

SHOPIFY WINTER EDITIONS '24

UNPACKED



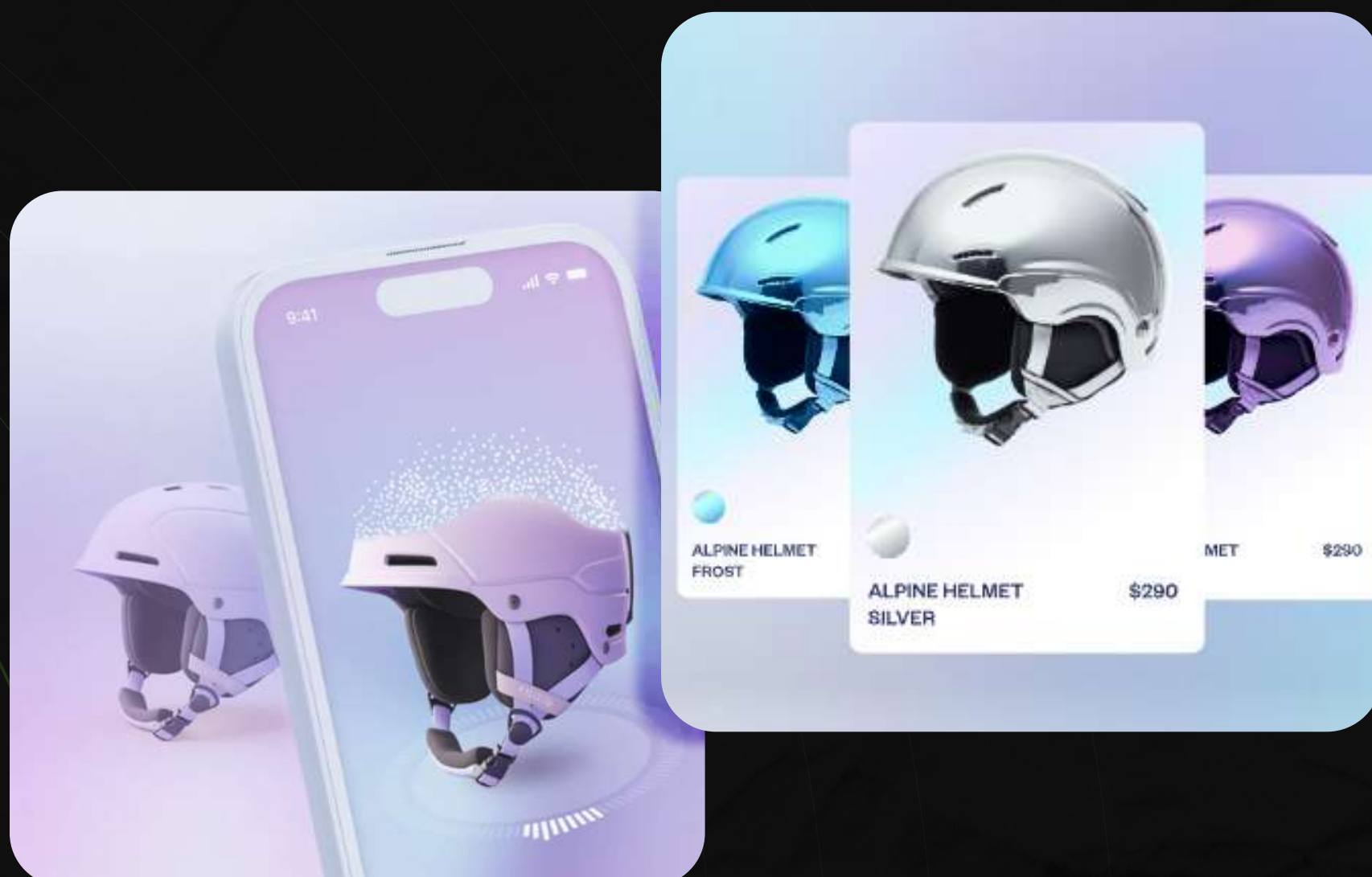
MERCHANDISING & PERSONALISATION

GOT A LOT EASIER

From Combined Listings to supporting **2000 variants**, enterprise merchants can now leverage the agility of Shopify Plus and tailor it to their business needs. Complex catalogues will be a problem of the past.

Without a USP, you won't stand out from the crowd, therefore businesses need the ability to curate their catalogues and structure their parent/child relationships to be in-line with their other integrated systems. However, if that comes at the expense of a suboptimal user experience, revenue will likely suffer – and so will your users. Combine Listings is the answer to your problems – you will be able to offer a tailored journey by presenting each variation with its own description, media gallery, and URL.

Personalisation is clearly a top-of-mind subject for Shopify. In this year's Winter Editions the core focus went to Bundles, Shoppable Videos and 3D Product Models at no extra cost.

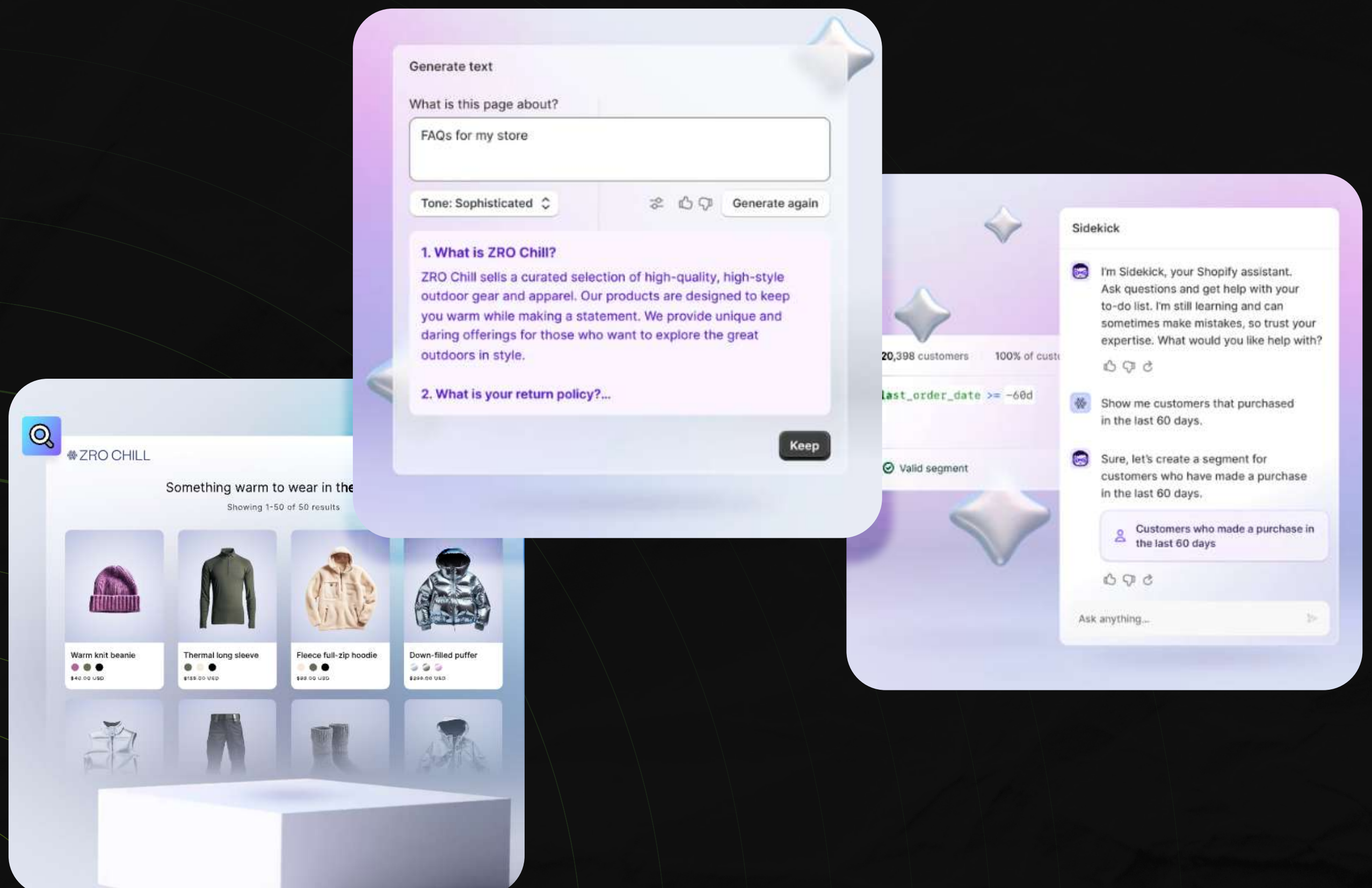


AI ISN'T A TREND

AI is here to stay, and Shopify is committed to being ahead of the curve, as far as ecommerce platforms are concerned.

Semantic Search is now available to all Shopify Plus merchants and it promises to completely transform the current offering. AI will, funnily enough, humanise search terms and significantly improve the user experience.

"You're a wizard, Harry". Shopify Magic has gone the extra mile. Not only it enhanced its content creation capabilities but has also added the ability to create your professional product photography with AI-enabled image editing features - No design skills needed.



The image displays three overlapping screenshots illustrating Shopify's AI capabilities:

- Top Left:** A screenshot of a Shopify product page for "ZRO CHILL". The page title is "Something warm to wear in the..." and it shows "Showing 1-50 of 50 results". The product grid includes items like "Warm knit beanie" (\$40.00 USD), "Thermal long sleeve" (\$159.00 USD), "Fleece full-zip hoodie" (\$89.00 USD), and "Down-filled puffer" (\$299.00 USD).
- Top Center:** A "Generate text" interface. The prompt is "What is this page about?" with the input "FAQs for my store". The tone is set to "Sophisticated". The generated text includes:
 - 1. What is ZRO Chill?**
ZRO Chill sells a curated selection of high-quality, high-style outdoor gear and apparel. Our products are designed to keep you warm while making a statement. We provide unique and daring offerings for those who want to explore the great outdoors in style.
 - 2. What is your return policy?...**
- Right:** A "Sidekick" chat interface. The assistant, Sidekick, offers help with a to-do list. A user query is "Show me customers that purchased in the last 60 days." The assistant responds with a segment: "Customers who made a purchase in the last 60 days". The segment is confirmed as "Valid segment".

INTERNATIONALISATION, ANYONE?

Taxes. One of the main reasons why businesses choose not to pursue internationalisation. Shopify Tax promises to better support international businesses, with a key focus on the US, France, Germany, and the UK markets. Custom reports by region and state, plus expert advice, will save businesses time and money.

Shipping and fulfilment made easier by the introduction of automatic address validation and a granular inventory allocation per shipping zone, as well as the official roll-out of Markets Pro in the US – with a native DHL eCommerce offering – leaves merchants worldwide counting down the days for it to be a feature accessible everywhere.



Tax jurisdiction type	Tax jurisdiction	Total net item sales	Total taxable item sales
State	California	\$629,123.00	
County	Los Angeles	\$104,120.00	\$99,120.00
Special tax jurisdiction	Los Angeles County Tax	\$104,120.00	\$99,120.00
Special tax jurisdiction	Los Angeles County Tax	\$104,120.00	\$99,120.00
County	Orange	\$58,808.00	\$8,808.00
Special tax jurisdiction	Los Angeles County Tax		
Special tax jurisdiction	Los Angeles County Tax		

California

Your sales: **\$629,123**

Regional threshold: **\$500,000**

DHL Express Markets Pro

- ✓ Tracking and delivery confirmation
- ✓ Supports duties already paid
- ✓ Insurance (up to \$100.00)
- 🚚 7-11 business days

pickup with USPS

ZROCHILL.COM

Germany Sales ↗ 12%

Canada Sales ↗ 8%

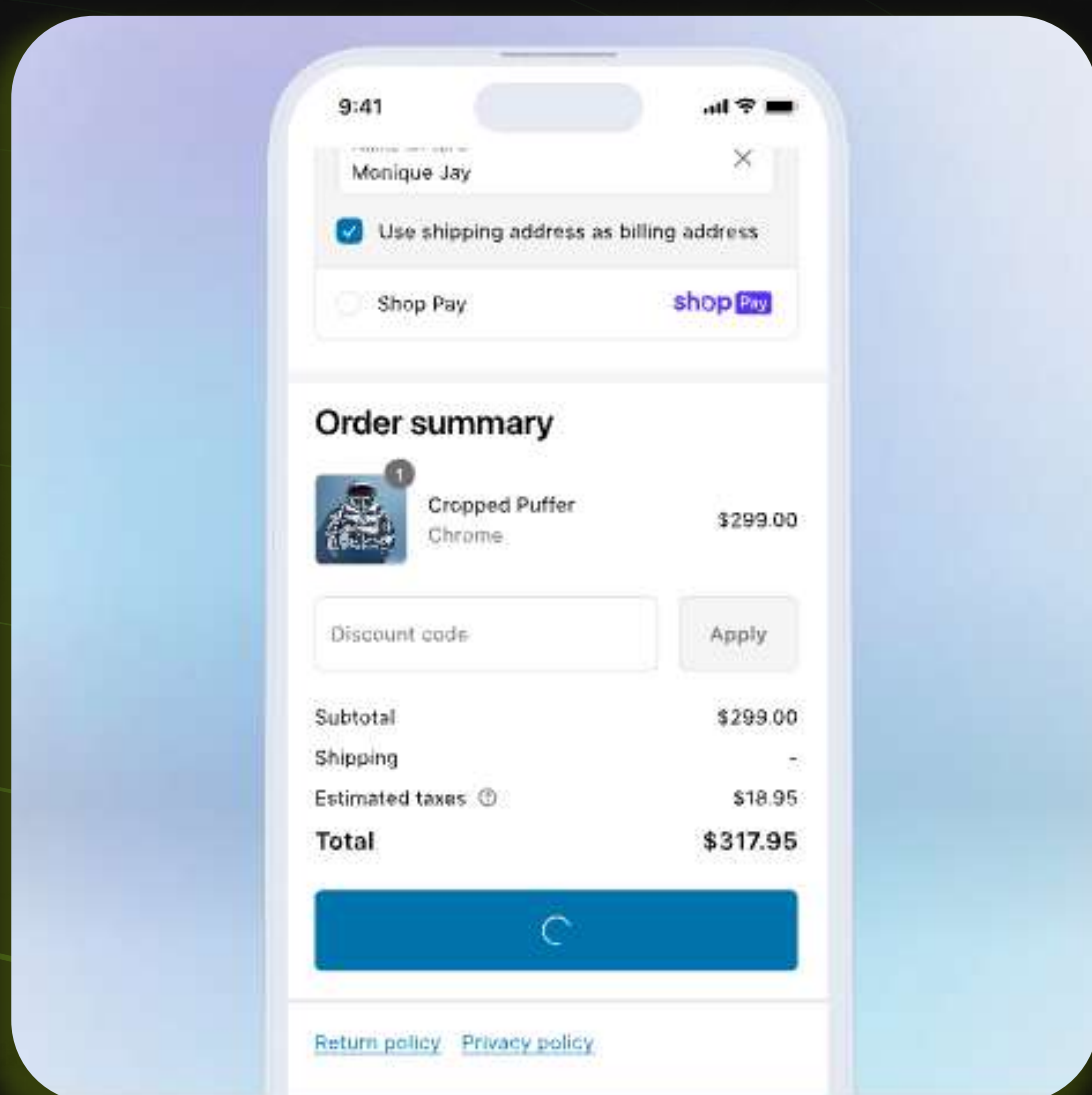
USA Sales ↗ 15%

BUY NOW

THE NEW ONE PAGE CHECKOUT

Not exactly a new feature, per se, but it has certainly been a concern for enterprise merchants and complex builds. The new Shopify checkout guarantees speed and enhanced security, alongside an improved user experience which, ultimately, increases conversions. But the layout does not fit every business' requirements. Not to worry, Checkout Extensibility now includes 14 new APIs and UI components and is also supported on the Thank You and Order Status pages.

Customers will also be able to save payment methods to speed up the process, which does increase overall satisfaction and the likelihood of repeat purchases.



TO B (OR NOT) 2 B?

Shopify's B2B offering has been improving over the past year but enterprise merchants still had a few pain points that needed addressing before confidently committing to the solution. Well, it seems like Shopify has listened.

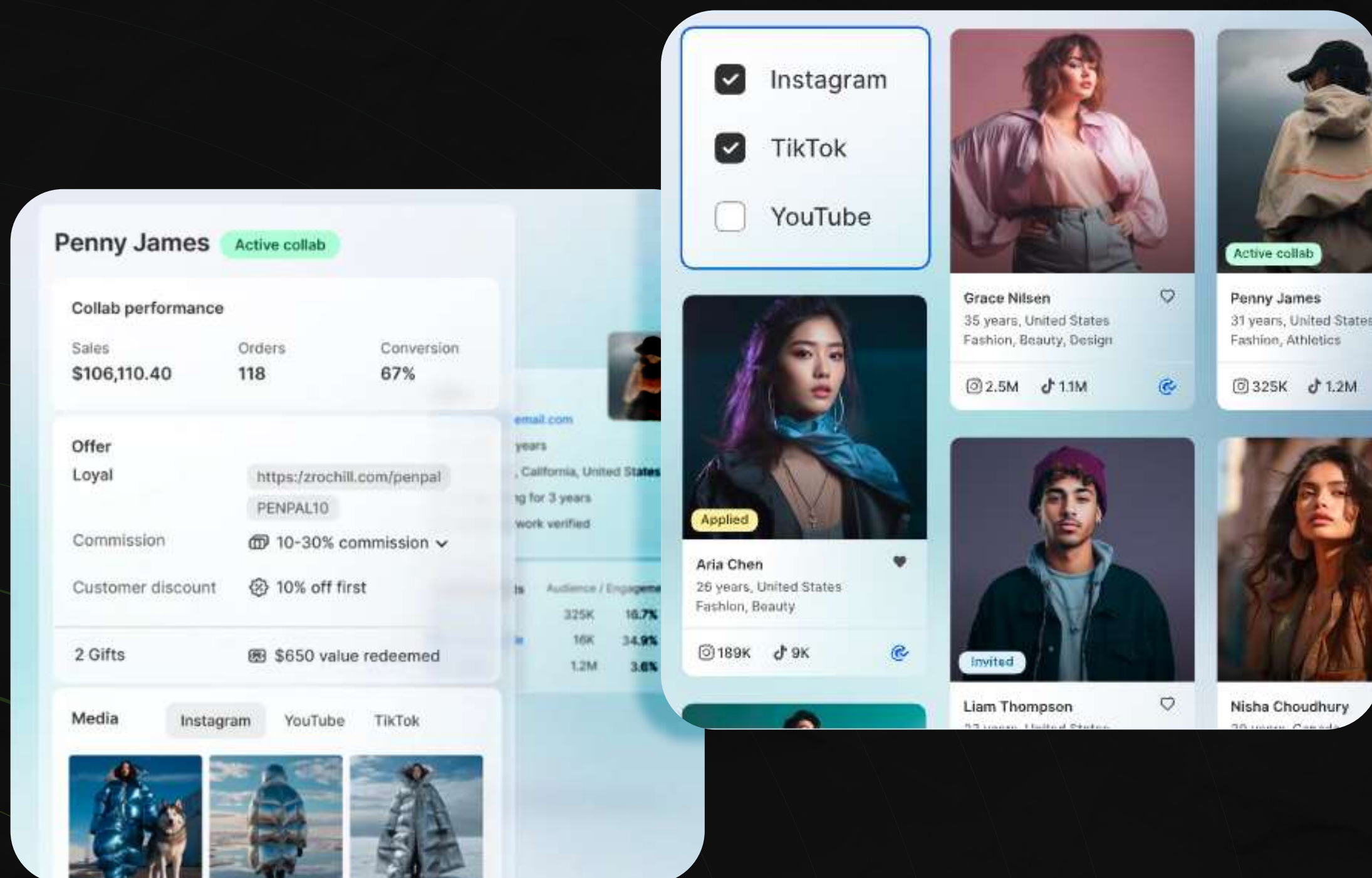
The 2 key announcements? You can now go Headless, and factor in a B2B Checkout, without losing Shopify's B2B functionalities. Additionally, Plus merchants can record partial payments made off-platform, such as checks and bank transfers and benefit from Acumatica's Out Of The Box ERP integration.



CRUSHING MARKETING CHALLENGES

Collaborating with influencers can be an effective marketing strategy, but finding the right fit for each business can be time consuming and challenging, with no guarantee of results. Shopify now allows you to search, filter and hire the right influencers and content creators, across social media channels via Shopify Collabs. Easier, quicker, with more chance of success.

If you add that to the ability to retarget audiences within your TAM and access accurate data insights, you'll be on the path to success, with customer growth as your focus.



WRAPPING UP

In sum, this was a very promising release – one of the best ones to date!

Shopify continues to empower merchants with the tools they need to thrive in the competitive online marketplace. As businesses navigate the evolving landscape of ecommerce, these Editions set a new standard for excellence and customer satisfaction.

Of course, Winter or Summer, you can always count on us to translate the techy jargon and unpack the key points of Shopify releases. That's what Shopify experts are for, right?

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2023 UK
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AWARDS 
WINNER