



Shopify Success Secrets:

Boost Your Conversions & Drive
Revenue Year-Round

◆ We'll start shortly.



How well do you know Shopify?

\$235.9 B

5M+

\$7.1B

3

27%

#1

69%

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27% of the top 1 million
ecommerce websites
by traffic.

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✓✗ **Poll**

How would you rate your Shopify store's current marketing performance?

Nik Rajpal

VP Strategy, Ecommerce Practice Leader

At Agital since 2008, joined to develop our core solutions (SEO, paid ads, AB testing, Amazon, email) and now oversees the adoption of our strategic framework. Host of 400+ webinars.



Meghan Ouellette

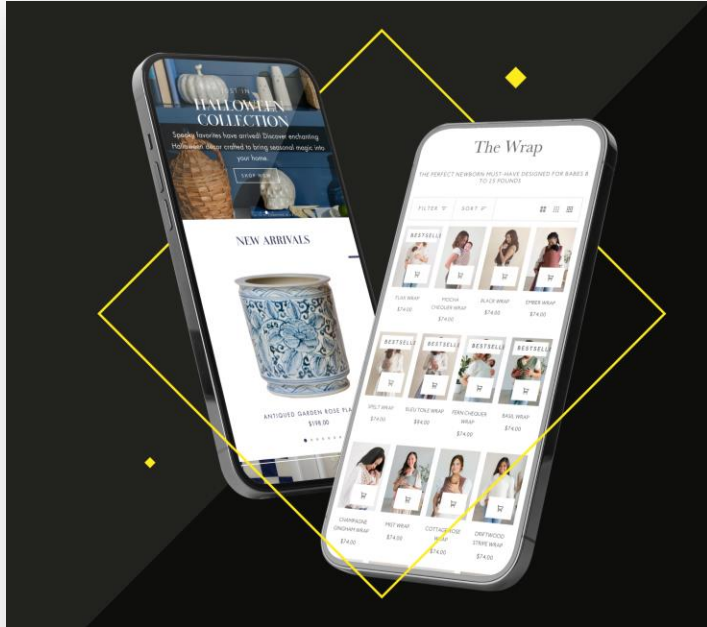
Managing Partner

In her 6+ years at Agital, Meghan has been developing innovative digital marketing strategies that drive client growth. From leading a team responsible for all client deliverables to directly supporting some of Agital's largest clients, Meghan's efforts have consistently resulted in remarkable growth for the brands she manages.

Meghan is proud to help clients navigate the dynamic world of digital marketing while always focusing on underlying performance.



What we're covering today:



Powerful Flexibility
and Scalability



Revenue Boosting
Integrations



1st-Party Tools for Data-
Driven Marketing

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✓✗ **Poll**

What's your biggest challenge with your Shopify store right now?



Range of Integration Options



Logo

DISCOVER
PURE
PERFOR-
MANCE

Our premium bicycles are engineered to deliver an exhilarating ride like no other.

Shop Now

Tailored to You

We understand that every cyclist is unique, and your bicycle should reflect that.

Craftsmanship Redefined

Each bicycle in our collection is a masterpiece in its own right, painstakingly crafted by expert artisans who are passionate about their craft.

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JUST FOR YOU

Shopify has wide range of integrations.

- Marketing Tools (Email, Social Media)
- Payment Gateways
- Third-Party Apps

Popular apps make Shopify a full-service platform for ecommerce.

These integrations:

- Streamline Operations
- Enhance Customer Experience

klaviyo[®]

yotpo.

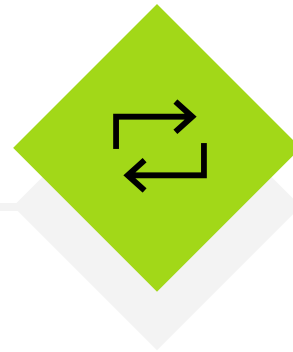
 tapcart



How Meta Pixel works to track customer behavior across Shopify stores:



Targeted Advertising



Retargeting



Increasing ROI



Agital Impact Integration



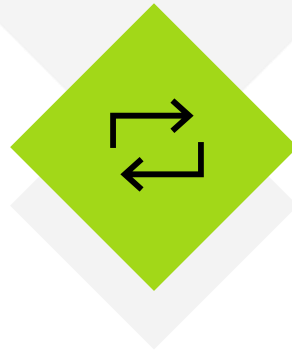


Agital Impact is a marketing automation and analytics tool that integrates seamlessly with Shopify.

The Key Features



Multichannel Campaign
Management

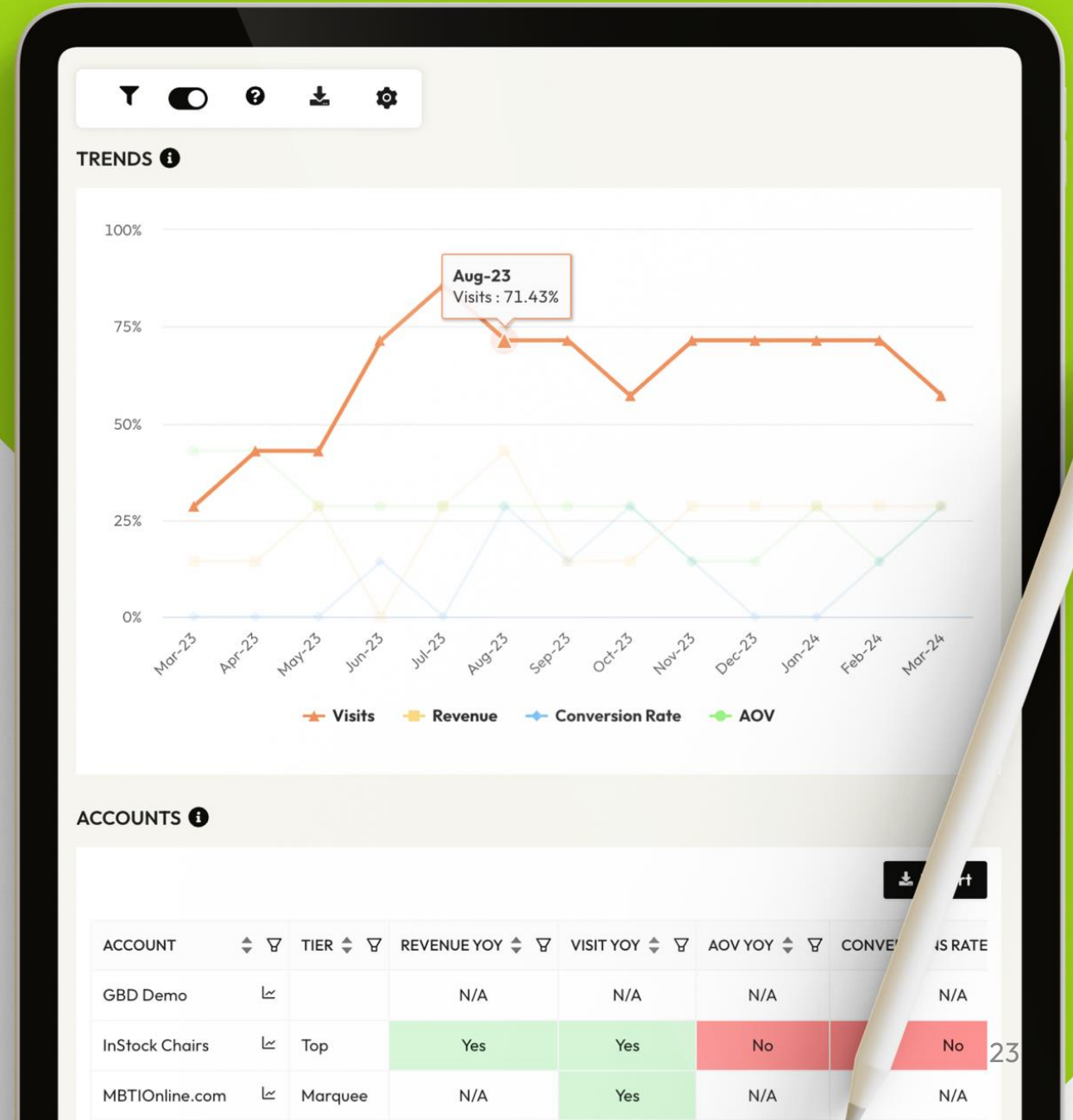


Customer Segmentation



Reporting

Agital Impact
helps Shopify merchants
drive engagement and
revenue through
personalized marketing.



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Leveraging 1st-Party Data in Shopify





The importance of first-party data grows as third-party cookies are being phased out.

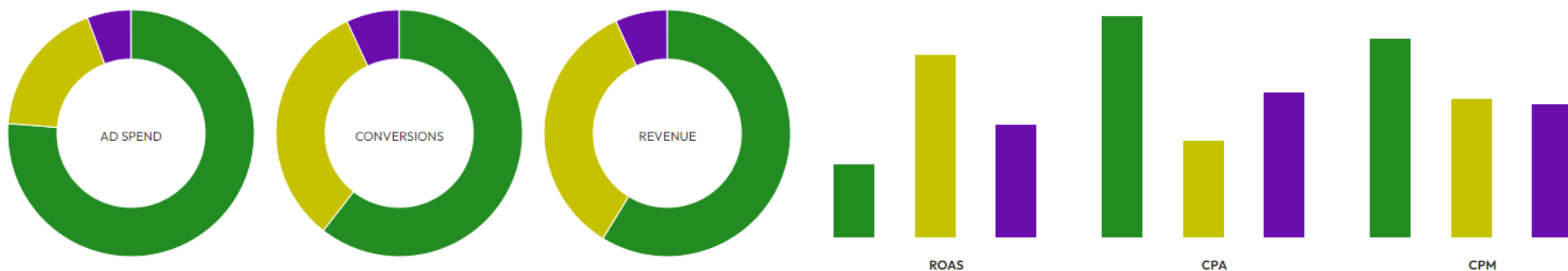


Shopify allows businesses to gather 1st-party data directly from customer interactions, purchases, and preferences



Using the Data

Personalize marketing campaigns, increase conversions, and improve customer retention.



AUDIENCE	AD SPEND	CHANGE	CONVERSIONS	CHANGE	REVENUE	CHANGE	ROAS	CHANGE	CPA	CHANGE	CPM	CHANGE
Cold Audiences	\$21,701	↑ 8%	993	↑ 56%	\$62,925	↑ 88%	290%	↑ 74%	\$21.85	↓ -31%	\$11.77	↑ 19%
New Customer Remarketing	\$5,115	↑ 1%	533	↑ 21%	\$36,850	↑ 48%	721%	↑ 46%	\$9.60	↓ -17%	\$8.21	↓ -34%
Past Purchase	\$1,638	↑ 36%	114	↑ 280%	\$7,324	↑ 363%	447%	↑ 241%	\$14.37	↓ -64%	\$7.89	↓ -45%
Total	\$28,454	↑ 8%	1,640	↑ 48%	\$107,099	↑ 79%	376%	↑ 66%	\$17.35	↓ -27%	\$10.64	↑ 2%

The Role of Agital

We help businesses effectively leverage this data.

ACTIVITY	IMPRESSIONS	CLICKS	CTR	CONVERSIONS	CVR	AD SPEND	REVENUE	ROAS
Awareness	6,715,248	63,499	0.95%	1,275				
Consideration	26,818,248	175,506	0.65%	8,521				
Conversion	50,625,904				2.01%	\$41,896	\$104,386	249%
Loyalty	7,210,551				4.86%	\$228,361	\$684,615	300%
Other	303,985				5.18%	\$588,704	\$2,858,643	486%
TOTAL ALL	91,673,936				10.87%	\$69,056	\$360,764	522%
					6.89%	\$3,389	\$11,123	328%
					5.15%	\$931,408	\$4,019,531	432%

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✓✗ **Poll**

How do you currently use customer data in your Shopify store?



CLV Reporting in Agital Impact



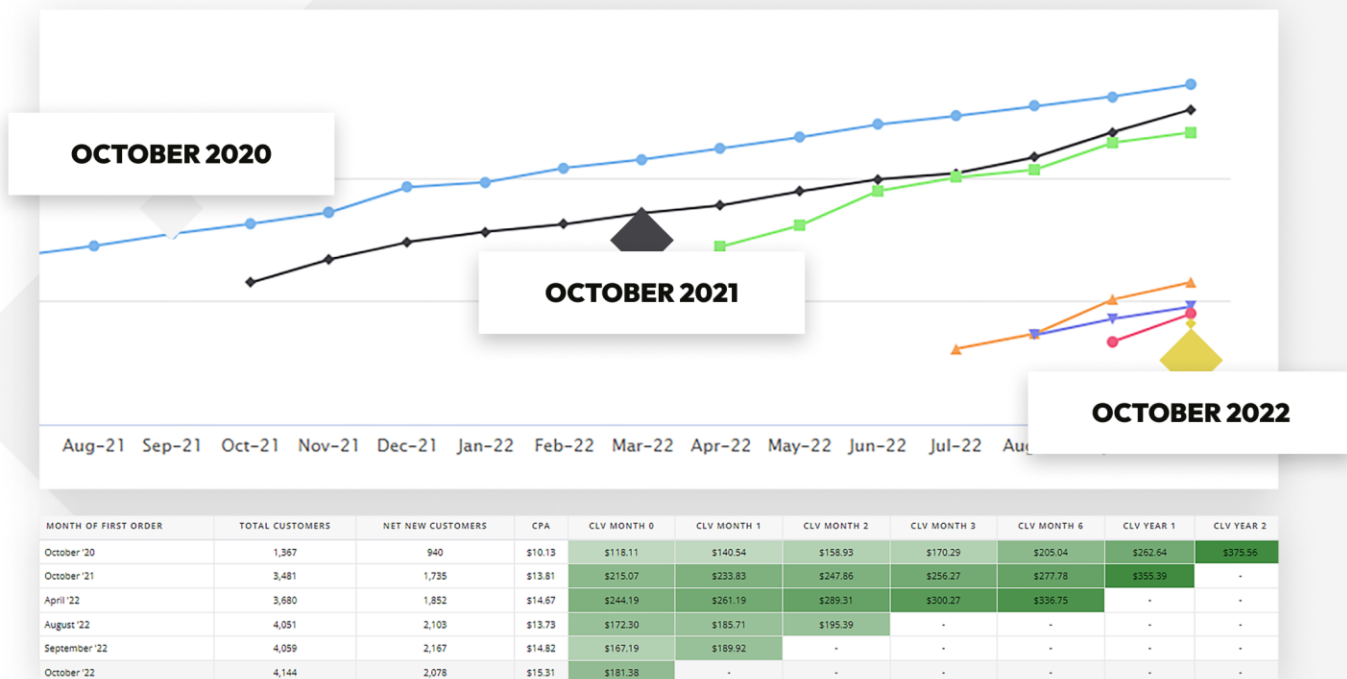
Key CLV Metrics



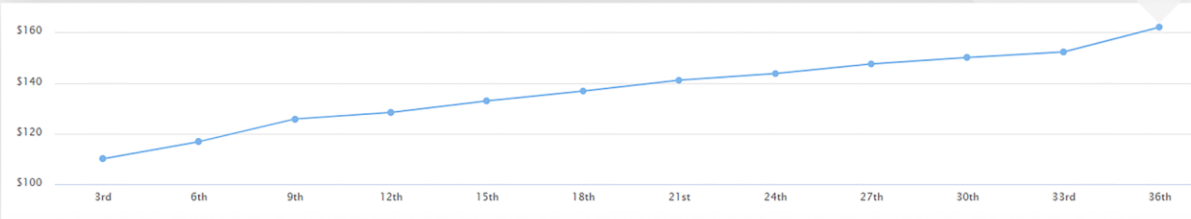
Review the key metrics associated with CLV and compare them over time to assess the health of your business, make accurate revenue projections, and define performance.

CLV Cohorts

Used to Adjust Future Strategy



CLV



Month 0	\$92.82
Month 1	\$102.16
Month 2	\$107.89
Month 3	\$110.02

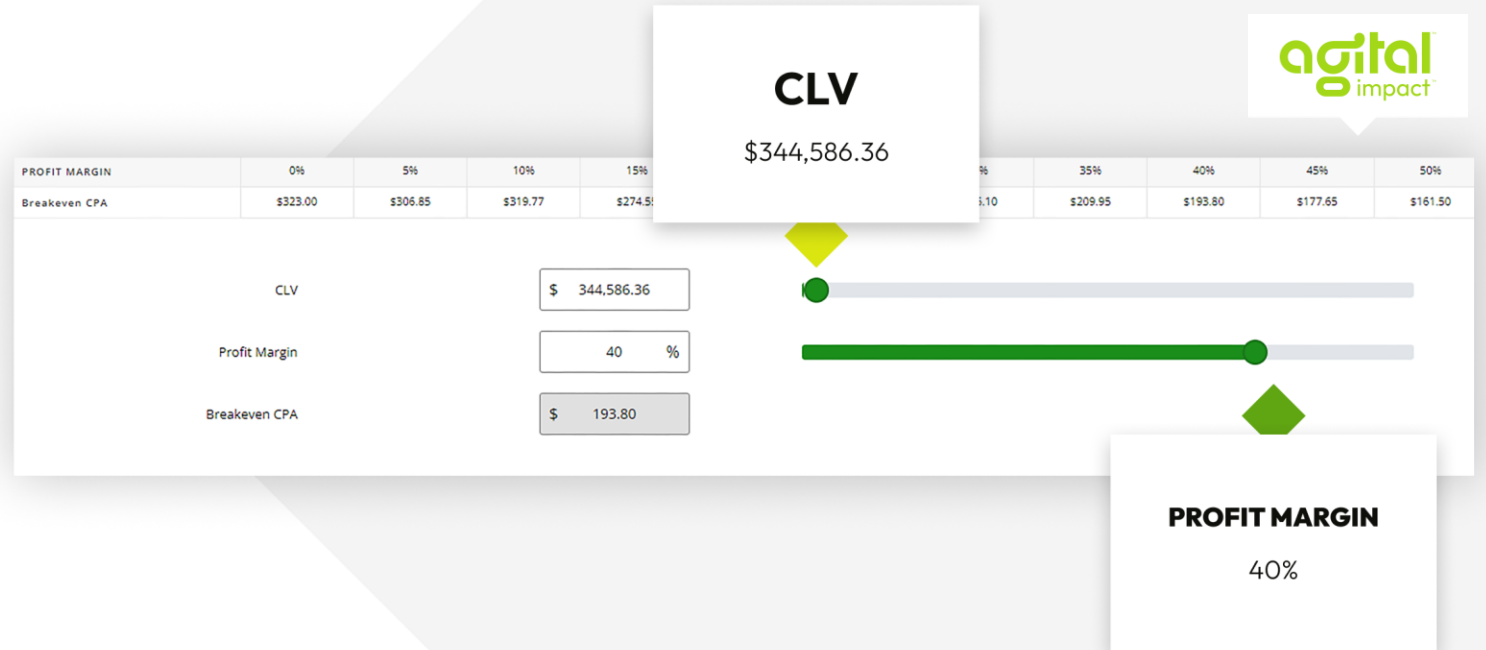
Month 6	\$116.83
Year 1	\$128.36
Year 2	\$143.70
Year 3	\$162.05

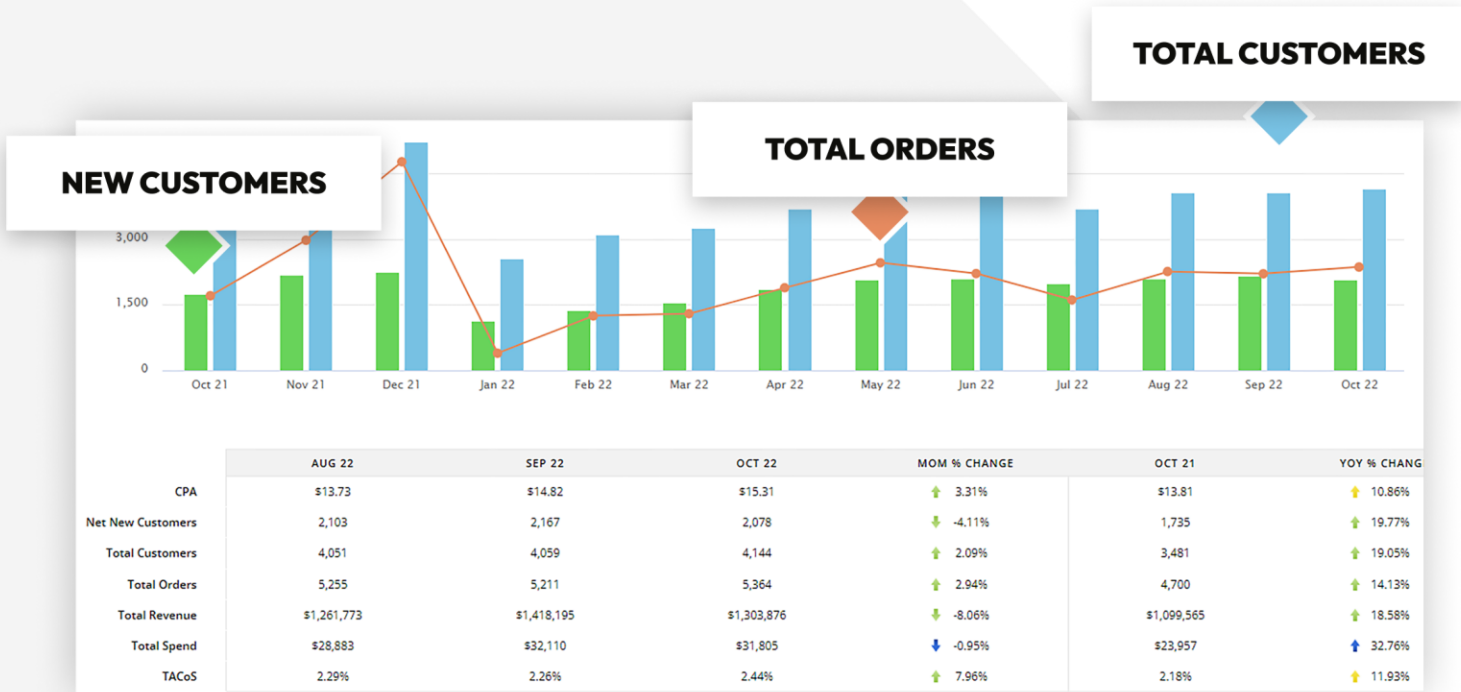
Changes Over Time

Develop effective retention and upsell strategies for each of your customer segments.

CPA Goal Setting

Set informed cost per acquisition targets, identify break-even points, and build toward increased profitability.





New Customer + Total Customer Trends

Insight into your most valuable customers helps you define more effective strategies to attract and nurture them.

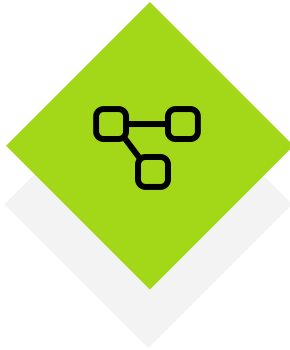




SEO for Shopify Stores



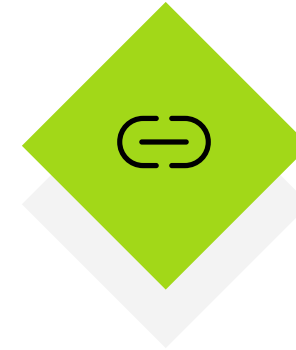
It's True
Shopify Has Amazing
Built-In SEO Features



Automatic Sitemaps



Mobile Responsiveness

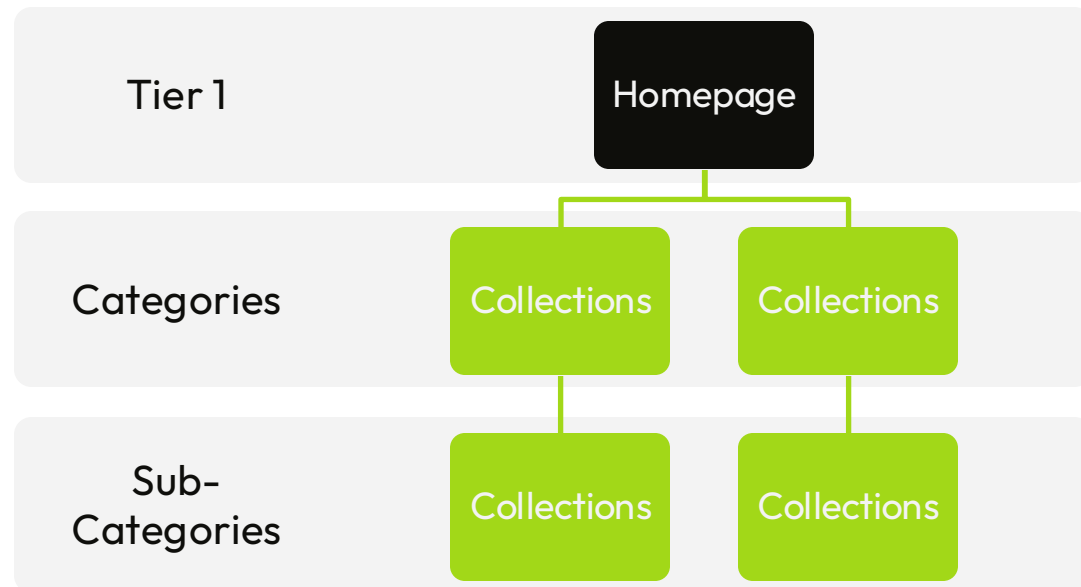


SEO-Friendly URLs

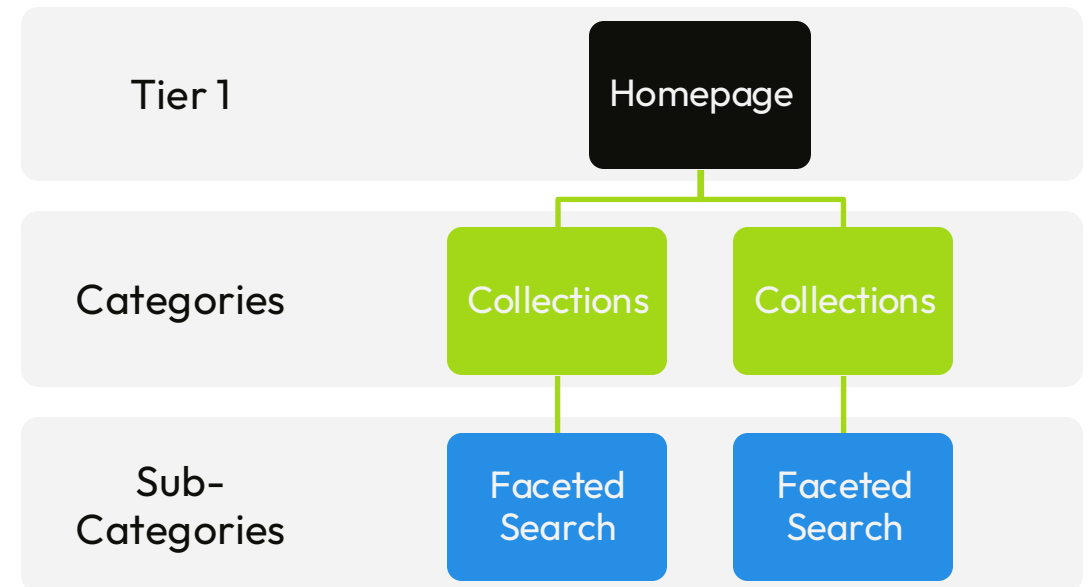
There is only one way in Shopify to create sub-categories with content.

Reminder: You'll need to manually add breadcrumbs.

✓ This way **does** allow you to add content to sub-category pages.



✗ This way **doesn't** allow you to add content to sub-category pages.



Using Shopify Product Page Templates With Variants

Templates in Shopify usually provide HTML markup—but what’s missing is variant-level markup.

If you have variants, you can choose to list them on a single product page, or canonical back to a single representative page.



The screenshot shows a Shopify community discussion post. At the top, there is a dark green header with the Shopify logo, navigation links for Discussions, Partners, Blog, and Learn, a search bar, and buttons for Log in and Start Free Trial. The main content area has a white background with a warning title: "WARNING: /collections/vendors can be a HUGE security risk for your site". The author is Jamie_Grove, an Excursionist with 35 posts, 0 replies, and 53 likes. The post is dated 01-03-2023 02:07 PM. The text of the post reads: "Hello! Today, we discovered an unused URL on our site: /collections/vendors This URL path exists on every Shopify site, and it can be a huge security hole. This path takes a querystring parameter (q) and allows you to override content (titles and page details). As a 'feature', it allows you to create customized pages for partners and vendors. For a link hacker, it is a pathway to filling up Google with bad content under your website. Here's how it works: 1. Hackers create links on a website 2. Google eventually picks up the links 3. The Google index eventually displays those links".

It Helps to Work With 100+ Shopify Stores

Knowing a platform's kinks helps put a lot of your history in perspective.

For example, if you saw a huge lift in rankings around 2022, then a drop—a closer look might show that your vendor page was used by hackers to create tons of links for gaming, adult, etc.

There is nothing you can do to bring back those rankings, but more importantly, you don't want those rankings back!

Collection Pages You Didn't Mean to Keep Around

Shopify makes it effortless to create new collection pages—as a result, we often find countless collection pages that are empty and orphaned.

Making use of those pages, or removing them, are two ways to keep your website clean, organized, and well-utilized.



What to do with old product pages on Shopify?

OUT OF STOCK

But probably coming back.



Keep It

OUT OF STOCK

Not restocking, but once valuable for links or traffic.



301 Manager

OUT OF STOCK

Not restocking, not important in terms of links or traffic.



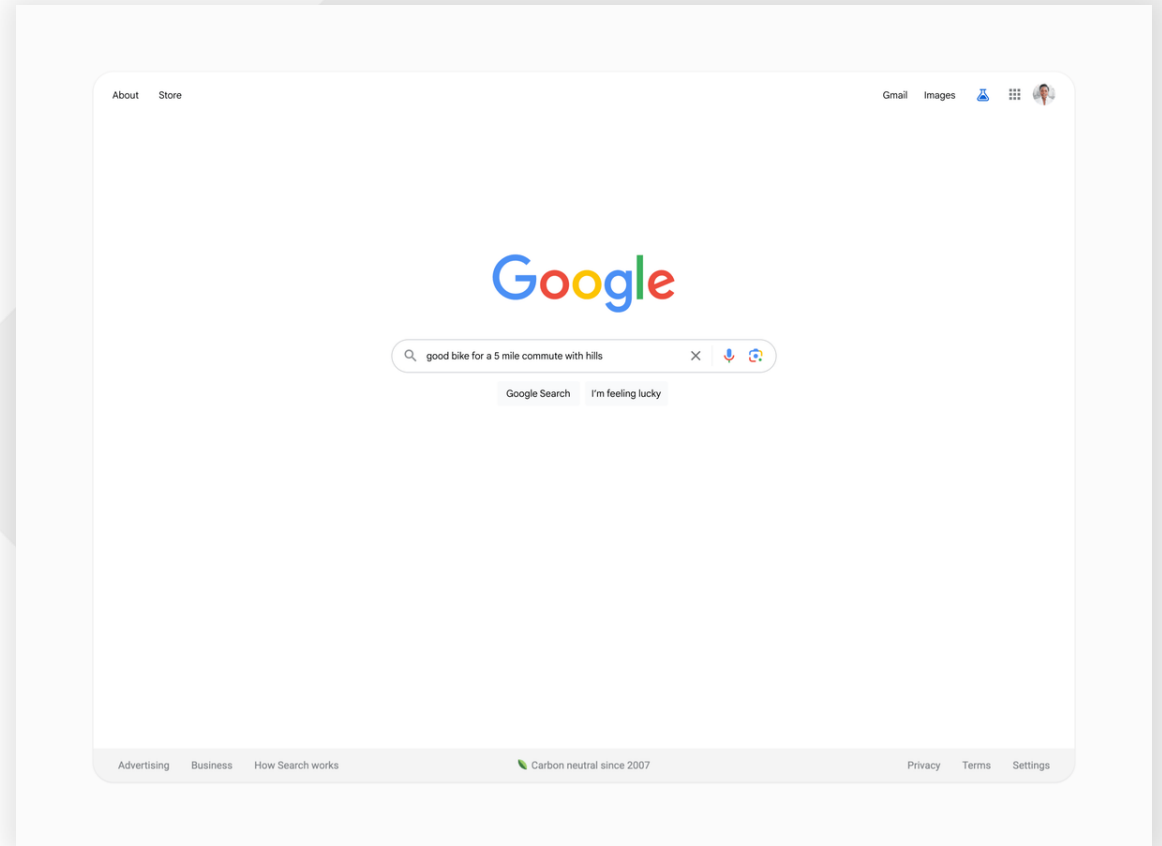
Delete

Will become 404, and will automatically be removed from sitemap.

Google's AI Overviews Technology

As AI Overviews continue to rollout, we'll see more and more shopping results that are a mix of paid and organic.

Our Shopify clients are overperforming in these new organic product listing formats.



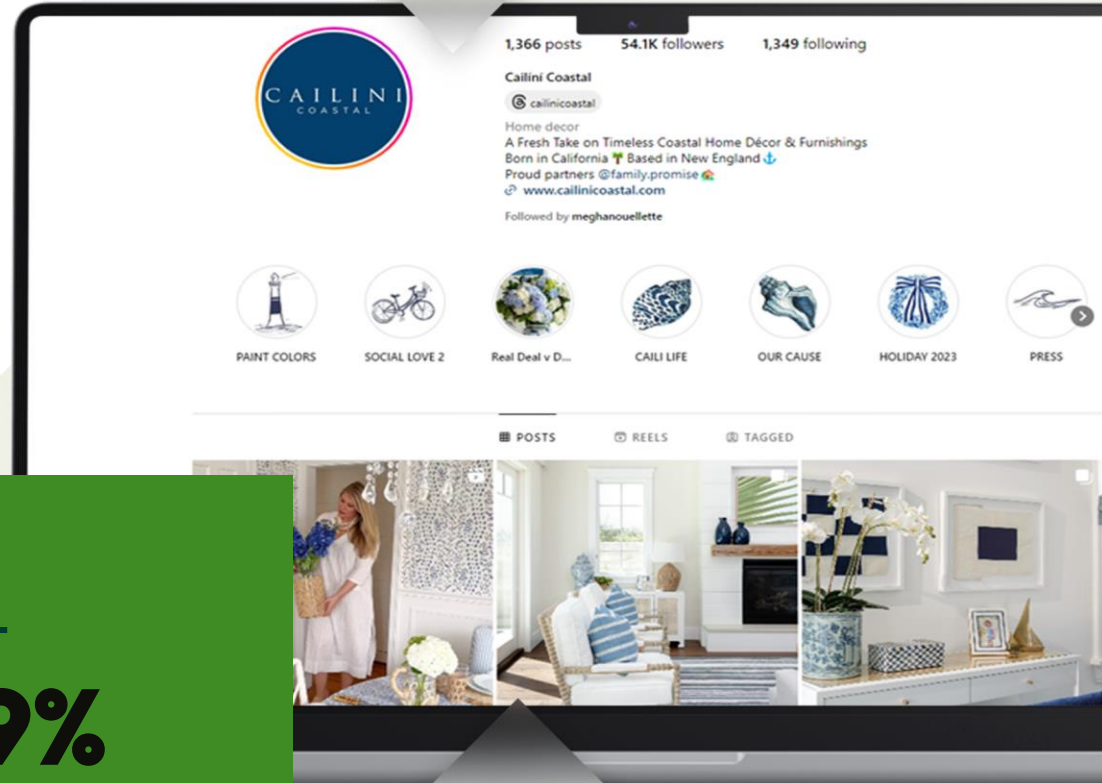


Case Studies



Overview

Calini Coastal, a luxury home décor brand, partnered with Agital to optimize its paid media and drive growth. Using Shopify and Agital Impact, the brand saw significant increases in customer lifetime value (CLV) and conversions.



305%

Increase in Revenue



274%

Increase in Conversions



369%

Increase in Web Traffic



Key Strategies

Agital optimized ad spend on Meta, Pinterest, and Google, leading to a 305% increase in revenue and a 274% rise in conversions. By leveraging Meta Pixel data, they tracked user behavior and retargeted high-value audiences, boosting engagement.

- Meta Pixel & Paid Media
- Audience Segmentation
- Paid Search Expansion

solly baby

Overview

Solly Baby partnered with Agital to grow new customer acquisitions and scale revenue. Using a combination of paid media, SEO, and social media strategies, they saw a 46% YoY revenue growth and a 15% decrease in customer acquisition costs.



46%

Increase in Revenue



15%

Drop in Acquisition Costs



Significantly improved search rankings without increasing their marketing spend.



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A woman with long dark hair, wearing a white checkered shirt, is smiling and holding a baby in a green baby carrier. The baby is looking towards the camera. The background is a plain, light-colored wall.

solly baby

Key Strategies

Agital scaled non-brand search targeting across Google and Microsoft Ads to capture new customers searching for solutions, resulting in a 54% increase in new customers.

- Paid Search & Product Ads
- Social Media & UGC
- SEO Improvements

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Key Takeaways and Next Steps



Recap Key Takeaways



Maximize Shopify's Flexibility
and Scalability



Leverage Integrations
to Streamline Operations



Harness First-Party Data
for Personalization



Utilize Agital Impact
for Data-Driven Marketing



Would you like an ecommerce audit, where we go through your marketing channels including Shopify and identify your biggest revenue-driving opportunities?



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Questions

Now it's your turn.

