIGHTS FROM KEY INDUSTRIES



any way, it will not be a simple task.

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

strong as the top three by o
 health and beauty, and how
 brands, the industries of app
 Middle East, and Africa, as
 Across North America, Asia

KEY INDUSTRIES Growth of

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—Education investment to date is still low
 —Retailers are still not fully embracing the power of data
 —Retailers are still not fully embracing the power of data
 —Retailers are still not fully embracing the power of data



Performance of the shop network

EXHIBIT 10: SHOP NETWORK

—Retailers are still not fully embracing the power of data
 —Retailers are still not fully embracing the power of data

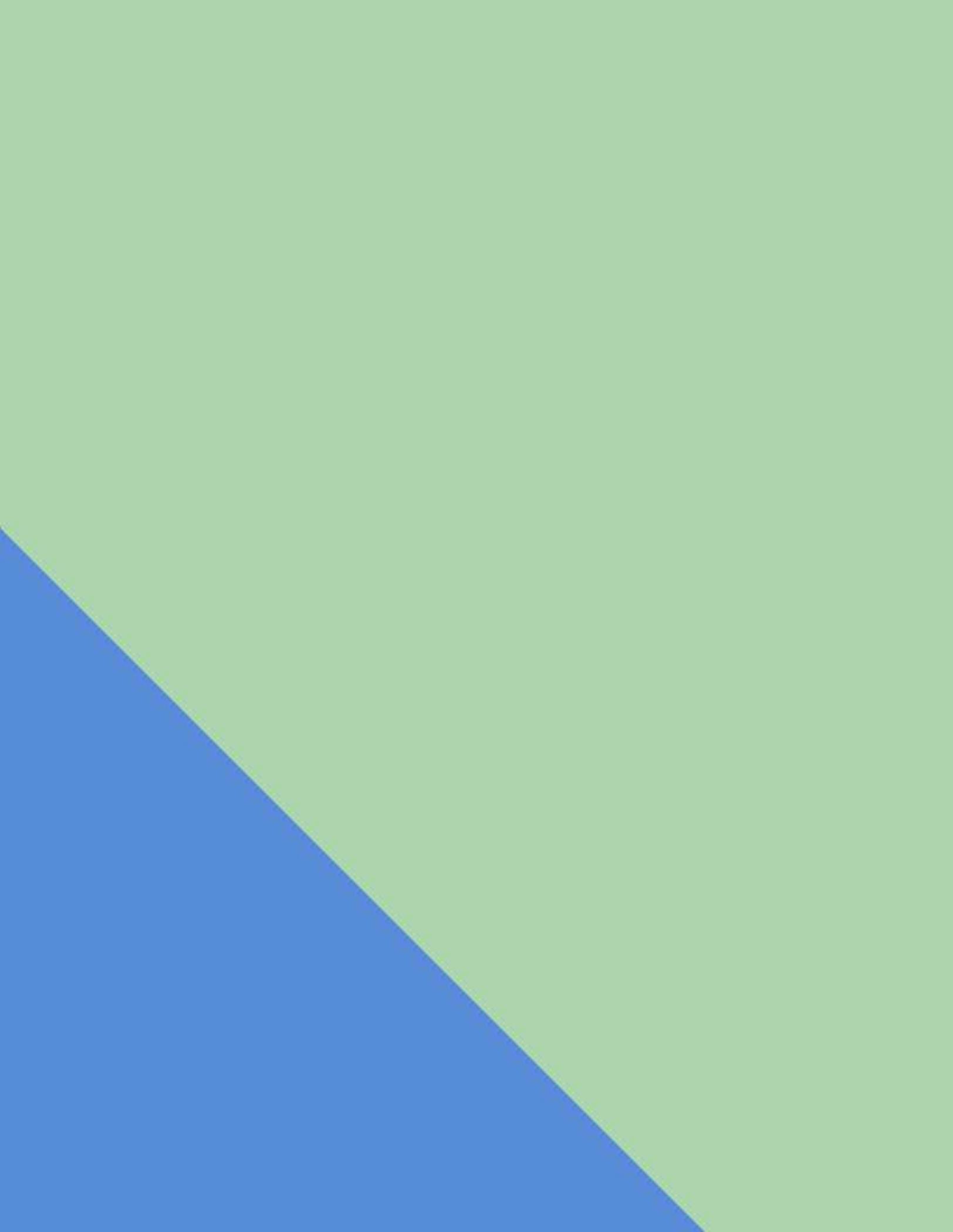


EXHIBIT 11: SHOP NETWORK

—Retailers are still not fully embracing the power of data
 —Retailers are still not fully embracing the power of data

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- 01 Social
- 02 Display
- 03 Email/SMS
- 04 Search
- 03 Other
- 02 Affiliate
- 01 Direct

AMERICA
NORTH

- 04 Search
 - 03 Other
 - 02 Direct
 - 01 Affiliate
- EAST AND
EUROPE, TH

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

channel rankings sales and advertising

high performers: affiliate are consistently industry direct and While channels vary

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

	TODDLER BABY AND	ACCESSORIES APPAREL AND	AND GAMES TOYS	
01	Display	Social	Social	2
02	Social	Email\SMS	Search	2
03	Search	Search	Email\SMS	D
04	Email\SMS	Affiliate	Other	E
05	Other	Other	Display	O
06	Affiliate	Direct	Direct	D
07	Direct	Display	Affiliate	A
	FURNITURE	AND PARTS VEHICLES	GOODS SPORTING	A L

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

**BY AOV:
RANKED AND RANKED
OUT BY REVENUE
CHANNELS BROKEN
GLOBAL REFERRING**

01	Display	Social	Social	D
02	Social	Display	Display	2
03	Affiliate	Affiliate	Affiliate	E
04	Other	Other	Email\SMS	2
05	Search	Email\SMS	Search	O
06	Email\SMS	Search	Other	A
07	Direct	Direct	Direct	D
	<\$10,000	\$100,000 \$10,000-	\$1 MILLION \$200,000-	\$ \$

the board.

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

THE INSIGHT

BY ORDER VALUE: BROKEN OUT CHANNELS REFERRING GLOBAL

02	Social	Social	Social
04	Display	Display	Email/SMS
03	Search	Email/SMS	Affiliate
05	Email/SMS	Search	Search
01	Affiliate	Affiliate	Display
<\$100		\$100-\$200	\$200-\$1000

customer experiences and gives in-store and online allows for better online as well. This unification of grow sales—not just in-store, but and also unlocks opportunities to efficiencies for retailers, back offices Unified commerce drives clear

INSIGHTS



not based on any internal data.

BY about unified commerce and Shoptily, and were retrieved from [Future-Proofing Retail](#), a report by

Note: The data and insights for this section were

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

the impact of unified commerce Consumer attitudes and

to a 2% profit is equal benefit equivalent of up specifically contribute a by Shoptily POS improvements created Operational

2%

annually on average equivalent profit in sales provides an 8.8% Shoptily's POS solution On an aggregate basis,

8.8%

BY EY market set surveyed average relative to the lower overall TCO on demonstrated a 55% Shoptily's POS solution

55%

SHOPTILY POS
IMPACT OF

03 Sales channels

05 The shop network

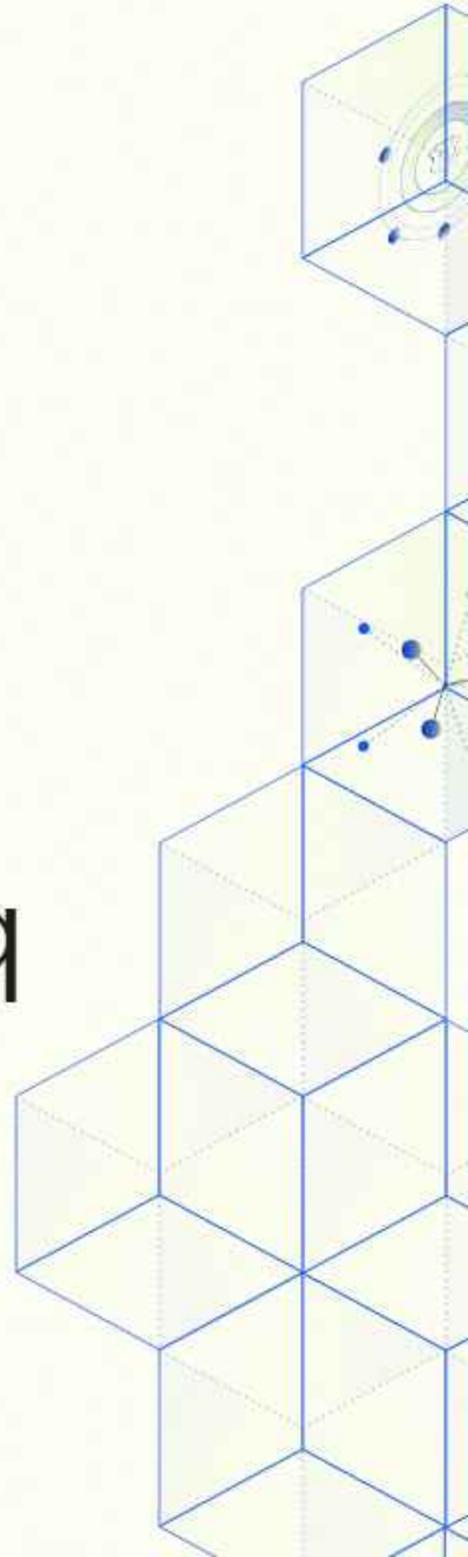
01 Growth products



marketing landscape:

You can capitalize on the opportunities of today's
with a mix of shopify solutions designed to help
of this report is broken into four categories, each
take, you can take it with shopify. The next section
business forward—and whatever direction you
to build any growth level you'd like to reach. You
and insights we've just provided, you're armed
practical benchmarks. Equipped with the data
on customer expectations and exceed you
you create commerce experiences that deliver
shop with shopify-powered businesses: we help
There's a reason more than 875 million people

03 to grow all roads lead on shopify,



that helps you improve your ad campaign
Shopify Audiences is an ad-optimization tool

players and give better ad bet
to them. These lists empower you

Audiences Shopify

each month.
uses or visits an average of 2.8 different platforms
month, and the typical social media user actively
the world's internet users now use social media each
the entire global population. What's more, 81.2% of
at the beginning of October 2021—about 81% of
were 2.55 billion social media users around the world
telling statistics: according to [Data Report](#), there
to commerce, as made evident by some additional
world rely heavily on social media when it comes
Consumers across industries and around the

enable you to target
and provide more engaging
customers, unlike your cu
These solutions are designed
activation, **Shopify Colla**
Shopify Audiences, first-b
875 million annual shoppers
and everywhere else. Our va
consumers where they are—
tools specifically designed fo
Among Shopify's growth sol

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

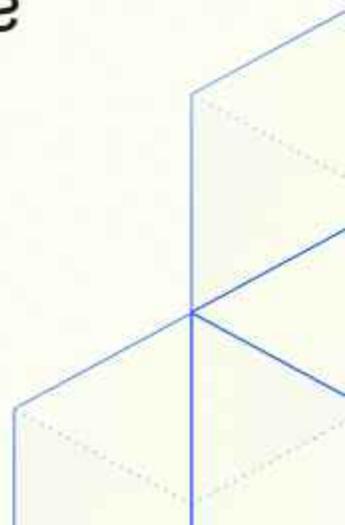
PRODUCTS
GROWTH



GROWTH PRODUCTS

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03

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with your brand. These people are similar to
Audiences, algorithms predict will want to engage
Contains potential new customers that Shopify

PROSPECTING AUDIENCE

the next-best available tactic:
marketing dollar spent on retargeting compared to
demonstrated up to 5x more orders for every
Most businesses using this audience type have
brand but not yet purchased from your store.
Reach more people who have engaged with your

RETARGETING BOOST AUDIENCE

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

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

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ON SHOPIFY
03

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to retargeted campaigns
versus standard ad platform
Contains 40% more existing

EXISTING CUSTOMER

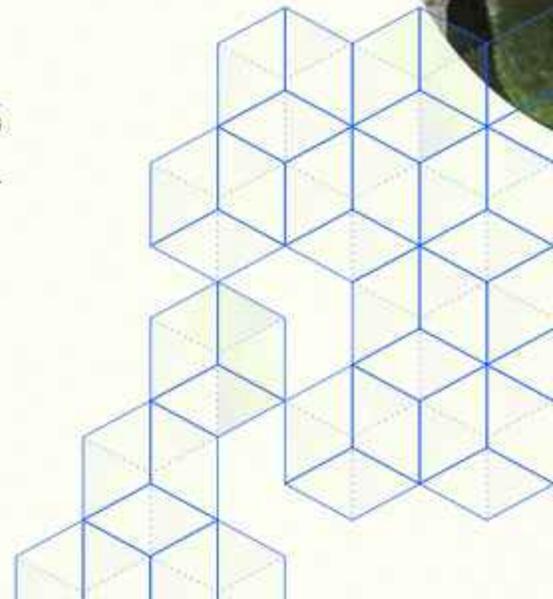
and 5x ROAS.
with retargeting
3.6x lower cost per
larger retargeting
Mac Duggal has
With Shopify Au



Shopify

more efficient

5.3x



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

commerce insights from our data co-op— up to 20%—all by using the power of the combined spend, as well as our customer acquisition costs by of retargeting conversions for every retargeting dollar. When you do, you can give up to double the number

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

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

BOVE 20%
HAPPY HIPPO AND
WITH SHOPIFY AND



best available tactic compared to the next-spend on retargeting every marketing dollar as 5x more orders for demonstrated as much Boost lists have Audiences Retargeting latest version of Shopify Ad campaigns using the

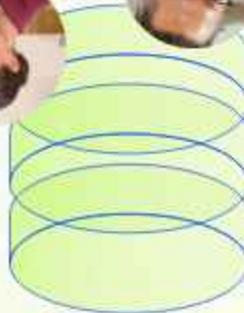
5x

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ON SHOPIFY
03

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GET DETAILS

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

collection and activation First-party buyer data

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ALL ROADS
ON SHOPIFY
03

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devices and platforms relevant, personalized experiences recognize and target to help increase the number of website visitors across channels, devices, and identity resolution that connects. A customer data platform (CDP)

CUSTOMER DATA PLATFORM

These tools include:

all major advertising and email performance—all with seamless impactful insights across your data unification, an enhanced success: strong customer-relationship you get the complete backdoor. With our first-party data tool

personalize the experience for buyers are on, and it becomes on the complexity of more channels are more savvy when it comes changing, with one major opportunity. As we touched on earlier, co

able to get a better sense of truth on which first-party data from your store and connected on top of the customer data platform using your of personalized marketing for your business. Built Shopify's segmentation offering is the foundation

Segmentation

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

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

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

that data is through segment customer data. And the way asset a business can own is getting more challenging. In a world where customer o

with ads too. personalized campaigns no ensure that you can reengage user and serve better integrated products they've added to with to which forms they mail customer—from which email you own first-party data info. Shopify has done the heavy to restore that buyer's identity. But with our customer data

them with personalized messages behavior to their email and have been unable to identify. You may easily have recognized. Without first-party the link in their email app, and They received confirmation

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ALL ROADS
ON SHOPIFY
03

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one-to-one relationship. Built within the secure Shopify
to scale your existing affiliate program or build
influencer relationships, whether you're looking
stories and reach new audiences through digital
embodying businesses to spread their brand
Shopify Collabs is an affiliate marketing tool.

Collabs Shopify

groups, so you can use it with confidence,
help to double-check that you've built the right
group you a natural-language translation of your
metrics. When you're done, Shopify Magic will
in Shopify including better data in customer
profiles and order information you already have
based offers. This all builds from the robust customer
certain distance of a location to make location-
locations. You can also find customers within a
and of a certain value, and even at specific retail
product certain products a specific number of times
if for you; you can find groups of customers who
you can imagine—or just ask Google to generate
help your customer list with almost any question
“Segments are built using Shopify”, so you can
check functionality of segmentation on Shopify:
action. Even ads even more insight on the
templates into audience segments ready for
in just a few clicks, you can turn easy-to-use

creating all part of the
you need to reach new and
it's available with most pro
drive more sales with less e
to automate other repetitive
plans, you can easily connect

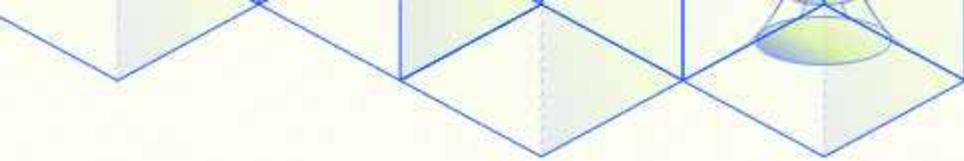
app like Shopify Inbox,
touch while chatting with a
and advertising campaigns
segment, be part of custom
journeys in Shopify Flow with
discounts, do through appo
meets your VIP criteria can
your customer retention effo
your customers and to use p
objectively for you to define
segmentation. The end resu
your first-party data is awa
Shopify and the app ecosyste
since segments are created

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ALL ROADS
ON SHOPIFY
03

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attributable sales from influencers has all gotten easier. As a result, influencers and creators find measurement, tracking, and streamline our affiliate program. Shoptify Collaps has helped



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

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

grow lasting relationships.”
hope to give both parties the ability to easily demonstrate each commission on products that allow creators to immerse brands and creators. We are connections and relationships: “We see the influencers and businesses foster long-term shares what our vision is for of advertising. With an eye featuring creators were the surveyed reported that growth according to CreatorIQ, “And this is not an opportunity

PRODUCTS
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ALL ROADS
ON SHOPIFY
03

provides access to a massive network of millions of brands face: boosting ROAS while cutting CAC. If it's designed to combat the challenge many of their larger acquisition or advertising strategies: diversify their ad spend into a new channel as part acquisition tool, empowering businesses to Shop Campaigns is a risk-free paid customer

Shop Campaigns

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

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

SHOP NETWORK

МЕЛМОВК
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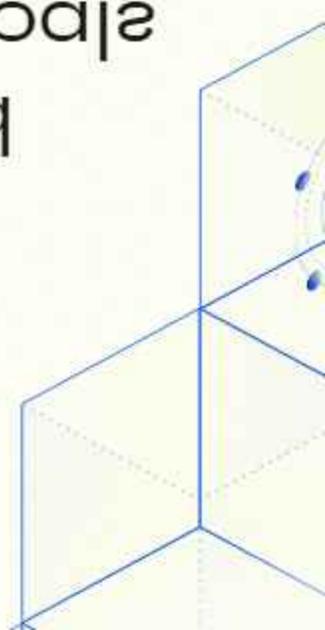
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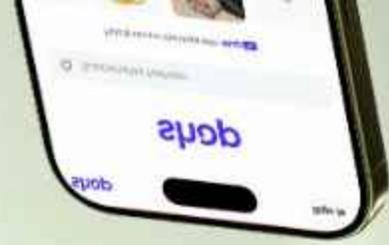
Shopify
Shopify

creative, placement, and ex
and budget, and we do the
building growth on autopilot
customer acquisition at a
“That’s where Shop Campaigns

the complexity of it all
could grow their businesses
out on their growth journey
marketers—and it feels imbr
time to catch up. It’s tough t
often unpredictable, costs ke
As a result, setting up camp
customers, like through affil
ads with. And then there are
and there are so many platf
Shop Campaigns: “Marketin
at Shopify sheds more light
Andrius Baranavskas, direc



make quick purchases and track orders. It's why shoppers worldwide to discover new brands' shopping apps. It's built by Shopify and used. The Shop app is one of the world's most popular



shop app

Black Friday 2021, Black Friday 2023 and increased 3x between Shop Campaigns orders

increase in orders

3X

new customers, brands acquiring over 10,000 contributed to Shop Campaigns season (2021). This holiday

brands

10K

good audience," guarantee that we're connecting businesses with a Shop Pay buyer has higher AOV and LTV, so we can are high value," continues Andrius. "We know that a businesses access to buyers and shoppers we know. "One key benefit of Shop Campaigns is we give integration and scale, we can identify them reliably," whatever your goal was. And because of our you only pay for new or non-back customers."

Shopify
Director of Product Advertising
Andrius Balaunas

best customer and the best can define your costs and and acquisition on autopilot. We want to make Shop Ca



Blueland
Vice President of Growth and
Josh Kropman

other acquisition channel was such a differentiating single attributed sale is true. With Shop Campaigns, I na



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ALL ROADS
ON SHOPIFY
03

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order volume, for 1% of Lululemon's total The Shop app now accounts

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

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

double-digit growth
And then every year since
We surpassed 500% growth



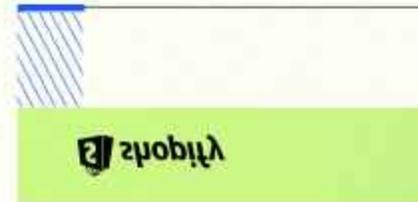
Budgale
Director of Product Management
Daniel Graubensberger

to reward returning customers
positive results. Additionally
using Shop Cash within the
Monday 2023, we ran a very
consistent branding. On BI
Shop app to watch our me
We particularly love that m



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

13x



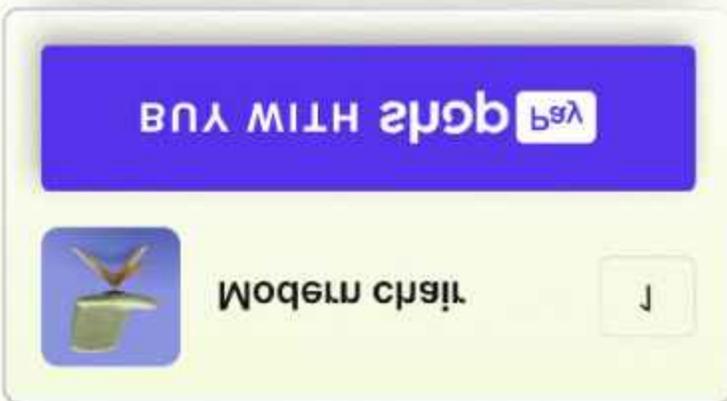
РЕТМОВК
ШОП



GROWTH
LEAD TO
ALL ROADS
ON SHOPIFY
03

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ECOMMERCE

Our customers are using Shop Pay, and it



installments.

the flexibility to pay in convenient, interest-free
customers, Shop Pay Installments offers them
Shop Pay Component. To further empower you,
you can add Shop Pay to your store through the
even if you're not on the core Shopify platform,
drives a 2x lift in lower-funnel conversion. And
checkouts by at least 10%, and its mere presence
April 2023, Shop Pay outpaces other accelerated
a Big Three global management consulting firm in
orders. Based on an external study completed with
in a tab, and earn 1% Shop Cash back on all their
sign in seamlessly on your online store, check out
and most trusted digital wallet. It lets customers
Shop Pay is the internet's best-converting checkout

Shop Pay

GET DETAILS

improves conversion rates i
brand loyalty, boosts sales
multiple sessions and deliv
This not only streamlines th
your buyers will speed thro
which simplifies the login br
in your toolkit—enhanced p
purchase. With a seamless
more, knowing they'll earn
customers will be further in
Canada, fully funded by Sh
available to the Shop netwo
value of Shop Cash—a pur
average order values. Com
reduces cart abandonment
makes larger purchases wo
Allowing shoppers to speed

MEMORK
SHOP



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LEAD TO
ALL ROADS
ON SHOPIFY
03

GROWTH GUIDE
ECOMMERCE



one click,”
to sign in or check out from any store in just
minutes, wherever they shop. They can use Shop
briolides that brings convenience and trust to
kenul adds this final point: “Shop is an identity

for loyalty
subscribers feel more valued when rewarded
many customers. According to research, 48% of
important aspects of a strong growth strategy:
a loyalty program, long achieve one of the most
strengths of subscriptions, digital wallets, and
for businesses. And when you combine the
better them—and they offer a massive opportunity
for convenience or speed, it’s clear that consumers
projected to use digital wallets by 2028. Whether
on the rise as well: 80% of the global population is
like subscription models, digital wallet usage is

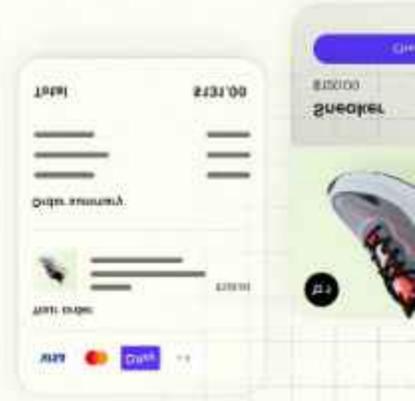
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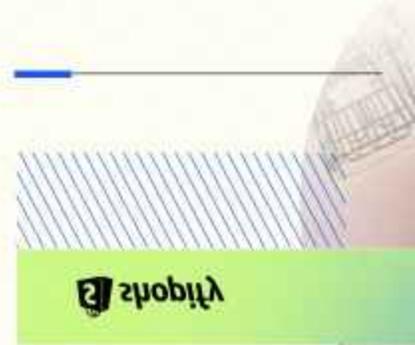
a share of Shop
in the US across
Shop Pay is the



considering him in April 2023,
a Big Three global management
based on a study completed with

solutions by up to 10%
accelerated checkout
outperforming other
a physical-based checkout,
much as 20% better than
Shop Pay can convert as
better

20%



efficiency—and reduce costs—while scaling all or many. In doing so, you'll increase operational storefronts—whether you're running a single B2B one admin and even one storefront—or dedicated business from a single commerce platform, with tailoring that B2B requires. You won't quite expect—without compromising on the customer—the exceptional digital experiences you require. Shopify's B2B solution is built to deliver

B2B on Shopify

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

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

SALES CHANNELS

CHANNELS
SALES



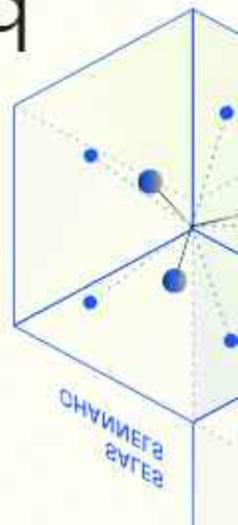
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ALL ROADS
ON SHOPIFY
03

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ECOMMERCE

improvements or upgrades—
outdated technology resulting
also naturally housed on-bren
interfaces that are difficult f
users can find themselves t
longer meet the needs of mo
Legacy platforms are often

PLATFORMS LEGACY

even contemporary platform
platforms, custom comm
B2B often means evolving
Establishing a unified comm



meet rising customer demands while remaining
for ecommerce to B2B, empowering businesses to
pivoting on experience setting the gold standard
that B2B commerce is changing, and where
B2B on Shopify offers the answer. We recognize

to meet these expectations:

In short, the stakes are high for businesses that fail
digital channel couldn't keep up with their needs,
leave a supplier for a competitor if that supplier's
ecommerce experience—and 80% said they would
work with a supplier that provided an excellent
reported that they would actually pay more to
And here's the thing: 87% of B2B buyers have

just as simply—if not more so:

disappointed, it only follows that the front end would be
expectations, primarily because if the back end is
experiences often fall short of consumers.
Under these three typical options, B2B buying

specialized staff or teams of developers:

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

SOLUTIONS CUSTOM

increase in

1.5X

solutions for B2B, 50%
Forrester, The Forrester M

the consumer goods space
if consider other types of B
community of developers f
wholesale to small retail bu
B2B audience: consumer d
ply the rapid pace of develo
Shopify has strength in im



features or improvements fo
integrated experience, while
but often end up falling shor
the market that may have m
Contemporary platforms an

PLATFORMS CONTEMPORARY

CHANNELS
SALES



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ALL ROADS
ON SHOPIFY
03

GROWTH GUIDE
ECOMMERCE

brands on Shopify. As a result, your customers will
 products for your customers, sourced from multiple
 stores, as well as create new and complementary
 a simple, easy way to sell your products on other
 places, reach new customers, and lower CAC. It's
 Shopify Collective empowers you to sell in new

Shopify Collective



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

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

frequency as well
 with a 338% increase
 B2B conversion
 Dermatologica Co
 Backed by Shopify

service business,”
 no longer on innovation and
 make that agility and innova
 operational efficiency with
 increase buyer adoption and
 were able to help empower
 personalization, and high T
 you is that by addressing pr
 Greg goes on to say, “What
 And to wrap up the outcome

CHANNELS SALES



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LEAD TO
ALL ROADS
ON SHOPIFY
03

Cosy Earth

Digital Product Manager

Alex Nelson

avenues for co-branding.

center, freeing up resources to explore additional

Collective relieved the burden on our fulfillment

inventory management provided by Shopify

The seamless product sharing and efficient



using Collective.”

investment or significant resourcing

net new sales without heavy upfront financial

average order value, customer lifetime value, and

of merchants through Shopify Collective. Increase

you can do it all by leveraging Shopify's network

drop, or build a marketplace with select sellers,

test out new categories, run a co-branded product

Shopify had to say about it: “Whether you want to

what Amanda Engelman, product director at

achieve this, we've built Shopify Collective. Here's

inventory and warehousing costs. To help you

to grow your business without the risk of added

Another necessity in today's economy is the ability

Senior Director of Digital Tech

Mark Hall

quickly meet consumer demand

simplified onboarding process

approachable through Shopify

Future partnerships are now



operations smoothly and to

efficient approach helps you

to set customized policies for

returns and product imports

enhancements automate key

make it easier than ever to

partnerships. The new feature

to achieve scalable growth.

Amanda continues, “Collective

channels.

goal to sell the goods of other

together or apart, both can

dropshipping and curating

Shopify Collective is about

is about true wholesale and

Shopify are two sides of the

in many ways, Shopify Collec

CHANNELS
SALES



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LEAD TO
ALL ROADS
ON SHOPIFY
03

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ECOMMERCE

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

EFFICIENCY OPERATIONAL

associated costs: middleware, integrations, custom development, and unify your ecommerce and POS channels without

EFFICIENCY COST

The results span four key categories:

platform, channels, data, and processes together on one commerce for businesses by helping you bring in a unified, globally POS unlocks unified

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

online and physical channels data capture to accelerate use native omnichannel full

GROWTH REVENUE

and change management costs associated with setup. Open store locations faster

SPEED IMPLEMENTATION

Allbirds
Head of Global Retail Operations
Travis Joyce

point-of-sale systems, it's a instruction manual. Companies may not have retail experience globally POS is super intuitive



CHANNELS SALES



GROWTH LEAD TO ALL ROADS ON SHOPIFY 03

GROWTH GUIDE ECOMMERCE

to Shopify's POS
business impact que
reported a positive
28% of respondents

business impact
reported positive

28%

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

platform
want a unified

43%

average YoY
growth on
growth of +120%
omnichannel GMV
retailers experienced
Shopify POS

growth
omnichannel GMV

120%

a survey that found the following:

To back up these claims, EY conducted

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

CHANNELS
SALES



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LEAD TO
ALL ROADS
ON SHOPIFY
03

GROWTH GUIDE
ECOMMERCE

EY

market set surveyed.

lower overall TCO on average

Shopify's POS solution delivered



up to 40%.

boost in-store conversion

than 1,000 retailers

Shopify POS can



- Japan
 - United Kingdom
 - European Union
- Add new markets

GET DETAILS

and increased growth, satisfaction and foster long-term customer loyalty shipping options—you can boost customer payment methods, prepaid duties, and fast to your customers' local needs—including local And with seamless shopping experiences tailored your operations to save both time and money while also reducing your costs and streamlining complexity of international selling and scale faster, without increasing overhead. Simplify the to enter more than 120 global markets overnight Managed Markets is a solution that empowers you

Managed Markets

position in the global market, tangible growth, as well as with international customer order approach. This tailored with the tools to effectively cross-border selling, but it not only simplifies the solution with an Managed the strategic advantage of Shopify's Managed Markets



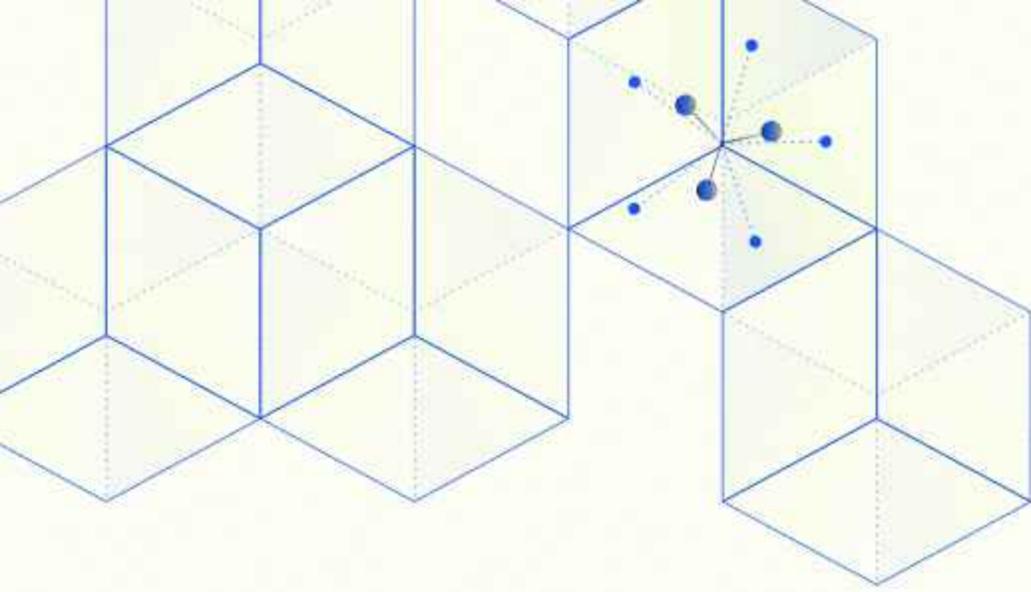
border complexity, like a local without getting commerce, enabling brands at Shopify, sums up its power Melanian, VP of product and That's where Managed Markets integrated solution can deliver start or end their purchasing personal experience no matter global alliance leader. "Customers to their channels," says Mar in the market when they take "More and more, we are seeing

CHANNELS
SALES



GROWTH
LEAD TO
ALL ROADS
ON SHOPIFY
03

GROWTH GUIDE
ECOMMERCE



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

your business:

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

CHALLENGES
 SALES



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 ALL ROADS
 ON SHOPIFY
 03



Shopify

VP of Product,
 Carl Rivera,

grow their headcount.
 brands to grow exponentially.
 Managed Markets remove



the powerful acceleration of Shop Pay. Shopify
tuned checkout customized to your business and
of commerce where you can make both a fine
of rules around the world, built to fuel a future
it's optimized for conversion and used by millions
competition by up to 30% and by 12% on average.
checkout experience in the world, outpacing the
Shopify Checkout is the highest-converting

Shop Checkout

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

goals, making an already ex
you can tailor the solution f
through development tools
with the editor to more ad
and upgrade-safe—flow u
of app-based customizatio
Checkout with Checkout Ex
you can also choose to spa

consolidating compliance
partnership with a Big Thre
12%, based on a study com
competition by up to 30% o
our checkout's conversion u
ecommerce, [the results spe](#)
for any brand. Besides how
Shopify Checkout is a key b

designed for expansion focused strategy with tools implement a growth-

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PLATFORM

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LEAD TO
ALL ROADS
ON SHOPIFY
03

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ECOMMERCE



growth goals:

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

Storefronts

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

the world.

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

velocity of innovation.”

network, unmatched scale, consumer trust, and
of your key advantages: “Shopify’s massive identity
our checkout surpasses our competitors because
According to Mani Fazel, VP of product at Shopify,

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LEAD TO
ALL ROADS
ON SHOPIFY
03

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ECOMMERCE

GET DETAILS

being built on Shopify
to collect your customers—
knowing that the storefront
Whatever path you choose

88%—and 87% of
has boosted con
checkout, Maine
With a new, total

than guest check
converts up to 2
checkout experi
Shop Pay, result
integrate seamle
checkout custo
Moros has exper
With Checkout P



Now it loads in 1.5. And the homepage load time
time—it used to load in 9.4 seconds.
revenue-driving product page now loads in half the
pleasant experience. Our most-trafficked, highest-
allowing customers to have a faster and more
strategy and product at Skullcandy, shares: “We’re
The results? Jenny Bucher, director of digital

Shopify gave us a clear path to achieve all of that.”
transaction process for those ready to purchase.
the same time, we wanted to ensure a seamless
providing a compelling value proposition. At
our products, inspiring them with our brand, and
a balance between educating consumers about
high-quality digital experience, we needed to strike
growth marketing at Skullcandy. “As Skullcandy’s
says Elin Carlett, VP of global e-commerce and
“We were highly focused on the consumer journey,”

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

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

your ability to attract,
site speed that enhance
along with other related per
a half-second can increase
research, increasing your s
connected. According to Sh
thing altogether. The good
Still, site speed is one thing-

Shopify and its competitors:
collected for a representative sam
According to data from Google’s

TAKE A FREE SITE SPEED AN

on other platforms,
age—and up to 5.4x faster
Shopify stores render 1.8

5.4X

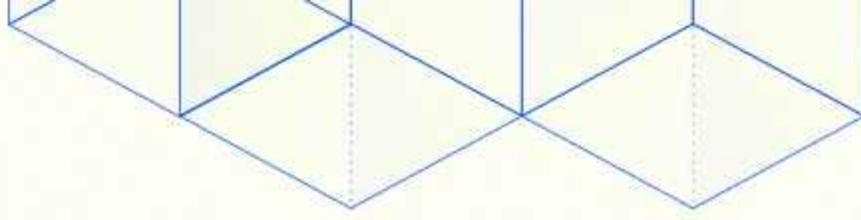
the fastest in
Shopify stores

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LEAD TO
ALL ROADS
ON SHOPIFY
03

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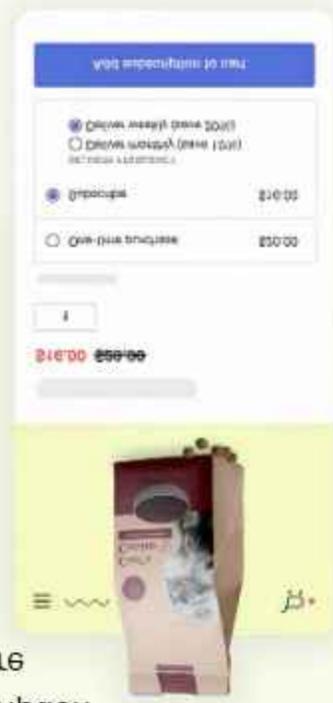


Bayer
Chief Digital Officer
Chris Cocco

consumers, like content creation and maintenance to high-end focus from basic e-commerce developers helps us move forward regularly. And the Shopify ecosystem has a huge pipeline of new talent for our business. We get so much value from the move to Shopify that we're

GET DETAILS

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



Subscriptions



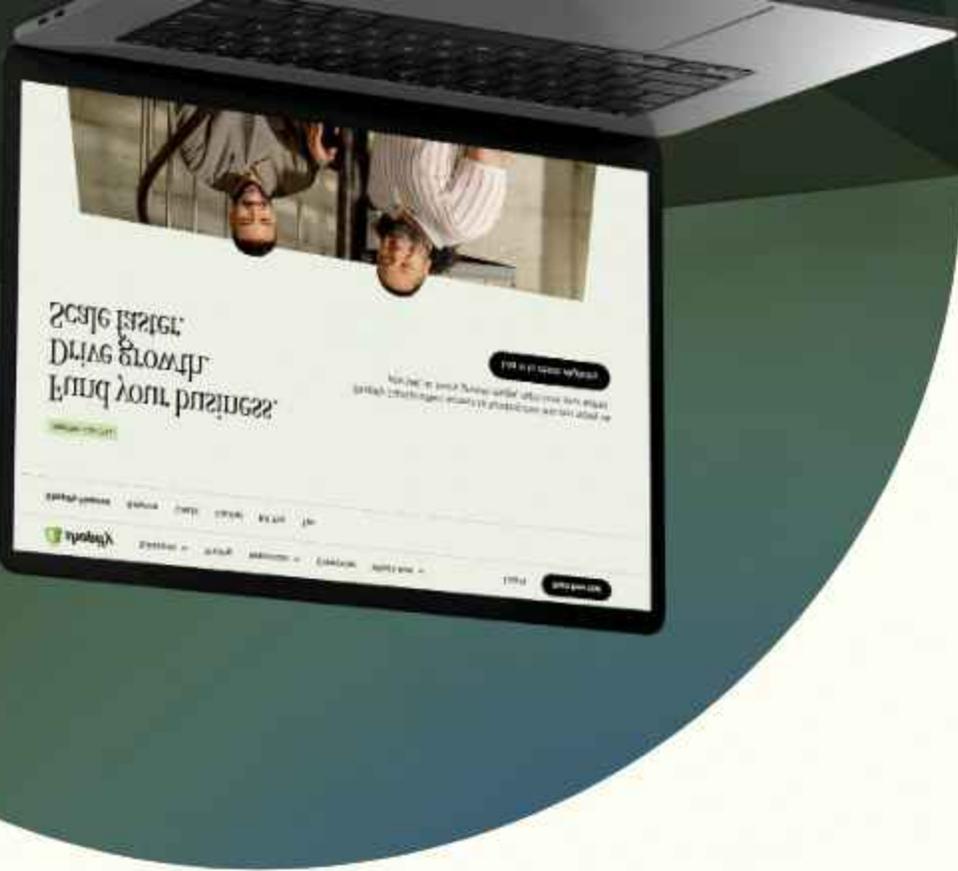
without leaving your admin tools you need to build and tap into this massive market because it's also especially an especially popular app with a total market value of \$1.2 over the past decade—and the “subscription economy” that of popularity among business subscription models have

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LEAD TO
ALL ROADS
ON SHOPIFY
03

GROWTH GUIDE
ECOMMERCE



→ GET DETAILS

Zopaify Capital
 what's possible with
 check eligibility and
 log in to your account

The Blue Space
 Founder and CTO,
 Joshua Mammoliti

help to grow our market
 strategy for our business and
 performance in a declining
 buy more stock in bulk. We
 margins and improve sales
 Zopaify Capital has helped



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

with Zopaify Capital growth strategy kickstart your

GROWTH
 LEAD TO
 ALL ROADS
 ON SHOPIFY
 03

GROWTH GUIDE
 ECOMMERCE



strategy. We're confident that you will experience
with Shopify as the foundation for your growth
strategy. With the insights we've shared, combined
requires a commerce platform that's just as
commerce landscape is a Herculean task that
propelling business growth forward in today's

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

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

with Shopify growth strategy

04 Build a future-proof

GO TO THE CALCULATOR

Revenue

How we can help your business
on average. Check out our
to 30% better than its compe
independent consulting firm
research commissioned by
major growth opportunity fo
business on the Shopify con
the business. Simply operat
generating more revenue a
Shopify is the best commerc

on the market
total cost of
Shopify has

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