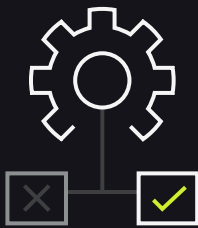**shopify**plus

Shopify Plus Exclusive Features

All the power you need to scale, plus advanced automation and conversion tools.

Why Shopify Plus?

Shopify Plus is the only cost-effective commerce platform that's built for change. Whether you're just getting online or crushing it in ecommerce already, invest in the right platform for your brand—now, and for the future.

"

We needed to keep growing and Shopify Plus allows us to grow. There are no limits anymore. That's what we are the most excited about.

John Hart
Ecommerce Manager, Peepers

Why Shopify Plus?
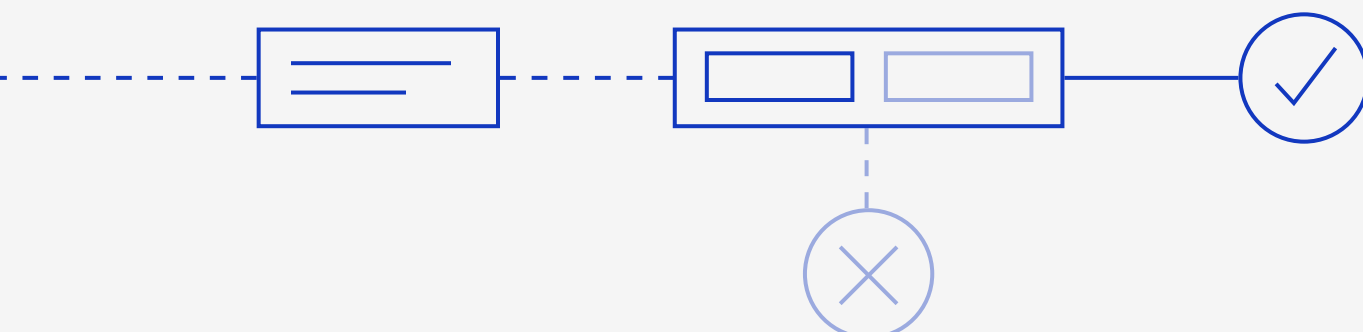
Save time with automation

Give yourself the time to focus on your brand, instead of your tech stack. Create the custom capabilities and automated workflows your business needs to run smoothly.

"

With Shopify Plus, it's about being able to do things you weren't able to do before, and to create a consistent in-store and online store experience. You can automate, accelerate, and spend your time more efficiently. Through Scripts and Flow, you have the opportunity to be more creative.

Panos Voulgaris
Creative Director, Malvi
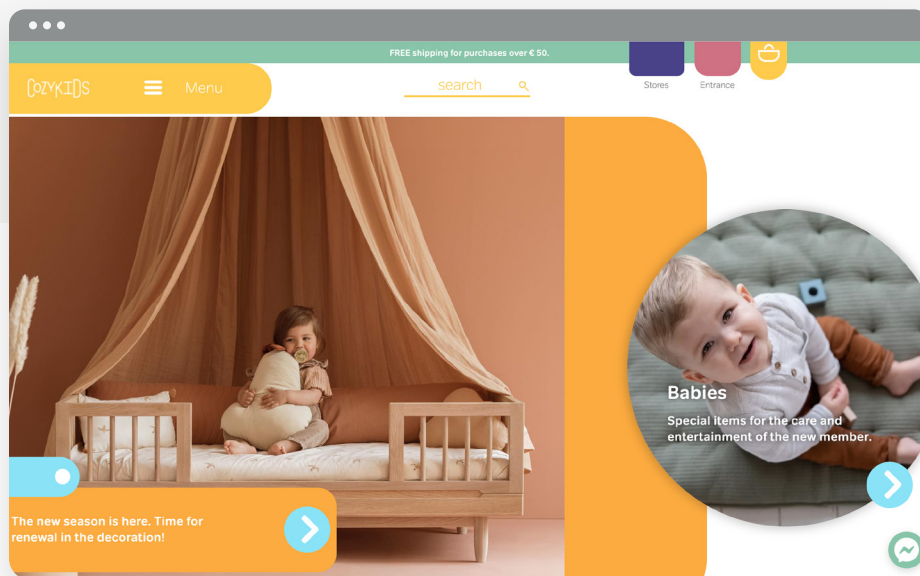
Save time with automation

Shopify Plus exclusive

Shopify Flow

Shopify Flow gives you the power to offload manual and repetitive tasks across stores and apps within your organization—so you can focus on higher value problems to scale your business faster.

Shopify Plus brands use Shopify Flow to automate over 1 billion business decisions a month and complete over 14,000 unique tasks.

Save time with automation

Cozykids used Shopify Flow to effectively optimize their brand's growth and simplify processes by:

- Getting notified when product inventory drops below a pre-determined stock level. Cozykids can then stop promoting products with very low inventory and start promoting other items.
- Giving customers the option to pre-order out-of-stock products and sign up for automated emails when certain items are back in stock.

Shopify Plus exclusive

Launchpad

Launchpad helps reduce the time spent scheduling, coordinating, and executing events like storewide sales, product drops, and inventory restocks.

Frankies Bikinis used Launchpad to launch new products, with the following results:

- A product launch earned $150,000 within an hour—with one style selling out in two minutes
- When a previously sold-out item came back in stock, it made $95,000 in sales within an hour
- The company is on track to grow year-over-year sales by more than 400%

Avalara tax calculation

Avalara automatically calculates accurate taxes instantly on every order, based on the most up-to-date tax rules and economic nexus laws for worry-free compliance.

Boll & Branch automatically filed over 400 tax returns per year:

"

When we partnered with Shopify Plus and Avalara, our tax preparation became super easy. I didn't really have to do anything except check the work at the end of the month.
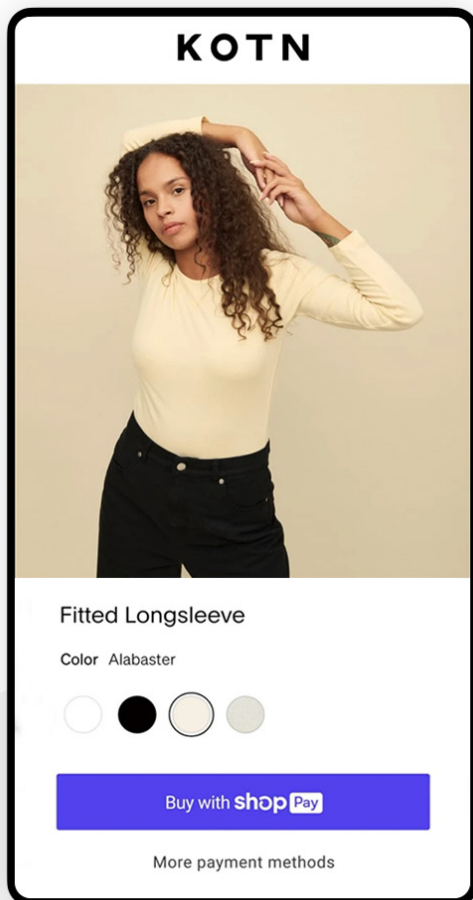
Robin Hecht
Controller, Boll & Branch

Save time with automation

Increase your checkout conversion

Your checkout is your store's most critical moment. It's the gateway to a smooth customer experience and, just as important, conversion.

Shopify checkout

Shopify's checkout is constantly being optimized for speed, conversion, and customer experience across multiple devices. And when you enable Shop Pay—an accelerated one-tap checkout— you can boost conversion up to 91% more on mobile and up to 56% more on desktop over standard checkout. Not to mention speeding up your checkout by up to 60%.

KOTN

Fitted Longsleeve

Color Alabaster

Buy with **shop** Pay

More payment methods

Up to

60%

faster checkout

Increase your checkout conversion

Shopify Plus exclusive

Shopify Scripts

Shopify Scripts are small pieces of code that you can copy and paste to customize and automate your cart and checkout process. Scripts help you deliver a personalized customer experience, reduce cart abandonment, and lift conversions.

With Shopify Scripts, you can:

- Automate custom discounts and promotions
- Pre-calculate shipping costs
- Offer free shipping thresholds
- And more

20%

Higher average order values

Use Shopify Scripts to offer upsells after checkout, and apply automated discounts.

Increase your checkout conversion

From "buy one, give one" to "choose your own discount," find out how successful Shopify Plus brands have used Shopify Scripts to increase conversion.

Customizable checkout

From front-end design to back-end logic, you can create a unified experience that boasts your brand with access to your checkout.liquid file.
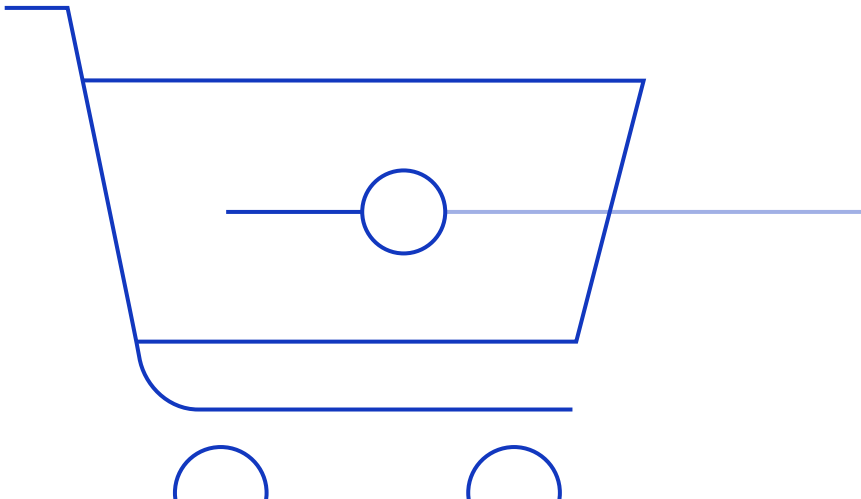
"

The ability to customize with Shopify Plus really allows us to push it to the limit and create a custom checkout experience that customers can trust, [knowing] their personal and payment information [is] safe.

John Hart
Ecommerce Manager, Peepers

Increase your checkout conversion

Find out how Peepers increased conversions by 30% with a custom checkout.

Get expert strategy and support

As you grow and scale your business on Shopify Plus, you get access to a network of industry experts, specialized partners, and resources developed from working with thousands of the world's most successful brands.

Merchant success program

The merchant success program helps you define a clear roadmap for your goals—then connects you with the right support and training to take you there.

> "
>
> **When we switched over to Shopify Plus, I wasn't used to having a [team of] representatives on our account. [They'd] recommend things I wasn't even aware of.**

Manuel de la Cruz
Co-founder, Boie

Get expert strategy and support

Merchant Growth Model

The Merchant Growth Model (MGM) is a framework we use to understand what stage your business is in, and identify opportunities you can put into action today.

Together, we target **6 key business areas** that are essential to the success and long-term growth of your business:

1 Acquisition

2 Conversion

3 Retention

4 Brand strategy

5 Technical solutions and integrations

6 Business operations

Get expert strategy and support

Boie doubled its sales after joining Shopify Plus and following the MGM roadmap, resulting in:

- A 100% increase in sales since implementing MGM strategies after 1 year
- A conversion rate that has more than doubled from 3% to 6%, beating the industry average
- An abandoned cart conversion rate up 50% year over year from 4% to 6%

Specialized support and partners

Personal onboarding specialist

Migrate headache-free with a dedicated Shopify launch engineer. You'll be guided through data migration, store build, and development roadblocks for a successful and timely launch.

24/7 priority support

Get your platform questions answered quickly by phone, email, or chat—day or night.

Front-end development technical support

Get technical advice and help troubleshooting design and development changes with Shopify Plus' exclusive technical support team.

Shopify Plus Academy

Fast-track your growth on your own schedule with tailored educational content, including online courses on key ecommerce topics.

Shopify Plus partners and apps

Choose from thousands of apps and partners to extend the Shopify platform and push the boundaries of commerce while meeting your exact requirements.

Get expert strategy and support