Case Study

northpass



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. **491%** increase in monthly academy usage

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 whitelabled 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.

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.

Course Library				S sh	opify academy	
Hand-picked instructors and experi modern ecommerce entrepreneur.	tly crafted cour	ses, designed for the				
Advanced Facebook Ads: Cus	Stomer	Build a Print-on-Demand Empire	e	Ecommerce Email Marketi	101	i
Acquisition Learn how to get new visitors to your online store with targeted messaging and unbeatable ad creative. Learn More		Ecommerce pioneer, Adrian Morrison, guides you through the steps of starting and growing a successful print-on- demand store. Learn More		Email marketing expert Drew Sanocki w by step process to turn your email mari ecommerce sales engine <u>Learn More</u>		
Total modules	5	Total modules	5	Total modules	7	
		Total lessons	19	Total lessons	39	

Shopify's valuation increased by 800%

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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



