

# Scaling with Shopify Plus

Where to Put Your Tech-Stack Budget in 2022

nosto

shopifyplus

klaviyo

YOTTAA

attentive

LOYALTYLION

OKENDO

gorgias

WEGLOT

recharge

Brightpearl

daasity  
DATA AS A SERVICE

Signifyd

shopifyplus

3

nosto

4

klaviyo

6

YOTTAA

8

attentive

10

LOYALTYLION

12

OKENDO

14

gorgias

16

WEGLOT

18

recharge

20

Brightpearl

22

daasity  
DATA AS A SERVICE

24

Signifyd

26

## INTRODUCTION

**MEETING THE NEEDS  
OF GLOBAL ONLINE SHOPPERS**

**Brands are navigating a complex environment. The pandemic recovery continues, while risks of localized resurgences remain. The world is also facing international conflict, economic uncertainty, and continued technological and social change.**

**Yet commerce continues to grow.**

Worldwide ecommerce sales in 2022 are set to exceed \$5 trillion for the first time, accounting for over 20% of total retail sales. Increasingly sophisticated shoppers are buying more products online, and in a wider range of categories, from king-size beds to fresh food.

It's a time of challenge, but also of opportunity.

Brands are recognizing the importance of investing in a robust commerce platform to meet the needs of shoppers worldwide. Shopify Plus provides the flexibility, reliability and speed needed in a foundational platform—from which the most successful brands are building out unique, commerce tech stacks and exceeding customer expectations. The likes of Pangaia, Gymshark, Dermalogica, (and more) are finding ways to unlock new opportunities through building such.

Brands should use technology to enhance their distinct advantages and define unique value propositions across channels and experiences to not only attract, but retain customers.

Taking a funnel approach works well. It's important to understand the full process and analyze performance and returns across different stages. Advertising and awareness to drive acquisition may be increasingly costly, but are necessary. That's why you offset this by optimizing the on-site experience to increase the likes of conversions and average order value (AOV)—and then the post-sale experience to drive repeat purchases, referrals, and other loyalty-based metrics. All while ensuring expectations are not only met, but exceeded.

For brands that are looking to replatform to Shopify Plus, and those that are working to optimize their existing store performance, the ecosystem of Shopify Apps provides the insight, capabilities and experience needed to thrive.

Nosto is a leading solution in this ecosystem, and this Shopify Plus guide promises insights, expertise and practical advice on how to succeed in 2022, featuring a curated list of ecommerce technologies bound to help with that.



**Paul Gray**

Product Marketing Lead, Ecosystem  
Shopify Plus

# PERSONALIZATION & MERCHANDISING

## Delivering relevant, authentic experiences to valuable segments

As brands seek to combat the climbing costs of digital advertising and customer acquisition, ecommerce personalization and merchandising presents a fruitful route. Building intimacy with the likes of existing customers and those at least engaged with your brand is going to fuel greater returns than the battle of acquiring customers from scratch.

Personalization and merchandising technology can offer a smorgasbord of products, campaigns, and tactics specifically designed to nurture engagement and loyalty. Showing returning visitors a discount code, suggesting product replenishments within marketing emails, or surfacing related products to what visitors have already purchased, are just a few quick examples.

What's more, Nosto's new, [Shoppable Instagram module](#) is especially interesting in how it fuses on-site personalization with user-generated content to nurture trust while heightening relevancy. Naturally, championing customers' content this way encourages further creation and sharing of user-generated content, in turn, fostering customer lifetime value (CLTV) (see more on the link!).

The scope for personalization and merchandising to offset the challenges merchants face in 2022 brings reassurance and success. Now, let's look at why Nosto, as a vendor of such, has seen such popular adoption by brands on Shopify Plus.

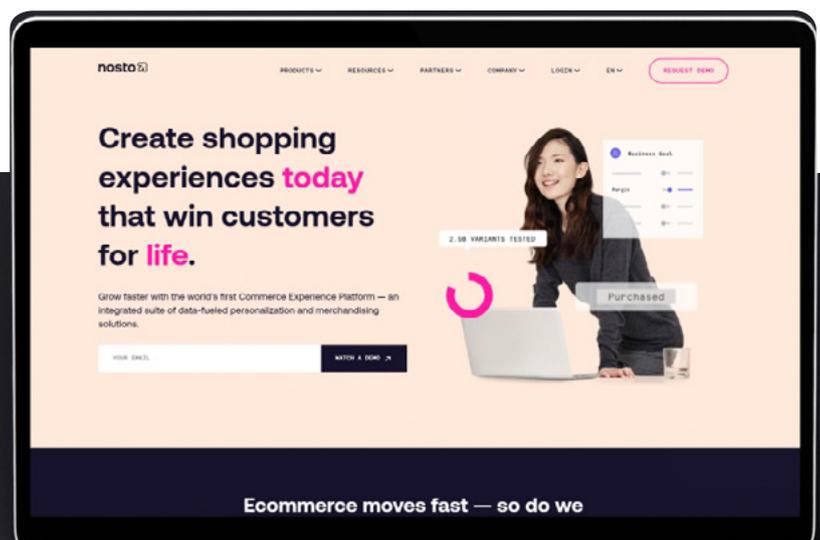
## Nosto & Shopify Plus: A match made in heaven

Firstly, Nosto's breadth of personalization and merchandising capabilities within a single solution speaks to what many Shopify Plus merchants seek: simplified data management, a streamlined tech stack, and platform usability.

Though, of course, the suite of pre-built integrations Nosto has with other popular Shopify Plus Certified Apps adds another appeal. This empowers merchants to easily sync data among many enterprise technologies should they wish to employ these within their tech stacks.

Oh, and we mustn't forget Shopify Plus' own technology offering, either. [Nosto's Shopify Flow Connector](#), built to allow [Flow](#) users to personalize their triggers to Nosto segments, is just one example of Nosto's reactivity to the platform's own advancements. Speaking of, there might just be something coming on updating the shopping cart post-purchase soon...

These are a few reasons why Nosto proves to be the favored personalization and merchandising vendor for mid-enterprise Shopify Plus brands. Brands who are hungry to up their conversion rate, average order value (AOV), retention-based metrics, and more. Brands like Dermalogica.



## Skincare brand, Dermalogica, shows how it's done

One Shopify Plus merchant, Dermalogica, was looking to convert and retain the new online traffic that swarmed as ecommerce became the more dependable channel. They invested in their personalization strategy, employing the following new Nosto campaigns:

- A sticky widget on-site, following traffic who've completed Dermalogica's 'Face Mapping' consultation, featuring product recommendations to remind them of the suggested products of their consultation  
Nosto products: [Product Recommendations](#), [Segmentation & Insights](#), [Content Personalization](#)
- A pop-up surfacing to returning visitors who are yet to purchase, showing the two products they've shown the most interest in during previous visits (and crucially, the two that Nosto predicts they're most likely to convert on)  
Nosto products: [Product Recommendations](#), [Segmentation & Insights](#), and [Pop-ups](#)
- An email widget highlighting to previous visitors the products they're most likely to buy, based on their browsing history data  
Nosto products [Segmentation & Insights](#), [Personalized emails](#)

The result? Good numbers and a happy client.

# 5%

click-through rate  
on the returning  
visitors' pop-up

# 6.9%

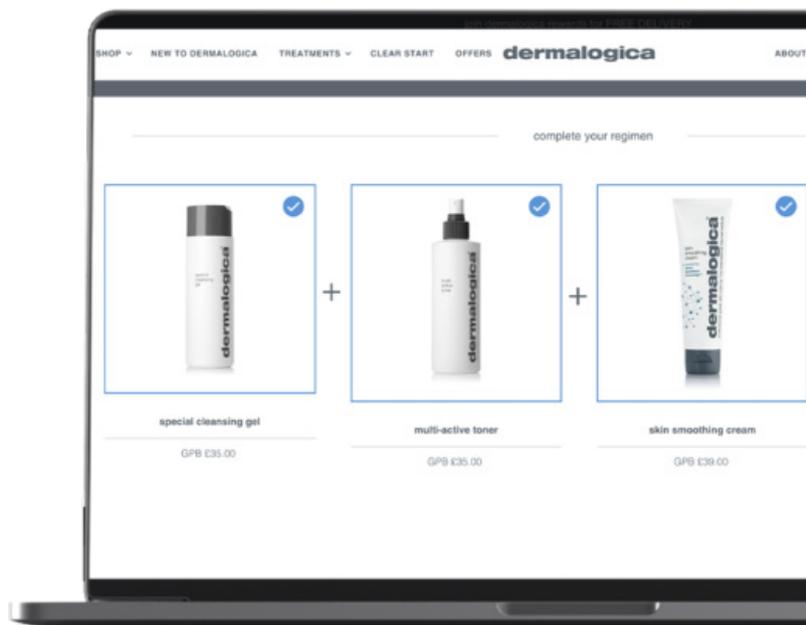
increase in  
AOV from on-site  
personalization

“ We always find Nosto to be far more intuitive to our needs and proactive; our Customer Success Manager (CSM) comes to us with ideas and we always have confidence in them.”

**Frankie Warner**  
CRM Manager UK&IE

If you're also looking to invest in personalization and merchandising in a way that tips an engaged audience into converting and returning, explore your options with our team today:

<https://www.nosto.com/request-demo/>



## Brought to you by Nosto

Nosto enables brands to deliver authentic and personalized shopping experiences at every touchpoint. As an AI-powered commerce experience platform designed for ease of use, Nosto empowers retailers to build, launch, and optimize 1:1 omnichannel marketing campaigns and digital experiences without the need for dedicated IT

**nosto** 



**Eve Rouse**  
Marketing Copywriter  
Nosto

[www.nosto.com](http://www.nosto.com)

# EMAIL AUTOMATION

## Consumers won't settle for less

By 2026, ecommerce will account for nearly 40% of global retail sales, according to the annual [Future of the Digital Shelf Report from Edge by Ascential](#).

That means in the immediate future, ecommerce competition will only get higher—and so will customer expectations. If you want to turn transactions into long-term relationships, you have to communicate in a way that makes people feel seen.

The solution? Email automation.

Unlike third-party marketplaces, email is not a channel where you can succeed by throwing money at the problem. In addition to costing less than the alternatives, email also introduces the self-enforcing mechanism of “deliverability”—meaning only the most relevant senders reap benefits.

And because they're behavior-based, automated emails are inherently more relevant than manual marketing efforts. Your customers can tell the difference: In 2021, manual email campaigns earned an average click through rate (CTR) of only 1.75%; with automated email flows, by comparison, that number jumped to 6.18%, according to [Klaviyo data](#).

## Turn hard-earned customer data into hard-working emails with Klaviyo

But it's one thing to deliver an email that resonates. In order to do that at scale, Shopify Plus merchants need three things: powerful data, sophisticated automation capabilities, and analytics that ensure their business keeps getting smarter over time.

That's where Klaviyo comes in. With more than 250 integrations, the Klaviyo customer platform makes it easy to unify unlimited customer data from not only your Shopify Plus storefront, but any source in your tech stack—in seconds. No waiting or complicated set-up required.



**Talk to customers**  
like you know them.  
Because you do.

From the same platform, you can use those insights and Klaviyo's suite of proven email templates to automate personalized communications like price drop alerts, friendly cart reminders, and just-in-time recommendations that are respectful of your customers' frequency and channel preferences.

Over time, Klaviyo's built-in reporting reveals what works and what doesn't, uncovering trends that help you acquire new customers—while inspiring existing customers to buy again.

## Move beyond “Hi, first\_name”

Doe Lashes, a direct-to-consumer brand that sells hand-crafted false lashes designed for all-day comfort, is one of 8,500+ Shopify Plus merchants that partner with Klaviyo to automate personalized customer communications.

Doe uses a product recommendation quiz, powered by the Octane AI integration in Klaviyo, to help new lash wearers find their perfect look. The quiz not only earns Doe 3x more email sign-ups than a traditional pop-up form—it also informs Doe’s personalized welcome series.

“*Personalization is a big part of our entire journey. What that means is, instead of just saying, ‘Hey, you get a blanket email like everyone else,’ we send you personalized emails based on what you’ve told us you like.*”

**Jason Wong**

founder of Doe Lashes

And it’s working. Doe has managed to turn one-fifth of quiz takers into customers—which means their welcome flow has a conversion rate 9x higher than the industry standard for health and beauty.

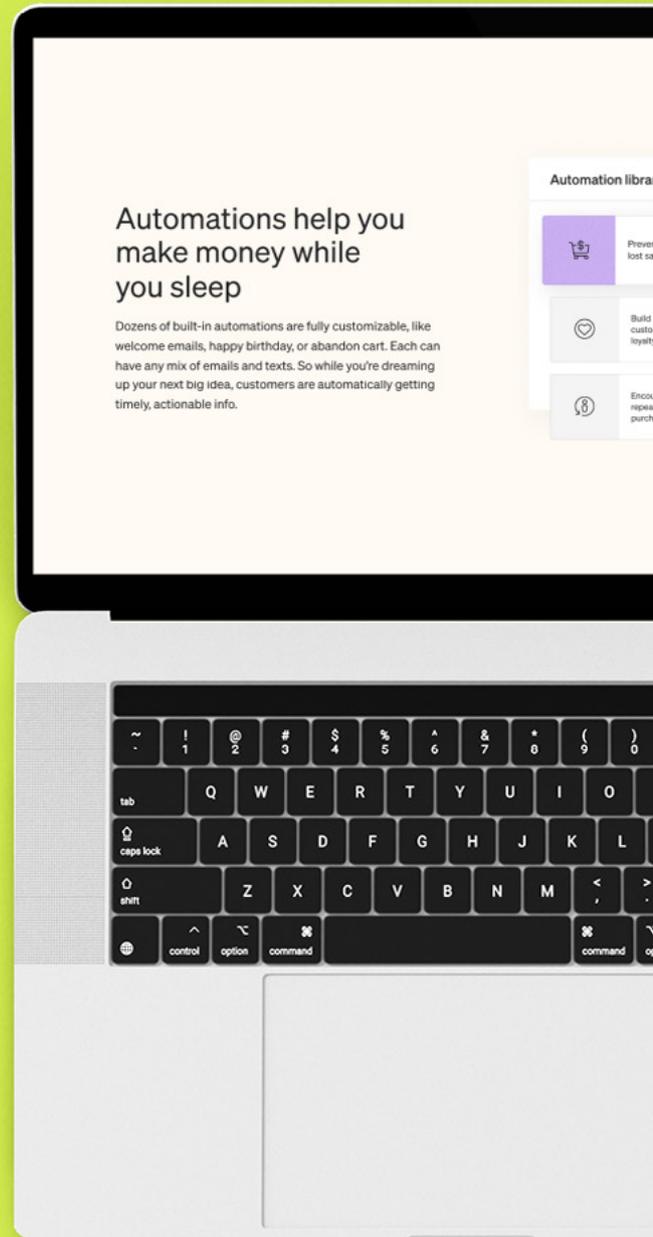
Using Klaviyo to track how customers interact with Doe also directly improves retention. By automating replenishment campaigns at just the right time, Doe brings back about 35% of customers for another purchase within 90 days.

**It’s simple:** When you talk to customers like you know them, they reward you by sticking around.

## Brought to you by Klaviyo

[Klaviyo](#), a unified customer platform for email, SMS, and more, gives your online brand direct ownership of your consumer data and interactions—so you can build long-term customer relationships at scale, and grow your business on your own terms.

klaviyo



**Gemma Banks**

Senior Marketing Director

EMEA & APAC

Klaviyo

[www.klaviyo.com](http://www.klaviyo.com)

# WEBSITE PERFORMANCE OPTIMIZATION

## There's an app for everything

With the recent shift to digital channels, Shopify Plus merchants need to focus on deploying technologies that improve shopper experience and engagement, and accelerate revenue growth.

Today's savvy consumers demand rich online shopping experiences with engaging and personalized features, such as reviews and virtual try-ons. Unfortunately, many of these features slow down site speed and shoppers won't wait longer than 3 seconds for any page to load.

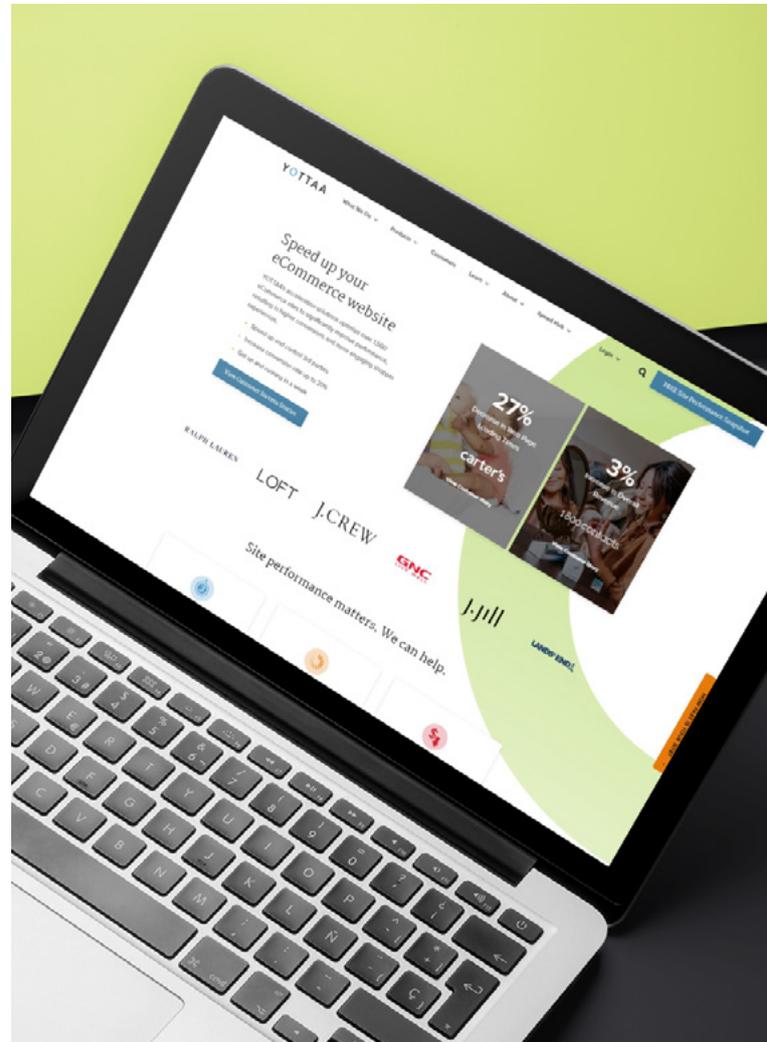
The good news is that there is a solution to this trade-off. By optimizing how all the digital elements on your site load, your site can be much faster, smarter, and more secure. Shopify Plus merchants can have fast ecommerce sites and all the technology features needed for amazing shopping experiences.

Speeding up page loads improves shopper experience and results in accelerated revenue growth. According to the [Site Speed Standard for Shopify](#), by speeding up your site by just one second, conversion lifts by 5.7% and bounce rate decreases by 12.2%.

## Innovation needs optimization

The rise of ecommerce technologies has led to an infusion of innovation, as seen by the large number of technologies available in the Shopify App Marketplace. Third parties are the source of much of this innovation, and merchants are loading up their sites with the latest and greatest technologies.

YOTTAA enables Shopify Plus merchants to add a wide range of third parties while accelerating and protecting the overall digital experience. Used on over 2,000 ecommerce sites, YOTTAA has deep insight into over 1,000 third party technologies and how they impact site



performance. YOTTAA also speeds up ecommerce sites, resulting in much faster page loads and higher conversions. If you want to see how third parties on your site might be impacting your site speed, [click here](#) to download the [2022 eCommerce Technology Index](#).



## UMZU optimizes third parties & achieves immediate ROI

To provide its rapidly growing number of customers with the best possible online shopping experience, nutrition supplement retailer UMZU added 83 third parties on its site. These technologies, such as PayPal, Twitter Analytics, and Facebook Pixel, deliver engaging features to UMZU's customers. Unfortunately, these third parties were also causing slow site speed, which was severely impacting the shopper experience. Since UMZU did not want to remove any of its third parties, the company's mission was to find a way to have great site experience features and fast page loads.

“ There was this tradeoff of adding these cool features, but we slowed down the website at the same time, which then drove other unintended consequences.”

“The 26% lift in conversion we saw in the YOTTAA trial probably paid for the entire year. What better way to approach it than to try it. It's going to pay for itself.”

**Darren Crawford**  
Chief Operating Officer, UMZU

Using YOTTAA's RAPID CTRL, UMZU saw a **26% improvement in page load times** and a whopping **26% conversion lift** based on YOTTAA's ability to optimally sequence the loading of all 3rd parties on UMZU's site. The brand also experienced a **43% increase in site traffic**.

## Brought to you by YOTTAA

Leading brands on Shopify and Shopify Plus, such as Brooklinen, Bombas, CORKCICLE, Boll & Branch, and TULA, rely on YOTTAA to accelerate, optimize, and secure their ecommerce sites. By optimizing the loading of third party ecommerce technologies, high resolution images, and other website elements, YOTTAA enables online brands to deliver superior digital experiences.

**YOTTAA**



**Beth Moriarty**  
Vice President Product  
& Corporate Marketing  
YOTTAA

[www.yottaa.com](http://www.yottaa.com)

# SMS MARKETING

## Reach consumers in the right place, at the right time

Many brands struggle to reach their shoppers with relevant messages across channels. As ecommerce marketing becomes more and more mobile, [brands are doubling down on SMS marketing](#) to engage their customers.

SMS, which stands for short message service, refers to messages of up to 160 characters, including plain text, numbers, and emojis. Like email, SMS has evolved into a direct marketing channel that lets brands connect with consumers in a personalized and measurable way.

Over the last few years, text messaging has become a valuable differentiator for brands of all sizes who've leveraged it to drive revenue and build loyalty with their customers, since it personalizes the interactions consumers have with brands.

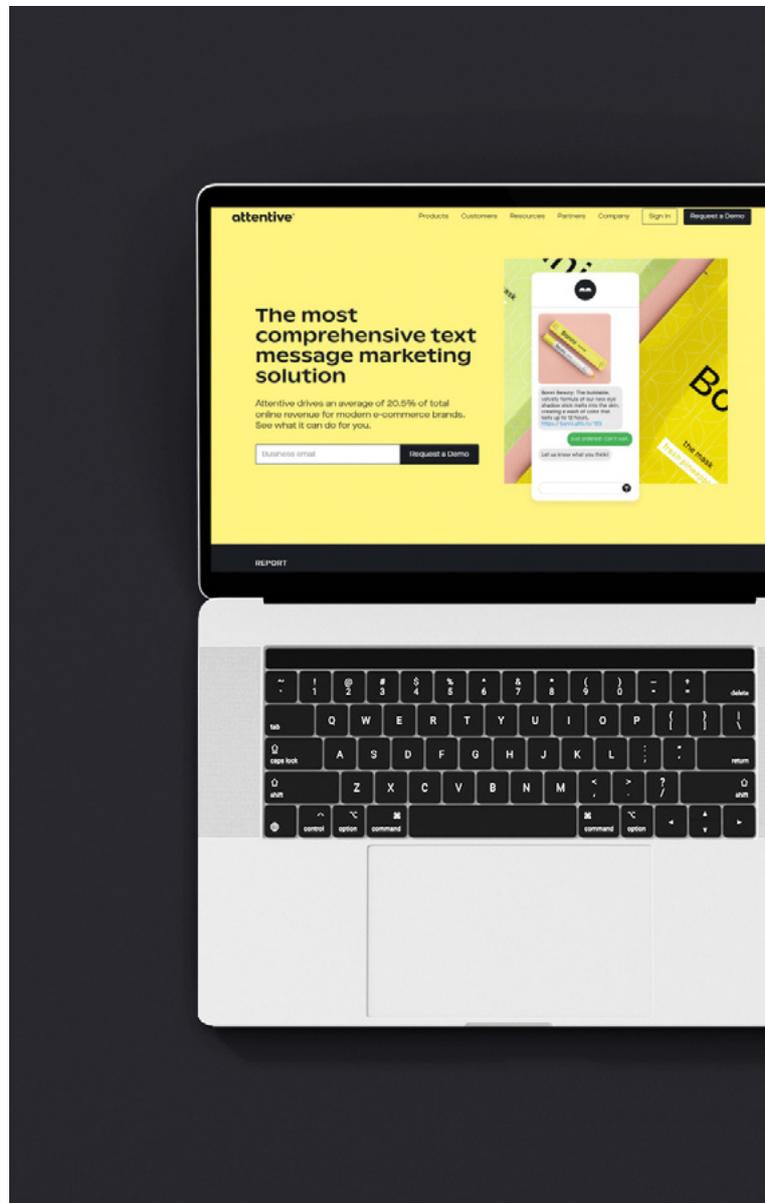
For marketers, text messaging stands out as a channel that's uniquely data-informed and measurable. Its immediacy lets you tailor your strategy in real time to drive action. With analytics, channel orchestration, and reporting tools, you can better [engage your audiences so they're receiving content and offers they're interested in](#).

With [91% of consumers](#) saying they're interested in signing up for brands' text messages, it's clear consumers want to interact with brands via SMS. It's time for brands to meet this demand.

## Attentive and Shopify Plus

The integration between Attentive and Shopify Plus lets brands leverage text message marketing and access historical customer purchase data stored in Shopify to create additional targeted segments for enhanced message personalization. The integration also provides Shopify Plus customers with the ability to create automated coupon codes for dynamic redemption and replenishment via SMS.

Growing a healthy list of subscribers is one of the most important steps in creating a successful SMS marketing channel. With Shopify's built-in list growth capability, [both Shopify and Shopify Plus merchants](#) can include an SMS consent checkbox at checkout. This no longer requires an extra



code to be placed on your site, making it easier than ever to collect opt-ins at the most valuable part of the customer's journey. During this opt-in experience, Shopify and Shopify Plus users can also collect additional subscriber information, like email addresses, using Attentive's dual email-first sign-up units. Attentive's data shows this useful feature can help users capture three times more email subscribers on average than other solutions.

It's never been easier for you to grow your list of SMS subscribers at checkout and connect with your most valuable customers through personalized text messaging.

## Attentive SMS in action with Pura Vida Bracelets

Sustainable jewelry and Shopify Plus brand, [Pura Vida Bracelets](#), first launched SMS marketing to ensure that their communications across their marketing channels landed with their audience. Today, they also use SMS to build the culture of their brand, and with Attentive's A/B testing functionality, they test what types of offers and discounts engage their subscribers. Finally, they use their text message channel to communicate their values and mission, telling subscribers about the various causes they support.

“*Having a consistent brand voice matters, and you should communicate using that voice to increase engagement—even in a text message. Test every aspect of your tone to fine tune it and understand what resonates with your subscribers. ‘OMG’ may work for Pura Vida Bracelets—identify your brand’s ‘OMG.’”*

**Griffin Thall**  
CEO and Co-Founder of Pura Vida Bracelets

By working with Attentive, Pura Vida has driven over 15x ROI through its text messaging channel. The brand also grew its list of subscribers by 411% within its first nine months using Attentive, allowing them to instantly communicate with its shoppers.



# 15x

ROI through its text messaging channel

# 411%

growth in SMS subscribers within first nine months

## Brought to you by Attentive

[Attentive's](#)® SMS-first marketing solution helps everyone from entrepreneurs to enterprises strengthen relationships with consumers through personalized communications. Attentive drives billions in e-commerce revenue for over 5,000 leading brands like CB2, Pura Vida, Urban Outfitters, and more.

**attentive**®



**Brett Dworski**  
Senior Writer & Editor  
Attentive

[www.attentivemobile.com](http://www.attentivemobile.com)

# CUSTOMER LOYALTY & ENGAGEMENT

## The importance of loyalty programs today

Loyalty programs allow brands to level up their customer experience and retain their most valuable customers for longer. This is particularly important now, more than ever, because ecommerce is facing some big challenges. From fulfillment delays to rising operational costs and digital advertising, brands need to work harder to form emotional connections with their best customers so they can retain them for longer.

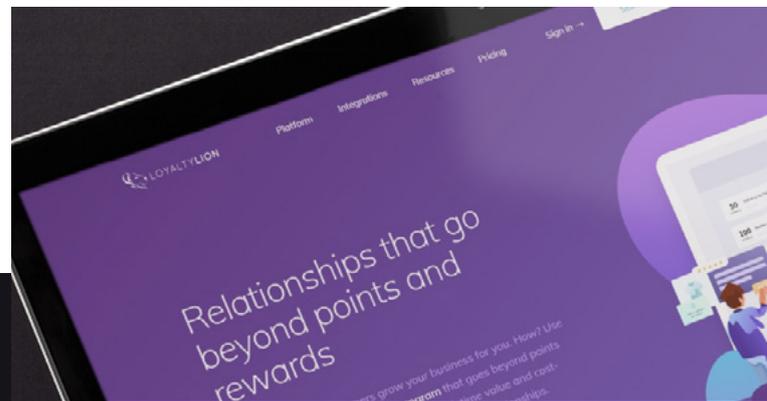
Nurturing your most loyal customers with loyalty points and rewards will increase customer lifetime value (CLTV) as shoppers will feel emotionally connected and will return to shop with your

brand over others in the market. Not only do loyalty programs increase retention rates and CLTV, but they also keep customer acquisition cost (CAC) low. By rewarding advocates who are members of your program to refer others, you'll bring in new customers at the fraction of the cost of classic digital advertising.

## How LoyaltyLion was built for Shopify Plus brands like you

LoyaltyLion was named Shopify Plus' first loyalty partner back in 2015 and today, as a Shopify Plus Certified App Partner, we continue to innovate our product with Shopify merchants in mind. Our loyalty programs integrate with many of Shopify's features (like Shopify Flow, Multipass, and Scripts) and we have specific features that help Shopify brands better embed their loyalty program across the customer journey.

Instant Points and In-Cart Rewards let customers use their rewards seamlessly during the checkout process. And our Points Slider lets shoppers use their loyalty points to apply vouchers to their purchases. Plus, our Integrated Loyalty Program feature means Shopify merchants can build fully-customized, on-brand loyalty programs and experiences for their customers. The underwear brand LIVELY built an Integrated Loyalty Program for their Shopify store and now their loyalty program members have a 146% higher average spend than regular customers.



“LoyaltyLion offers us the opportunity to get customers excited to make a purchase every time they visit our site, as well as increase retention rate, repeat customers, and average order value (AOV)”

**Michelle Cordeiro Grant**  
Founder and CEO of LIVELY's

LoyaltyLion also seamlessly integrates with other platforms across the Shopify ecosystem (including reviews platforms, ESPs, subscription providers, and SMS marketing platforms) allowing merchants to power all their existing tools and technology with loyalty program data and insights.

## How Astrid & Miyu used their loyalty program to build a community of insiders

Jewelry brand Astrid & Miyu use their loyalty program to build emotional connections with customers and retain them for longer. Thanks to their approach, their program members spend 165% more than regular customers and have a 125% higher order frequency. So how have they done it?

First of all, Astrid & Miyu has built an Integrated Loyalty Program that's completely customized to match its brand's identity. The colors and iconography match the brand's look and feel. Plus, customers can complete actions (like referring friends) without ever needing to leave the page.

Secondly, Astrid & Miyu use the loyalty program to make their customers feel like valued VIPs. With loyalty program tiers they offer customers more exclusive perks the more they spend. All members get access to competitions and exclusive treats (including their latest initiative, the A&M Archive, where program members get member-only discounts on the brand's best-sellers). Then, when customers move up the tiers they get invited to focus groups, get access to double point weekends, as well as early access to sales and new collections.

Finally, Astrid & Miyu emotionally connects with its loyalty program members by demonstrating that they care about the same things as their customers. Their Jewelry Recycling Scheme initiative lets customers send their old jewelry back to the brand to be reused. In exchange, customers are rewarded 1,000 loyalty points (the equivalent of a £10 voucher). Then, any money raised by the initiative is then donated

to The Felix Project. This makes shoppers feel part of Astrid & Miyu's community as they're able to connect with the brand on a values-based level. This builds their customers' loyalty further as 68% of customers say they'll be loyal to a brand if it shares the same values as them.

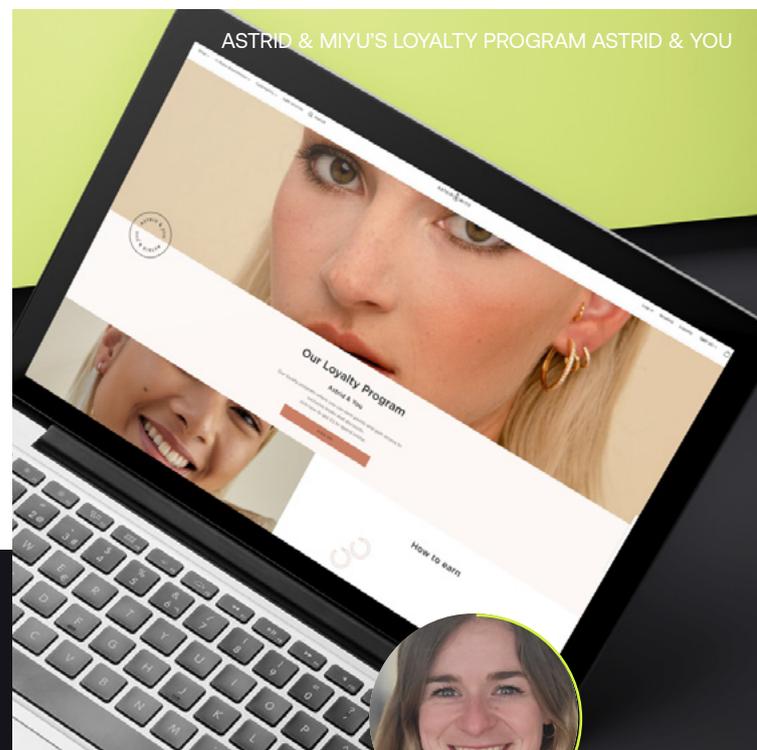
“LoyaltyLion has enabled us to implement a loyalty program that not only rewards spending but also embodies our brand values. We wanted the program to reflect our identity and the things that are important to the A&M community. So far we've driven great results but this is only the beginning.”

**Lucy Kemish**

Senior CRM Manager at Astrid & Miyu

### Brought to you by LoyaltyLion

LoyaltyLion is a data-driven loyalty and engagement platform, helping fast-growth ecommerce merchants power longer-lasting relationships and sustainable growth. Our unique combination of best-in-class technology and dedicated loyalty expertise helps thousands of Marketers drive more revenue from highly-engaged, highly-valuable customers.



**Beth Wells**

Senior Partner Marketing Executive  
LoyaltyLion

[www.loyaltylion.com](http://www.loyaltylion.com)

# CUSTOMER REVIEWS & ZERO PARTY DATA

## Two birds, one stone

Showcasing reviews and user generated content (UGC) is proven to be essential to the success of ecommerce businesses. 93% of consumers will read online reviews before they even think about making a purchase.

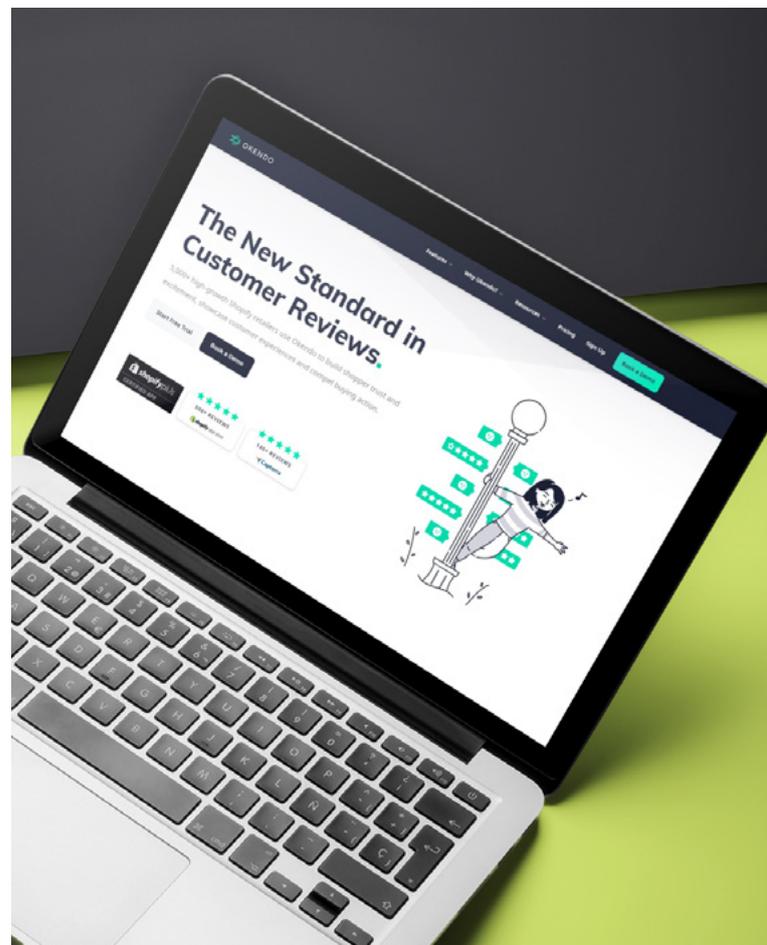
Reviews play a pivotal role in the buying cycle. Not only do they instill buyer confidence, but they also tackle last-minute objections and increase brand credibility. Did you realize that collecting reviews also means you are collecting zero-party data? With Google and Apple prioritizing data privacy, brands need to begin leveraging zero-party data to stay competitive and stand out to customers.

Implementing a reviews tool helps increase your conversion and average order value (AOV), but collecting demographic data and product usage information in your reviews gives you better insight into who your customers are and what they care about. Utilizing that data to create authentic and personalized experiences for your customers is the key to cutting through the noise and creating repeat customers.

## Doing reviews your way

You should be able to do reviews, your way. Stock-standard review displays don't fully integrate into the look and feel of your site and often decrease your site's performance. In ecommerce, site speed and brand consistency are crucial, so Okendo makes it effortless to build, brand, and customize your review display while keeping site speed impact to a minimum.

Your review strategy shouldn't only be focused on the display aesthetic. The ability to easily request reviews and the mechanics of the review capture form are equally important. Okendo's attribute feature allows brands to customize their review capture form to collect demographic, lifestyle, and behavioral data points from their reviews. Not only does this information increase the impact and quality of the review, it gives you data needed to personalize your marketing efforts.



For example, our integration with Klaviyo automatically syncs attribute data with the unified customer view, allows for advanced customer segmentation, and can be leveraged to create hyper-personalized campaigns.

Bonus: Okendo is built exclusively for the Shopify ecosystem so we have robust integrations with leaders in ecommerce email & SMS, loyalty, support, sales, and search.

## Okendo + Shopify Plus + Grace and Lace

Okendo and Shopify Plus customer, Grace and Lace, already had active and engaged customers but wanted a way to capture their enthusiasm and display it onsite with content, zero-party data, and credibility. They made the decision to implement Okendo to incentivize reviews and integrate with LoyaltyLion to reward customers for sharing testimonials and UGC. Now, Grace and Lace's tech stack is fully integrated, facilitating a seamless and almost self-running system between reviews, Klaviyo email flows, and rewards.

The first thing Grace and Lace did after launching Okendo was conduct a 'lookback' email sequence through Klaviyo. This email flow requested reviews for orders fulfilled a month prior to installation, allowing the brand to capture reviews (and still distribute reward points) from satisfied customers who hadn't had an opportunity to share their feedback yet. Grace and Lace then continued to use Klaviyo Review Request Emails to solicit testimonials and now boast an 80% total review conversion rate.

“Okendo will definitely make a positive impact on your bottom line—there's no end to the use cases for the service they provide. In a climate with concerns over data privacy and security, Okendo is the partner you want on your side, giving you the opportunity to voluntarily collect valuable customer feedback and drive results.

### Molly Drees

Channel Coordinator, Grace & Lace

If you aren't using zero-party data to inform a customer-centric marketing approach, you won't be able to keep up with the brands that are. If there is a key takeaway from this chapter, it is that **reviews aren't only crucial to showing credibility, but are a powerful source of marketing data and the key to staying connected to your customers in a data-concerned world.**

# 38%

increase  
in review conversion

# 25%

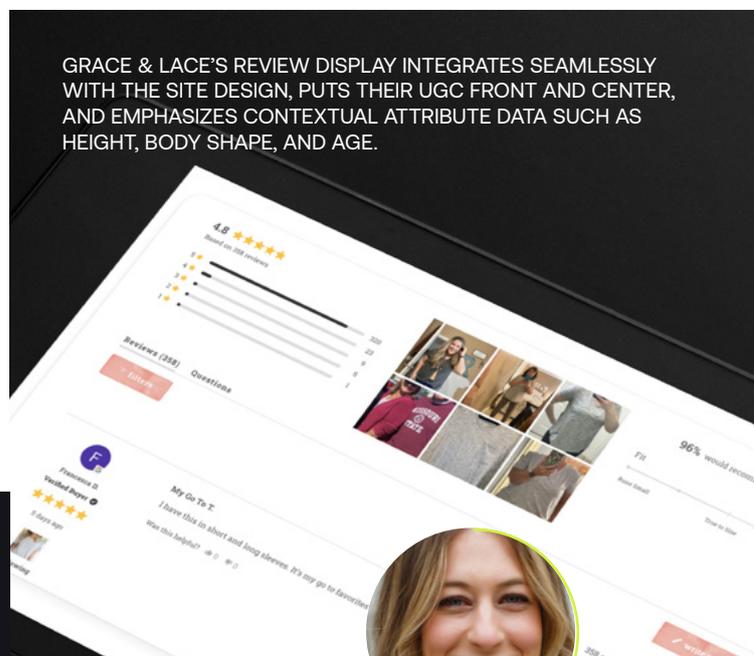
of email revenue  
attributed to Review  
Request Flows

## Brought to you by Okendo

Okendo is the customer review platform for Shopify brands. Trusted by 5,000+ high-growth consumer brands, Okendo allows you to capture and showcase high-impact social proof through the online buying journey. Learn about our unique review capture process, custom display widgets, and integrations [here](#).

 OKENDO

GRACE & LACE'S REVIEW DISPLAY INTEGRATES SEAMLESSLY WITH THE SITE DESIGN, PUTS THEIR UGC FRONT AND CENTER, AND EMPHASIZES CONTEXTUAL ATTRIBUTE DATA SUCH AS HEIGHT, BODY SHAPE, AND AGE.



**Lindsay Kolinsky**  
Partner Marketing Manager  
Okendo

[www.okendo.io](http://www.okendo.io)

# ECOMMERCE CUSTOMER SERVICE

## Make it personal

In 2022, offering a personalized service to shoppers is something ecommerce brands must not overlook. Continued innovations in the customer service space have made personalization not merely a reality, but an invaluable component of any ecommerce retailer's customer support.

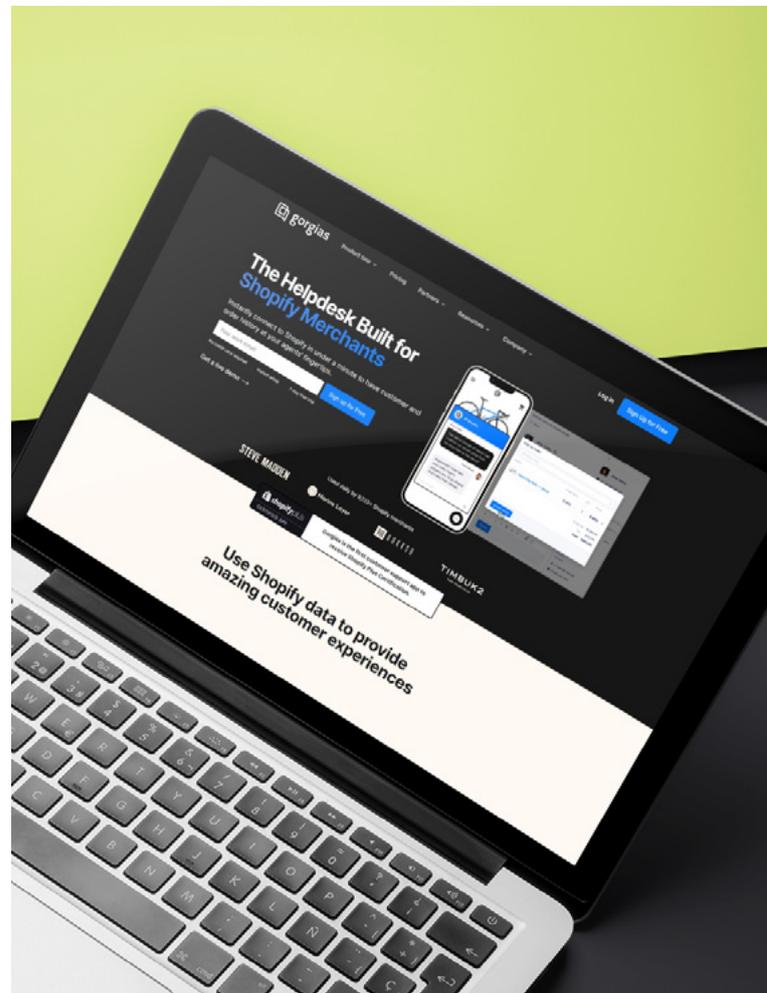
Now, more than ever, shoppers demand a comprehensive online experience, and they will exit your store with a single click if and when they don't receive it. This has only been amplified by global events of the past two years and the resultant move away from brick and mortar.

Business costs have surged across the board commensurate with the explosive growth in ecommerce and the field adds more competitors every day. Customer retention is mission critical and lifetime value demands acute attention—it is here that helpdesk support can be a difference maker. By centralizing all information and communication channels into one platform, brands can view their customers holistically and use that wealth of data to provide an optimal, personalized interaction.

## Gorgias is here to help(desk)

As the first customer support app to receive Shopify Plus certification, [the Gorgias helpdesk](#) is used by thousands of Shopify merchants. Integration with the Shopify Plus platform lets brands see order details and refund, cancel, or duplicate orders without ever leaving the helpdesk app. Seamless integrations with dozens of other Shopify Plus partner apps allow customer support teams to access everything from fulfillment and shipping data to loyalty programs and subscription management.

If siloed across a broad array of apps, this amplitude of customer data would be very difficult to make useful. When merged in one place, however, it becomes an immensely powerful tool for personalized service.



The scope of functions Gorgias provides yields something extremely valuable for a brand's customer support team: time. The extra time saved allows for deeper conversations, increased follow up, and more meaningful interactions between brand and customer. Simply put, when customers feel valued by you with personalized service, they will come back to your store.

# PRINCESS POLLY

PRINCESS POLLY -  
AN ECOMMERCE POWERHOUSE FROM DOWN UNDER

## How Princess Polly improved customer experience with Gorgias

Princess Polly is a wildly popular Australian ecommerce fashion and accessories brand aimed squarely at the young women of Generation Z. The company won a 2021 [Stevie Award](#) for its customer service, but that hasn't always been the case. Princess Polly was receiving 50,000 tickets across channels, including phone, email, chat, and social media per month between their U.S. and Australian teams. They wanted to build an exceptional, personalized shopping experience for their customers and increase employee satisfaction, but it was becoming harder and harder to keep up with customer support tickets and still provide the level of personalized assistance they desired. In August 2020, [Princess Polly migrated from a popular ticketing system to Gorgias](#). Within months, they:

**80%**

decreased  
resolution time

**90%**

decreased first  
response time

“Gorgias knows the best ways to address customer issues and build the right tool to help meet those needs. This directly impacts our top metrics and drives change into our business.”

Alexandria Collis,  
Princess Polly Director of Operations

With the help of Gorgias, Princess Polly has designed a scalable customer support journey providing an uncomplicated, frictionless user experience. Their team members worldwide continue to be innovative and consistently deliver top quality customer support through authentic conversation and personalized care.

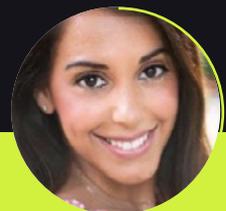
## Brought to you by Gorgias

Gorgias is the leading customer service platform for ecommerce brands, helping merchants unlock revenue and deliver exceptional customer experience. By prioritizing customer engagement, brands can create deeper, more personalized experiences for their shoppers.

Over 9000 brands manage all of their customer service in a unified platform integrated with Shopify, BigCommerce, Magento and the other apps that power your store. Our platform lets merchants funnel customer conversations from every channel (email, chat, phone, social media) into a single dashboard so all information is in one place for your agents. Gorgias can detect over 50 languages, making it suitable for brands and support teams around the world.

As you grow, our automation tools can help your team increase efficiency, personalize at scale, and transform customer support from a business cost into a system for generating consistent revenue.

 gorgias



**Carina Linhares**  
Partner Marketing Manager  
Gorgias

[www.gorgias.com](http://www.gorgias.com)

# WEBSITE TRANSLATION

## Speaking to customers in their language

Improved logistics and the ability to add multiple payment options to your Shopify Plus store have made it easier than ever for consumers to purchase goods from all over the world. Having the right infrastructure in place is one part of the puzzle, but that still leaves one final barrier to entry, displaying your store in multiple languages.

If you're looking to break into new markets and sell internationally then prioritizing translating your store is one level of personalization that's not going anywhere.

65% of consumers surveyed in CSA's study ['Can't read won't buy'](#) prefer to buy products in their own language, even if it's poor quality translation. That speaks volumes. Coupling that with every €1 spent on website localization generating [€25 in return](#), then it's not hard to see how impactful adding multiple languages to your store can be.

A translated store makes the buying process fully accessible—and in turn, improves your conversion rate for new and existing customers, and boosts your organic traffic.

## Going multilingual, the simple way, with Weglot

The concept of translating a store was once time-consuming and resource-heavy, not to mention in no way scalable for Shopify Plus ecommerce managers handling multiple product launches on a weekly basis.

With the sheer volume of products in a store and inventory management issues for those handling separate websites for different markets, the management of a website translation project needs to be automated.

Weglot, a Shopify Plus translation app, was developed to remove such manual processes. It helps Shopify Plus users by automatically scanning and detecting all the content on your site, delivering a fully translated

store using neural machine translation, with full editing control. Any content updates thereafter will be continuously synced.

Rather than manually duplicating stores, Weglot displays your store under language subdirectories or subdomains, adding a front-end language switcher for customers to select their language of choice (plus auto-redirection options).

Multilingual SEO is also prioritized within the app, leading to increased organic traffic and rankings on international search engines. Weglot is compatible with all Shopify apps, meaning any add-on, such as a review app or popups, will also be translated.



## Launching a European store with FELT Bicycles

Shopify Plus users like US-based FELT Bicycles (Groupe Rossignol), use Weglot to translate and display their store in multiple languages.

The team at FELT Bicycles was looking for a scalable translation solution for a fast market entry into Europe. Armed with a newly updated Shopify Plus website, Weglot was their obvious choice for adding German, French, Spanish, and Italian to their store.

Time-saving features such as neural machine translation, automatic content detection, and a glossary feature were what initially attracted FELT Bicycles to the Weglot translation app.

One aspect that the team quickly discovered was the option to blend human and machine translation within the Weglot Dashboard.

Machine translation from top providers (including DeepL, Microsoft, and Google Translate) gave them an instantly multilingual website. Coupled with a powerful translation management tool, the team at FELT Bicycles benefited from the speed of machine translation, and the option of manually editing content to increase the quality in their most important markets.

The FELT Bicycles translation team was able to modify and publish the content faster than with a traditional translation method, dramatically reducing the time spent on a website translation project of this scale.

**“** We saw a big increase in conversions after launching 4 new languages with Weglot. In particular, a significant increase in conversions in the German market. ”

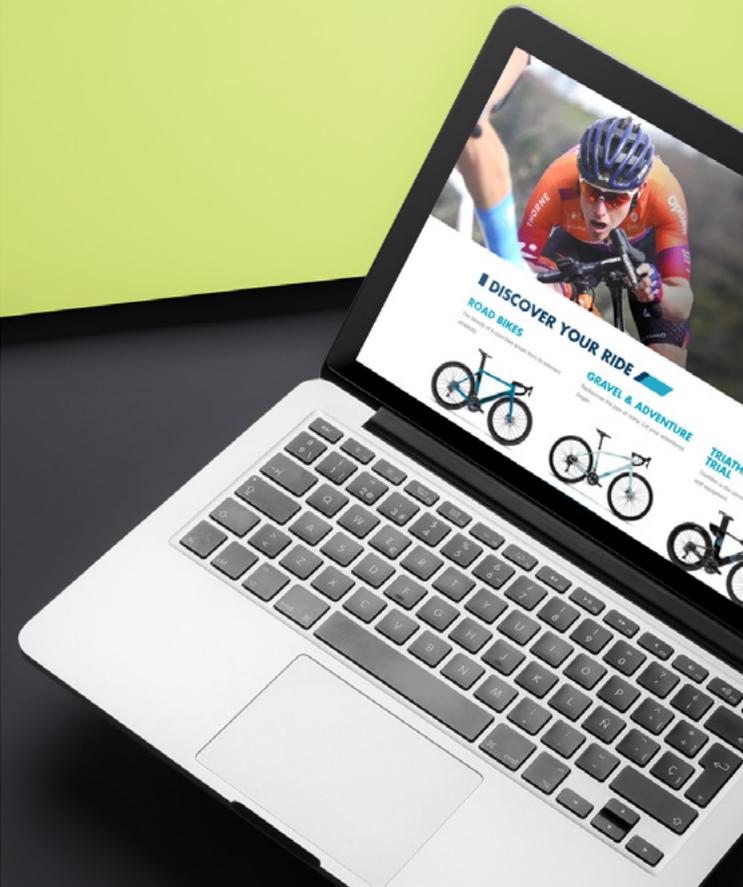
**Albert Baqués**  
Marketing Manager  
FELT Bicycles Europe

**+4**

new languages added

**100**

hours saved



## Brought to you by Weglot

Weglot automatically translates and displays your Shopify Plus store in multiple languages in minutes. Launch your international store with neural machine translation for speed, then use Weglot's post-editing features for quality control. Multilingual SEO compatible, your store is automatically indexed on search engines.

**WEGLOT**



**Elizabeth Pokorny**  
Head of Content  
Weglot

[www.weglot.com](http://www.weglot.com)

# SUBSCRIPTIONS

## Imperative foundations for CLTV and retention

With the current state of customer acquisition costs, subscriptions and recurring billing are paramount to the financial health of a merchant business. Not only do subscriptions offer a bevy of concepts and tools that can help merchants measure, analyze, and increase customer lifetime value (CLTV), but they also inform the business of cost-saving areas that can propel them even further in their processing success.

Subscriptions can and should be prioritized because they are foundational to measuring CLTV and retention—but how? To start, by nature of the functionality, the point is to make it easier for customers to pursue and continue supporting their favorite brands automatically. This makes the customer experience seamless and the CLTV trackable, measurable, and analyzable without having to track down manual purchases in the hopes of gathering accurate data.

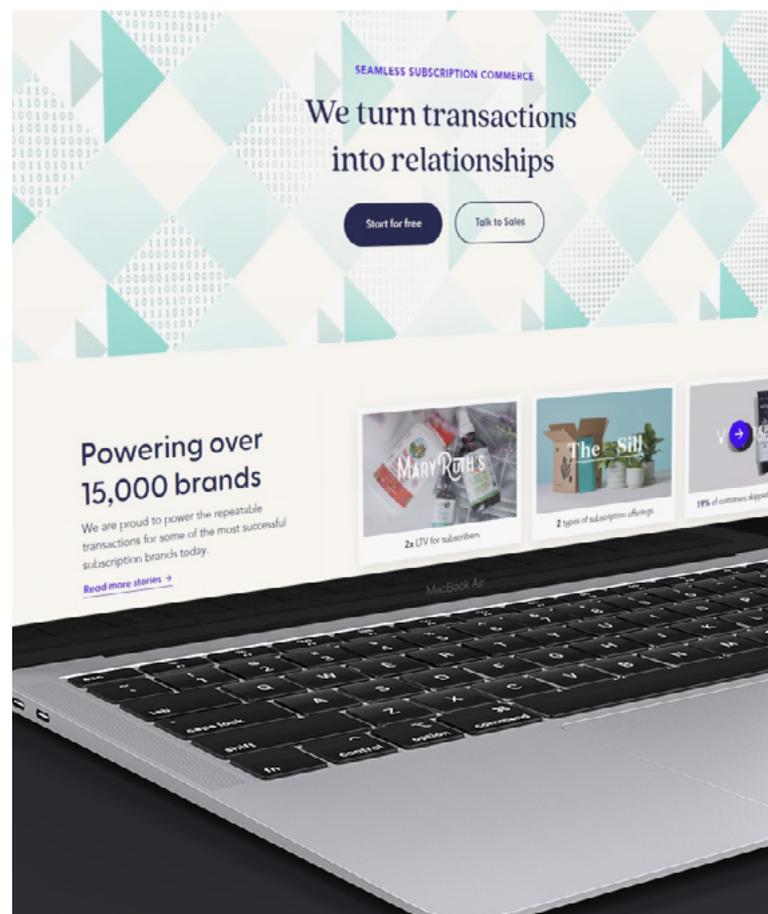
Speaking of improving specific metrics, subscription platforms can help inform merchants in many ways. From deep analytical tools, retention strategy features, upsell capabilities via smart product suggestions, and enhanced win-back campaigns, many Shopify Plus merchants have seen success implementing each of these.

Another useful tool is the annual Recharge [State of Subscription Commerce report](#) for insights on where the industry has trended and is heading. Some key stats from this assessment include average monthly subscriber growth, CLTV, top integrations by vertical, and overall customer retention. For example, depending on the vertical, up to 42% of subscribers consistently stayed on with merchants. In comparison, ecommerce in general has an average monthly user retention rate of 1%, as measured from 2020-2021.

## Benefits of Shopify Plus & Recharge

On the Recharge platform, Shopify Plus merchants have a higher API rate limit, making it easier for those merchants to focus on external activities such as strategies for improving CLTV and retention. In addition, we've seen a large number of clients who need dynamic behavior between the first charge and future recurring charges. Shopify Plus makes this possible, in that merchants have access to Shopify's Scripts feature for even the most unique checkout use case requirements. Access to other features that Shopify Plus offers merchants, such as Flow, makes dynamic tagging and/or order editing possible as well.

Recharge and Shopify Plus go hand-in-hand in that Recharge manages the recurring billing portion, while Shopify Plus acts as the order management system. In this respect, we often advise merchants on which Shopify Plus features help merchants optimize their subscription offerings such as free trials and bundles to ultimately achieve the perfect customer experience via automated services.



## Introducing Oatly

When looking at the past year's worth of data, we found that the Food & Beverage industry had the most success overall, as CLTV increased with an average of over 15% across the board. From here, we looked to one of our top Shopify Plus merchants in the arena—Oatly—for insight, due to the impressive results they saw upon implementing subscriptions.

With their launch, Oatly was able to not only increase new subscriptions **by 208%**, but they have also seen **14x the CLTV** as compared to one-time purchases of the same items.

Merchants can achieve high CLTV rates by optimizing cancellation retention strategies according to customer responses, so that the end user understands what their options might be beyond just canceling (as some of them might not know).

# 208%

increase  
in new subscriptions

# 14x

LTV as compared  
to one-time  
purchases

Understanding customer lifetime value ultimately makes it possible for merchants to formulate an adjusted return on ad spend and lead generation. It also helps merchants know what to focus on from a go to market perspective, thus ensuring important cost-savings.

## Brought to you by Recharge Payments

Recharge is the leading subscriptions solution, helping ecommerce merchants launch and scale subscription offerings. Recharge's subscription billing and payment management solutions are designed to help merchants grow by increasing revenue and customer lifetime value while reducing operating costs and churn.



“*Recharge is a straightforward platform to work with and a great subscription solution for e-commerce.*”

**Cheyenne Thayer**

Cheyenne Thayer, E-Commerce Manager, Oatly



THE ORIGINAL

OATLY



**Ana Curcija**

Technology Partnerships Manager  
Recharge Payments

[www.rechargepayments.com](http://www.rechargepayments.com)

# BACK OFFICE OPERATIONS AUTOMATION

## The importance of an end-to-end customer experience

There are dozens of steps that have to happen between the consumer hitting the buy button on the website and the order arriving on their doorstep. These processes may be scalable to perform manually if you're only processing a few dozen orders a day, but what happens when you start having to do all those micro steps manually for hundreds of orders?

Once order volumes start to get to a point, the more manual these tasks are, the greater the number of errors, mistakes, and inefficiencies start to creep in.

Research shows that [77% of negative \(1-3 star\) reviews](#) are directly related to operational issues, and have nothing to do with products. Common issues like overselling, mispicking items in the warehouse, missing next day delivery cut offs, and many more, lead to a disappointing customer experience. The cost of getting this wrong is huge.

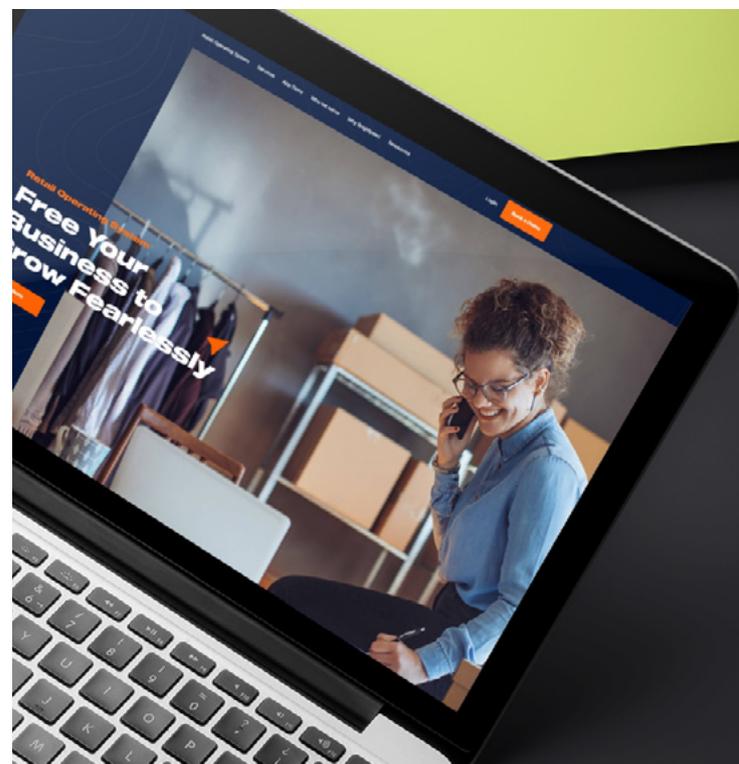
Almost [9/10 customers](#) say that they will stop doing business with a brand if they have a negative experience. For a merchant that means that they are missing out on the opportunity to retain customers, with the back office being the key reason why they are let down! Merchants who automate operational processes are able to process orders quicker, with more accuracy, and therefore grow their business with confidence that they are able to meet customer expectations.

## Connecting Brightpearl to Shopify Plus

Our native, in-house integration into Shopify Plus is tried and tested, and backed by Shopify themselves as part of their Global ERP Certified App Program. Together we support over 200 Shopify Plus customers and more than 850 stores (and growing!) with our integration.

Our mission and commitment to Shopify Plus merchants is to ensure their business is able to capitalize on growth with a powerful retail operating system that automates workflows, supports a larger more diverse customer base and makes it easy to extend channels or marketplaces to unlock selling potential.

And we do that by connecting directly into Shopify Plus stores making for more accurate inventory reporting, real time accounting, order and inventory management, automated and efficient multi-location inventory mapping. Lastly, our inventory demand planning tool tells you exactly how your inventory is performing on your Shopify Plus stores with access to data like seasonality, out of stock periods, average sales, trends, and product lead times so you can take the guesswork out of purchasing.



## Operations automation with Goose and Gander

Thanks to the Brightpearl platform, Goose & Gander has turbocharged the way it processes orders. The team is now able to deal with large volumes of orders five times faster than before. Customer experience has also been transformed, as overselling of stock has become a thing of the past and customers get speedier-than-ever service. With the Brightpearl platform up and running, the Goose & Gander team are exceeding targets and enduring far less stress.

It was vital for the entire Goose & Gander team, working from a 5,300 sq ft warehouse, that their transfer to using Brightpearl was fast-tracked. With a peak holiday season approaching, the team could ill afford to be stuck in a wild goose chase. They needed the system live and running within 90 days. Regular ERP providers can take up to a year plus to deploy software. The dedicated Brightpearl team stepped up to ensure the brand was live on the Brightpearl platform within a rapid turnaround time of just two months... perfectly timed for their peak season.

“*Before Brightpearl, we had no stock system in place and it was chaos. Customer service was poor and we had no visibility. It was a nightmare. Working with Brightpearl has completely transformed how we operate.*”

**Olly White, Director**  
Goose & Gander

Brightpearl easily integrates with everything from ecommerce providers like Shopify to shipping providers. This gives businesses, like Goose & Gander, complete visibility and control over everything that happens after a customer hits ‘buy’. Brightpearl is also completely scalable, so it can grow and adapt as businesses do.

**500%**

increase  
in order  
processing speed

**8**

week **rapid go live**  
with Brightpearl



Brightpearl has given us back so much time every day – our team gets our orders out five times faster than before, and we’re freed up to focus on more important aspects of growing the business.

Olly White  
Director  
Goose & Gander

**Brightpearl**



### Brought to you by Brightpearl

Brightpearl provides a Retail Operating System (ROS) for retailers and wholesalers. Its mission is clear: automate the back office so merchants can spend their time and money growing the business.

**Brightpearl**

**Ollie Slade**  
UK Technology Partner Manager  
Brightpearl

[www.brightpearl.com](http://www.brightpearl.com)

# ANALYTICS AND DATA PLATFORMS

Analytics platforms allow brands to bring raw and siloed data across their ecommerce tech stack to a single view that provides powerful analytics, visualizations, and reporting. In turn, they help brands make better spending decisions, uncover trends, and illuminate opportunities. When the customer data they gather is pushed back into marketing channels, brands can power impactful 1:1 personalization throughout.

An ecommerce analytics platform should connect the following:

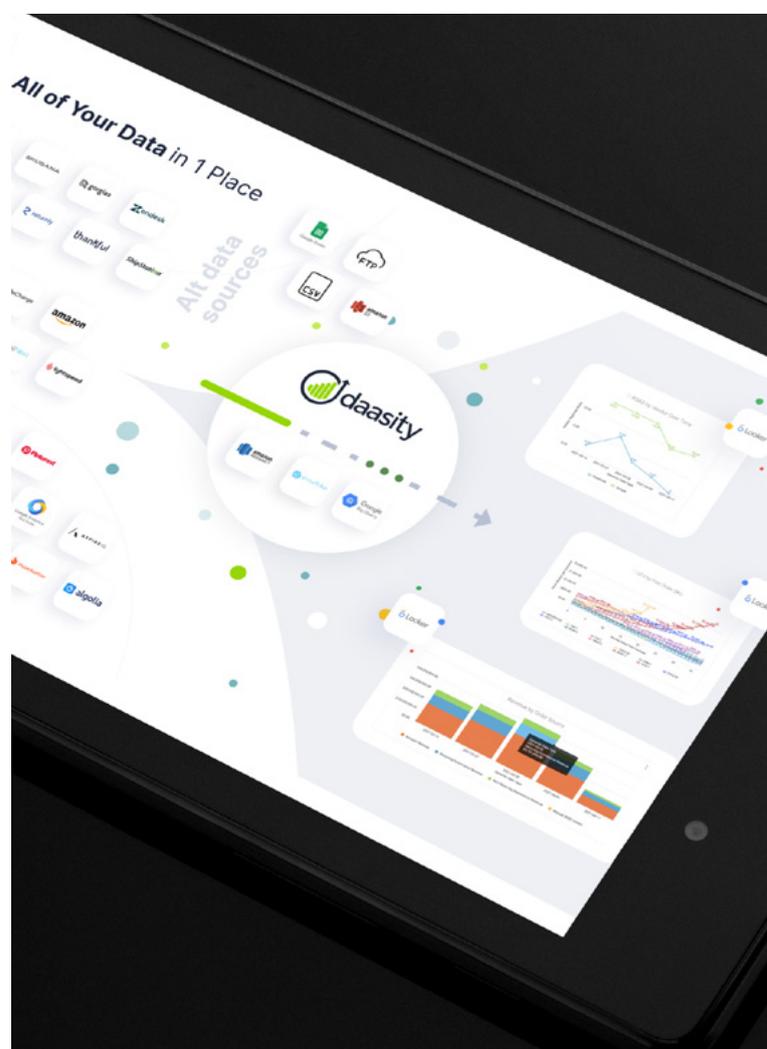
- Ecommerce platform and/or website
- Marketing channels, advertising platforms (Facebook, Google), affiliate programs, retention tools (email and SMS)
- Customer support tool
- Zero-party data tools, such as for polling
- Rating/review tool
- Operations tool(s)
- Shipping/fulfillment tool(s)
- Loyalty program
- Personalization programs

Unsiloeing data like this allows brands to have a true understanding of the programs driving their key metrics, including customer lifetime value (CLTV), cost per acquisition (CPA), inventory supply levels, and contribution margin (profit). Stop guessing where to place your budget and start investing in what's driving your business

## Better data = faster growth

Brands that understand and leverage their data grow faster—and more profitably. They're able to identify what's working much quicker. Data-driven brands cut programs with superficial results and invest heavily in those that are powering their actual growth.

Daasity is the first Shopify Plus certified analytics partner. The platform can accurately tie together the data from: Amazon, Shopify Plus, and key Plus partners, such as Gorgias, Attentive, and Klaviyo into one working data model.



## This empowers brands to:

1. Discover the products selling well across distribution channels (DTC, subscription, Amazon, wholesale, retail) and know profit down to a SKU/channel basis.
2. Easily identify true marketing performance through having a single source of truth as opposed to flitting between multiple vendor dashboards.
3. Enrich marketing platforms (think Klaviyo, Attentive, Facebook) with more customer data and leverage this to provide cross-channel personalization—at scale.

## Turning data into dollars with Kopari Beauty

Case in point: Kopari Beauty redefined their subscription program, which led them to secure a \$20m Series A investment and catapulted their 100% YoY growth.

When Kopari launched their subscription program, they heavily marketed it to all customers and made it a pillar of their customer acquisition strategy. There was one problem, though: churn was higher than they expected, and they found it challenging to extend subscriber engagement.

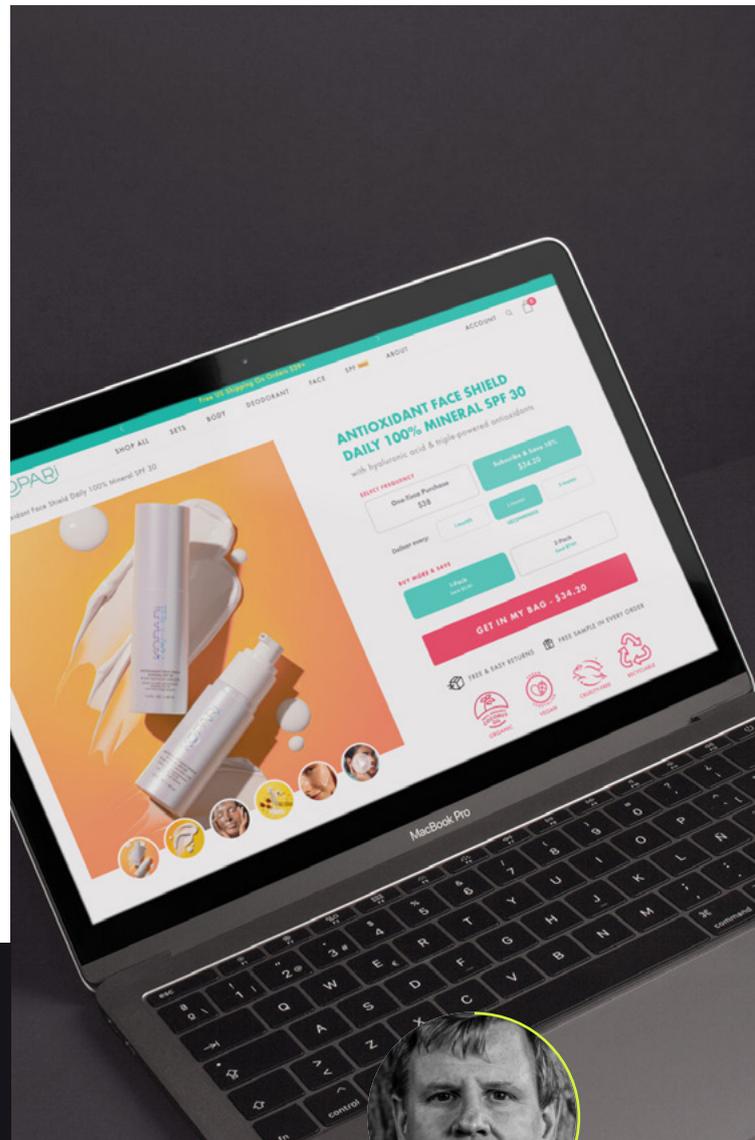
After diving through their data (from Recharge, Shopify Plus, and advertising channels) they discovered that customers who subscribed on their first purchase had worse churn rates than those who'd subscribed after their first purchase. Customers would sign up for the 'subscribe and save' discount, then churn shortly after their first shipment.

This insight led to an overhaul of how they marketed their subscription program. They stopped heavily featuring subscription services in their new customer marketing, but rather promoted it through their customer retention efforts, leading to increased loyalty, decreased churn, and significantly higher CLTVs.

**“ Consolidating and normalizing all channel-specific data allows us to manage the brand and product portfolio holistically, without siloed channel data, and has helped fuel our 100%+ YoY growth.”**

**Jameson Slattery**

Managing Director, Kopari



## Brought to you by Daasity

Daasity enables consumer product brands to make better data-driven decisions, leading to faster and more profitable growth. Daasity is the first and only data platform that centralizes a brand's data into a working data model. With Daasity, brands can easily analyze and push their data to marketing channels, so they get more from their data.



**Dan LeBlanc**  
Founder/CEO  
Daasity

[www.daasity.com](http://www.daasity.com)

# COMMERCE PROTECTION AND FRAUD PREVENTION

## Ecommerce's new era calls for new commerce protection

The accelerated digital transformation spurred by the COVID-19 pandemic has underscored retailers' need for future-focused commerce protection in order to increase conversion and build stronger customer lifetime value.

With the tremendous growth in ecommerce sales and consumers' enthusiastic embrace of buy online pick up in store and at the curb, retailers need to turn to automation and machine learning-powered fraud review to ensure a friction-free checkout experience.

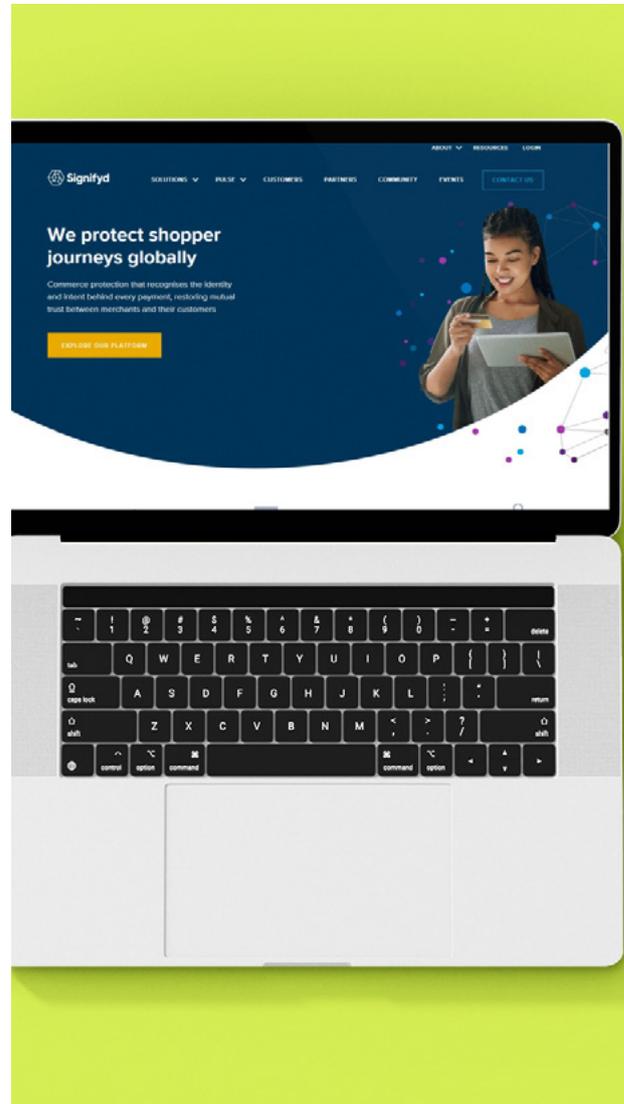
Manual review is overmatched by the unpredictable order spikes and sustained periods of holiday-like volumes in the new era of ecommerce. Legacy, rules-based fraud protection can't keep up with the new, different and unpredictable ways consumers now shop online.

The mix of old technology and new consumer habits is a recipe for false declines, leaving loyal customers frustrated and customer lifetime value in tatters. The huge appetite for new fulfillment channels means fraud decisions must be made in real-time or the appeal of in-store and curbside pickup vanishes, as customers wait hours—or worse—for pickup notifications.

## Understanding identity and intent is key

A modern commerce protection platform can solve these new challenges for Shopify Plus merchants by automating online order flows, instantaneously sorting fraudulent orders from legitimate ones, and triaging abuse chargebacks stemming from customer disputes—all while eliminating risk.

Signifyd's Commerce Protection Platform, for instance, includes a financial guarantee backing the platform's decisions. And Signifyd's Decision Center protects Shopify Plus merchants from return and promotion abuse while giving merchants control over how they want to handle return requests based on the risk profile of the transaction.



In short, Signifyd's platform provides insight into the identity and intent behind each transaction.

By understanding identity and intent, Shopify Plus merchants can ensure that loyal customers are not subject to false declines, lengthy fraud reviews or friction-filled return experiences. That allows merchants to build and maintain the customer lifetime value they enjoy from their repeat customers, while still protecting themselves from those who seek to take advantage.

Signifyd's solutions are available through Shopify Plus' Certified App program.

## Rad Power Bikes rides massive growth

Rad Power Bikes is an ecommerce rocket ship, with its origin in a garage, where so many high-growth West Coast companies seem to start. But with rapid growth and notoriety came something else: fraud. A year into Rad Power Bike's journey, the fraud was coming frequently enough, co-founder Tyler Collins explained, that his team was playing it safe by turning down questionable orders whether they were fraudulent or not.

"Before Signifyd, we had no choice but to decline orders we couldn't confirm were genuine," he said.

Rad Power simply didn't have enough transaction intelligence to understand the identity and intent behind the orders that were coming in at an accelerating pace. With every decline, they knew that they were not only losing the sale in front of them, but that they could be insulting a good customer—a customer they might never see again.

The Rad Power team turned to Signifyd's Commerce Protection Platform. It gave them the intelligence they needed to understand the identity and intent behind their orders and the automation to scale up effortlessly as the number of orders increased.

In its first full year after deploying Signifyd, Rad Power Bikes saw a 173% increase in web sales growth without a single fraudulent chargeback. And significantly, it saw a 10% increase in accepted orders, meaning that good customers were no longer being turned away for fear of fraud.

"They're not just experts in ecommerce fraud, they actually know our business. So we're comfortable trusting them with our fraud management practice." says Tyler Collins.



# 173%

**increase**

in web sales growth without a single fraudulent chargeback

# 10%

**increase** in accepted orders without fear of fraud

THE IDEA FOR RAD POWER BIKES STARTED IN FOUNDER MIKE RADENBAUGH'S FAMILY GARAGE.

### Brought to you by Signifyd

Signifyd maximizes conversion and creates friction-free checkout. It was named the leading provider of fraud prevention for the Top 1000 Retailers. Signifyd is headquartered in San Jose, CA., with locations in Denver, New York, Mexico City, São Paulo, Belfast and London.



**Mike Cassidy**  
Head of Storytelling  
Signifyd

[www.signifyd.com](http://www.signifyd.com)

**nosto** 

[www.nosto.com](http://www.nosto.com)