



SHOPIFY PLUS

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# BUYER'S GUIDE

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A SHOPPAD GUIDE  
[WWW.THESHOPPAD.COM](http://WWW.THESHOPPAD.COM)



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## FOREWORD

As the consumer's relationship with the Internet transits to the center stage of daily life, the ramifications for the business world have become immense. Modern life now revolves around and transits through the globe over fiber optic cables buried deep on the seafloor.

In 500 BCE, Greek philosopher Heraclitus said, "The only constant in life is change," a prescient observation that has never been truer. Success is not merely won by identifying the next hot app or social network. Instead, the victories go to those organizations that have the agility to explore new opportunities as a core tenant.

Retail has also entered a new era where competitive advantage is no longer primarily defined by the physical assets that a merchant controls, but rather by how they coordinate a multitude of physical and technical assets, employees, customers, and suppliers. The winners understand the pace at which new trends arrive is only accelerating. The ability to experiment, integrate, and rapidly adopt new technologies is not just a good idea, it has become a necessity.

I gained first-hand experience with Shopify's ability to convert complexity into leverage for their customers in 2012. That same year I co-founded ShopPad on a thesis that Shopify would be the only eCommerce platform capable of sufficiently equipping merchants for the road ahead. Our early bet on a little-known Canadian company led by a team of product visionaries has turned out to pay dividends. Now, Shopify is regarded as one of the fastest growing companies of all time, powering the success stories of hundreds of thousands of merchants around the globe, and billions of dollars in transactions.

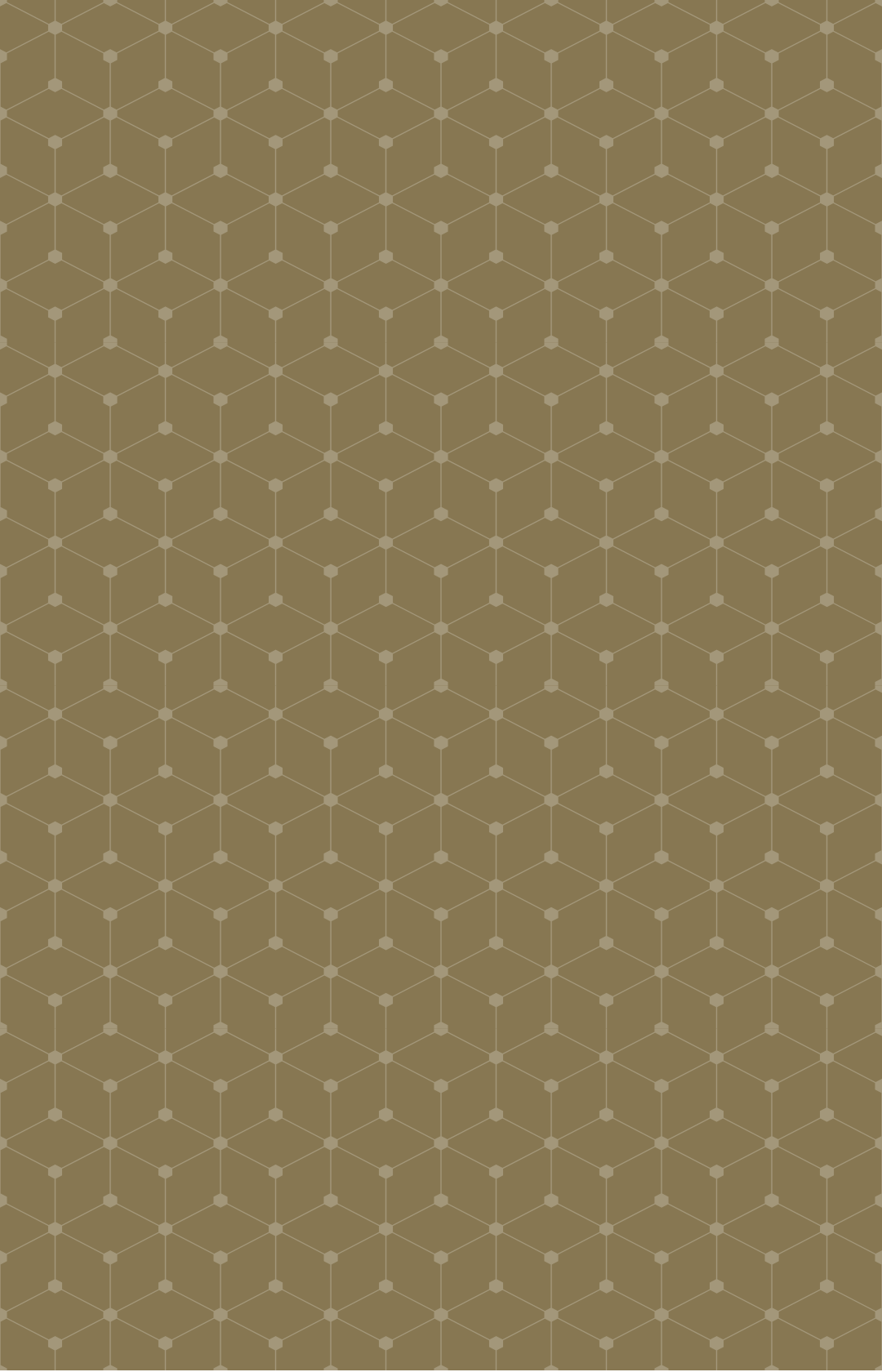
Selecting an eCommerce platform is no longer an exercise in identifying which vendor has the most features at the lowest cost. Modern platform evaluation must now be holistic. It is critical to understand not only how a solution will meet present needs, but also how it will act as an enabler of the inevitable changes to come. Because of this, I strongly

believe in Shopify's vision and their ability to unlock success for the merchants on their platform.

At ShopPad, we appreciate the gravity of launching and migrating to a new platform. There can be a lot to learn. Based on our years of experience working with high-volume and high-growth merchants, this guide was created to address the most common topics that come up around Shopify Plus. We hope to jumpstart your awareness of the amazing things that Shopify Plus can do for your store and look forward to seeing you on the platform!

- Aaron Wadler, Founder & CEO

ShopPad





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## CHAPTER 1

# What is Shopify Plus?

Shopify was founded in 2004 by Tobias “Tobi” Lütke, Daniel Weinand, and Scott Lake after their attempt to open Snowdevil, an online store for snowboarding gear. Dissatisfied with existing products on the market, Tobi, a computer programmer by trade, instead built his own. Not long after, Tobi realized there could be others like him who experienced similar difficulty starting an online business and Shopify was born.

Over a decade and a half later, Shopify is now recognized as a leader in its field. It is one of the fastest growing companies

of all time, and is trusted by 800,000+ merchants around the globe to provide the essential technologies that power their stores.

In 2014, Shopify responded to demand from high-volume customers with their enterprise offering, Shopify Plus, or simply, “Plus.” Now Plus powers over 5,000 merchants, leading the way in cost efficiency, security, ease of use, community, and flexibility.

Shopify Plus is the chosen platform for billion-dollar online brands like Rebecca Minkoff, LeSportSac, and Fashion Nova. It is also home to Fortune 500s selling direct to consumer like GE, Nestle, Pepsi, and Unilever. Celebrity entrepreneurs like Kylie Jenner, Taylor Swift, Eminem, Justin Bieber, and Kanye West have chosen Shopify for their respective brands. And high-growth digitally native vertical brands (“DNVB’s”) with innovative ideas like MVMT, All Birds, Rothy’s, GymShark, and Hawkers find the Plus platform to be the perfect fit.

In fact, Shopify Plus provides a previously unheard of opportunity for DNVB’s: the ability to focus on growth by delegating the technical work to specialized eCommerce experts.

This unique opportunity is best summed up by luxury mattress startup Leesa’s co-founder, David Wolfe. Leesa

launched its brand on Shopify Plus in 2014 and received \$30M in sales by the end of their first year. Wolfe succinctly says, “Without Shopify, we would’ve run out of money before launching. Instead of selling mattresses, we would have been fixing bugs, but Shopify fixed the bugs for us.”

## Hosted Platform

Shopify is a hosted solution with an industry-leading 99.98% uptime. Being a software as a service (“SaaS”) platform means that each store executes and operates on Shopify’s global network of servers. The cost, complexity, and stress of maintaining an IT network are delegated to Shopify and its cloud. A hosted platform also means that Shopify systems can be accessed from any internet-connected device.

Vacationing on a tropical beach and need to check the latest reports? No problem, just log in on your phone!

Another benefit of SaaS over provisioning your own infrastructure is that it can instantly scale with an increase in demand. There’s simply no better way to illustrate just how robust Shopify’s technology is than to show some numbers:

- ▶ Death Wish Coffee experienced \$2,083 in sales per minute following the airing of their Superbowl commercial.

- ▶ Shopify served a peak of 10,978 orders per minute during the Black Friday Cyber Monday weekend for a total of \$1.5 billion in sales.
- ▶ Kylie Cosmetics' store sold all of their inventory within the first minute of launching. Shopify has continued to power Kylie Cosmetics traffic spikes with aplomb. 200,000 simultaneous shoppers visited the store during a pop-up event in NYC without a hitch.

## Developer Friendly

Starting at the top, Shopify has a culture of deep technical expertise. Built in to the platform are numerous features - some exclusive to Plus - that empower developers to customize and optimize the stores that they build.

Shopify has well-documented REST and GraphQL APIs, as well as easy-to-follow tutorials that minimize the time needed to learn the platform.

Plus provides users with a number of exclusive features, such as higher API throughput and exclusive endpoints like Single Sign-on ("Multipass") and Gift Cards.

Shopify also provides a number of Software Development Kits ("SDK") that allow for rapid extension of native functionality.

The **Storefront SDK** allows for entirely custom shopping experiences by accessing functionality such as managing a customer's cart, accessing the storefront view of products, and creating checkouts.

The **Mobile SDK** brings Shopify checkout into your iOS and Android mobile applications so you can sell physical products through the app and track sales in the Shopify admin.

The **Shopify SDK** for Unity lets merchants integrate physical products directly into games and apps made with the Unity game engine.

Finally, the **JavaScript Buy SDK** is a lightweight library that allows merchants to build eCommerce into any website.

## PRO TIP

// Shopify's robust API, combined with Shopify Plus Scripts, allows you to control virtually every aspect of your store from your external system. Whether you are syncing products with your PIM, pushing fulfillments to your 3PL provider, or adjusting the price of items in the cart based on input from your loyalty rewards system, Shopify's powerful and well-documented APIs make automating your back-end workflows as seamless as possible."

- Jeff Lyon, Director of Technology, ShopPad

## Dedicated to Your Success

Shopify takes the success of its merchants very seriously. After all, they share in your success. Because of that, Shopify provides Plus merchants with a well-trained, multi-lingual team of experts devoted to helping you get the most out of

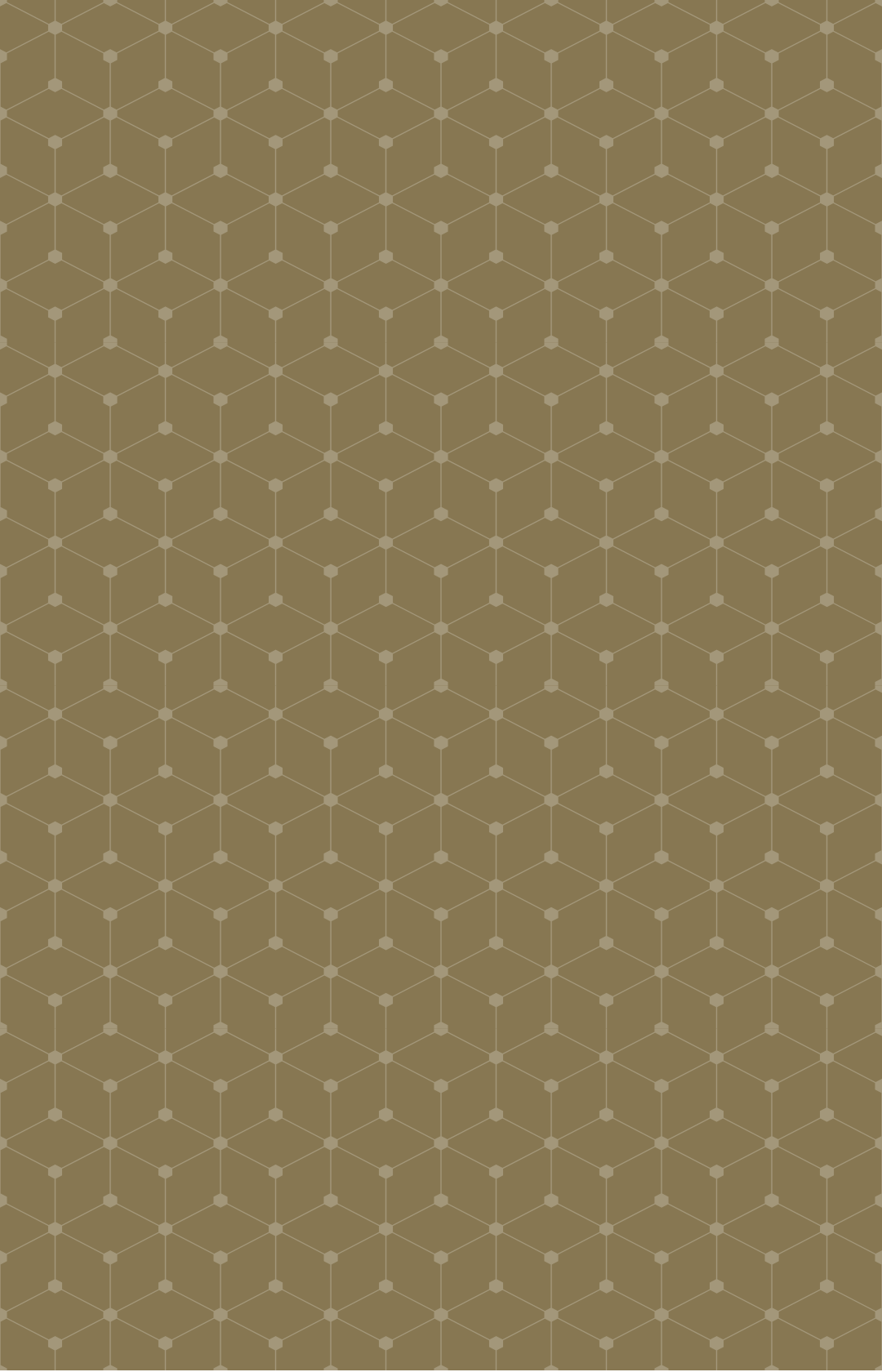
the platform.

From the beginning, a **Solutions Engineer** is on hand to break down technical barriers, ensure that all your systems can operate seamlessly with Shopify, and work through any development questions.

When it comes time to go live, a **Launch Engineer** oversees the entire setup process to help with things like customer use cases, international storefronts, payment gateways, opening new sales channels, SSL certificates, or customizing checkout.

You will also have a **Merchant Success Manager (“MSM”)**, who provides support, training, and advice on topics like acquisition, conversion, retention, strategy, technical solutions, app recommendations and more.

All these resources make it possible for Shopify to boast a standard onboarding time that’s up to three times faster than the industry standard.





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## CHAPTER 2

# Enterprise Features

The array of features that comes out of the box with Plus empowers your team to get more done without burdening your IT team to build a custom solution for every need.

# Multi-Channel

Shopify offers merchants the ability to add over twenty different sales channels that can be managed right out of Shopify's backend. Sales channels run the gamut from established marketplaces like Amazon and eBay, to well-known social networks like Facebook Messenger, Instagram, Wanelo and BuzzFeed. Channels can also extend offline, into brick and mortar stores, with Shopify's point of sale ("POS") channel.

What's awesome about Shopify's multi-channel capability is that it synchronizes prices, fulfillment, and inventory across all channels from a single command center within Shopify, rather than having to update each one separately. Your team does not need to live across multiple applications.

With Shopify POS, merchants can quickly launch physical stores attached to their online store whether it be a pop-up shop or a permanent storefront. Shopify's POS contains the modern features you would expect, but most importantly, it is seamlessly integrated with your current admin and inventory systems. It should be noted that, like the online store, Shopify's POS gives you the ability to customize via the partner ecosystem.

Another popular channel for larger retailers is wholesale, which Shopify supports with unique functionality just for

Plus stores:

- ▶ Create custom pricing and minimum purchase amounts for individual customers or groups.
- ▶ Employ volume based discounts.
- ▶ Quantity minimums, maximums and increments on a per-product basis.
- ▶ Allow customers to easily repurchase from their order history.

**PRO TIP**

“Visibility into inventory is an absolute necessity, but to truly be a successful multi-channel brand, you need control over this inventory. Brands need an inventory and order management system beyond their shopping cart that can handle complex routing and fulfillment to leverage their largest asset for growth.”

- Brandon Levey, CEO of Stitchlabs

# Automation

The business world has been trending towards the automation of repetitive processes. After all, automation enables scale like nothing else. Shopify Plus has two powerful automation tools: Shopify Flow and Shopify's Launchpad.

Shopify Flow empowers merchants to automate backend busy work so they can focus on expanding their business and trying out new strategies without losing productivity.

Some examples of what Flow can do are:

- ▶ Tag and segment customers based on their buying behavior.
- ▶ Automate inventory management processes, like reordering low-stock products.
- ▶ Pause ads when inventory runs low and notify the marketing team.
- ▶ Automatically reward loyal customers based on their lifetime spend.

Shopify Flow can also automate the movement of data between supported applications, including Asana, Gorgias, Smile.io, Klaviyo, Loox, LoyaltyLion, Nosto, Trello, Google Sheets, and Yotpo.

On the other hand, Shopify's Launchpad is like putting marketing activities on autopilot. Take a look at some of the things Shopify's Launchpad can do:

- ▶ Create promotions and discounts that turn on and off based on a defined schedule.
- ▶ Update inventory and automatically publish products on their release day.
- ▶ Build campaign-specific themes and content to highlight on-sale products.

## PRO TIP

// With Launchpad, you can finally pre-schedule every aspect of your campaigns so you aren't up at all hours to launch a midnight promo. Create a baseline theme that will start and end your promo sequence. Then create a separate duplicate theme off of the base for each stage of the promo (initial launch, 48 hrs left, 2 hrs left, etc). Have your marketing team review all of them in advance then schedule these in LaunchPad and let it take over. Just make sure to coordinate this with your dev team and admin staff so no changes are made and lost. And don't forget to use a good naming convention so your themes don't get mixed up.

- Kenneth Ott, Co-Founder of Metacake

# Scripts

Shopify Scripts are written in the Ruby programming language, allowing developers fine-grained control to customize aspects of a store in ways typically not possible in a SaaS environment.

Shopify Scripts come in three different variants:

- 1. Line-item scripts.** Affect changes to the line-items in a cart. They can be used to create complex promotions (BOGO, free gift, tiered discounts, etc), change prices, and offer discounts.
- 2. Shipping scripts.** Change shipping methods, offer in-store pickup or free shipping based on logic you define.
- 3. Payment scripts.** Rename, hide, and reorder payment methods.

# Checkout

A store's checkout experience is the most important step in conversion optimization. Checkout on Shopify Plus is customizable, and comes with features that include:

- ▶ AvaTax, a tax automation service provided by Avalara, is included free to Shopify Plus merchants.

- ▶ Integration with ERP, 3PL, OMS, IMS, and the other business systems that you rely on.
- ▶ Fraud Protect is built on Shopify's machine learning algorithms that study the hundreds of thousands of businesses using their platform in order to prevent fraudulent orders.

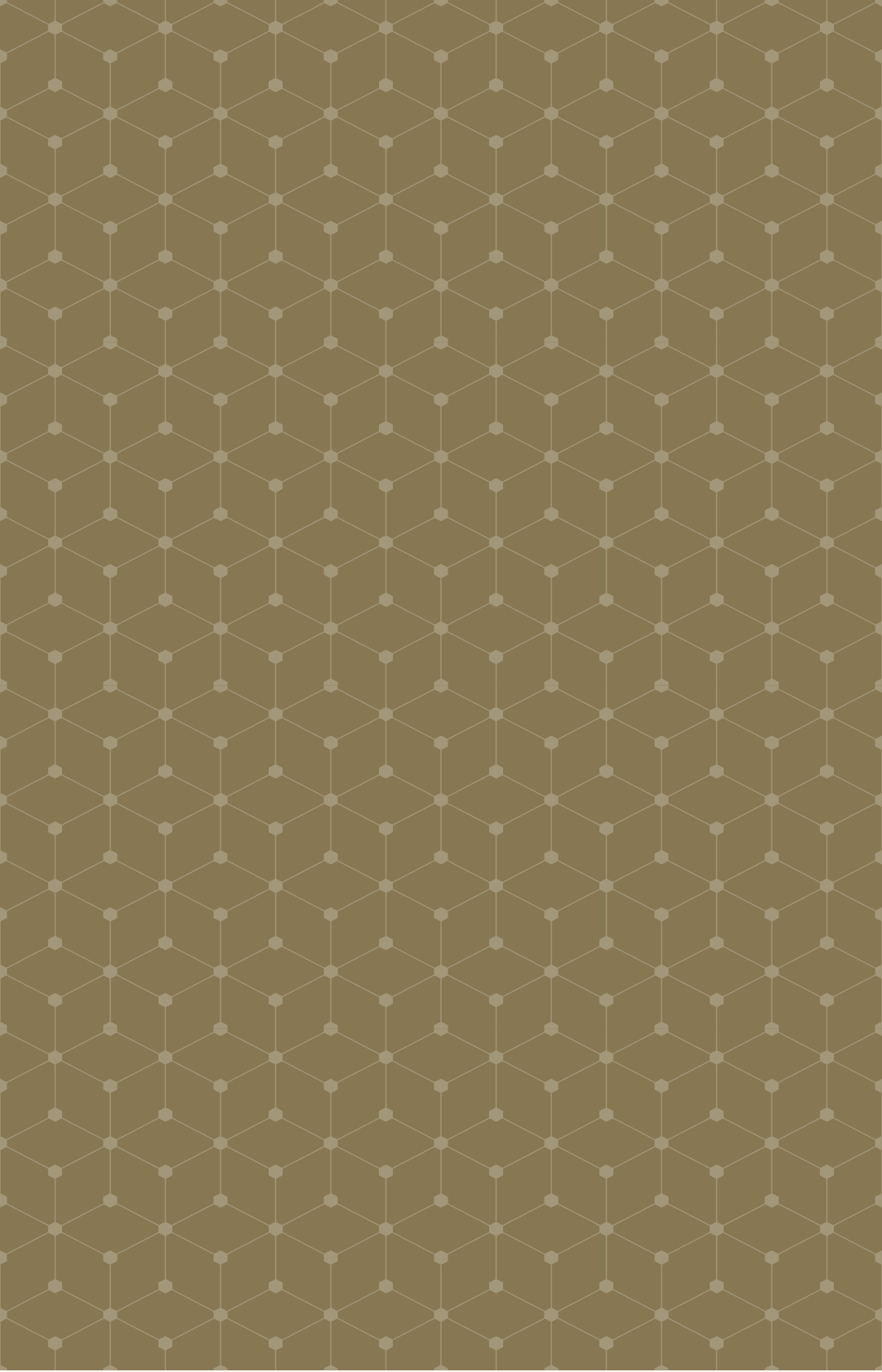
## International

With eCommerce becoming more popular on a global scale, reaching and effectively serving an international audience has become a must-have. Shopify Plus meets this need with:

- ▶ A world-class CDN run by Fastly to ensure your online store will load quickly around the globe.
- ▶ Built-in analytics that advise on when and where to expand your business.
- ▶ Multi-currency checkout to sell and settle bills in the customer's local currency.
- ▶ Expansion stores make it possible to launch up to nine different sites which merchants often use for localization.
- ▶ Backend translation allows for the store to be administered in the native languages of its employees.







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## CHAPTER 3

# Ecosystem

From the beginning, Shopify has gone to great lengths to create partner relationships to the benefit of its merchants. As a result, a robust ecosystem of services and solutions has cropped up to make it possible for a Shopify-based business to create their ideal online store with as little friction as possible.

# App Store

When it comes to Shopify, if you need something, there really is an app for that. Apps can be free, charge a one-time fee, or a recurring monthly amount. Nearly all of the App Store applications are integrated with Shopify billing so that store-related charges appear on one consolidated invoice at the end of the month.

Shopify has organized their apps into twelve categories, each containing several subcategories. The top-level categories are: Finding Products, Places to Sell, Store Design, Marketing, Sales and Conversion, Orders and Shipping, Inventory Management, Customer Support, Trust and Security, Finances, Productivity and Reporting.

With so many apps available - many of which perform similar functions - it becomes key to find the right app for your business needs. Fortunately, we have some techniques to help you evaluate them:

**Create a list of your needs before browsing.** Have you heard the saying that it is never a good idea to go grocery shopping when you are hungry? The same philosophy applies to the App Store. Adding apps to a Shopify store is as easy as clicking a button, but this doesn't necessarily mean every app should be added. Rather, focus on adding exactly what you know is needed. We also recommend adding apps

one at a time so that the impact to site performance can be clearly measured.

**Read reviews for the apps under consideration.** Apps are ranked by average rating and the total number of reviews. Remember that a 5-star rating with only two reviews may not be as credible as a 4.6-star rating from 500+ reviewers.

**Utilize the free trial period.** Many apps offer a free trial period ranging from a few days to a month or more. Make the most of this time. Add an app and use it as much as possible. Include anyone who might interact with the app and get their feedback too.

**Speak to sales and support.** The team behind the app can help you understand their plans and features. Spend some time evaluating the quality of the app's support, what channels they offer help through, how quickly questions are answered and the completeness of their documentation and training resources.

## Themes

A theme is the skin of a Shopify site, dictating the visual parts of the store. Themes are composed of individual files with HTML, CSS, JavaScript, fonts, images, JSON configuration and Liquid (Shopify's templating language).

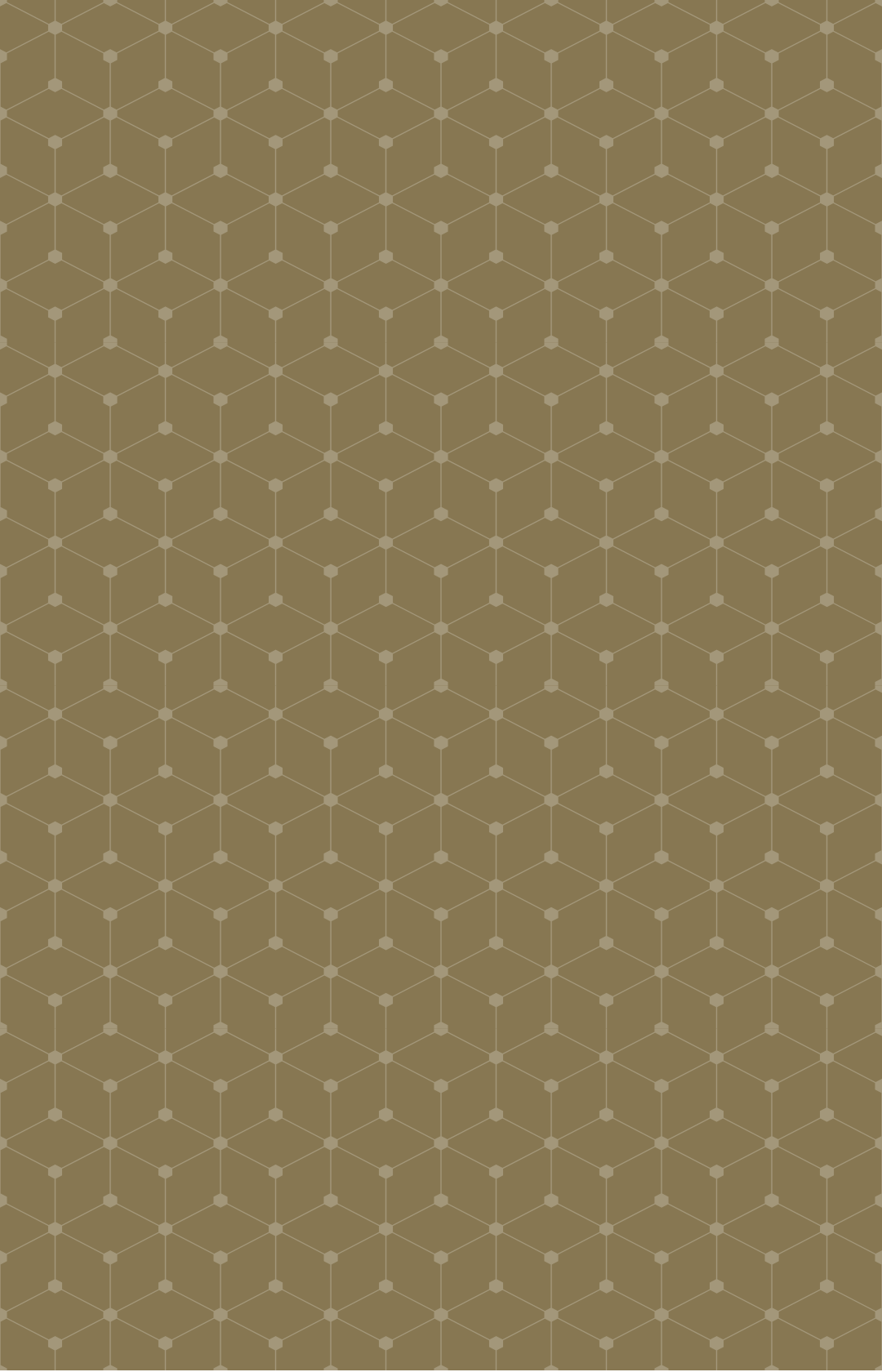
## **Pre-Built**

The Theme Store provides pre-built themes that can be easily previewed and added to the store. These themes are approved by Shopify and have been created for new merchants to get their store up and running as quickly and economically as possible. Many stores, especially brand new ones, find the “out of the box” nature of pre-built themes to be the perfect fit.

## **Custom**

Brands with a sense of identity or retailers that are looking to visually stand out from the crowd tend to eschew pre-built themes. Instead, they create a custom theme, typically working with an expert agency to design and develop the theme. On Shopify, there is no better way to deliver a unique and memorable brand experience than by developing a custom theme. While custom themes require a larger upfront investment, they typically deliver more value over time. Custom themes are great for specific needs and big ideas, but may not be feasible for small budgets or timelines.

Pre-Built Theme	Custom Theme
<p><b>Price</b> Themes in the Shopify Theme Store cost less than a few hundred dollars. There are even a handful of high-quality themes that are completely free.</p> <p><b>Time to Market</b> Only a pre-built theme will allow you to go from concept to taking orders within a few hours. This is especially helpful when you're trying out a new idea or gauging interest.</p> <p><b>Ease of Installation</b> Most pre-built themes are easy for non-technical users to get started with. Usually you'll be able to select colors, fonts and start filling in copy without needing to write a single line of code.</p>	<p><b>Unique Branding</b> For brands with an established look and personality a custom theme will be the best way to stay consistent, which is especially important for those who have close competitors or a loyal following.</p> <p><b>Flexible</b> A custom theme is the answer when a precise vision needs to be executed.</p> <p><b>Scalable</b> Unlike pre-built themes, custom themes are purpose-built to accommodate a brand's specific needs today and in the future. Building for a defined purpose will reduce the amount of code required, providing faster load times and better long-term maintainability.</p>





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## CHAPTER 4

# Putting It All Together

Now that you understand the main concepts of Plus, it is time to explore taking the next step.

# Planning and Preparation

The best execution comes from thoughtful planning and successfully launching an eCommerce store is no different. Figure on allocating between thirty to sixty days to properly plan your project, solicit and evaluate bids.

## Step 1: Define The Vision

The first step is to sit down with all the stakeholders and answer three questions: What are our must-haves? What are our nice-to-haves? What are our goals?

**Must-Haves.** Like every project, the launch of your new store will have some number of non-negotiables so it is critical to identify them early in the process. Time, cost, and resourcing constraints exist in every project. Keeping the project on track and successful is much easier when the stakeholder must-haves are clearly communicated from the outset.

**Nice-To-Haves.** With Shopify Plus, shoppers can have an innovative experience through features, integrations and custom development. That doesn't necessarily mean that your store needs every option out there - at least, not to start. By separating the must-haves from the nice-to-haves, the development agency working on the project will be able to effectively craft a proposal that is tailored around your timing and budget.

**Goals.** It is essential to develop goals that will measure success of the project. These goals need to be useful data points that will help inform the recommendations and advice that your agency provides. For example, a good goal to guide your project could be, “get 20% of carts to add a warranty.” It is a clear, measurable goal that will not only inform the project recommendations but will also help you understand your ROI when the project is complete.

## **Step 2. Budget and Timeline**

At this point, it is important to establish a budget and timeline. The average cost to develop a new Shopify Plus store will range from the mid five-figures to the mid six-figures and take anywhere from thirty to one-hundred and twenty days. Using the clearly defined requirements and goals from step one, your chosen agency will be able to suggest alternative paths forward if tradeoffs need to be made.

## **Step 3. Pick a Partner**

With the massive ecosystem that has grown around Shopify, there are many partner agencies available to complete your launch project in part or whole. Shopify Plus partners, in particular, are an elite group of agencies that are in the top one percent of all partners with a track record of consistently delivering excellence for their clients.

The best way to start your journey on Plus is through one of these partners.

By working with a Plus Partner from the very beginning, your project will benefit from the years of experience that a partner firm brings to the table. A partner can guide you in the process of evaluating Shopify Plus, arrange technology demos, consult on best practices, architect end-to-end solutions and much more.

## PRO TIP



When evaluating prospective partner agencies, make sure to clarify whether or not the partner has experience with the nuances of your particular business. Some agencies focus on specific industries, while others are more general. A beautiful portfolio, while certainly important, doesn't always mean the partner is equipped to handle the unique requirements of your industry. Don't be scared away by a partner working with competitors or similar businesses. It will pay off in the long run when an agency has experience navigating familiar challenges."

- Andrew Gordon, Managing Partner at Simplistic

## Step 4. Evaluate Proposals

We recommend seeking out proposals from at least three different agencies. The goal is to identify the partner that provides the perfect mix of technical ability, creative vision, budget, and culture fit for your project. This is the right time to ensure that all of your questions have been answered to complete satisfaction.

Before signing on the dotted line, we suggest asking:

1. What additional costs can be expected, but are not covered in the proposal?
2. Which devices will the store be developed for?
3. What are the payment terms?
4. Who will have ownership of the code?
5. How often are status updates sent?
6. Who will be the day-to-day contact?
7. At what stage will the site be shared?
8. How will changes to the scope be handled?
9. Are documentation and training provided?
10. What does the handoff process look like?

## Migrating from Another Platform

If you have an existing store that needs to be migrated to Plus, there are a few more steps involved. The complexity of migration varies depending on the system[s] being migrated from, but there are some general areas to consider:

**Products:** How many products need to be migrated? Are there product reviews that need to be transferred over? Check to ensure that the current product model matches Shopify's requirements (three options and one hundred variants per product).

**Orders:** Will past orders be retained? If not, how will your customer service team handle the transition?

**Customers:** Since most platforms don't store customer passwords in an exportable format, you will need to decide if customer records will be migrated, and how they will be brought onboard.

**Content pages:** Take inventory of all the pages of static content that will be migrated to Shopify. Can the pages be easily copied over or will they need to be rebuilt?

One commonly overlooked topic is **URL redirects**. For SEO purposes it is vital that old links point to their new location.

When it comes to performing the migration, most stores work with a partner to guide them through the process and avoid the pitfalls. There are also products such as Shopify's Transporter app and services like Cart2Cart that can automate certain types of migrations.

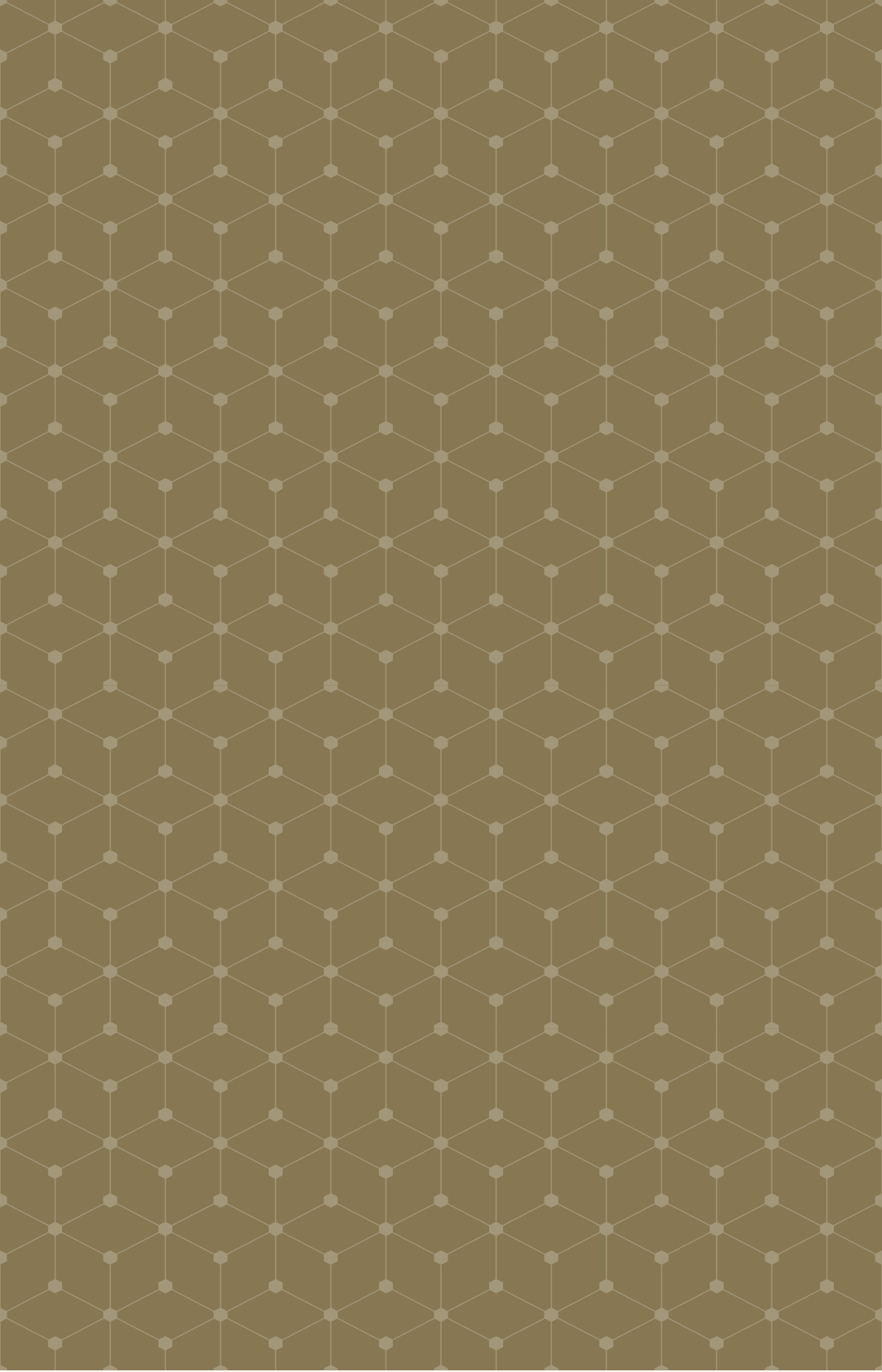
## Working with ShopPad

Since 2012, ShopPad has been the trusted partner for many of Shopify's fastest growing and high-volume stores. If you are looking at moving to Shopify Plus, we would love to discuss how we can put our years of expertise to work for you.

Visit us at **[www.theshoppad.com](http://www.theshoppad.com)** to get started.







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**CHAPTER 5**

**Appendix**

# Recommended Applications

## 1. Marketing Automation: Klaviyo

Klaviyo reports that stores switching to them see an average of sixty-seven times increase in ROI. This five-star review says it all:

“I’ve worked with a ton of emailing platforms and companies and Klaviyo has, hands down, been the best. The integrations allow us to tap into a wealth of customer information that has made us a better organization while also allowing us to grow explosively, and I’m not exaggerating.”

We recommend Klaviyo because their solution empowers marketers to utilize the most amount of customer data in their campaign efforts.

## 2. Loyalty: Smile.io

Smile helps stores to create a complete rewards program for their customers in any of three different program styles: loyalty points, referral, or VIP. Smile can also easily integrate with other tools a Shopify store may use, including Klaviyo.

Smile is a great Plus app because their platform has been

developed with the years of experience that come from being the world's most-used rewards program. As a result, their platform provides everything marketers need to create a highly successful rewards program.

### **3. Integration & Automation: Mesa**

Mesa is an all-in-one integration platform for Shopify and is a must-have for high-volume retailers because it seamlessly integrates Plus stores with their third-party systems like an ERP, API, or point of sale.

We're a bit biased when it comes to recommending Mesa because we made it. However, we have seen what it can do for our customers. Through simple scripting, backend systems are seamlessly integrated and the flow of data between them is automated.

### **4. Retargeting: Shoelace**

Shoelace is an app that automates a brand's retargeting ads. Their mission is to help stores, "deliver engaging retargeting experiences that wow your customers while telling your brand story." Reviews of the app back up the claim:

"Shoelace is a fantastic app - incredibly easy to set up and even with modest traffic it's pretty quick to see good results. Customer service is second to none - our account manager

(Chelsea) is always available for a call/google hangout and the app/dashboard to check how campaigns are running is very detailed and very simple to use. ROI so far has been great - looking forward to where it can take us in the future.”

Shoelace is a fantastic retargeting app because it doesn't just automate ads in a vacuum. Shoelace is built to take a comprehensive approach to retargeting, with a focus on where each individual customer is in the funnel.

## **5. User Generated Content: Yotpo**

Yotpo calls themselves “a commerce marketing cloud that helps brands of all sizes collect and showcase reviews.”

Throughout the reviews on Shopify, stores share their impressive results utilizing Yotpo, like doubling reviews in the first month.

We're fans of Yotpo because the app has been instrumental in the success of so many Shopify Plus stores, most notably UNTUCKit, Leesa, and MVMT. The app helps marketers to increase conversions through social proof, a feat that few, if any, other apps can offer.

## **6. Subscriptions: Bold Subscriptions**

Bold Subscriptions is our favorite app when you need to manage recurring orders on Shopify. Bold's features are

flexible, enabling merchants to set up recurring billing for a single product, multiple products, or their entire cart. Bold even allows you to set up recurring billing for any offline services you may offer.

Bold Commerce are Shopify veterans and every one of their products is backed by great support. You can always count on the Bold team to go the extra mile.

## **7. Content & Visual Editing: Shogun Page Builder**

Shogun is an enterprise-level page builder that offers excellent features to build engaging, beautiful pages. Reviewers say: “Shogun is a great app for making fully customized stores. We have a lot of custom coding on our website that has been easy to integrate with Shogun. When we run into any problems with our template or code, the staff at Shogun have fixed the issue within a few hours. I would give this app a 5-star all the way.”

As page building apps go, Shogun is the one best suited to service Plus stores. It provides all of the features high-volume businesses will find necessary.

## **8. Conversion Optimization: Justuno**

Justuno is an app that powers pop-ups on a Shopify site. Justuno’s pop-ups can be used to offer a variety of discounts

and offers, including an exit-intent pop-up. Justuno makes our list because its artificial intelligence enables merchants to deliver highly personalized messaging to each site visitor, rather than utilizing the same messaging for every visitor.

## **9. Customer Service: Gorgias**

Gorgias is a helpdesk app that provides everything a Shopify store needs to provide top-notch customer support, from live chat to ticketing.

Gorgias is great because it's focused on high-volume eCommerce businesses. Shopify Plus businesses will find all their unique needs met.

## **10. Business Intelligence & Reporting: Glew**

Glew is an analytics and business intelligence system that will take a store's reporting to the next level. The tool can even act as a CRM and provide deep data on a customer base, like pinpointing customer acquisition costs. It goes far beyond reporting data on customers, though, delivering insights on products, advertising, and site performance.

We find Glew to be a successful app because it takes the massive amounts of raw data Shopify stores collect and turns them into useful insights and reports that brands need to excel.



# Launch Checklist

## Settings

- Configure taxes

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- Shipping origin address

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- Shipping rules

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- Payment gateway

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- Custom domain

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- Marketing acceptance settings for customer accounts

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- Fulfillment settings for order placement

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- Add refund, privacy, and TOS statements at checkout

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- Verify the standards and formats for currency, weight, etc are properly configured

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## Configure

- Discounts

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- Email notifications

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- Inventory levels

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- 301 redirects (if migrating)

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- Deactivate password protection

---

## Content

- Optimize images

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- Contact, FAQ, About, Shipping and Return Policy pages

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- Update homepage META information

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- Check spelling & links

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- Conversion tracking pixels

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- Create a theme backup

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## Applications

- Installed and configured

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- Production billing

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- Analytics tools

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- Sales channels

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## Quality Assurance

- End-to-end test of purchase flow

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- Browser testing

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- Device testing for mobile, tablet & desktop

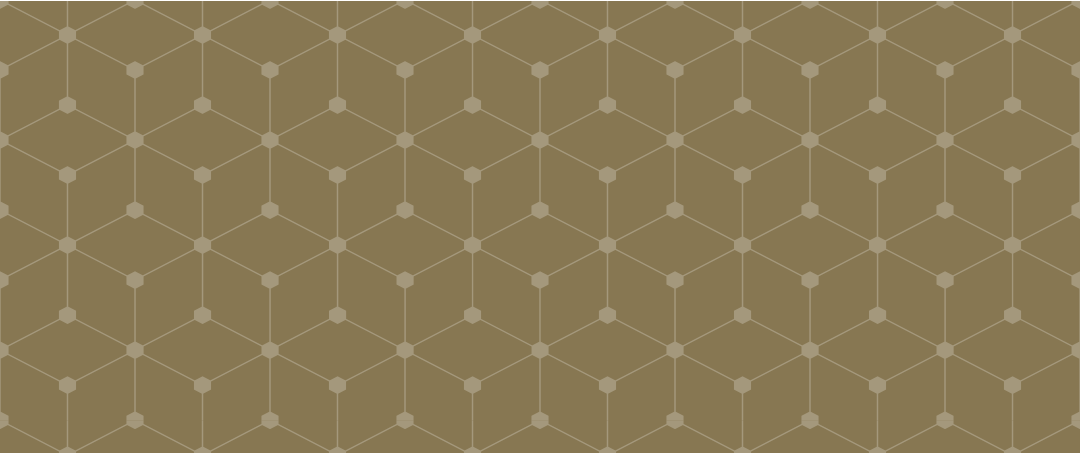
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- User acceptance testing

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