



Shopify is a leading ecommerce platform that has everything a business needs to sell online, on social media, or in person. Shopify increased customer retention and loyalty rates by using Northpass to create an online customer education academy.

Challenge

Due to the inherent complexity of starting a business online, Shopify's merchants were not maximizing the full potential of the Shopify platform and offerings. The company needed to deepen its connection with customers while educating them on strategies and best practices.

Solution

Northpass provided Shopify with a modern and captivating approach to customer education - a platform to build a connection with customers that extends beyond an ecommerce tool.

Using Northpass, Shopify created an engaging, scalable, and frictionless learning experience that empowers their customers to build more successful businesses online. The fully whitelabeled academy helps merchants derive more value from Shopify's core product, which has led to better retention and increased customer LTV.

Key features include:

- **Learner-Friendly Interface**

Shopify's academy offers engaging content, intuitive workflows, and a fully branded environment.

- **Powerful Integrations**

Shopify leveraged Northpass' flexible developer tools (APIs, webhooks, etc.) and native analytics capabilities to forge a powerful integration between both platforms, enabling them to share data and craft personalized learning experiences.

- **Industry Expertise**

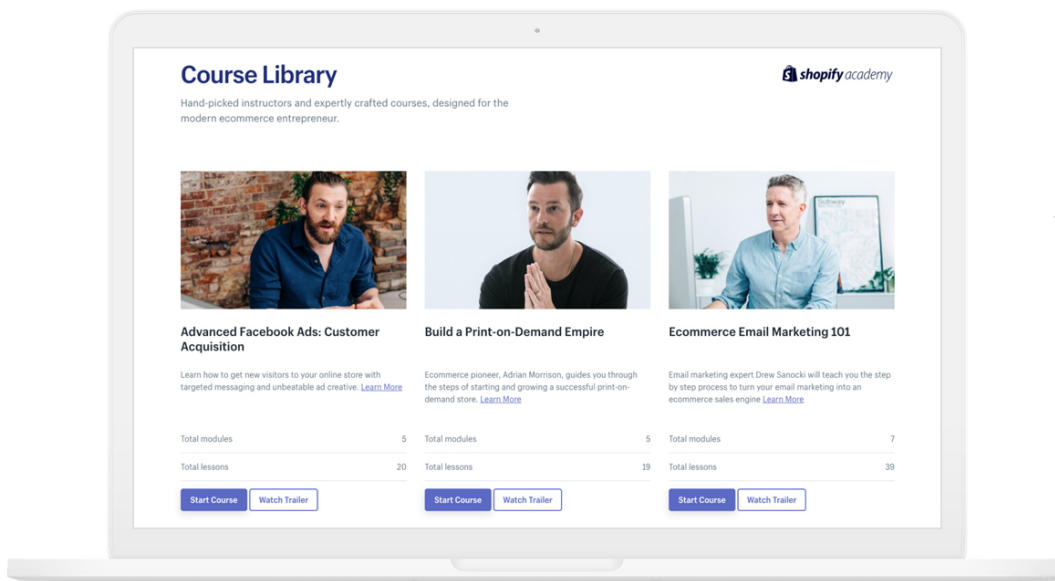
Shopify took advantage of Northpass's support team who provided comprehensive product expertise, deep experience in the SaaS and technology fields, and extensive knowledge around training techniques and best practices.

491%
increase
in monthly
academy
usage

Results

Today, the Shopify Academy continues to help the company cultivate more meaningful and profitable relationships with its customers.

Shopify has delivered over 148 courses to 400,000+ learners in just three years, leading to faster growth, greater product adoption, and improved customer retention. In that time, Shopify's valuation increased by 800% (NYSE), and their academy's monthly learner usage grew by 491%. Shopify's staggering success prompted them to expand their online training into two additional academies, all powered by Northpass.



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Northpass provides all of the robust front-end customization and options you would expect from a modern SaaS platform. What truly sets their LMS apart, is the incredibly talented team working behind it. The Northpass team has been a huge contributor to our success with training our partners and building out our ecosystem.

– Chris Williams, Partner Accelerator

Want to increase customer retention like Shopify?

Schedule a meeting with one of our experts to learn how Northpass can help you accomplish your online learning goals.

BOOK A DEMO