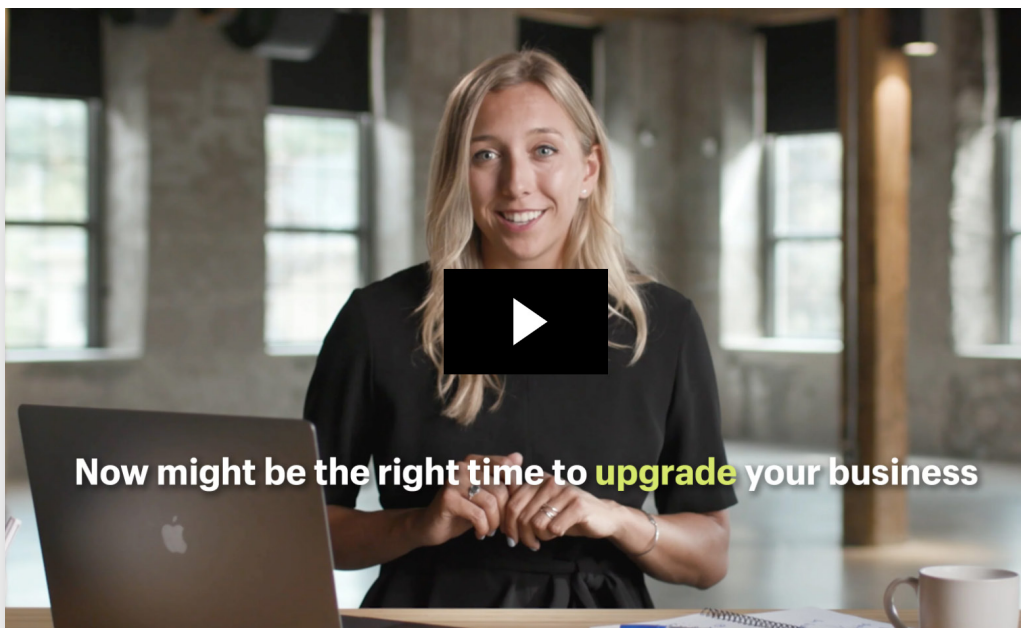# Upgrading to Shopify Plus

Last modified
06/2022

Demo video

Get an inside look at all things Shopify Plus.

Explore Shopify Plus features like Shopify Audiences, Launchpad, and Shopify Scripts in the all-new organization admin.

Full customization, higher conversion

Convert more with a custom checkout.

Make your checkout a powerful sales engine with trust badges, shipping information, countdown timers, customer reviews, and live chat by unlocking access to your checkout.liquid template files. Then optimize every step of the checkout through detailed analytics and reporting by adding Google Tag Manager.

"

Incu

We've seen pretty significant growth in conversion and revenue year over year, which would not have been possible without the foundations and network of support provided by Shopify Plus.
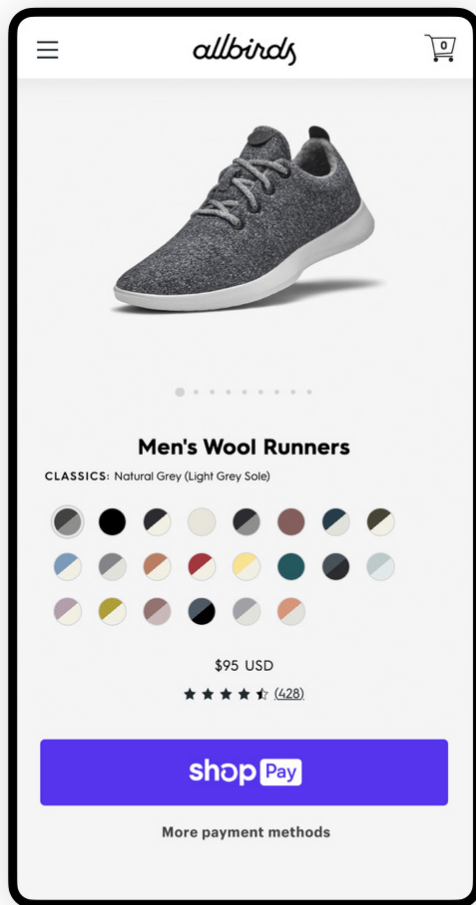
Douglas Low
CEO, Incu

Convert more with a custom checkout.

Higher average order value

Make every sale an upsell.

Boost your average order value with personalized promotions at checkout. Offer bundles, free gifts, advanced discounts, and free shipping with Shopify Scripts. All automated.

20%

Higher AOV with automated promotions

Make everysale an upsell.

More customer retention

Make repeat customers. Automatically.

Turn casual shoppers into brand evangelists by automating the customer journey from first sale to tenth.

✓ **Tag and segment customers based on buying behavior with Shopify Flow**

✓ **Track and reward customers based on lifetime spend**

✓ **Create advanced, enterprise-level custom discounts with Shopify Scripts**

✓ **Collect more customer data for marketing and retargeting**

Make repeat customers. Automatically.

"

The whole reason to go to Shopify Plus was to best serve our customers [with] a seamless experience. We wanted custom checkout, we wanted automation tools. With the Plus platform, you have that out of the box.

P&CO

Adison Rudall
Co-founder, P&Co

Native automation tools

Save time.
Get more done.

Create powerful workflows to automate the mundane and focus on the meaningful. Like your customer.

Schedule events at scale with automated flash sales, product drops, and inventory restocks across channels with **Launchpad**

Automate workflows for customer loyalty and rewards, segmentation, merchandising, and fraud prevention with **Shopify Flow**
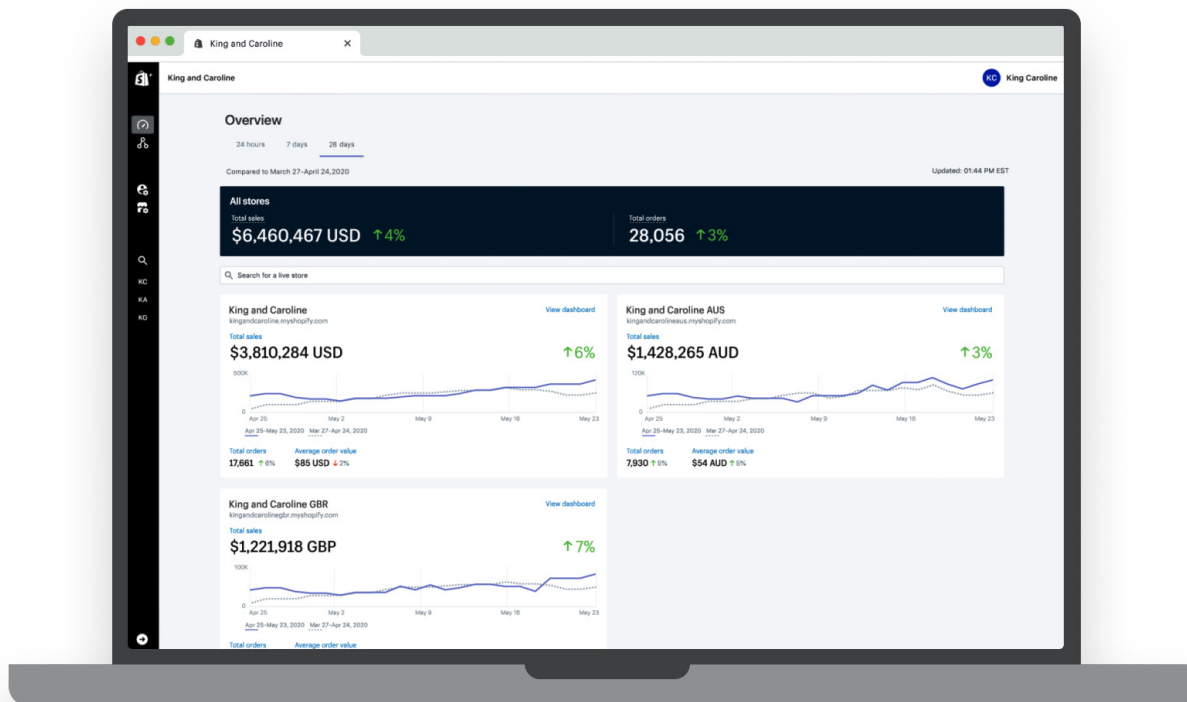
22M

Hours saved by businesses using Shopify Flow

Save time. Get more done.

Shopify Plus organization admin

Know how you're doing at a glance.

✓ **Track performance across stores, regions, and channels with built-in analytics and insights**

✓ **Manage users, stores, and automated workflows across your business**

✓ **Add unlimited staff accounts with specialized permissions in seconds**

✓ **Work in up to 20 languages in the admin**

Know how you're doing at a glance.

Shopify vs. Shopify Plus

How Shopify Plus compares to other plans.

Built to handle fast growth and billion-dollar revenue, Shopify Plus is the premium Shopify plan for modern enterprise brands. You get the same powerful platform that supports millions of merchants, plus access to advanced features, apps, and resources.

	Basic Shopify All the basics for starting a new business	**Shopify** Everything you need for a growing business	**Advanced Shopify** Advanced features for scaling your business	**Shopify Plus** Powerful features for complex, high-volume businesses
Monthly price	**$29** USD per month	**$79** USD per month	**$299** USD per month	**$2,000** USD per month
Features				
Online store	✓	✓	✓	✓
Unlimited products, bandwidth, and transactions	✓	✓	✓	✓
Staff accounts	2	5	15	Unlimited
Sales channels	✓	✓	✓	✓
Locations	Up to 4	Up to 5	Up to 8	Up to 20
Manual order creation	✓	✓	✓	✓
Discount codes	✓	✓	✓	✓
Free SSL certificate	✓	✓	✓	✓
Abandoned cart recovery	✓	✓	✓	✓
Gift cards	✓	✓	✓	✓
Professional reports		✓	✓	✓
Advanced report builder			✓	✓

	Basic Shopify	Shopify	Advanced Shopify	Shopify Plus
Features				
Third-party calculated shipping rates Show calculated rates with your own account or third-party apps at checkout			✓	✓
9 free expansion stores Additional stores under the same brand for the purpose of selling in different languages or currencies				✓
Shopify organization admin Manage all the stores in your organization from a single location				✓
Shopify Flow Automate workflows for customer loyalty and rewards, segmentation, merchandising, and fraud prevention			✓	✓
Shopify Scripts Customize your checkout experience with automated promotions and discounts				✓
Launchpad Schedule automated promotions, product releases, and online store updates				✓
Access to checkout.liquid Make advanced customizations to Shopify Checkout and add Google Tag Manager				✓
Wholesale channel Create a separate, password protected storefront for wholesale customers				✓
Avalara tax automation Calculate accurate taxes on every order based on the most up-to-date tax rules				✓
Shopify Plus Bot Protection Protect your online store from bots during flash sales				✓

How Shopify Plus compares to other plans.

	Basic Shopify	Shopify	Advanced Shopify	Shopify Plus
Shopify Shipping*				
U.S. rates only—contact a sales rep or start upgrading to discover your country's rates				
*Available for orders shipped from fulfillment locations based in the United States, Canada, and Australia				
Shipping discount Competitive shipping rates from DHL Express, UPS, or USPS	Up to 74%	Up to 88%	Up to 88%	Up to 88%
Print shipping labels	✓	✓	✓	✓
USPS Priority Mail Cubic® pricing		✓	✓	✓
Shopify Payments				
U.S. rates only—contact a sales rep or start upgrading to discover your country's rates				
Fraud analysis	✓	✓	✓	✓
Domestic online credit card rates	2.9% + 30¢USD	2.6% + 30¢USD	2.4% + 30¢USD	2.15% + 30¢USD
International/AMEX credit card rates	3.9% + 30¢USD	3.6% + 30¢USD	3.4% + 30¢USD	3.15% + 30¢USD
Additional fees using all payment providers other than Shopify Payments	2%	1%	0.5%	0.15%
Point of Sale				
Shopify POS Lite Accept in-person payments instantly at pop-ups, markets, fairs, and more	✓	✓	✓	✓
Shopify POS Pro Store management tools and omnichannel features essential for brick-and-mortar businesses	+ $89 USD per month	+ $89 USD per month	+ $89 USD per month	Free
Global Selling				
Sell in 133 currencies	✓	✓	✓	✓
Manual foreign exchange rates Control pricing for international buyers with a fixed exchange rate		✓	✓	✓
Sell in multiple languages		Up to 2	Up to 5	Up to 20
International domains Set country-specific domains to optimise international SEO		✓	✓	✓

How Shopify Plus compares to other plans.

	Basic Shopify	Shopify	Advanced Shopify	Shopify Plus
Support				
Shopify Plus Priority Support Get top-tier support 24/7 by phone, chat, or email				✓
Merchant success program Get strategy and support from industry experts, specialized partners, and resources				✓
Shopify Plus Partners Scale your business, build custom apps, or rebrand with award-winning partners				✓
Shopify Plus Certified App Partners Use apps that are hand-selected for their quality and ability to solve complex needs				✓
Shopify Plus Academy Access lessons and courses designed to help you scale on Shopify Plus				✓
Beta programs Preview and influence the products we build				✓
Shopify Plus Facebook Community Share strategies and experiences with other high-volume merchants in this invite-only Facebook group				✓

How Shopify Plus compares to other plans.

Pricing

Invest now.
Scale forever.

Invest in your platform now to earn more in the long run. And by using Shopify Payments, you unlock the lowest fees* of any plan and the conversion power of Shop Pay.

Start upgrading to see your rates

Starting at

$2,000

USD per month
on an annual term

Invest now.Scale forever.

*Transaction fees and credit card rates vary by country.

What you need to know.

1. **How do I upgrade?**

Go to www.shopify.com/plus/upgrade, log in, and upgrade in minutes. (Yep, minutes.) One thing though, only the store owner is eligible to change your Shopify plan.

2. **How much does Shopify Plus cost? How long is the term?**

Shopify Plus costs $2,000 USD per month on an annual term. If you make over $800K in any given month, you move to a platform fee of 0.25% for each sales transaction.

If you don't use Shopify Payments as your payment processor, a 0.15% transaction fee will be applied to each transaction to cover security and compliance requirements.

3. **Why are Shopify Plus automation tools superior to automation apps from the Shopify App Store?**

Shopify Flow, Shopify Scripts, and Launchpad are all fully integrated with Shopify and free of charge to Shopify Plus merchants.

- **Shopify Flow:** Shopify Flow is the only built-in ecommerce automation platform that uses events from your store to kick off complex, automated workflows in Shopify, as well as dozens of third-party apps (e.g. notifying your fulfillment team by Slack when inventory levels are low).
- **Shopify Scripts:** Unlike third-party apps that offer preset standard discounts, Shopify Scripts gives you the power to completely customize your checkout experience. Made by Shopify, these scripts can handle spikes in traffic and won't fail you during your biggest sales events.
- **Launchpad:** Launchpad is a powerful, user-friendly solution that allows you to schedule sales events and product drops ahead of time, and automatically roll back pricing and theme changes after the event.

Expansion stores are additional stores under the same brand for the purpose of selling in different languages or currencies and selling wholesale. Read the Shopify Plus Terms for more details.

4. **What are expansion stores? Can I run different brands in them?**

Expansion stores are additional stores under the same brand for the purpose of selling in different languages or currencies and selling wholesale. Read the Shopify Plus Terms for more details.

5. **What support do I get with Shopify Plus?**

You'll get access to a team of merchant success managers as part of our merchant success program. This team is trained to guide you through a strategic framework designed to help you grow and scale your business at a pace that works for your brand. Specifically, you'll get access to the following:

- **Roadmap to success:** Learn best practices and get actionable guidance in key business areas to create your own plan for growth.
- **Industry knowledge:** Get exclusive access to valuable insights gathered through years of experience and hands-on work with thousands of brands across every industry.
- **Shopify Plus Community:** Tap into a network of high-growth Shopify Plus brands to share tips, tricks, and resources to make the most out of the platform.
- **Shopify Plus Academy:** Engage in interactive, on-demand courses that target your commerce expertise and support your growth.
- **Shopify Plus Priority Support:** Get the top-tier support you need, fast. The Shopify Plus Priority Support team specializes in high-volume businesses and can answer your questions 24/7 by phone, chat, or email.

6. **I operate a non-profit or business in a regulated industry. Can I upgrade?**

If you identify as either of these business types, contact the Shopify Plus Merchant Growth team. Regulated industries include COVID-19 test kits.

What you need to know.

7. **What happens after I sign up for Shopify Plus?**

After you sign up, we'll upgrade your store to the Shopify Plus plan within 24 business hours. We'll email you to let you know your upgrade is complete. You'll also receive an introduction email with a link to join Jumpstart, our merchant onboarding program, along with contact details for the Shopify Plus Priority Support team. And here's some recommended reading: 9 Things To Do the Moment You Upgrade to Shopify Plus.

8. **What level of revenue should I be generating before exploring Shopify Plus?**

Brands from all revenue levels are looking at upgrading to Shopify Plus. It depends on the complexity and goals of your business and how you want to use the platform. If you need more information, contact the Shopify Plus Merchant Growth team.

9. **Do I need additional resources or a developer to use Shopify Plus?**

Shopify Plus' admin and automation tools are easy to use out of the box, so your staff should be able to manage those with ease. But some of Shopify Plus' advanced customization capabilities, like access to your checkout.liquid theme template, require coding knowledge.

If you don't have an in-house development team, you can lean on an ecosystem of Shopify Plus Partners for your development customizations.

10. **Why are Shopify Payments rates different per country?**

If you use Shopify Payments, rates vary by country largely due to credit card (Visa, MasterCard, American Express) network fees incurred to process credit card transactions in these countries.
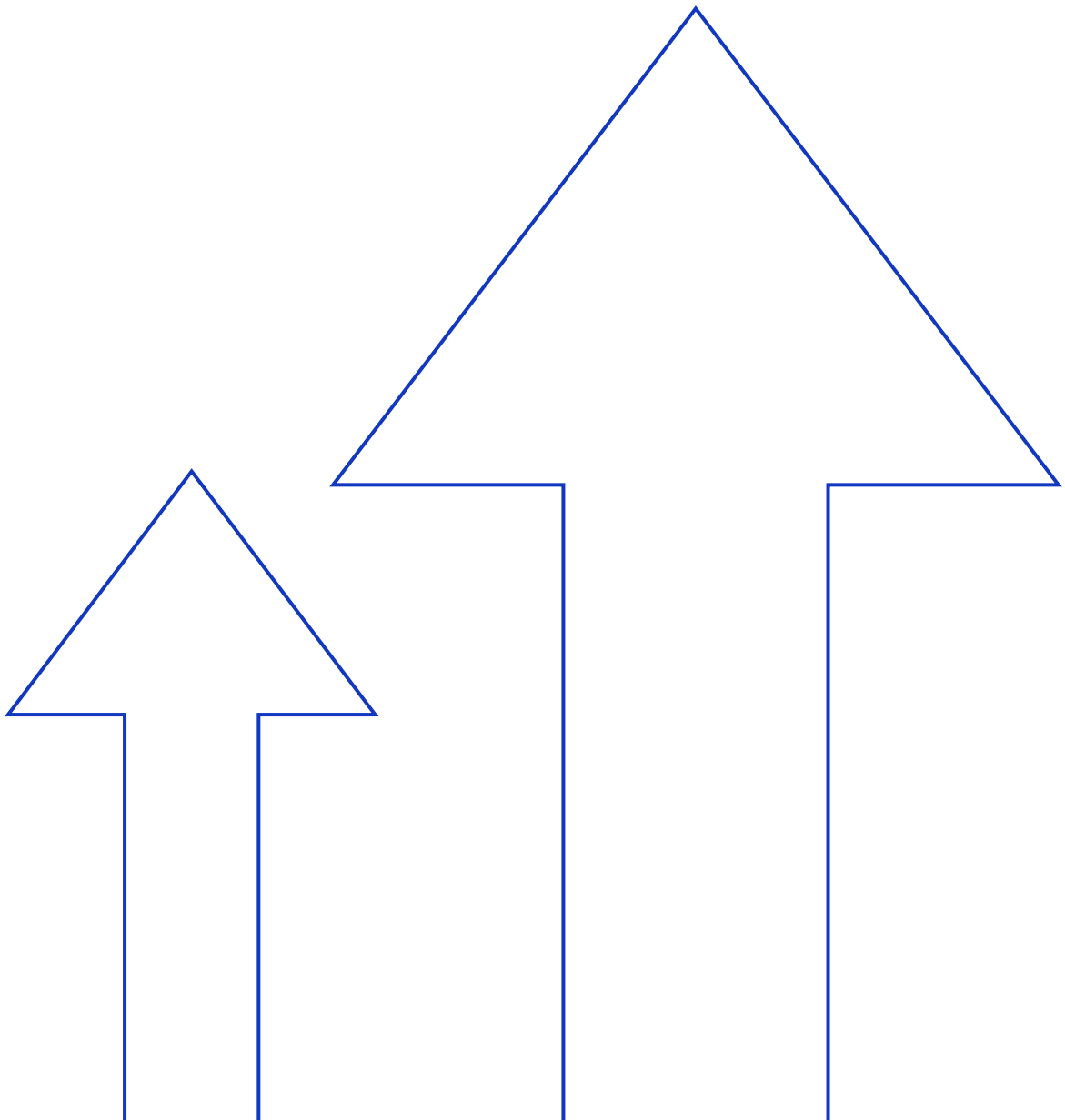
11. **When will I receive my first bill?**

Your first bill comes 30 days after you agree to the Shopify Plus Terms. You will be charged using your current method of payment.

What you need to know.

12. **What if I've already paid the annual fee for my current plan?**

After your upgrade is processed, contact support through your admin and they will apply a credit to your Shopify Plus contract fee.

13. **Who is authorized to sign up for Shopify Plus?**

The signing authority for your organization must be the person who upgrades your Shopify plan. This is the person whose name is on the credit card we have on file for your account.

What you need to know.

Unlock the power you need to scale.
It's time to upgrade.

Upgrade now

Unlock the poweryou need to scale. It's time to upgrade.