



My Analysis of Shopify's Summer 2023 Editions Report

[Shopify](#) put together a list of over 100 product updates that have launched or are launching soon on its platform.

I read through it all, analyzing each new feature/function/product, breaking down why it's important, how you can leverage it, and where [Shopify](#) is turning its attention next. Let's dive in!

You can easily find some of my takeaways in italics below!

AI for Commerce

You can't go more than two seconds online without seeing something about AI, and Shopify is all in on investing in the space. This is just the beginning for them in how they'll be leveraging AI within Shopify. Given the immense amount of data they have to learn and train AI with, I expect their product capabilities to be robust.

Shopify Magic

Live Chat

Generate smart replies with Shopify magic to quickly respond to live chat inquiries and drive conversions.

Brands will be able to reduce the time and cost spent on customer service while also personalizing responses faster to increase conversions.

Online Store Editor

Merchants can also use Shopify Magic to generate on-brand, quality content for your storefront.

Blow past writer's block by choosing a tone, input key talking points, and let Shopify generate compelling descriptions in just seconds.

FAQ

Shopify Magic suggests personalized FAQs and responses for your stores.

Historically, we've had to do this manually, keeping track of the most frequently asked questions to customer service, but now we can be much more efficient with this process and ensure we're not missing anything relevant.



Shopify Email

Generate compelling subject lines and engaging email content with Shopify Magic.

Blogs

Now, merchants can enter a topic, choose a tone, and generate long-form blog content that can be reviewed and edited, effectively creating blog content in seconds with Shopify Magic.

The speed to market for merchants and the production volume will increase significantly with this release and provide a significant amount of A/B testing opportunities.

Sidekick

Shopify Sidekick is your AI commerce assistant – think chatGPT within your Shopify Admin. Conversational by design, merchants can write prompts to jumpstart many Shopify processes, i.e., “Create a discount code for 10% off that expires August 31st and is only eligible for new customers.” Merchants can also automate repetitive tasks, build workflows, conduct research, ask questions, and more within Shopify Sidekick.

This will make our team's workflow much more efficient, as we'll be able to automate repetitive tasks, get access to information faster, and dive deeper into all of the capabilities of Shopify.

Shopify App Store

AI-powered app summaries distilling hundreds of customer reviews into one clear and concise takeaway.

Similar to Google's generative AI-powered search experience, this will get merchants the best answer based on the underlying data set of hundreds if not thousands of reviews.

Shopify Help Center

AI-assistant-enabled help center to help you get answers to questions faster.

World's Best Checkout

Shopify is hands-down the best checkout in the world!

Cart Transform Function

Exclusive to Shopify Plus, you can merge and expand cart line items in checkout and build custom product bundle offerings.

This will provide customers with a better checkout experience. Merchants can display multiple line items as a single bundle, BOGO (Buy One Get One) offers as a single line, expand a



bundled product into its components (i.e., a bikini into a top and bottom) for easier warehouse pick and pack, as well as do things such as add a free gift to a product.

Upsells

Historically upsells have been limited to one-time product add-ons in stock. Now, merchants can upsell subscriptions (i.e., upgrade this product to a subscription for a discount) or offer pre-orders for out-of-stock items during checkout with checkout extensions.

One of my favorite [Rebuy](#) features has been the ability to upgrade a product to a subscription within the cart, and now we can apply this in checkout! If even 1% of customers take advantage of that upsell touchpoint, it will have a demonstrable impact on LTV.

One-Page Checkout

[Stellar Eats](#)' upgraded to one-page checkout, and since the switch has increased the online conversion rate by 3.5%! [Hemlock & Oak](#) increased conversions by 7%!

An accelerated checkout like Shop Pay will have higher conversion rates and less friction, but this is an excellent solution for brands with a high volume of non-Shop Pay customers.

Anecdotally, many brands I work with used to leverage an app to have a one-page checkout, but Shopify pulled support for it last year, leaving a lot of merchants scrambling to figure out an alternative solution. Most who had to revert to a three-page checkout experienced a tangible decline in conversion rate.

Don't have access yet to the one-page checkout for your store? You can join the waitlist at the [bottom of this page](#).

Commerce Components

Enterprise brands can now use Shop Pay on any external checkout.



This is huge! Enterprise brands have many customers, so having Shop Pay on their websites will increase the # of customers worldwide who have Shop Pay accounts, ultimately increasing the conversion rate on other Shopify stores that have Shop Pay enabled. Offering Shop Pay to any website will substantially expand the Shopify ecosystem and its network effects.

Shop Pay

Shop Pay lifts conversion by up to 50% compared to guest checkout!!!

If you're a merchant on Shopify, you need to use Shop Pay.

Extend Checkout with Apps

Checkout UI extensions let merchants add functionality like product offers, loyalty points redemption, custom fields, and info banners to your checkout.

Checkout is one of if not the most valuable pieces of real estate for merchants to impact the customer experience and drive specific action items.

Address Validation

With the new Apply Shipping Address Update API, apps can now suggest and correct a buyer's address.

This might seem like a minor update, but I can't tell you how many of our clients have had customer service issues with wrong addresses entered at checkout.

Customized Delivery Methods

Apps can customize delivery options like pickup dates, times, and instructions.

Custom Fonts

The Checkout Branding API now supports custom fonts, allowing your checkout to look and feel more on brand.

I LOVE the Shopify checkout, but one of my biggest pet peeves has been how obvious it is when a store is on Shopify because of how standardized the checkout is across all storefronts. Now, merchants can add a bit more personality and brand flair to their checkout.

Enhanced Checkout Editor

Developers can now preview the one-page checkout, thank you page, and new customer account pages directly in the checkout editor.



Server-side Validations

With a new Shopify Function API, merchants can build and deploy custom apps with server-side validation logic for cart and checkout to uphold business rules.

Sell to Every Customer

Commerce is omnichannel. Shopify continues to invest in being a complete commerce platform for its merchants, allowing for ease of customization, a fully integrated POS, a robust B2B offering, improved international support, marketplace distribution, and more. Merchants can sell wherever and however their customers are shopping.

Online Store Editor

Tailor your Store for B2B and International Audiences

Within the Online Store editor, merchants can now adapt their store design with context-specific pages for wholesale and international customers.

Now you can easily create variations of your product pages targeted towards specific markets or specifically for your B2B site, all within the same editor, making edits and iterations significantly easier.

Preview Sections and Draft Content

Shopify has released features that make it easier for merchants to change their online store:

- Preview new sections: Preview new sections before they're added to the store so you'll know exactly how they will look.
- Access draft products, pages, and blog posts in the editor so you can review and make content changes before publishing.
- Enhanced file picker: Update, delete, filter by product media, file references, and save filtered views.

Especially in advance of a new product launch, it's crucial to be able to customize and edit the appearance before publishing it to the online store. We've had to create workarounds around this limitation, but having it native in Shopify will make our lives much easier!

Drag and Drop Flex Sections

Custom layouts for non-technical people like myself just became much easier in the online store editor. Flex sections leverage CSS Flexbox, allowing for more multi-directional responsive layouts and easy content alignment within store sections. Now merchants can easily re-size modules within a Shopify storefront by dragging and dropping.



Reliance on developers to make site updates continues to decrease. You can now drag and drop, re-size, group, and edit within the drag-n-drop online store editor. This frees marketers to test and iterate more while freeing up development resources to focus on other initiatives.

Store Color Schemes

Shopify's free themes now come with preloaded color schemes that can easily be edited and applied across the entire storefront.

Metafields

Metafields can now be used to filter products in the admin.

This is a critical release for merchants with a large SKU count. For example, we're working on migrating a wine retailer over to Shopify that has over 10,000 SKUs, each with its own metafields providing content such as if the wine is red, white, or rosé. Now we can create saved views to easily view all red wine products, etc.

Shopify Themes

Theme Updates

Shopify's free themes now have built-in support for animations, including fade-in on scroll, special effects for image banners, and hover effects on cards and buttons.

Header Customizations

Now you can customize your announcement bar, modernize your store's header, and install apps that display prominently beside your cart to drive conversion:

- Announcement bar: Include social media icons, language and currency selector, and an auto-rotating slider to feature multiple announcements.
- Header: Collapsed menu layout and ability to apply multiple color schemes.
- Apps: showcases apps, such as wishlists or loyalty programs, right beside your cart at the top of the online store.

Customer adoption is one of the biggest challenges with loyalty programs and a few other apps. Enabling customers to see the loyalty program right next to one of the most frequently viewed and clicked website objects (the cart) should increase customer adoption significantly.

Metaobjects

Metaobjects allow for structured content to be created by developers that can then easily be used by marketers to add content and drag-and-drop their way to net new landing pages.

Let's say you want to showcase influencer profiles the same way on every landing page, but they're made up of multiple metafields:

- Name



- *Image*
- *Quote*
- *Product Purchased*

You can build a metaobject that requires all four metafields to be filled out with content and then this metaobject can be added to landing pages.

The only downside to metaobjects is that they currently can NOT be used to filter your collection pages. For example, if I wanted to create a metaobject to showcase all product attributes, merchants couldn't use those attributes for filtering on a collections page.

Shopify Apps

Shopify continues to release products that look like they might be encroaching on the app ecosystem. Still, for the most part, they are basic products built for smaller merchants that act as a placeholder for them until they can graduate to more advanced products created by app developers.

Shopify Subscriptions App

Merchants can now easily set up and manage simple subscription offerings with the Shopify Subscriptions app, allowing customers to pause or skip orders, update payment and shipping details, and more.

For more advanced subscription needs, you'll still need to leverage a partner like Recharge, as the app won't include functionality such as swaps, prepaids, gifting, minx/max months, bundling, or integrations.

Shopify Bundles App

For fixed bundles and multipacks, merchants can use the free Shopify Bundles app. For more advanced needs, like mix-and-match bundles, merchants must use an app from the app store.

Bundles are one of the best ways to increase AOV. With Shopify Bundles, merchants can now easily deploy different merchandising strategies by combining various products in the Shopify admin versus having to create kitted bundles in the warehouse.

Shopify Search & Discovery App

Improve product discovery with enhanced filtering capabilities and save time with a new bulk editing tool. It now supports renaming filters (i.e., displaying product "tags" as "features"), translating filters, and grouping filter values.

Hydrogen + Oxygen

Build headless faster with Hydrogen.



CLI Remix and Custom Observability

Shopify released a few improvements to their React-based headless stack:

- Build faster with CLI: Scaffold a full purchasing journey in minutes and error-proof your build with enhanced type safety support, including a built-in GraphQL Code Generator.
- Improved performance, SEO, and UX.
- Observability: Connected your preferred observability service, like DataDog or Splunk, to monitor, analyze, and retain logs for better insights into store performance.

New Customer Account API

Passwordless login is now available for headless stores.

Discount Functionality

Gone are the frustrations of only being able to let customers apply one discount code at checkout. Merchants can now combine discounts (i.e., including order and product discounts on the same order or combining multiple discounts of the same type on one order).

Time for merchants to get creative with their offer structure! This is also a significantly better customer experience and removes the need for workaround 3rd party apps.

Local Pickup in Draft Orders

Merchants can now offer local pickup regardless of how the order was placed.

APIs

Support More than 100 Product Variants

Historically, Shopify's data model limited products to a maximum of 100 variants, making it challenging to manage more complex products. They're working on new APIs to unlock this limit but want feedback on them before they become stable!

Storefront API

Shopify has removed rate limits from the Storefront API and enhanced support for search and filtering with:

- Bot protection: Storefront API is protected against bot activity, so merchants can be sure that all legitimate requests from private and public will be served with no rate limits.
- Faceted search: Storefront API now includes support for predictive search and faceted filters.

Shopify Marketplace Connect

Meet your customers where they are. With Shopify Marketplace Connect, you can easily connect your Shopify product catalog to leading marketplaces such as Amazon, Walmart, and eBay. You can also set marketplace-specific content and pricing overrides.



This is BIG for merchants, especially those in categories that aren't friendly to ecommerce margins that have pivoted to primarily selling on Amazon and other marketplaces that offer greater economies of scale with shipping and fulfillment costs. They can use Shopify as their inventory management and order management system—one source of truth.

Site Speed

Faster Load Times

Shopify is constantly investing in its global infrastructure so customers have a lightning-fast experience, regardless of location. Shopify stores are now 30% faster.

Dynamic Storefronts with Speed of Static

Shopify is rebuilding its Liquid rendering pipeline, so templates will be compiled ahead of time and out of band into WebAssembly machine code that's distributed to edge nodes and executed on demand, delivering the power of dynamic storefronts at the speed of static.

What does this actually mean? Out-of-band provides access to infrastructure when the primary access path is down. Web assembly code's binary files are way smaller than Javascript and faster. The last part is best explained with an example. If someone in the UK looks up a Shopify site, it's not being serviced by a node in Texas but rather the closest one geographically to the searcher.

Shopify Markets Pro

Shopify released a few updates to make Markets Pro more powerful and less complex, enabling merchants to sell and ship globally:

- More payment options: Payments options such as Shop Pay are now available.
- New shipping solutions
- Upgraded checkout experience

Shopify POS

Enhanced Management Tools for Retail Staffing

Attribute sales to a staff member, grant permissions, and easily edit from organization settings.

Commerce is omnichannel more than ever, and the retail experience is primarily driven by staff. Now merchants will be able to monitor staff performance by attributing an entire cart to a single staff member or attributing different line items to different staff.

Streamlined & Accurate Inventory Management

Enhanced POS inventory management features give greater visibility and control over stock:



- Variant metafields in POS: Variant metafields are now displayed in POS so merchants share additional product details with customers.
- Oversell confirmation: When an unavailable item is added to the cart, an oversell confirmation will appear, reducing unintended overselling.
- Redesigned product detail page
- Streamlined product variant list

POS Go and WisePad 3 available in Canada

Canadian businesses can now purchase POS Go, and for an iOS and Android compatible card reader, Shopify has introduced the WisePad3, which features a customer display and integrated PIN pad.

Accept all EFTPOS payments in Australia

Retailers in Australia can now accept all EFTPOS payments with lower in-person debit rates.

Shop Pay Installments

Shopify POS now supports Shop Pay Installments.

POS Workflows with Smart Grid and Modal Extensions

Developers can customize Shopify POS with new POS UI extensions.

App Development

Shopify Functions

Shopify Functions is Shopify's platform for building customizations on top of their global infrastructure, and with this release of Editions comes a host of updates:

- 9 Function APIs are now available, including the new Custom Order Routing Function.
This is a really cool release that will allow for use cases such as:
 - *Fulfilling orders from the closest location to the delivery address*
 - *Prioritize locations*
 - *Rank locations against each other*
 - *Set maximum order counts per location*
- Javascript support is now in full release.
- Functions can now be versioned and rolled back with your app. *This allows for change tracking and the ability to revert to a previous version if necessary.*
- Functions can be developed locally and debugged faster with the 'Shopify app dev' command to run functions in a local dev environment.
- App-owned metafields are now supported.
- More cart data fields are now available in Shopify Functions.



Remix App Template

In the Shopify CLI you can now leverage Remix's world-class experience for Shopify app development.

Shopify Flow Extensions from the CLI

You can build flow actions and triggers directly from your app's configuration files and manage their deployment via the CLI.

Before this update, apps that enabled processes within Shopify Flow would need to be manually set up by the merchant, but now these apps will be able to push flow actions and triggers directly into the merchant's Shopify Flow account.

Extension-Only and Organization-level Custom Apps

You no longer need to provide a web app. Shopify can host the extensions if you only build a custom app for functions or checkout.

Admin UI Extensions with Direct API Access

Developers can now integrate apps into the built-in pages of the Shopify Admin:

- Admin action extensions: Let you make key app features accessible from a model directly within the admin
- Admin block extensions: Enable you to display data and provide functionality within inline cards on specific admin pages like product details and order details.

I can't wait to see this come to life. It might seem minor, but one of the biggest time-sucks in our day-to-day operations within a Shopify storefront is having to click in and out of a ton of different apps that either load in their own external admin or have a separate experience within the Shopify admin. For example, why should I have to click out into a reviews app to see reviews on a product versus being able to see those reviews right from within the Shopify product admin?

More Ways to Get Discovered

Built for Shopify is now live, giving special badging and promotional placements to apps that have achieved the status.

New Resources

More resources have been added to help developers deliver a best-in-class experience and meet Built for Shopify requirements, including updated app design guidelines and a beta release of Polaris v12 to give developers a head start on updating their app's look and feel to match the redesigned Shopify admin.



App Versioning and Unified Deployment

Deploy your extensions together in a single package through the CLI.

Shopify Flow Actions with Return Data

Flow actions can now return data during execution for use in subsequent steps as input variables, allowing merchants to chain data together to create lookup tasks, exception-handling workflows, etc.

Config as Code

Developers can configure apps locally with TOML files, then link them to apps in the Partner Dashboard and push that configuration to make it live using the Shopify CLI.

Enhanced Developer Onboarding Experience

New partner accounts come with a pre-populated development store with robust sample data. For existing partner accounts you can choose the pre-populated data set for existing partner accounts when creating a new development store.

It's such a waste of time to populate storefronts with test data. Now we can get up and running with robust test data in a matter of seconds.

Metafields 4x Faster

Improved metafield GraphQL execution times in the Admin API make adding custom data even faster than before.

The Shop Channel

Shop Products and their Network Effects. Shop Pay, Shop App, Shop Cash, etc., are all great products in a vacuum, but the value each provides continues to increase as more and more merchants and customers utilize them. For example, there are over 118 million registered Shop Pay users today, giving all Shopify storefronts a conversion rate advantage versus the competition. Even if a platform like [BigCommerce](#) came out with something similar, they don't have the scale to compete with Shop Pay results. The Shop App channel can quickly become one of the world's largest online malls while also helping merchants acquire customers.

Shop App

Optimize your Shop Store

Personalize your brand's Shop app store experience with rich media headers and customizable collections, categories, and navigation.



Engage your Target Audience with AI and Tailored Discovery

AI-powered product recommendations and personalized discovery guide Shop App users to the right merchants and products at the right time.

Shop Cash Offers

After the impact of iOS14, it became even more clear that Shopify needs to help create solutions for its merchants to acquire customers. More customers mean more GMV, which means more payment processing fees for Shopify. Shop Cash Offers are just one example of how Shopify invests in helping its merchants grow.

Convert New Customers

Set your campaign parameters and maximum acquisition cost, and Shopify sets the corresponding offer and audience.

KITSCH Case Study

One of Electriq's clients, Kitsch, saw a 32% increase in 14-day repurchase rates with Shop Cash offers and a 28% increase in ROAS.

Shop Minis

Shop Minis help merchants do more with their Shopify apps.

Now, merchants that set up eligible apps on their online store will also have them reflected in the customer experience on the Shop app. For example, shoppable videos with Tolstoy.

Leverage Reviews Across Channels

Merchants can now showcase reviews from Shop on other channels, including the online store, Facebook, and more, with apps like [Okendo](#). With these partners, merchants can also syndicate reviews to Shop.

Sign in Easier and Checkout Faster

Merchants can optimize sign-up flow to increase conversion rates at checkout:

- Sign-in with Shop: Identify and connect with over 100M Shop users.
- Lead capture with Shop: Powered by [Klaviyo](#), this feature enables SMS marketing opt-in, so you can identify more verified leads and retarget via SMS.

With lead capture with Shop, merchants don't have to worry about losing out on first and zero-party data when customers checkout via the Shop app.



Full-stack Marketing

Shopify Marketing Tools

Shopify Email

Shopify Email now has new high-volume pricing, the ability to import and code raw HTML emails, and custom templates for faster campaign creation.

Shopify Forms

Shopify forms can be popovers, overlays, embedded, and more (including the ability to target when your form shows up). Forms now support custom metafields as well.

Google Analytics 4

Easily upgrade to GA4 in the Google & YouTube app.

Shopify Collabs

Collabs Network

Finding, recruiting, and managing creators just got a whole lot easier:

- Instant selling: With the Collabs Network, merchants can opt-in to let verified creators sell products at a set commission rate.
- Direct invites: Quickly get creators you already know selling with Shopify Collabs.
- Subscriptions API: Shopify Collabs now works with the Subscriptions API so creators can promote merchants subscription products.
- Automations: Automate payments to creators and also set up automated workflows in Collabs powered by Shopify Flow.

Again, more investment into helping merchants grow. Shopify is also extremely focused on enabling the creator economy, and this serves as an onramp for creators to build their own Shopify stores.

Improve Attribution on Hydrogen Stores

Collabs now tracks affiliate links for stores using Hydrogen.

Segmentation

New Segmentation Filters

View all segments in one place and build segments with new filters, including who has viewed a product or collection, upcoming anniversaries like birthdays, and how often a customer purchases a product.



Segmentation for Apps

Apps can now build directly into segments, setting up and displaying app-specific segmentation templates.

Shopify Inbox

Shopify Inbox now allows for search.

TikTok Shop

Sync your product catalog to TikTok with one click.

One of my close friends has scaled his ecommerce business to over 100K a month just from TikTok content creation and investing in the TikTok Shop! There isn't a better platform in the world for organic growth and virality potential.

Youtube Shorts

Tag products in YouTube Shorts and videos to trigger a shopping button, drop products via live stream, and share promos.

Automations

New automation templates and partner integrations with apps such as PushOwl have been released.

Visually Rich Product Imagery with Google AI

New AI tools released in the Google & YouTube app create and enrich product imagery. Merchants can generate lifestyle scenes, increase image resolution, and remove backgrounds.

Merchants can be far more efficient with their creative spending by taking raw assets and transposing them into thousands of unique assets.

Pixel Updates

New pixel events include cart views, discounts used, and checkout progression events, including the addition of customer details, like name and address entered at checkout, to help build richer customer profiles.

New Attribution Models and Reporting

Shopify now automatically collects data on your marketing campaigns based on UTM parameters from your site visitors. Two new multi-touch attribution models have also been added: linear and any-click.



Shopify Privacy and Compliance App

Optimize consent collection by offering customers control over how their data is collected and used. This update also includes compliance with the CCPA.

Shopify Audiences Version 2.0

Shopify Audiences algorithm continues to get better, with its newest release cutting customer acquisition costs by up to 50%.

More Shopify Network effects are at play here and being leveraged to help merchants acquire more customers and grow!

B2B Selling

Shopify has stormed into the B2B selling space by taking a lot of learnings from its best-in-class DtC Ecommerce platform and leveraging them in its B2B product offering.

B2B on Shopify

Vaulted Credit Cards

New business customers can use a stored credit card on drafts orders at checkout or when paying an invoice.

Company Account Requests

Shopify Forms now support an account request form for prospective business customers. Approved customers will automatically have that submitted information moved to a new company profile.

Volume Pricing

Implement quantity price breaks to incentivize business customers to buy in larger quantities.

Quick Order Lists

Show business customers a list of product variants so they can easily order sizes, colors, and more, all from one section of the product page.

Automation with Shopify Flow

Shopify Flow now supports companies and company locations, enabling merchants to assign terms, send invoices, etc.

PO Numbers

Capture PO numbers on orders and at checkout.



Updates to APIs

Catalogs API enables rule setting that contextually determines product availability and pricing.

PayPal Payments

Business customers can now use PayPal to pay for their orders and invoices.

Wholesale Migration Tool

No-code solution to migrate wholesale customers and historical orders from existing stores to B2B on Shopify.

Shopify Collective - Curate Products to sell with Brands

Source and sell products from other Shopify brands on your own storefront. Merchants can become a supplier on Shopify Collective, sell other Shopify brand products on their own website, or both.

This already existed in the ecosystem with products like [Carro](#), but Shopify has now internalized these capabilities. Again, this is another product release that is leveraging Shopify's massive merchant ecosystem and network effects to help everyone grow and increase the visibility of their brand.

Manage your Money

Shopify Credit

Pay-in-full business card that gives you cash back.

Shopify Balance

Get the money from Shopify sales up to 4 days faster with a Balance account.

Payments

Securely Store Credits Cards

In early access, customers can save their credit card information directly on a merchant's store, as well as edit their payment details right within the customer admin.

More Payment Options

New checkout extensions help ensure payment app experiences look and feel a part of the store and support for Apple Pay, Google Pay, and 3D Secure has been added.



More Restricted Categories Now Eligible

CBD, tobacco, sexual wellness, and pharmaceutical products may now be eligible for Shopify Payments.

Shopify Bill Pay

Schedule, pay and manage expenses all from within Shopify.

Shopify Fraud Control

New analytics give merchants an easy-to-digest overview of key fraud-related insights and merchants can now create rules to stop orders they don't want before they are placed.

Shopify Tax

An enhanced US sales tax report breaks down data to the state-, county-, and local-level.

Automate Capturing Payment at Fulfillment

Automatically capture payment only once an order is fulfilled, rather than at checkout.

Orders & Fulfillment

Shopify Shipping

Ship Orders Faster

Buy up to 100 shipping labels in bulk to save time and money, get automatic package dimension suggestions, track shipping expenses with new shipping analytics, and quickly manage shipments with the enhanced shipping labels page.

Save Money with Reduced Rates

Shopify Shipping rates with DHL Express have been reduced by 13.25%, saving US businesses up to 80% on international shipments.

Smart Order Routing

Use the Order Routing API to write custom rules that determine how to fulfill and ship orders.

Streamline Inbound Inventory with Purchase Orders

Merchants can create POs so they know what inventory to expect, when, and receive them into stock right within the Shopify admin.



Return Rules

Merchants can set up return rules to let customers know about ineligible items and fees before they request a return.

Fulfillment Constraints API

Configure constraints such as which products get fulfilled together from the same location.

View Delivery Status for Every Order

View delivery status for each order from the orders page and search for orders by delivery status, product name, or SKU.

Easily Split and Merge Fulfillments

Split and merge items in a single order, allowing merchants to fulfill patriot orders, fulfill items across multiple locations, and break larger orders into multiple shipments.

Planet App

Merchants can now customize the customer-facing Planet app badge as well as showcase unique stats about the brand's impact fighting climate change.

Everyday Operations

Shopify Admin

New Design

An improved admin design with a single-column layout for the home page, improved fonts, icons, higher information density, and a revamped settings system making it easier to manage a storefront.

Multi-Store Organization

Organization settings will now live within the store admin, making it easier to manage a multi-store organization:

- Navigate and access stores from within the account menu.
- Add, suspend, remove, or manage user roles and access.
- Review stores and status.
- Pay one consolidated bill.
- View and track performance at the organization level.
- Increased access delegation capabilities with new draft order permissions.



Easier-to-use Admin

A few key features of the admin have been updated:

- Bulk Editor: Easier to manage tags and you can now adjust column widths.
- Search: Search for orders, app, products, or settings across the entire store.
- Insights: Actionable insights provide data-driven information about the store and a related recommended action based on that insight. *One of the biggest challenges with analytics right now is coming up with a takeaway action item. It's like, "Ok great, we have all this data, but what do we do now to improve it?" These insights are a step in the right direction to creating actionable items for merchants.*
- Alerts Feed: Manage all alerts, including disruption to business activities, monetary transactions, etc. all within one feed.

Benchmarks

Shopify merchants can now measure themselves against other businesses similar to them by industry, geography, and volume.

For example, merchants can benchmark their AOV against other similar businesses to get a gauge of their performance and see if this is an area of improvement they should really be prioritizing.

Customize Reporting and Analytics

Customize the analytics overview and filter the cohort analysis report.

Being able to filter the cohort analysis report opens up far more granular insights for merchants, allowing them to break first orders down by sales channel, marketing channel, etc. as well as view LTV based on specific customer criteria.

ShopifyQL Notebooks

Bring data from other services into ShopifyQL using Python code blocks.

Shopify Mobile App

Updates to allow easy addition and configuration of new products, media upload, and fast switching between accounts

Shopify App Store

A redesigned app store with the Built for Shopify program makes it easier to find high-quality apps.

Admin API rate limits Increase for Shopify Advanced Plan

2x increase in Admin API rate limits.



Shopify Flow Available to More Plans

Shopify Flow is now available to all Shopify plans.

Shopify Help Center

Addition of French, Spanish, and German 24/7 support, with more coming soon.

Summary

Overall, this was a very impressive suite of product releases and updates from Shopify. I'm super excited to see how they continue to make commerce easier for merchants.

If you have any questions about this overview or you're wondering how these product updates could apply to your brand or tech company, etc., [just reach out to me, and let's set up a time to chat!](#)