
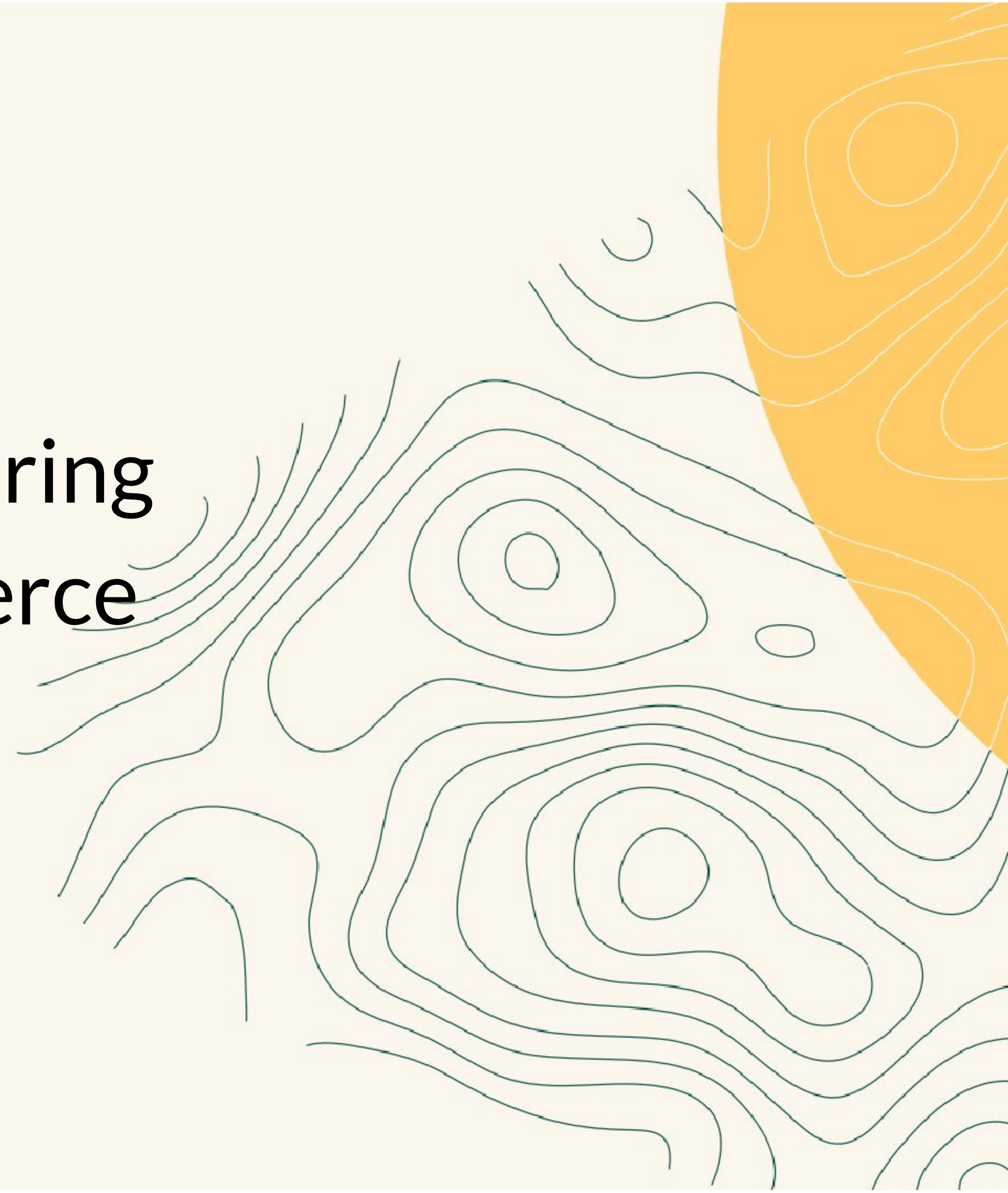


akohub

Post  **shopify** unite Sharing  
for Cross-Border Commerce





# akohub

2015  **shopify** partners

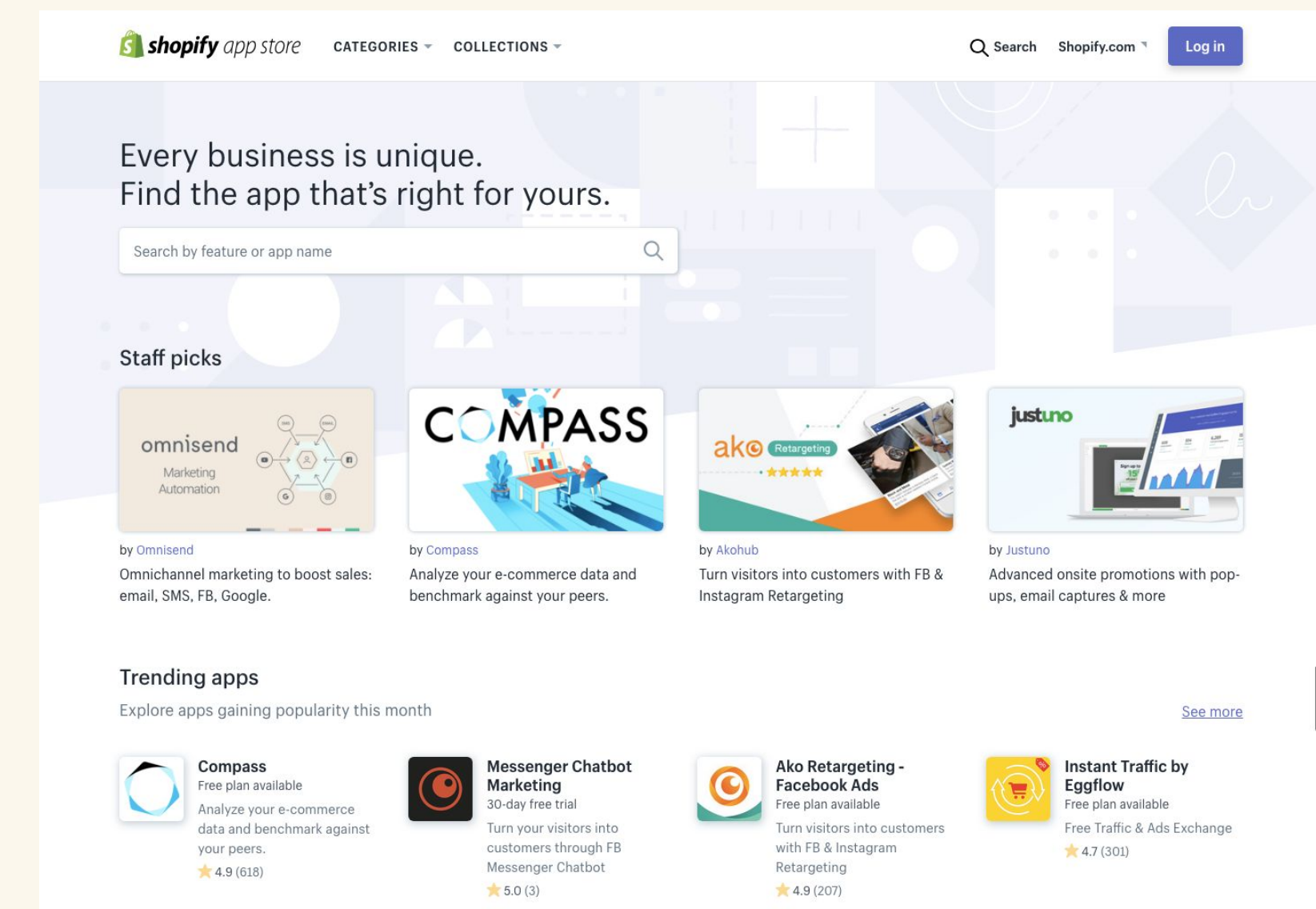
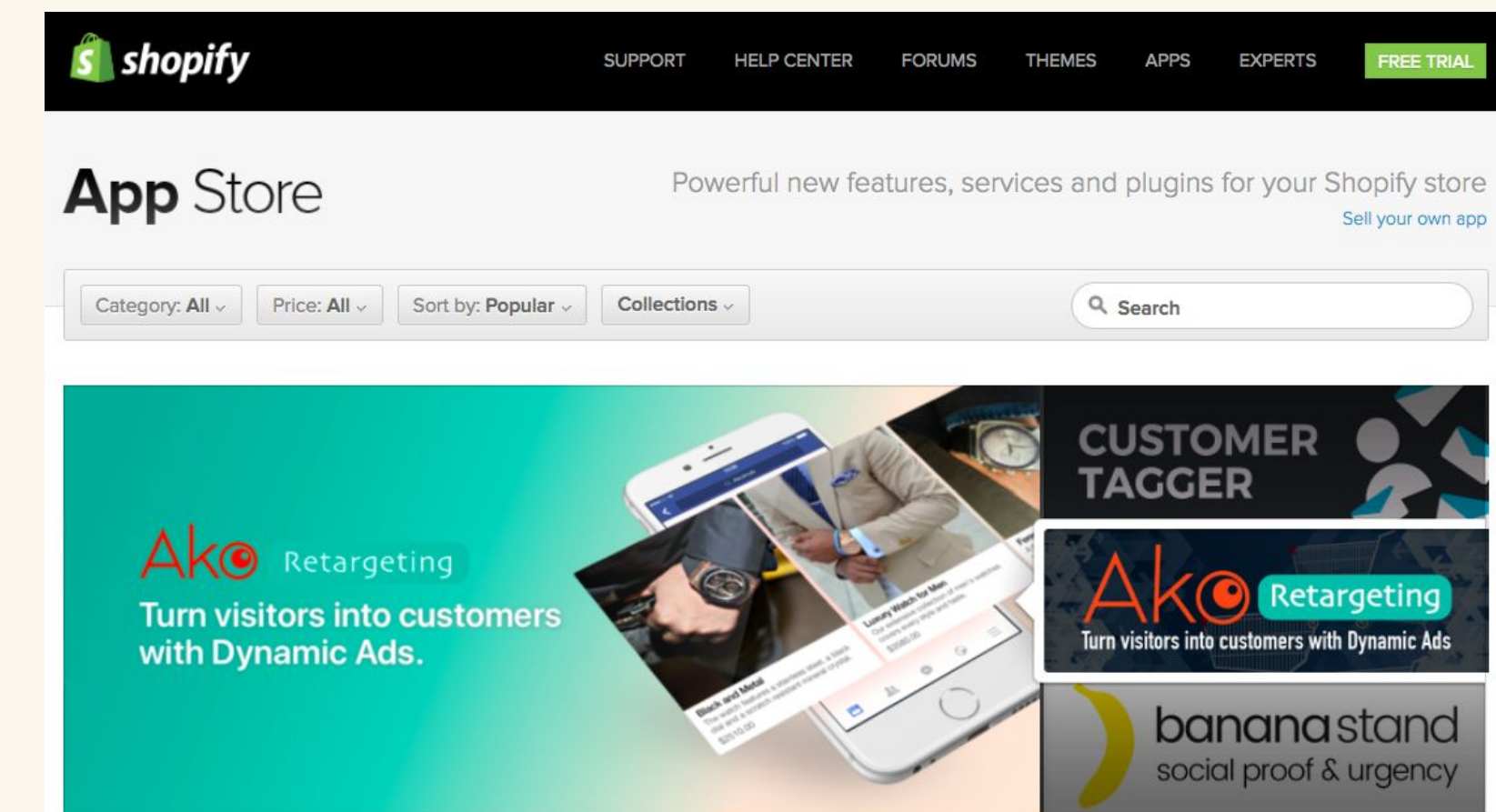
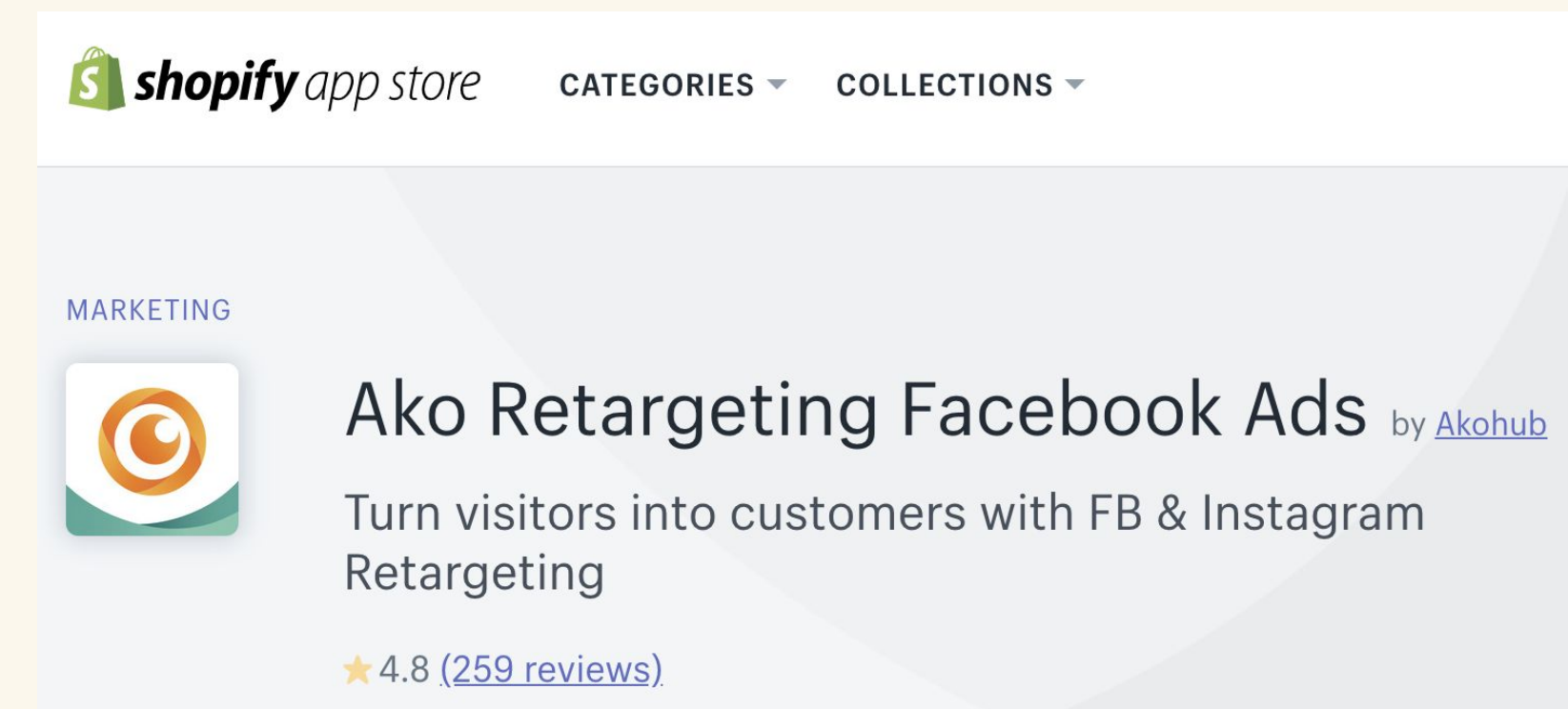
2016  Retargeting 上架 *Shopify App Store*

2017 *Shopify* 官方首頁精選 App

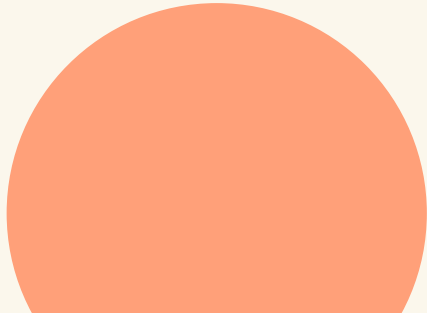
2018 *Shopify App Store Staff Picks* 最佳推薦 App

2019  **Facebook Marketing Partner**

2019 *Shopify* 官方合作串接台灣超商取貨







Shopify Unite 2019 新功能發表重點總整理



台灣商家如何運用 Shopify 全球社群與生態系

# Shopify Unite 2019

## 新功能發表重點總整理





SHOPIFY PLATFORM  
**820,000**  
Merchants using Shopify

MERCHANT  
**\$41.1B**  
Total sales in 2018

MERCHANT  
**\$100B+**  
Total sales to date

# Shopify 全球商家

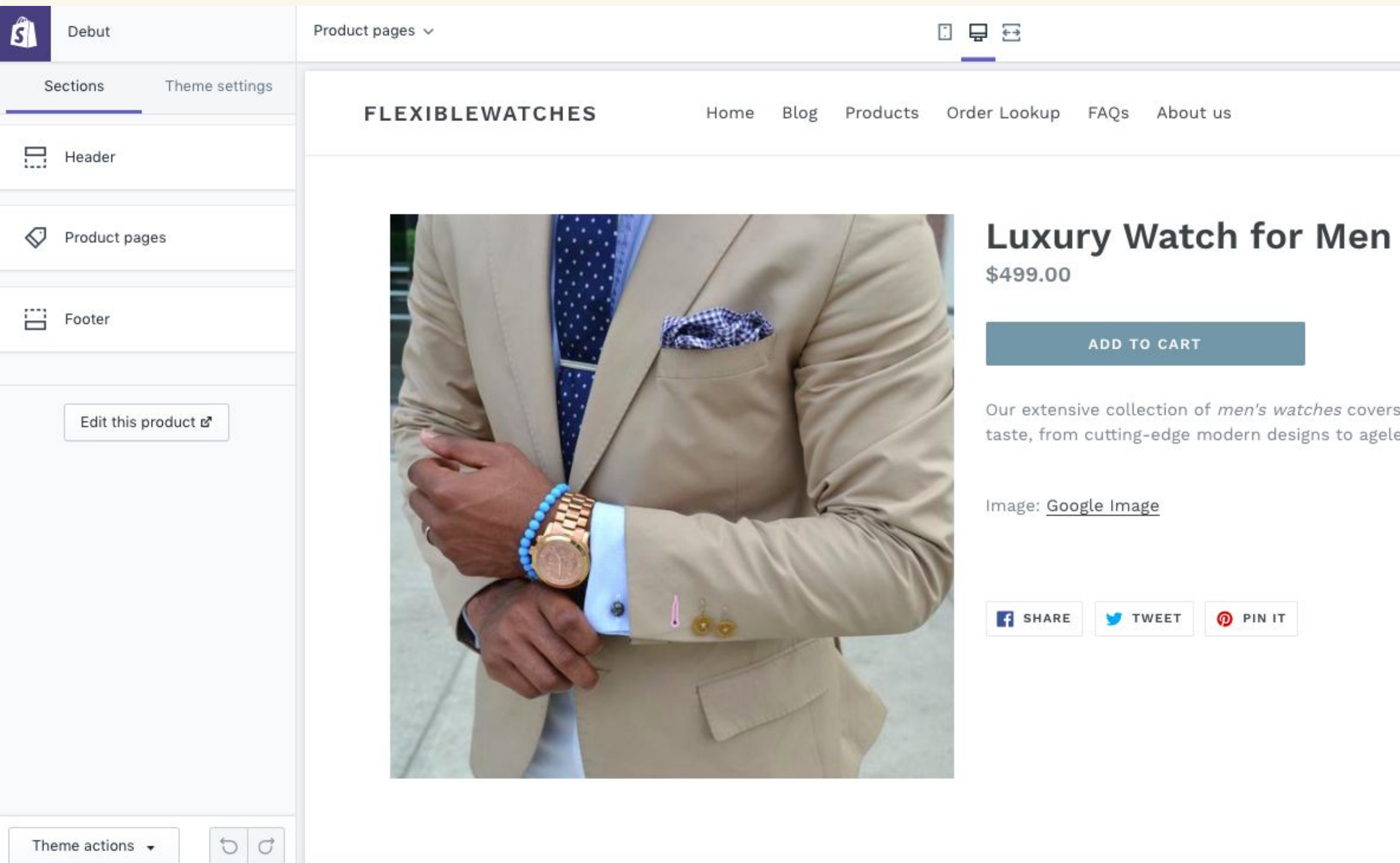


# Shopify 社群

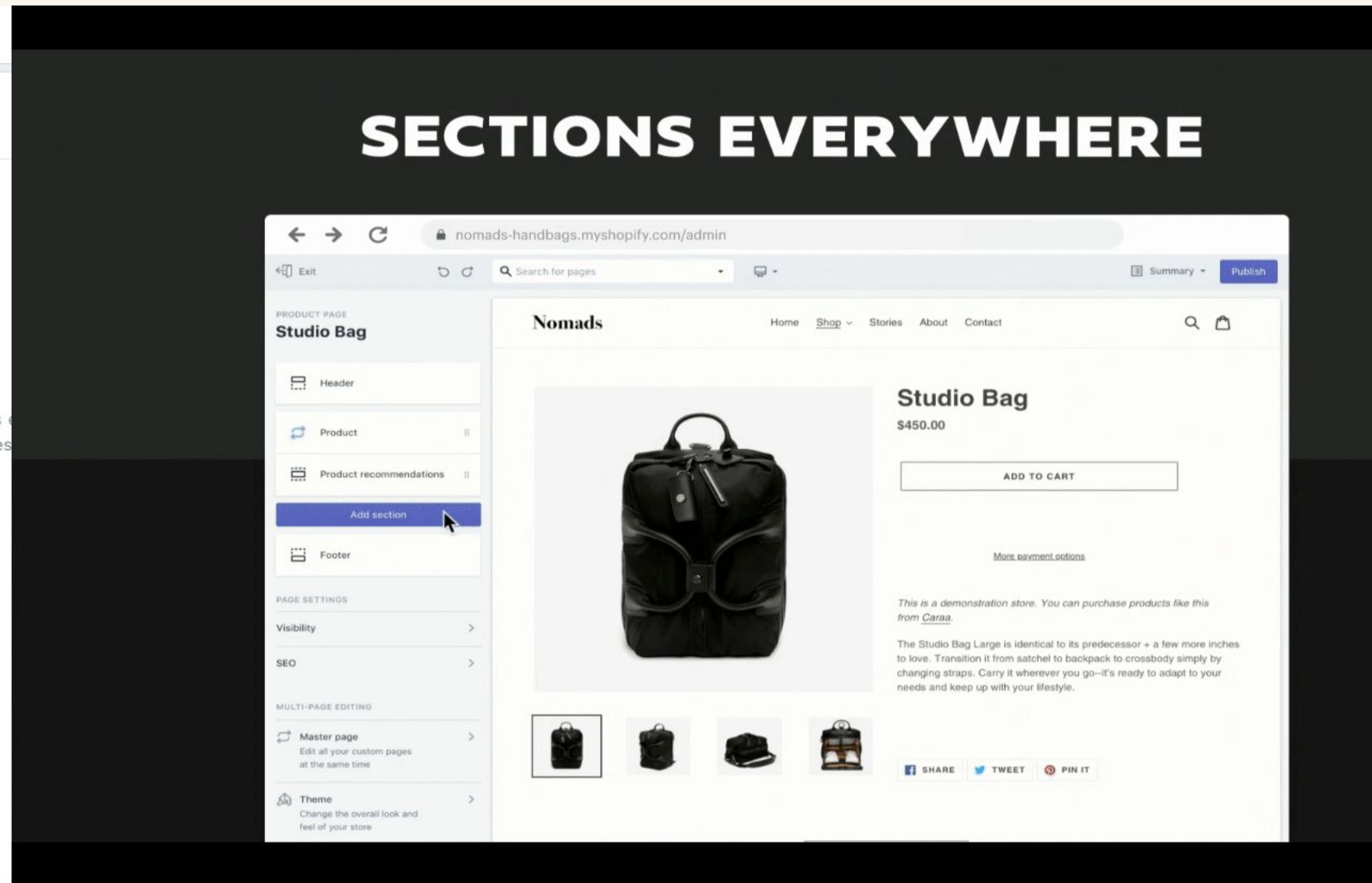




# A New Store Design Experience - Sections Everywhere



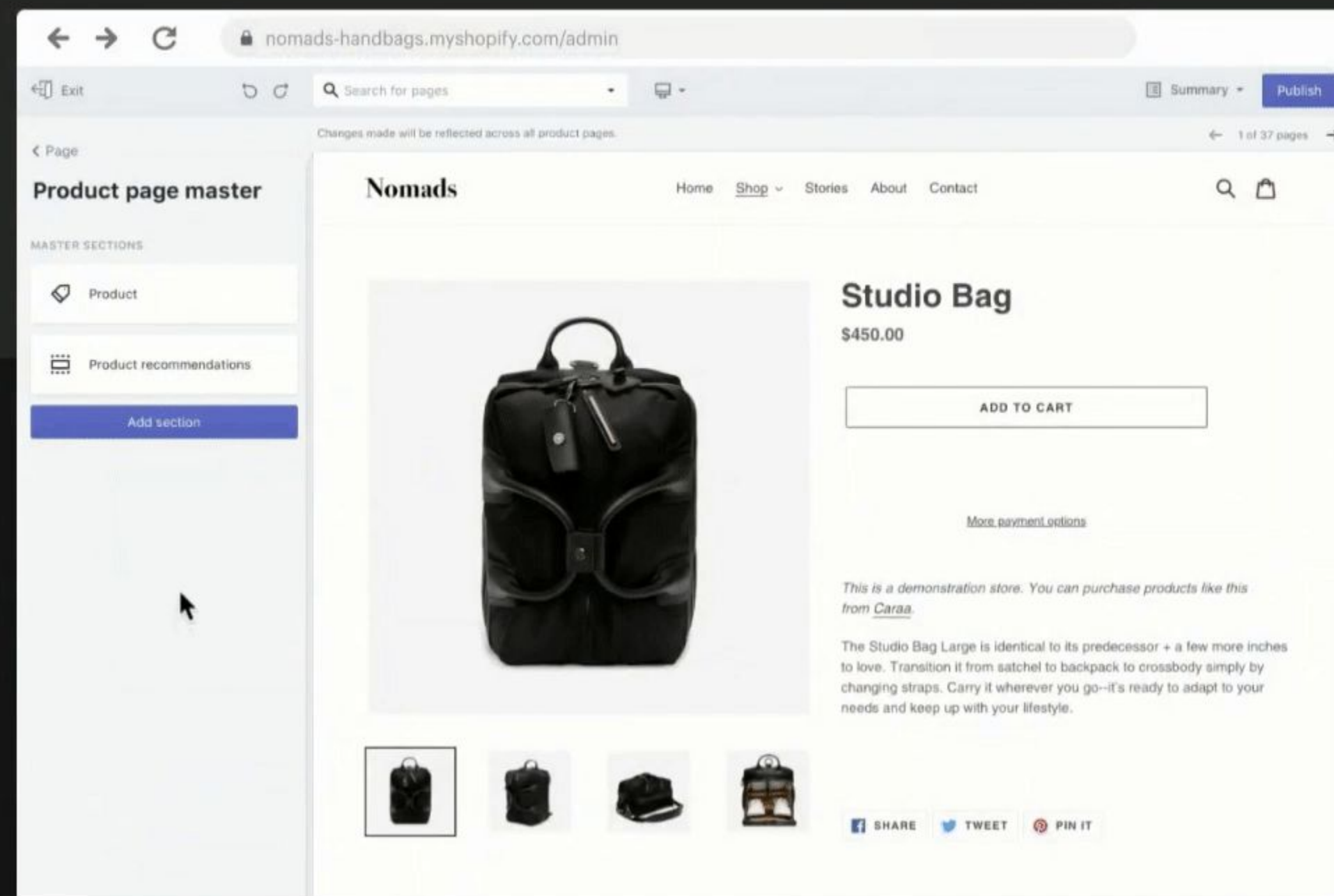
The screenshot shows the Shopify admin interface for a product page. On the left, a sidebar contains navigation options: 'Debut', 'Sections', 'Theme settings', 'Header', 'Product pages', 'Footer', and 'Theme actions'. The main content area displays the product page for 'FLEXIBLEWATCHES'. The product is titled 'Luxury Watch for Men' with a price of '\$499.00'. Below the title is an 'ADD TO CART' button. The product description reads: 'Our extensive collection of *men's watches* covers every taste, from cutting-edge modern designs to ageless classics.' Below the description is an 'Image: [Google Image](#)' link. At the bottom, there are social sharing buttons for 'SHARE', 'TWEET', and 'PIN IT'. The top navigation bar includes 'Home', 'Blog', 'Products', 'Order Lookup', 'FAQs', and 'About us'.



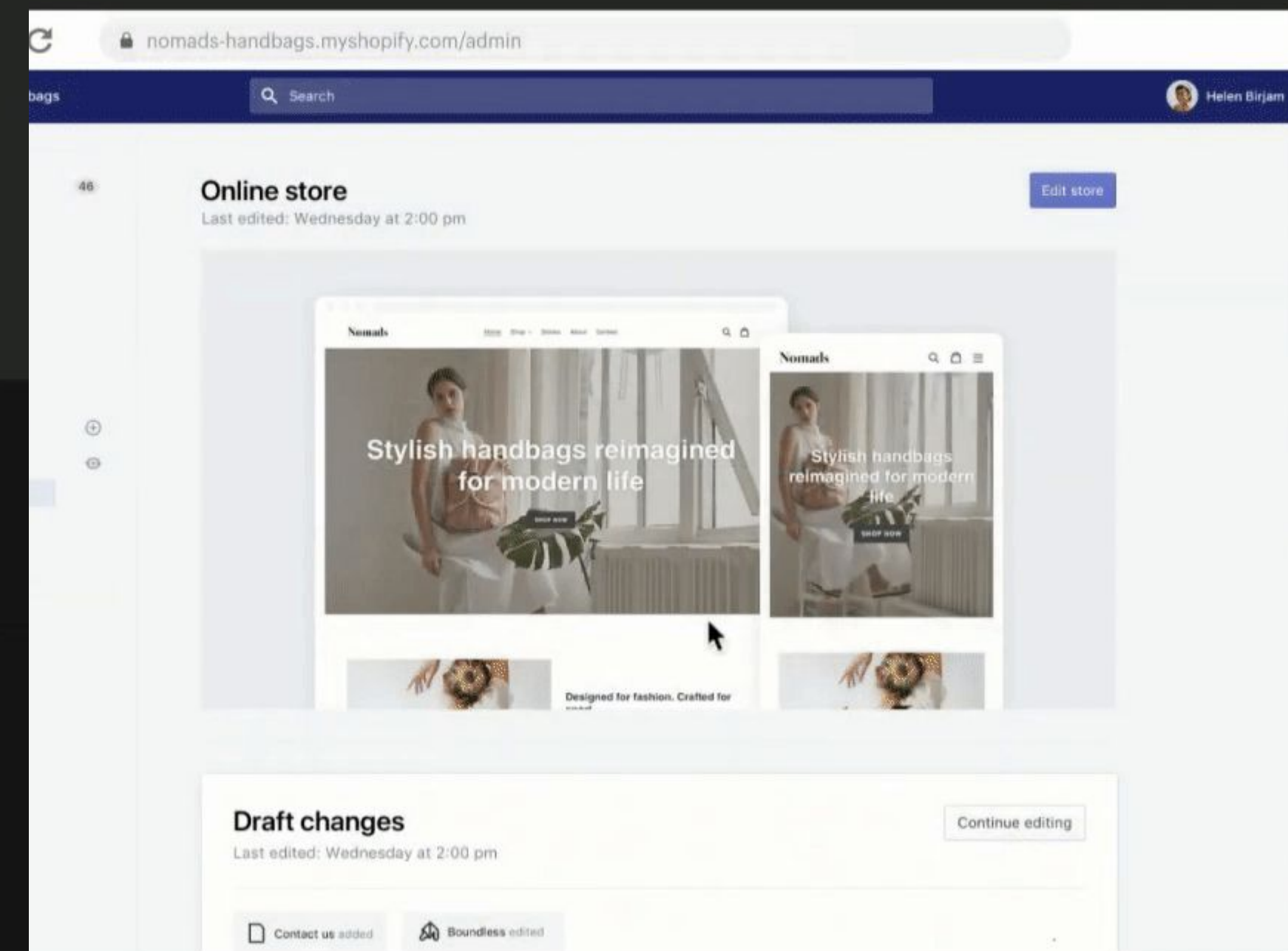
The screenshot shows the Shopify admin interface for a product page. The top navigation bar includes 'Home', 'Shop', 'Stories', 'About', and 'Contact'. The product is titled 'Studio Bag' with a price of '\$450.00'. Below the title is an 'ADD TO CART' button. The product description reads: 'This is a demonstration store. You can purchase products like this from Caraa. The Studio Bag Large is identical to its predecessor + a few more inches to love. Transition it from satchel to backpack to crossbody simply by changing straps. Carry it wherever you go—it's ready to adapt to your needs and keep up with your lifestyle.' Below the description are social sharing buttons for 'SHARE', 'TWEET', and 'PIN IT'. The left sidebar shows the 'Studio Bag' product page settings, including 'Header', 'Product', 'Product recommendations', 'Footer', 'PAGE SETTINGS', 'Visibility', 'SEO', and 'MULTI-PAGE EDITING' (Master page, Theme). The 'Add section' button is highlighted in blue. The top navigation bar includes 'Home', 'Shop', 'Stories', 'About', and 'Contact'.

# A New Store Design Experience - Draft & Master Pages

## MASTER PAGES



## DRAFTS

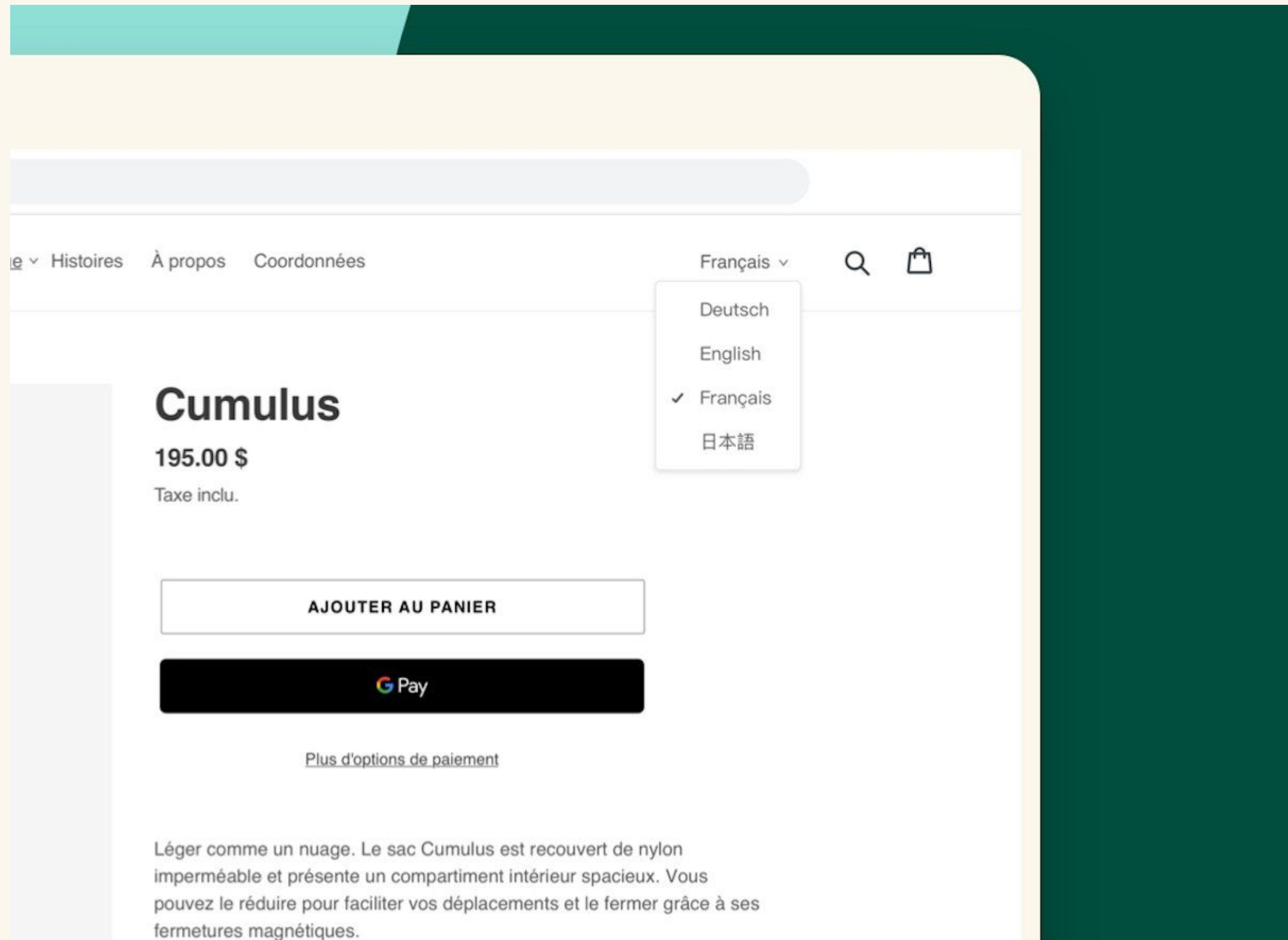


一鍵編輯多個頁面

不需維護多個 Themes 版本



# Multiple Languages



- 後台直接編輯不同語言
- 未來支援可自動翻譯
- 支援子目錄 (e.g. myshop.com and myshop.com/fr)



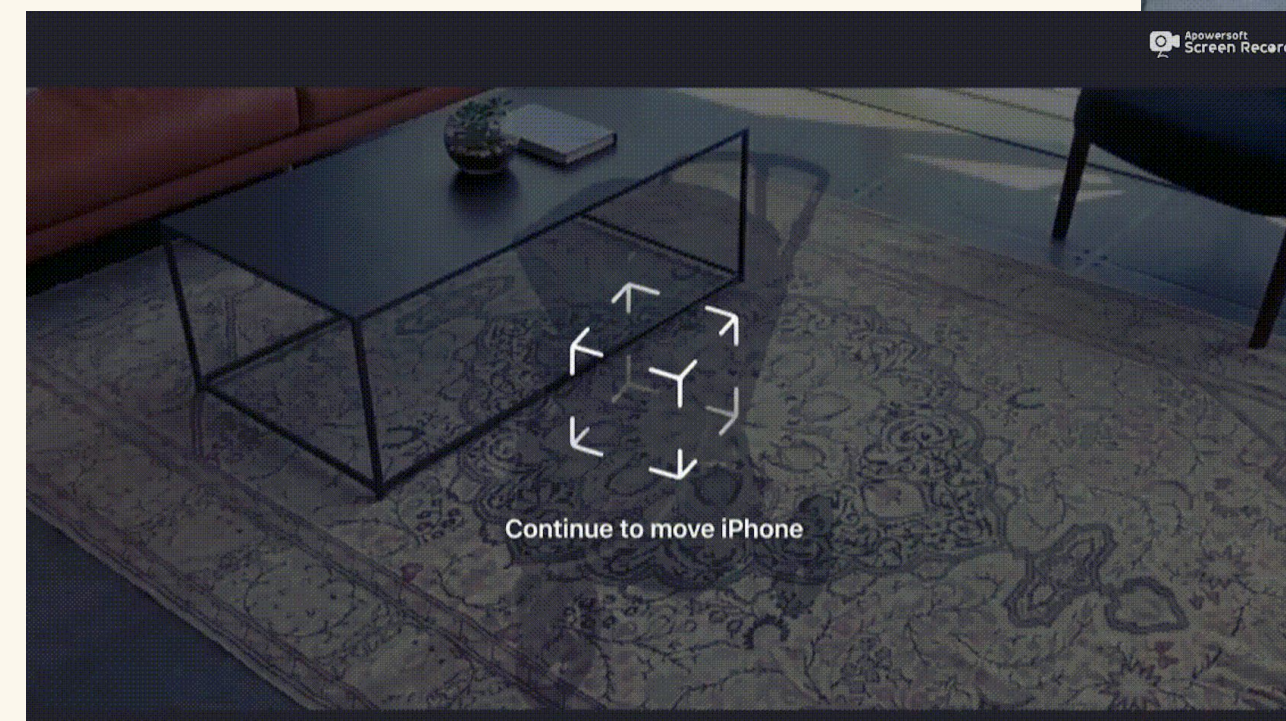
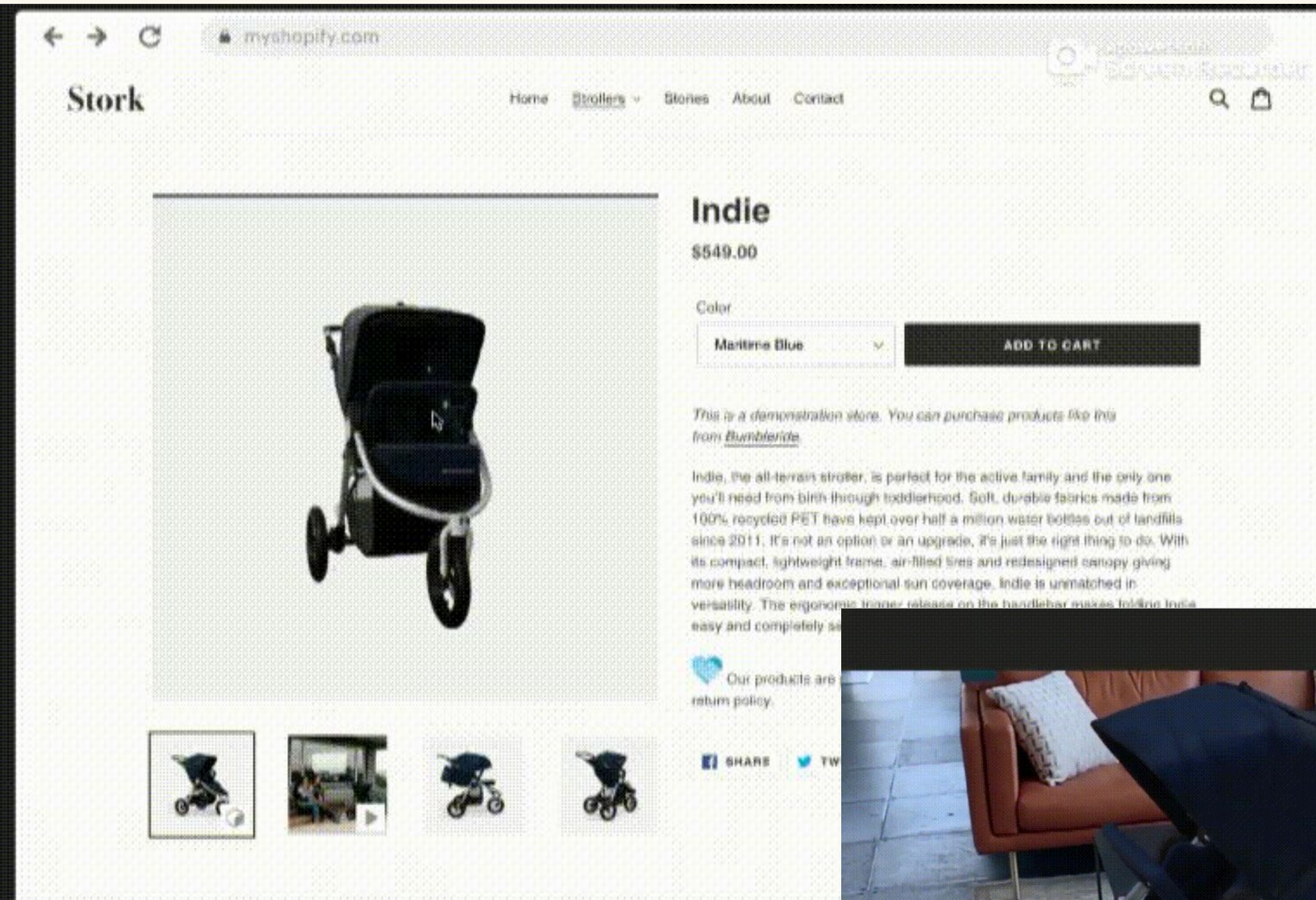
# Video & 3D Merchandising





# 3D MODEL VIEWER

<model-viewer> web component

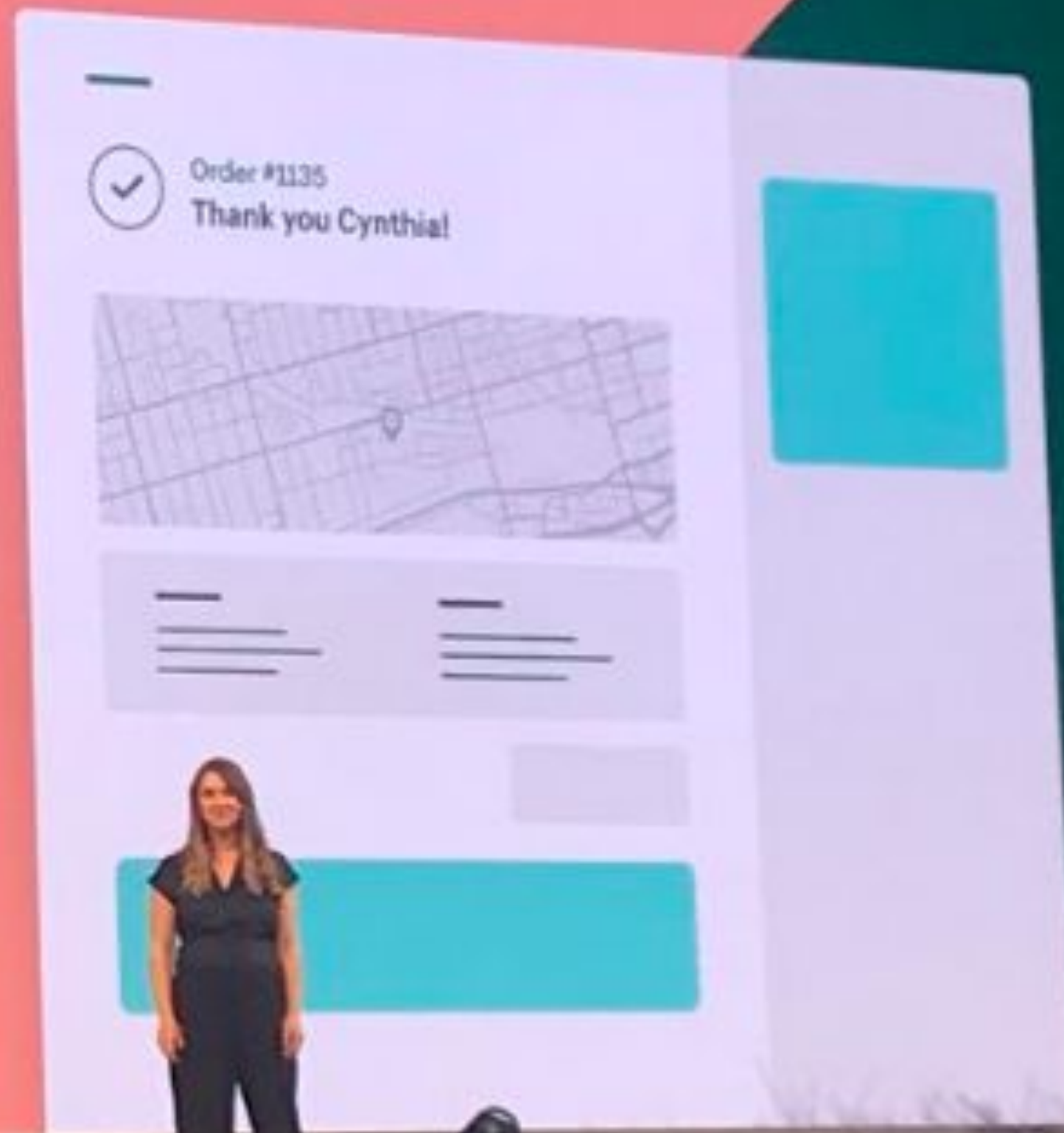






INTRODUCING

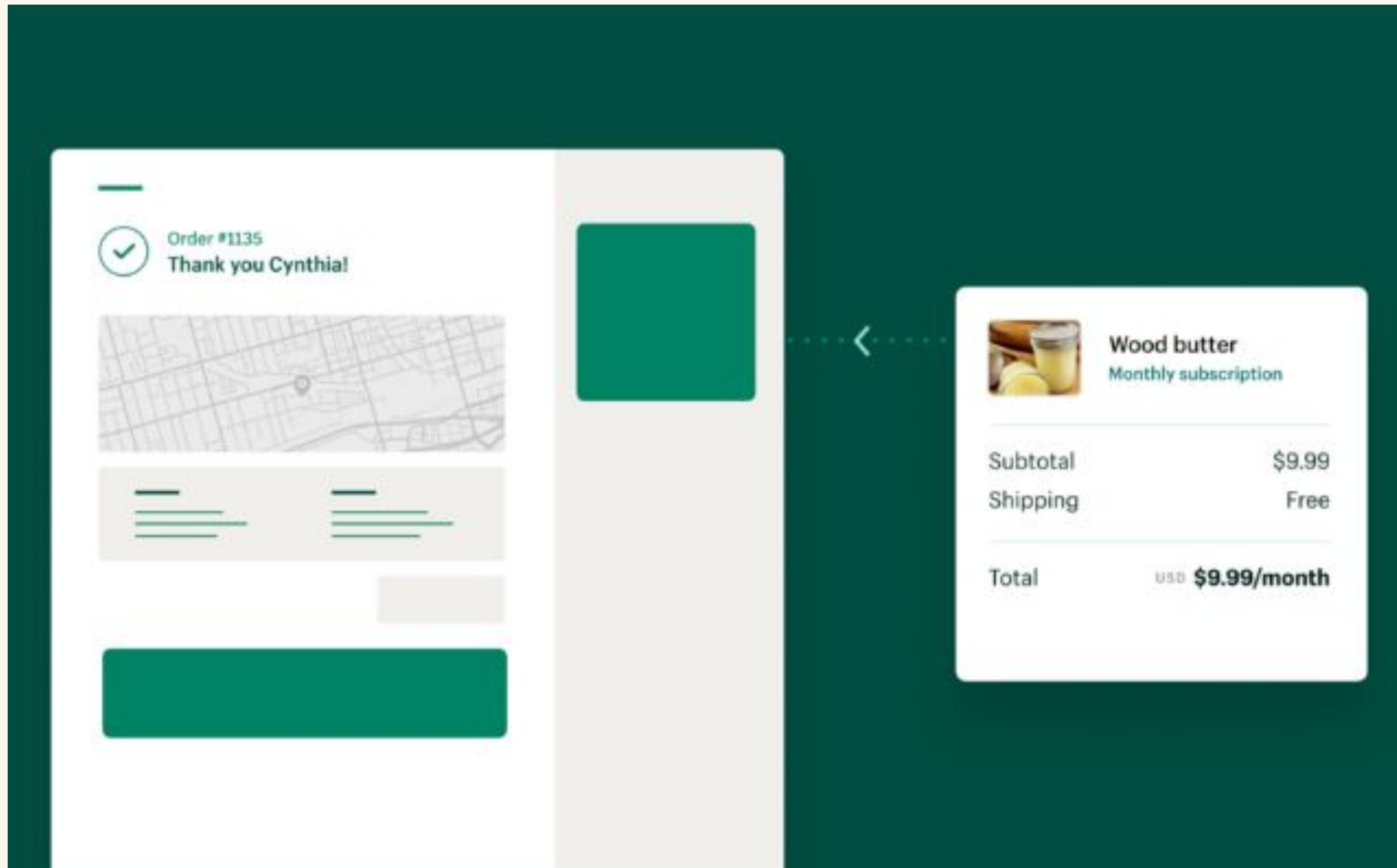
# Checkout app extensions



# Checkout App Extension - Subscriptions



# Checkout App Extension - Cross-Sell





12AM 2AM 4AM 6AM 8AM 10AM 12PM 2PM 4PM 6PM 8PM 10PM 12AM

Titan Extreme (AUS) Titan Extreme (CA) Titan Extreme (IT) Titan Extreme (UK) Titan Extreme (USA)

Invite users

### Store performance

Last 24 hours

Search stores

Store	Sales	Orders	Sessions
All stores	\$1,225,681 ▲ 1.3%	56,564 ▲ 3.5%	953,875 ▼ 2%
Titan Extreme (AUS) titan-aus.myshopify.com	\$155,304 ▼ 2%	9872 ▲ 3%	20,035 ▼ 4%
Titan Extreme (CA) titan-ca.myshopify.com	\$350,344 ▲ 1%	18,655 ▲ 5%	373,100 ▼ 1%
Titan Extreme (IT) titan-it.myshopify.com	\$80,344 ▲ 2%	5440 ▲ 2%	108,800 ▲ 2%
Titan Extreme (UK) titan-uk.myshopify.com	\$250,340 ▼ 3%	8394 ▼ 5%	373,100 ▲ 3%
Titan Extreme (USA) titan-usa.myshopify.com	\$383,349 ▲ 1%	14,203 ▼ 2%	284,060 ▲ 1%

# Shopify Plus



## FLOW USES A 3-STEP LOGIC TO AUTOMATE TASKS AND IDEAS



# Shopify Plus Flow Automation

Automation creates  
room for growth





ANNOUNCING

# Shipping profiles

Assign delivery rules and rates by product and location

- Fragile products**  
18 products  
RATES FOR  
International
- Heavy products**  
3 products  
RATES FOR  
United States
- Fulfilled by Printful**  
12 products  
RATES FOR  
International
- Restricted Products**  
12 products

# Shipping Profiles

<b>Profile #1</b>	<b>Profile #2</b>
All other products	Fragile products
Location	Location
USA	USA
Standard Shipping: Free	Standard Shipping: \$5



# 台灣商家如何運用 Shopify 全球社群與生態系



# Shopify 生態系

Shopify  
Experts

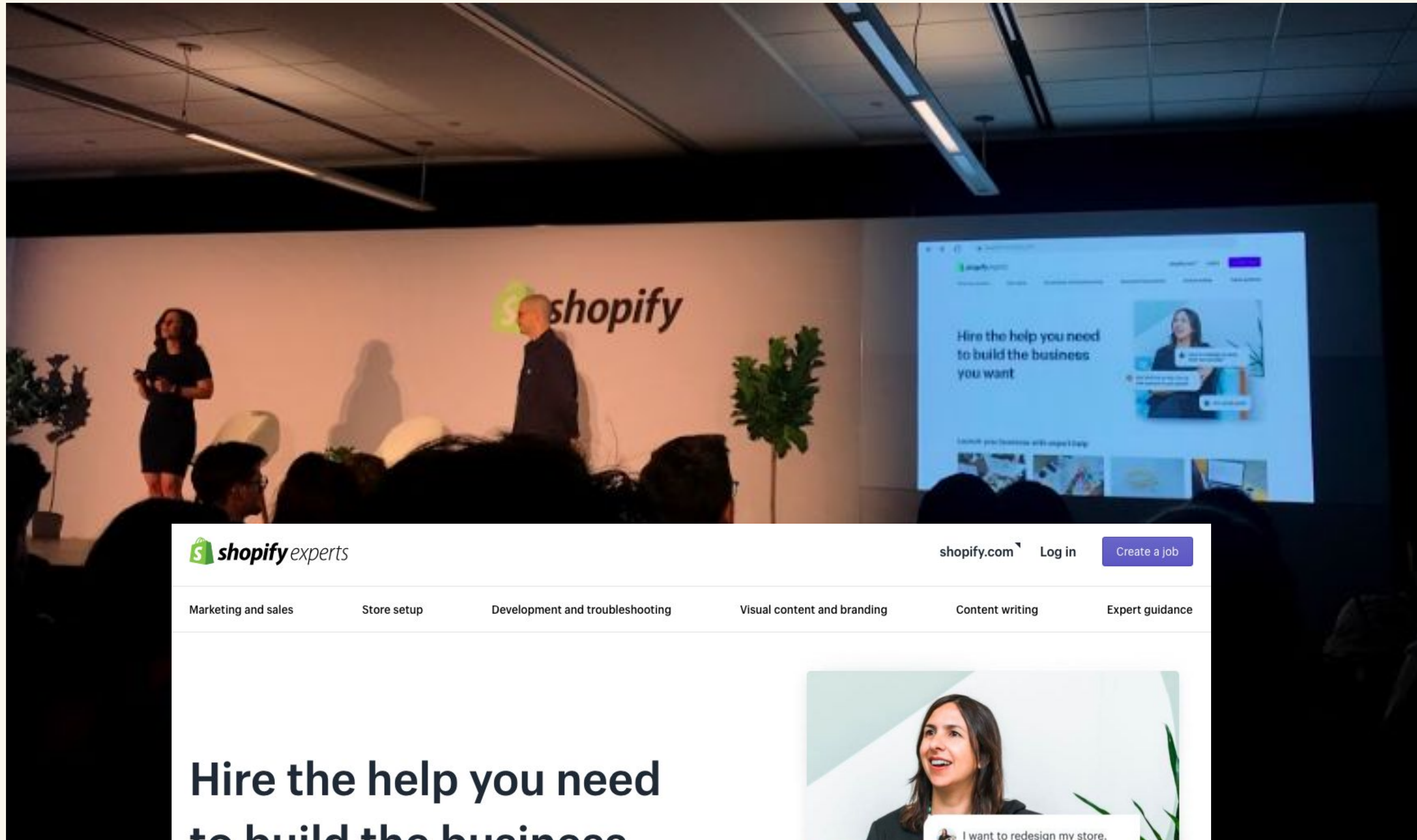
 **shopify 商家**


Shopify  
Themes

Shopify  
Apps



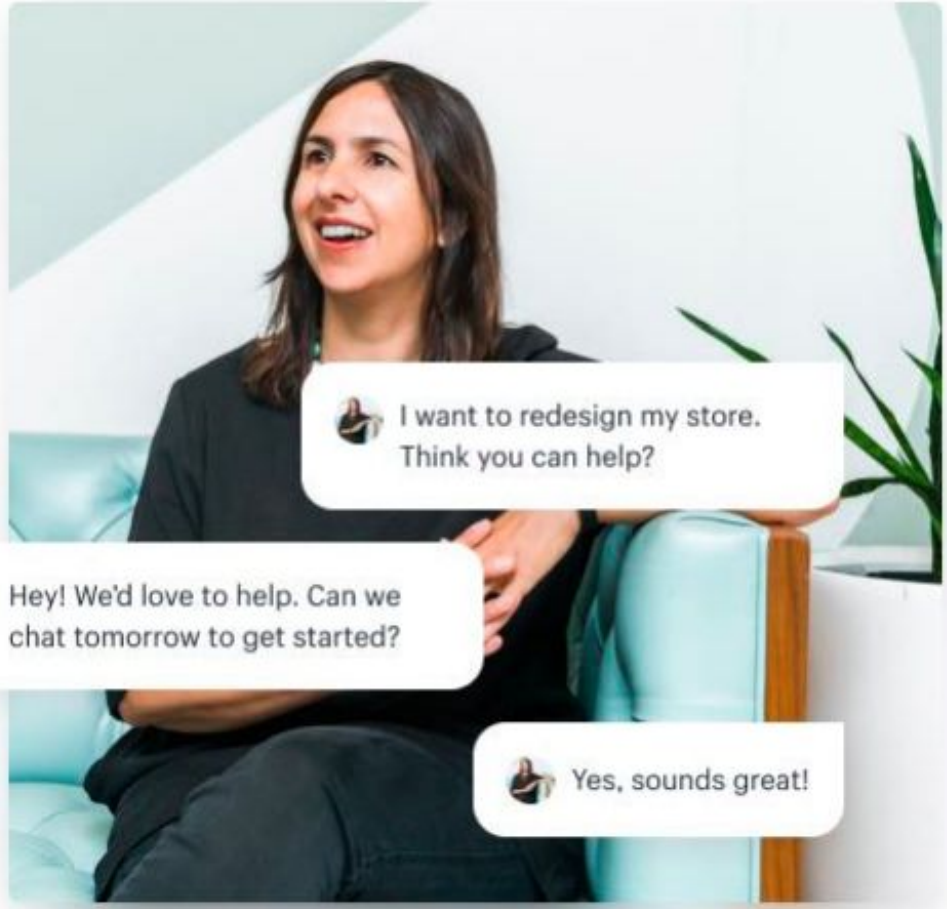
# Shopify Experts Marketplace





 [shopify.com](#) [Log in](#) [Create a job](#)


[Marketing and sales](#) [Store setup](#) [Development and troubleshooting](#) [Visual content and branding](#) [Content writing](#) [Expert guidance](#)

## Hire the help you need to build the business you want



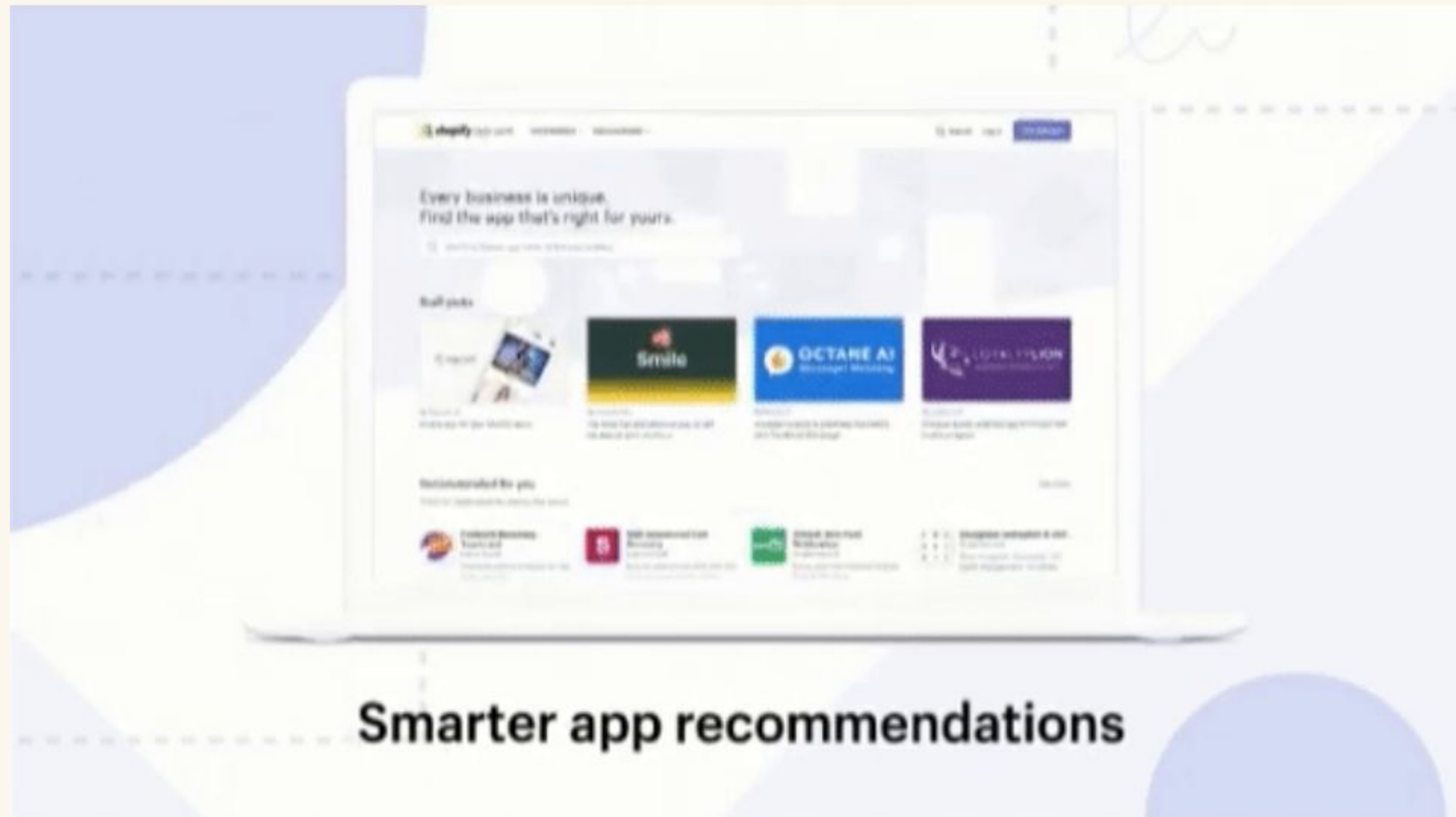
 I want to redesign my store. Think you can help?

 Hey! We'd love to help. Can we chat tomorrow to get started?

 Yes, sounds great!



# Discover New Shopify App Store



Smarter app recommendations

**+13%**  
Installation  
Rate



# Discover Apps by Search

The screenshot shows the Shopify App Store interface. At the top, there's a navigation bar with the Shopify logo, 'shopify app store', and dropdown menus for 'CATEGORIES' and 'COLLECTIONS'. On the right, there's a search bar with 'Search', 'Shopify.com', and a 'Log in' button. Below the navigation, the search results for 'facebook ad' are displayed. On the left, there's a filter sidebar with a 'See only compatible apps' checkbox and a list of categories: Marketing (119), Sales and conversion (56), Store design (41), Reporting (27), Customer support (22), Places to sell (5), Finances (4), Productivity (3), Inventory management (2), and Finding products (2). The main content area shows '1 - 24 of 180 results' and a 'Sort by Most relevant' dropdown. Six app cards are visible, each with an icon, name, description, and rating. The apps are: 'Ako Retargeting Facebook Ads' (4.8 stars, 257 reviews), 'Kit' (4.3 stars, 1224 reviews), 'Facebook & Google Easy Ads' (4.6 stars, 426 reviews), 'RetargetApp: Ads on Autopilot' (4.3 stars, 277 reviews), 'Coopt, Facebook Ad Alternative' (4.8 stars, 51 reviews), and 'Facebook Ads Booster' (5.0 stars, 4 reviews).

2.4M  
Monthly Searches

1.3M  
Monthly Page Views



# Discover Apps by Homepage & Recommendation

shopify app store CATEGORIES - COLLECTIONS - Search Shopify.com Log out

Every business is unique.  
Find the app that's right for yours.

Search apps

Staff picks

- Mailchimp CONNECT**  
by Seguno  
Keep using Mailchimp! Sync customers, commerce data, and more.
- shipsi**  
by Shipsi Inc  
Friendly, affordable, same-day shipping
- Unitpricer**  
by Pixelsafari E-Commerce Solutions  
Sell products by weight, size, length or volume in the POS App
- CONVERSIFIC**  
by Conversific Ltd.  
Actionable analytic sense of your data

Recommended for you  
Discover apps used by stores like yours

- Shopping Data Feed Service**  
30-day free trial  
Increase sales with feeds to Google Shopping, Facebook, & Bing
- Back in Stock Alerts**  
6-day free trial  
Set Up Back in Stock Notifications for Out of Stock Products
- Happy Checkout**  
7-day free trial  
Gain repeat customers with a customizable "Thank you" page!
- Traffic Co Redirect**  
From \$4/  
Traffic Co creating

Recommended for you

Discover apps used by stores like yours

- Fablet**  
Instant mobile storefront  
★ 4.8 (407 reviews) • Free plan available
- Linkcious Related Products**  
Related Products for your Store  
★ 4.4 (66 reviews) • 7-day free trial
- OrderCup**  
Ship More, Pay Less!  
★ 4.8 (288 reviews) • Free plan available
- Now in stock @ \$3**  
Notify customers when a product is back in stock by email  
★ 4.1 (55 reviews) • 14-day free trial

[View more app recommendations](#)

Apps cannot pay Shopify for recommendations. [How app recommendations work](#)



# Discover Apps by Search Ads

The screenshot shows the Shopify App Store interface. At the top, there's a navigation bar with the Shopify logo, 'shopify app store', 'CATEGORIES', 'COLLECTIONS', a search bar, 'Shopify.com', and a 'Log in' button. Below the navigation bar, the search results for 'product photos' are displayed. A circular callout highlights the 'PhotoBug' app, which is marked as an 'Ad' and offers a 'Free trial'. The app's description includes 'Beautiful product photo editing'. Other visible apps include 'Peak Photo Editor', 'Dotted Pixel', 'Swap Photo Editor', 'Easy Watermarks', 'Retail Ready Photos by Pixc', 'Ali Reviews - Product Reviews', and 'PixelPhant'. A sidebar on the left contains various filters such as 'Store design', 'Sales and conversion', 'Marketing', 'Inventory management', 'Finding products', 'Orders and shipping', 'Productivity', 'Customer support', 'Places to sell', 'Reporting', 'Trust and security', 'Finances', and 'All pricing'. A 'Sort by' dropdown menu is set to 'Most relevant'.





STORE



# Shopify 多倫多辦公室





# Workshops & Partner Events



akohub



**shopify Cross Border Shipping &  
Payment Solutions**





# Shopify Partner & Merchant



● 國內外物流方案

● 國內外金流方案





# 國際物流 (由台灣出口)

(結合全球郵政系統)





## LINEX Strength of ecommerce

混合快遞及郵政的運輸特點, 提升電商賣家在全球市場上的競爭力

歐洲市場:  
英法最大、  
歐洲第二大快遞品牌。



日本市場:  
最經濟且穩定的  
派送服務

東南亞市場:  
最熱門的電商後段派送服務

澳洲市場:  
當地第一大派送品牌



# 國際物流 (直接由美國當地出貨)

## Shopify Fulfillment Network 2019 New Solution!

服務地區: 美國  
每日包裹10~1000的電商

有品牌Logo包裝

存貨管理可聯動  
可選擇配合商品

正確率: 99.5%

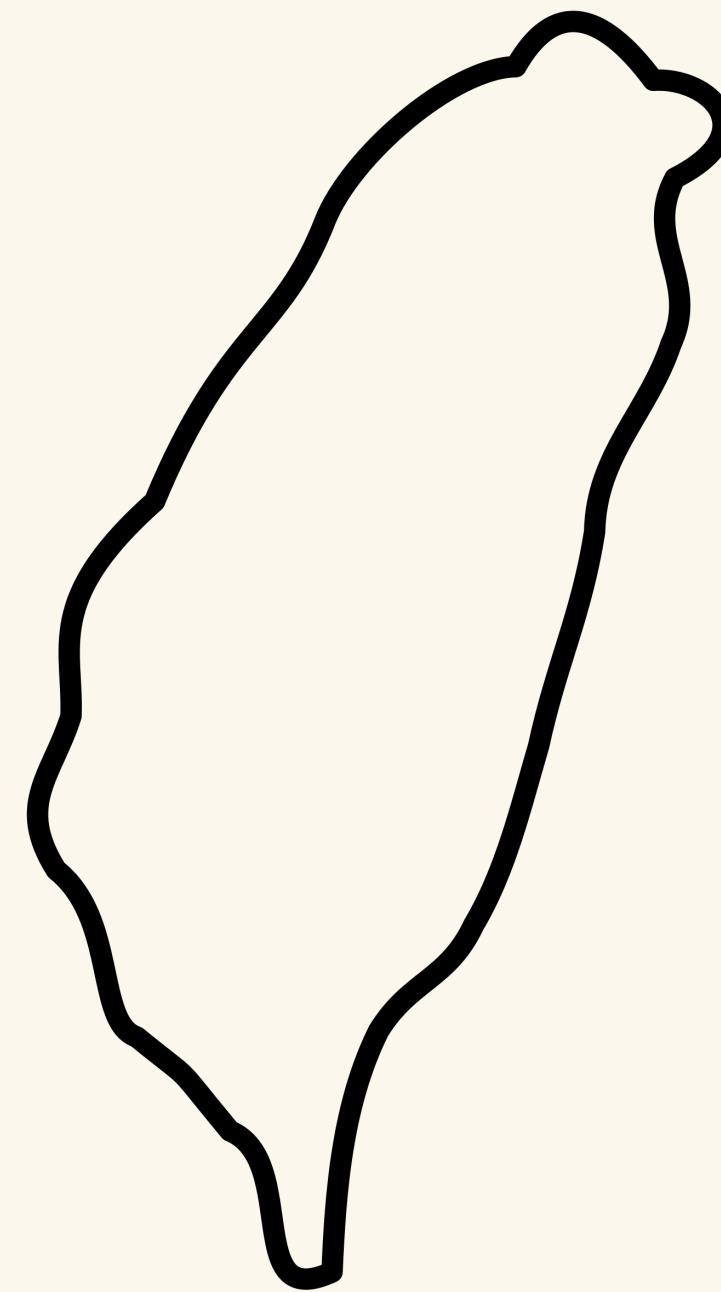
	Fulfillment Center #1	Fulfillment Center #2	
Dark Sage SKU: 02487	30 Incoming	253 Available	104 Days of inventory
Seafoam Green SKU: 02145	198 Incoming	877 Available	75 Days of inventory
Oxford Blue SKU: 03432	344 Incoming		



# 台灣物流



嘉里大榮 / 新竹物流 / 便利帶 等



# 超商取貨



ako commerce



# Your Cart

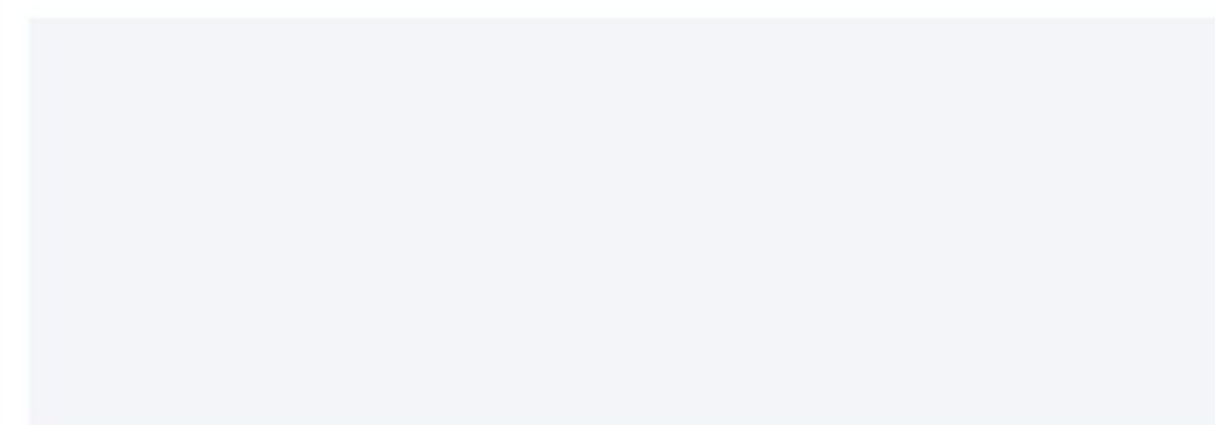
## SHIPPING CALCULATOR

Country 國家

Postal/Zip Code 郵遞區號

Calculate 運費計算

Photo   圖片	Name   商品名稱	Price   金額	Qty   數量	Total   總計
------------	-------------	------------	----------	------------



NT\$1,780

- 1 +

NT\$1,780

REMOVE | 移除

Subtotal | 小計: NT\$1,780

Order Notes | 備註

## Shipping Method | 運送方式

\* 全台運費均為70元，如達運費標準則為免費，其他國家運費請於填寫地址後至次頁查看。



台灣超商取貨 / CVS  
2-3天(Taiwan Only)



快遞到府 / Express  
1-3天

< Continue Shopping | 再去逛逛

Checkout | 結帳

? Help

TWD



依 [ 縣市區域 ] 搜尋

查詢 台北市 /

全家，共有 1 門

全家通昌店

依 [ 捷運線 ]

依 [ 街道路名 ]

依 [ 門市店名 ]

依 [ 門市服務 ]

使用 [ ezShi ]

問題回報與建



Positive SSL

### 門市資料

服務代號：54482

門市名稱：全家通昌店

門市電話：02-23256420

門市地址：台北市大安區文昌街142號壹樓全部

物流預計到達時間：未提供



關閉

下一步

NT\$1,780

- 1 +

NT\$1,780

選

VE | 移除

Subtotal | 小計: NT\$1,780

### Shipping Method | 運送方式

\* 全台運費均為70元，如達運費標準則為免費，其他國家運費請於填寫地址後至次頁查看。



台灣超商取貨 / CVS  
2-3天(Taiwan Only)



快遞到府 / Express  
1-3天

店家名稱：全家通昌店

店家代號：TFM14482

店家地址：台北市大安區文昌街142號壹樓全部

\* 請再次確認超商是否正確，如需更改請重新點擊超商取貨按鈕。  
\* 超商取件需本人持證件領取，請務必確認下一步驟之\*收件人及電話正確填寫且可至門市完成取件。\*收件人姓名須為完整真實姓名(限中文)

TWD

< Continue Shopping | 再去逛逛

Checkout | 結帳

Help



akocommerce  
**SHOPIFY 網站**  
**超商取貨串接**

7-Eleven FamilyMart  
Hi-Life OK

shopify partner

**Shopify Meetup 優惠**  
於官網填寫串接需求表單  
憑折扣代碼『AKOmeetup』享獨家優惠  
akocommerce.com

 [akocommerce.com](https://akocommerce.com)



# 國際金流選擇 (信用卡)



- Countries:
  - Australia, Canada, Denmark, Germany, HK, Ireland, Japan, The Netherlands, New Zealand, Singapore, Spain, United Kingdom, United States
- Currencies:
  - GBP, AUD, CAD, EUR, HKD, JPY, NZD, DKK, SGD, and USD.
  - 自行選擇消費者支付與最終店家要收取的幣別
  - 按照即時匯率並設定微調使商品價格穩定(e.g.設定商品金額均為xx.99, 去小數點等)



- 26 Countries
- 135+ Currencies (Taiwan尚未在內)



- 200+ Countries
- 25+ Currencies (台灣可用, 可收國外款項, 但不可收台灣境內款項)



# 台灣金流選擇 (信用卡)

HiTrust 網際威信	Pay Now	Tap Pay
<ul style="list-style-type: none"><li>○ 可串接各大銀行 (e.g. 台新/國泰/中信/富邦等)</li><li>○ 支援Apple Pay &amp; Google Pay &amp; Line Pay</li><li>○ 費用: 年費+每月一百萬元以上之金額手續費 + 所使用之銀行手續費(每家銀行依照商家營業額不同略有差異)</li><li>○ 須在台灣有公司行號</li><li>○ 頁面設計: 會跳出結帳流程再回來</li><li>○ 完成簽約與銀行審核流程後即可串接</li></ul>	<ul style="list-style-type: none"><li>○ 可串接各大銀行 (e.g. 台新/國泰/中信/富邦等)</li><li>○ 費用: 可洽談</li><li>○ 頁面設計: 會跳出結帳流程再回來</li></ul>	<h3>Payments 支付串接</h3> <ul style="list-style-type: none"><li>✔ 獨家 Cross-site 元件技術，無縫信用卡介面，結帳免跳轉</li><li>✔ 代碼化管理信用卡，快速交易免掏卡，自動更新信用卡效期</li><li>✔ 同步支援 Apple Pay / Google Pay / Samsung Pay / Line Pay 多元錢包支付</li><li>✔ 開發者友善，僅一個 API 便能同時整合6種支付方式、15家收單銀行、5大國際發卡組織</li></ul> 



# 台灣在地金流/物流選擇

超商取貨付款



ako commerce

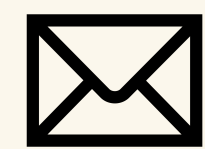
ATM轉帳





# Thank You!

# akohub



service@akohub.com



<https://akocommerce.com>



Shopify Taiwan 台灣品牌 & 跨境電商



@akohub



@akohub



@akohubteam