The future of multi-channel commerce

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Introduction

Agenda

- Introduction to Shopify
- What is multi-channel commerce?
- The current shift in retail
- How Shopify can help
- Merchant case studies
- Q&A

BOMBAS
BOMBAS
bee better.
BOMBAS
bee better.
BOMBAS
BOMBAS.COM

Make commerce better for *everyone*

shopify

World's Largest
Commerce Platform

WITH OVER
800K
MERCHANTS

Top 10 Most Innovative
Companies In Retail

ACCORDING TO
FAST COMPANY

Number 1
Commerce Platform

AS RANKED BY
G2 CROWD

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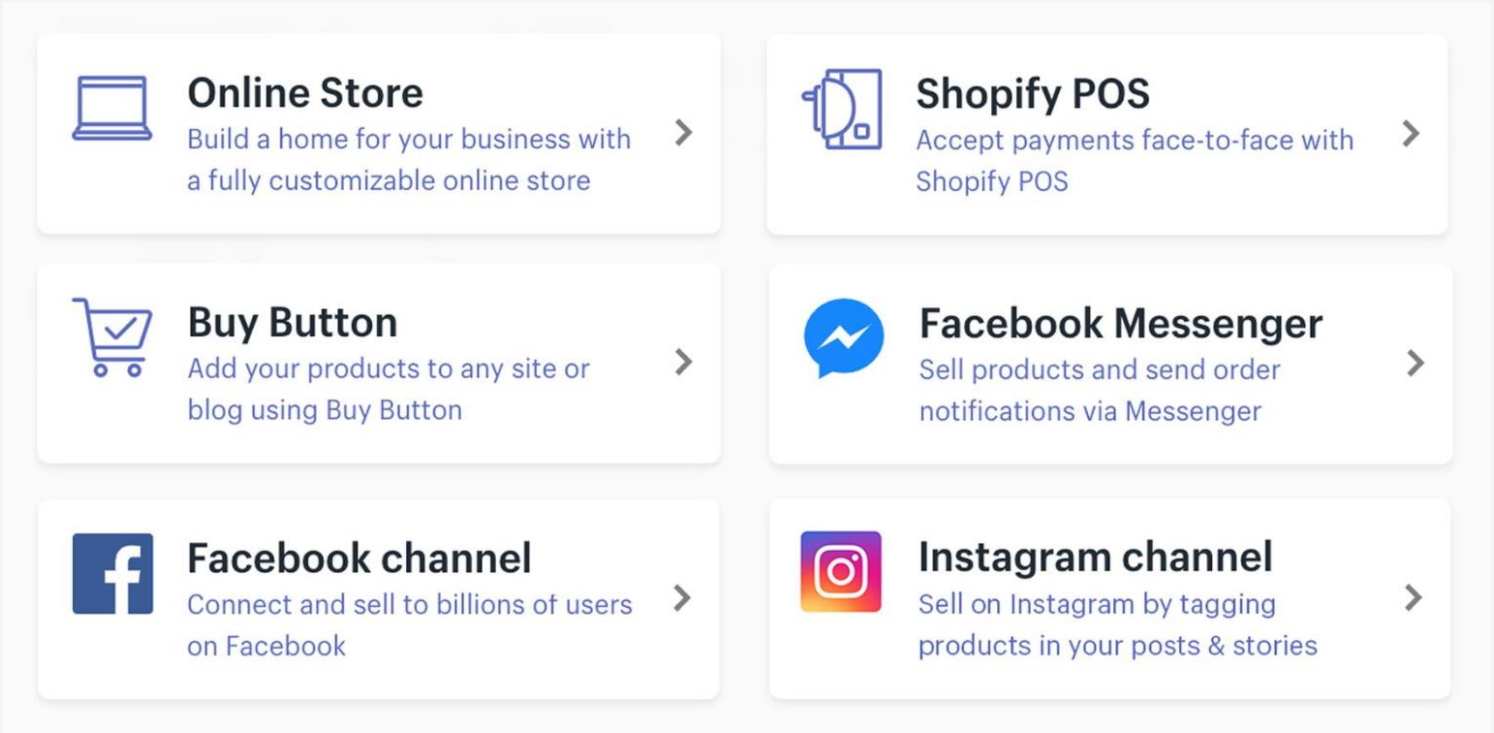
What is multi-channel commerce?

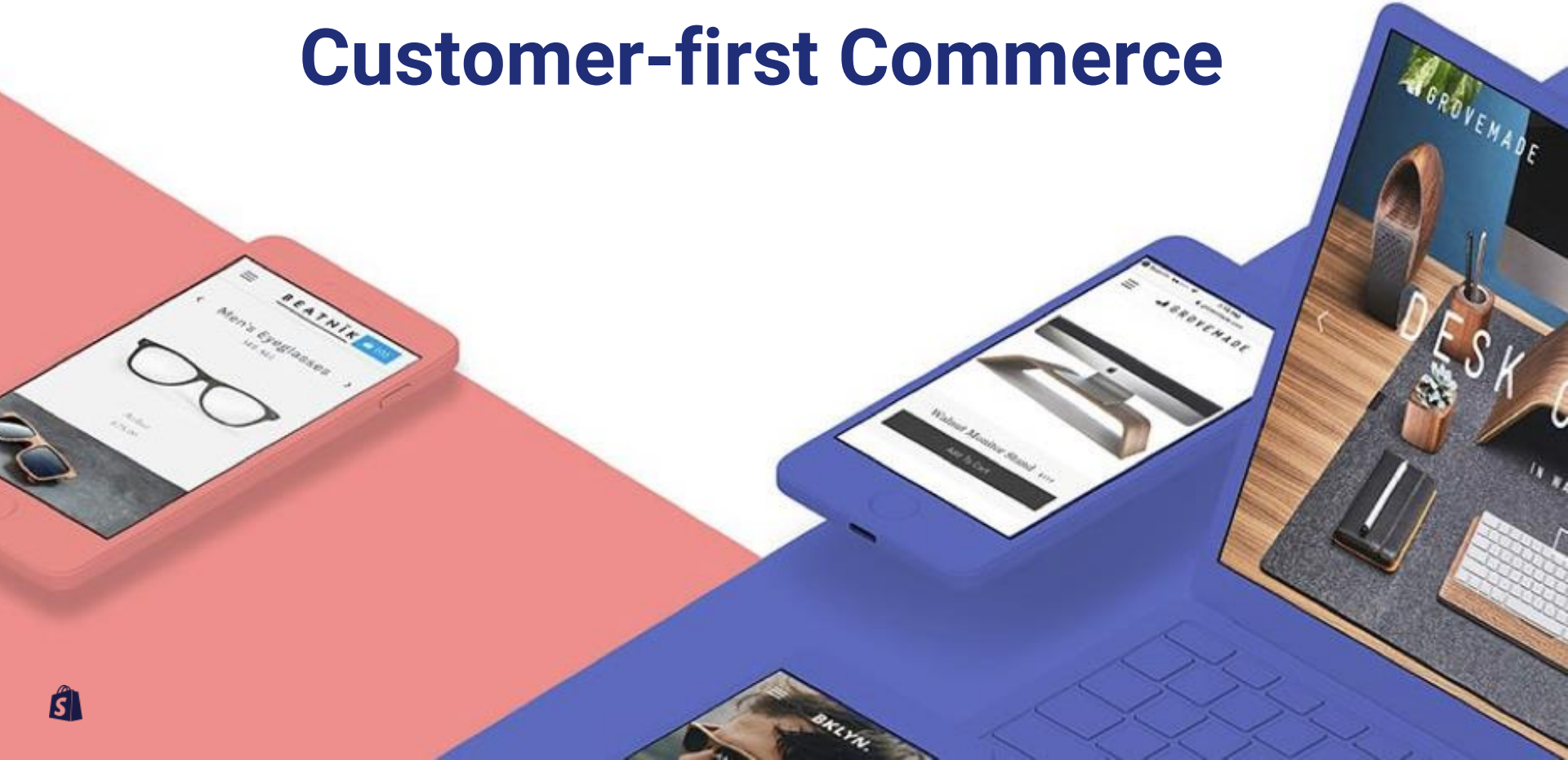
AND WHY SHOULD YOU CARE?

We envision a future where commerce happens *everywhere*

Sales Channels



Customer-first Commerce



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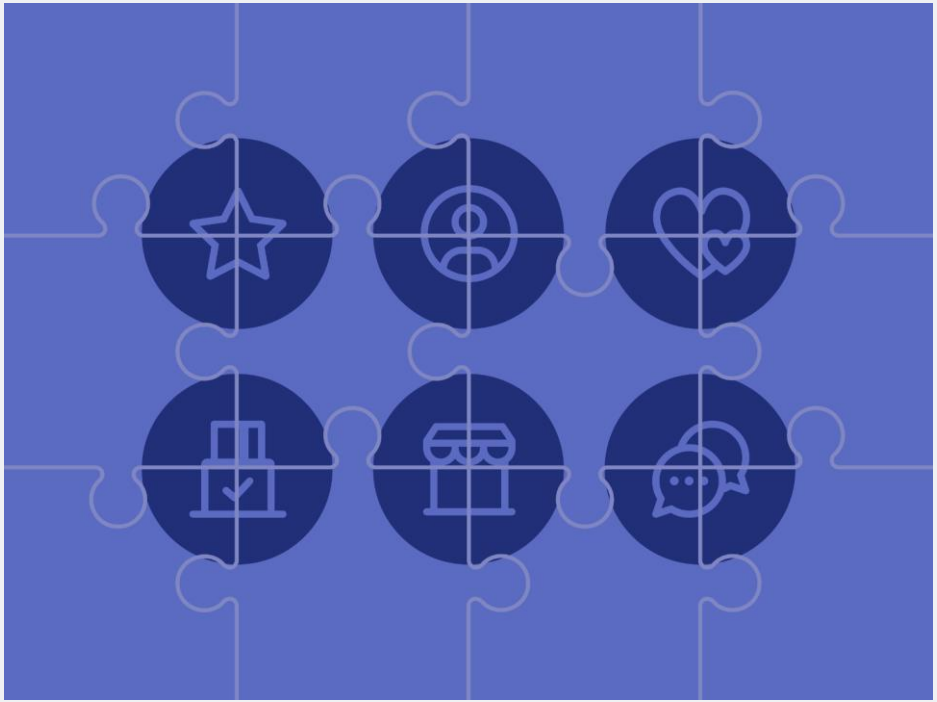
Customer expectations in retail

AND HOW THEY'RE CHANGING

The experience customers expect

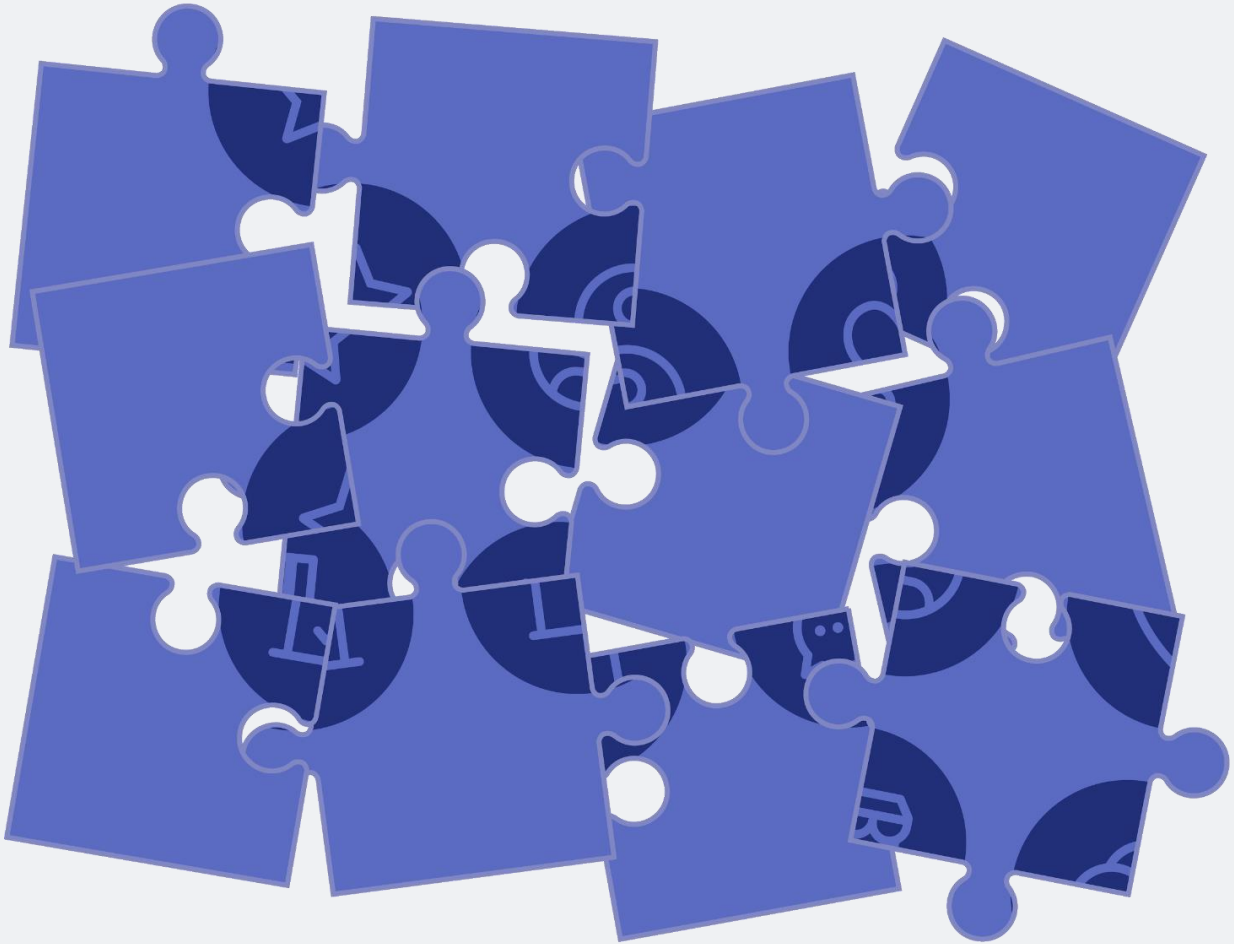
- Know who I am
- Make me feel important
- Product expertise
- Speed and convenience
- Find what I’m looking for
- Seamless online to in-store service



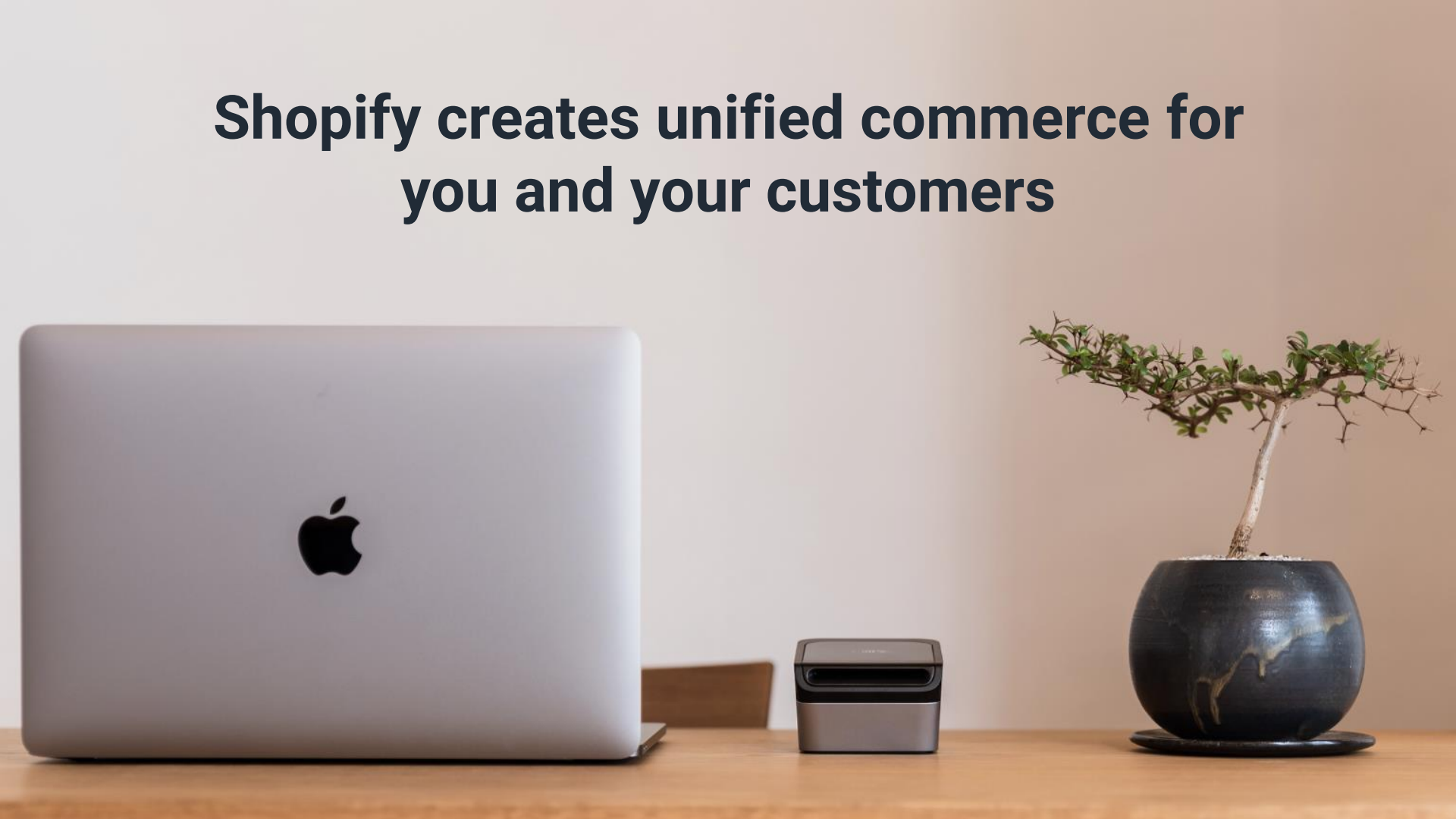
Expectations are unmet

Most systems are not designed to enable you to create this experience for your customers.

Shopify can help put the pieces together.



Shopify creates unified commerce for you and your customers



Connect with your customers

Marketplaces

Social media

Messaging

Online store

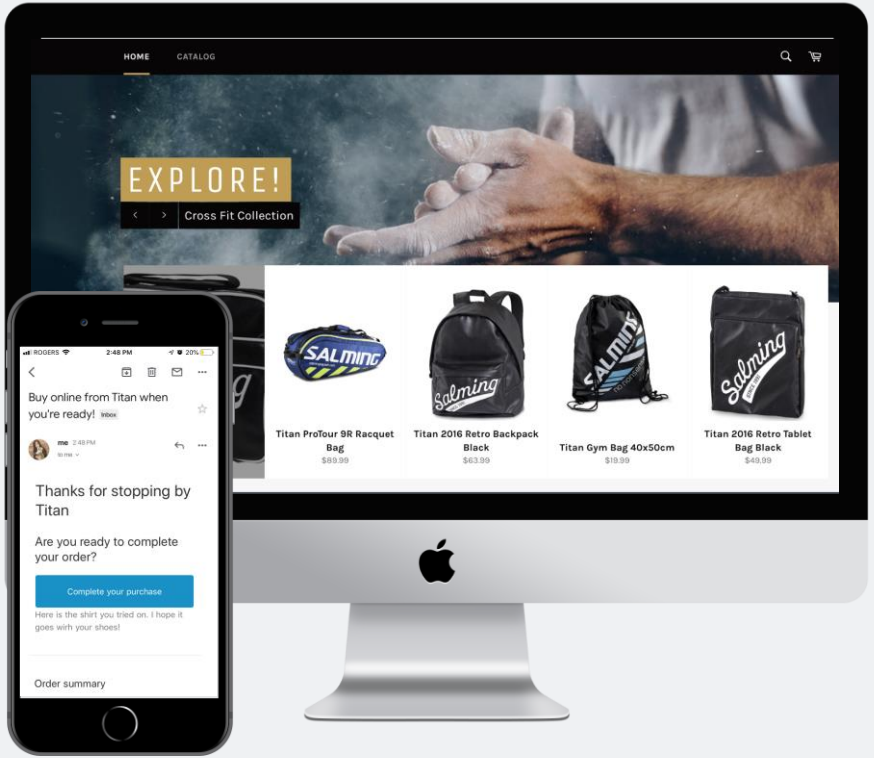
In real life

Powered By Multi-Channel Shopify

Be The Future of Retail

Provide a seamless shopping experience

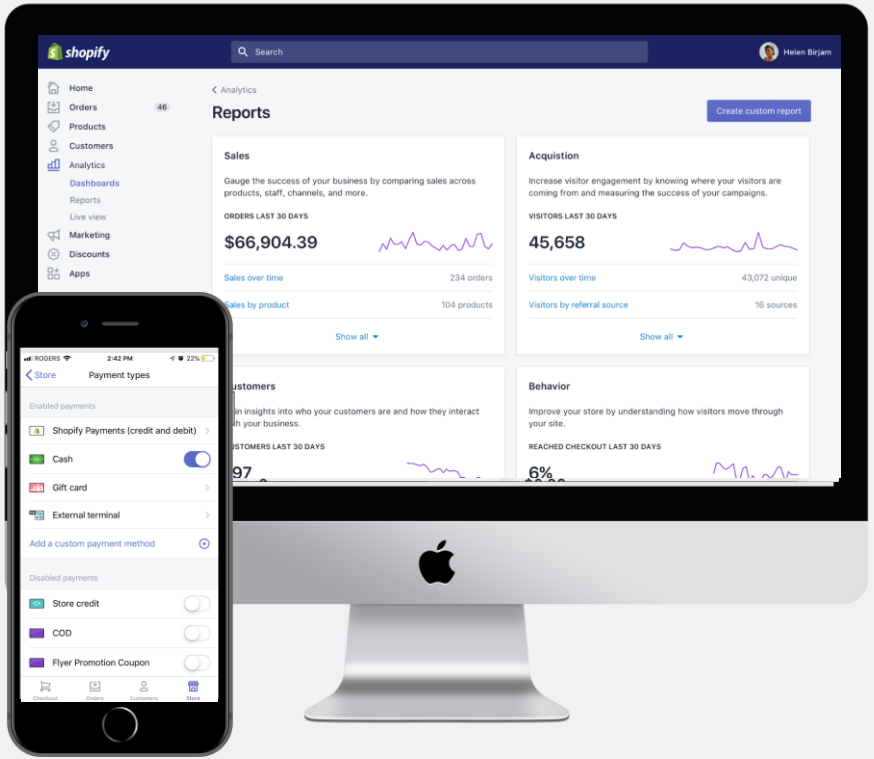
- Buy online, pick-up, return, and exchange in-store
- Try in-store, buy online
- Make gifting easy across channels



OWNER: UNIFIED ONLINE AND RETAIL BUSINESS

Operate as one business across channels

- Maintain one back office
- Understand how your business is performing with reports per channel
- Keep all the other areas of your business running smoothly



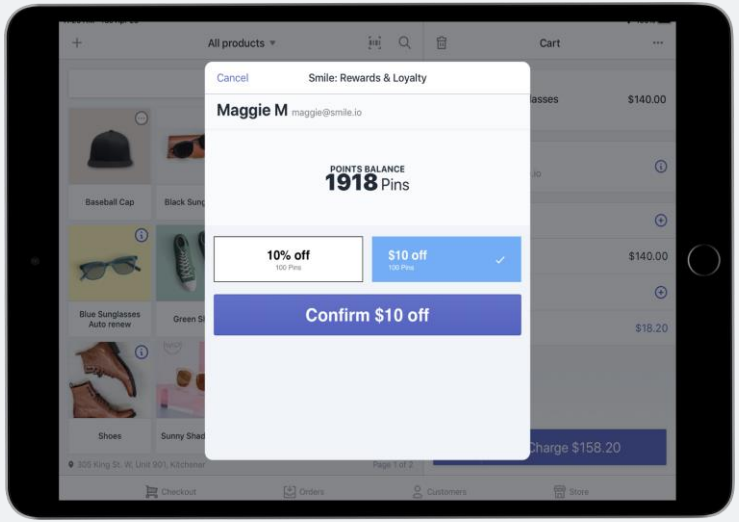
BUSINESS: REWARD LOYAL CUSTOMERS

Create a powerful multi-channel loyalty program

— Reward customers across in-store and online orders

— Reward loyal customers with discounts

— Drive in store business to your website



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Case Studies

FROM SHOPIFY MERCHANTS

“We’ve grown on Shopify and been here all the way… Shopify has made it so much easier!

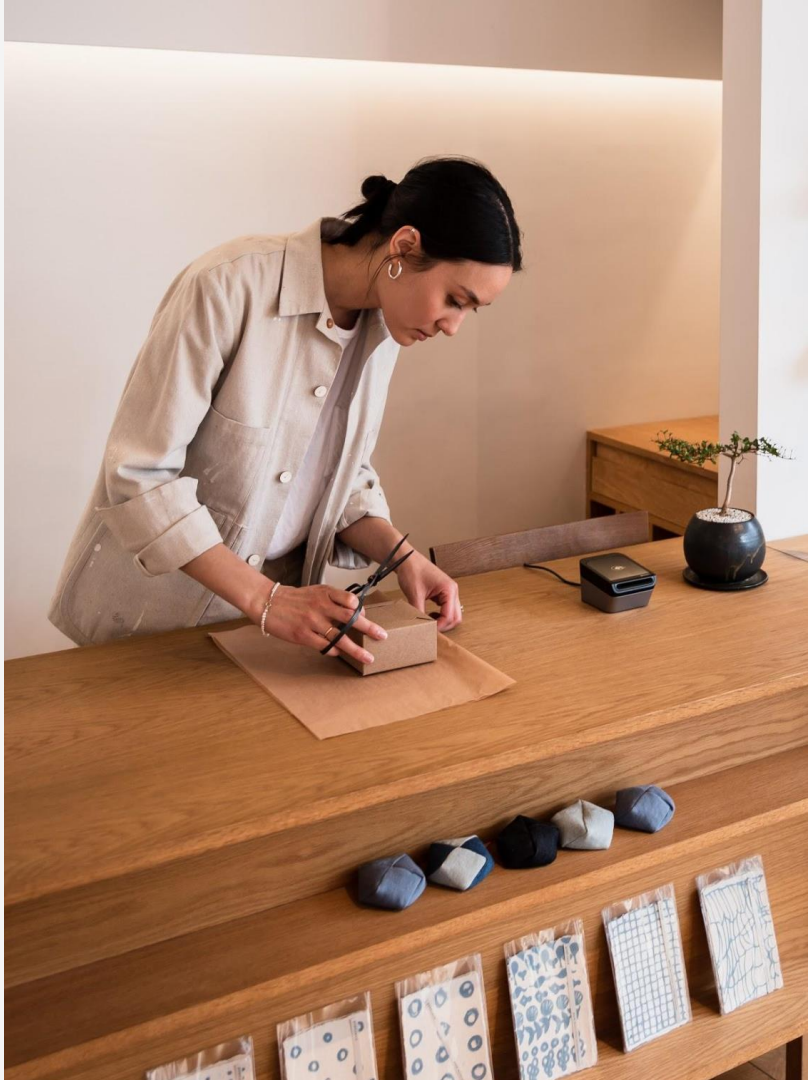
Seamless online selling & Pop Up Events.”

Simon Patton, eCommerce
True Vintage

LDN

“Shopify provides the platform and flexibility we need to integrate our ideas.
We value that a lot.
It’s just easy.”

Angelique, *Founder*
Nalata Nalata



NALATA / NALATA

Cart > Information > Shipping > Payment

Contact	lisa.hart@shopify.com	Change
Ship to	Vanderbilt Yacht & Racquet Club, 11030 Gulf Shore Drive, Unit 301, Naples FL 34108, United States	Change

Shipping method

In-Store Pick Up (Please allow for 2 business days)	Free
USPS First-Class Package Service - Retail	$3.82
USPS Parcel Select Ground	$7.62
USPS Priority Mail Express 1-Day	$27.38
USPS Priority Mail 3-Day	$30.01

< Return to customer information

Continue to payment method

Cake Server - Double Notch $62.00

Discount code Apply

Subtotal	$62.00
Shipping	Free
Total	USD $62.00

Thank You

Adam Finan
Merchant Success Manager,
Shopify Plus

Q+A