Scaling with Shopify Plus

How to keep shoppers from turning to the competition

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INTRODUCTION

As persistent global inflation continues to harm discretionary spending, consumers are more focused than ever on affordability. Today, many shoppers are trading their go-to brands for cheaper alternatives with price their utmost concern; of the **71%** of customers who switched brands between 2021-2022, ⅓ did so for a better deal.

The question every brand's asking is: how can we keep our shoppers buying from us at a time they're so increasingly stretched?

In this ebook, Nosto presents 5 ecommerce technologies to consider for your Shopify Plus store that can not only help you retain customers and protect your bottom line, but drive profitable growth on top. From personalization to loyalty, here are the parts of the tech stack to be putting your dollars behind.

Jordana Fuller
Strategic Partnerships
Shopify Plus

shopifyplus
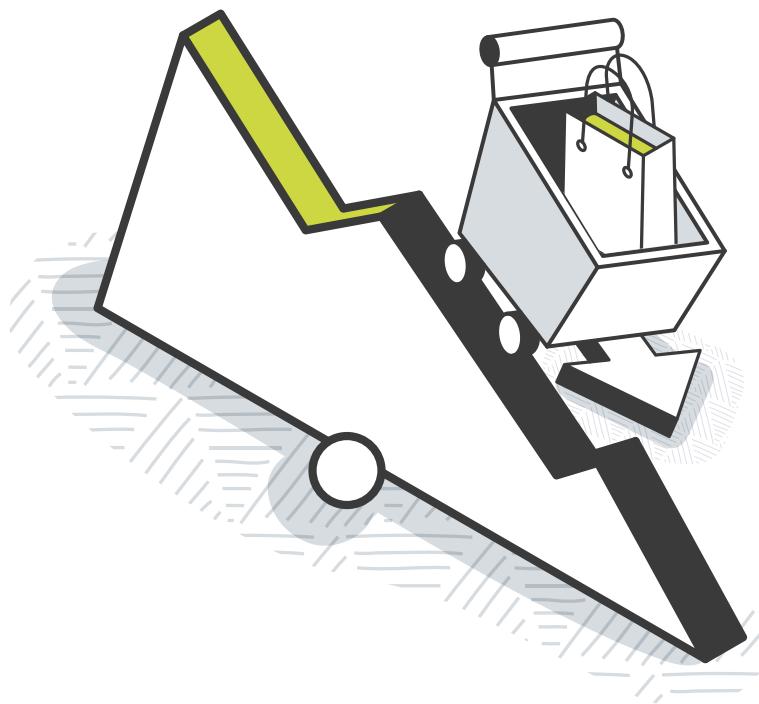
PERSONALIZATION & SEARCH

As people question their brand choices and hunt for cheaper alternatives, retailers must present compelling reasons as to why shoppers should continue converting with them. But what makes one shopper stay, won't be same for every other—which is where personalization comes in.

Couple this with cleverly merchandised search results that are optimized for conversion likelihood, and you're bound to stop your shoppers bouncing elsewhere!

Before we dive into a few ways that Shopify Plus merchants like you can use such technologies to win hesitant shoppers, we touch on why Nosto, as a vendor of such, is loved by brands on the platform!

Nosto x Shopify Plus

Nosto is a reputable Shopify Plus Certified App Partner that is trusted by a spectrum of global Shopify Plus merchants, including Kylie Cosmetics, Chubbies, Supergoop!, Dermalogica, and more.

Offering Search and Personalization from a single platform (among other experience modules) speaks to what many Shopify Plus merchants seek: unified data, a streamlined tech stack, and greater usability.

Not only this, but Nosto's suite of pre-built integrations with other Certified App Partners empowers merchants to easily sync data among multiple enterprise technologies within their stacks.

Moreover, Nosto is proud to be invited by Shopify Plus to develop integrations from the get-go in line with their own developments, such as **our offering for Hydrogen's launch.**

> "NOSTO IS A HIGHLY PERFORMANT, CONSISTENTLY RELIABLE, AND POPULAR COMMERCE EXPERIENCE PLATFORM AMONG MANY OF OUR MERCHANTS."

**Ben Sehl**
Senior Product Lead
Shopify
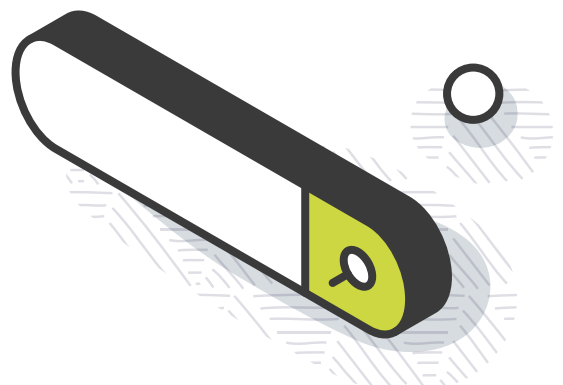
How to stop shoppers jumping ship

Here are a few ways you can use Nosto's Personalization and Search products to convince shoppers on the conversion fence!

Consider who'll be most impacted

Segmentation and Insights can highlight any shoppers who've demonstrated behaviors suggestive of cost-sensitivity (e.g. reliance on Buy Now Pay Layer Tools, affinity towards heavily discounted products). Serve this segment an experience that focuses heavily on money-related incentives: highlight free shipping and returns, showcase flexible payment options, and merchandise search results to push heavily-discounted products.

Nosto client, Lords & Labradors, **triple conversion** by using **Content Personalization** to showcase Klarna to hesitant shoppers.
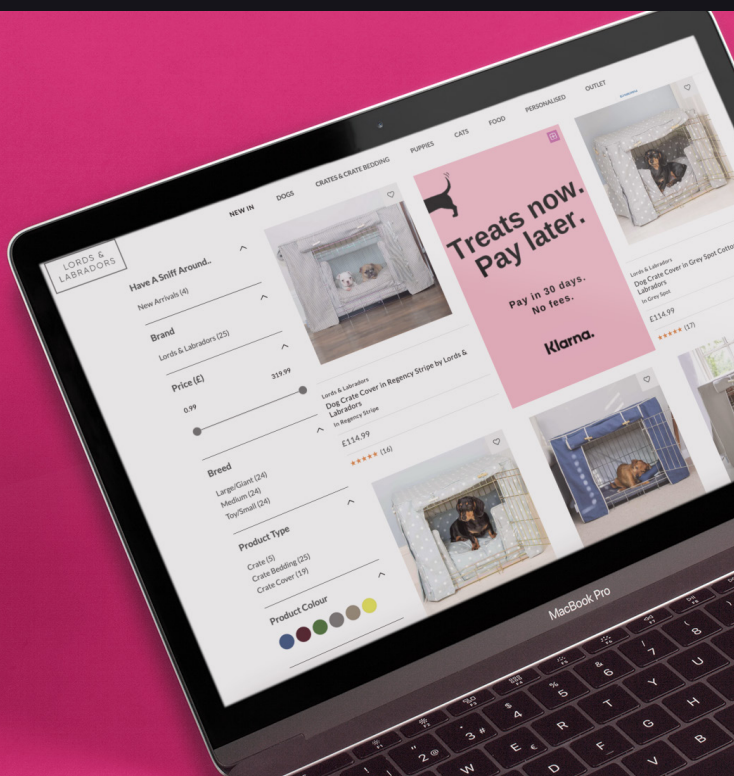
Offer discounts upon exit intent

Money-saving incentives are going to get most people's attention, but you've got to be strategic about them. Implementing exit-intent discounts in the form of **Pop-Ups** is one quick-win to tempt hesitant shoppers into converting.

Sell through third parties, too? You might want to have your Pop-Ups appear whenever a shopper copies & pastes a product name (as though they're going to search for it elsewhere).

Use dynamic bundles to offer greater value

Bundling your products doesn't only help people buy more at a time they can't afford to, but it presents an opportunity to increase your own profits by selling bulk products as part of a package deal. Pst: Nosto lets Shopify Plus merchants provide custom-made Dynamic Bundles with automatic discounts!

Cleverly merchandise product listing pages

When it comes to your search results, make sure these are optimized for conversion likelihood. For instance, weight products with inventory availability more highly. And for new visitors specifically, make sure your high-converting products and best-sellers are bumped to the top of search and category pages.

Think *variant first*

Lastly, make sure your product recommendations and search results consider a shopper's preferred variants. For example, make you're weighting products within search results, or highlighting products in recommendations, that are in stock for a shopper's preferred size or color.

We've got stacks more tips, so don't be afraid to reach out!

Brought to you by Nosto

Nosto enables online brands to deliver authentic, relevant, and personalized experiences through the likes of search, personalization, and other modules of its AI-powered Commerce Experience Platform.

Eve Rouse
Content Marketing Manager
Nosto

www.nosto.com

nosto↗

LOYALTY

Why loyalty, why now?

Things have been up and down in ecommerce over the past few years. From a digital boom during COVID-19 to the economic downturn we're still experiencing today, the circumstances have created a climate where it's difficult ¢ predict how customers will behave.

Stores are also facing fiercer competition than ever before. And with the economic climate as it currently stands, customers are more susceptible than ever to switching based on cheaper alternatives and introductory offers.

So how can brands win during uncertain times? Loyalty is a must. By prioritizing your loyalty strategy, you can create lasting relationships that will survive these uncertain times while also boosting your bottom line. After all, loyalty program members spend 47% more than those who check out as guests!

## 47%

more is spent by loyalty program members

LoyaltyLion & Shopify Plus

Shopify Plus store owners like you choose LoyaltyLion to help with their customer retention strategy because of the powerful functionality that allows you to build an advanced loyalty program without sacrificing too much time.

Using LoyaltyLion and Shopify Plus together, you can:

- Deploy personalized loyalty program communications and experiences that align with your brand and your customers with Shopify Flow

- Automatically change up the checkout experience for individual customers, applying discounts or changing shipping costs depending on loyalty status

- Link loyalty data across physical and online stores, providing a consistent and rewarding experience for customers with Shopify POS
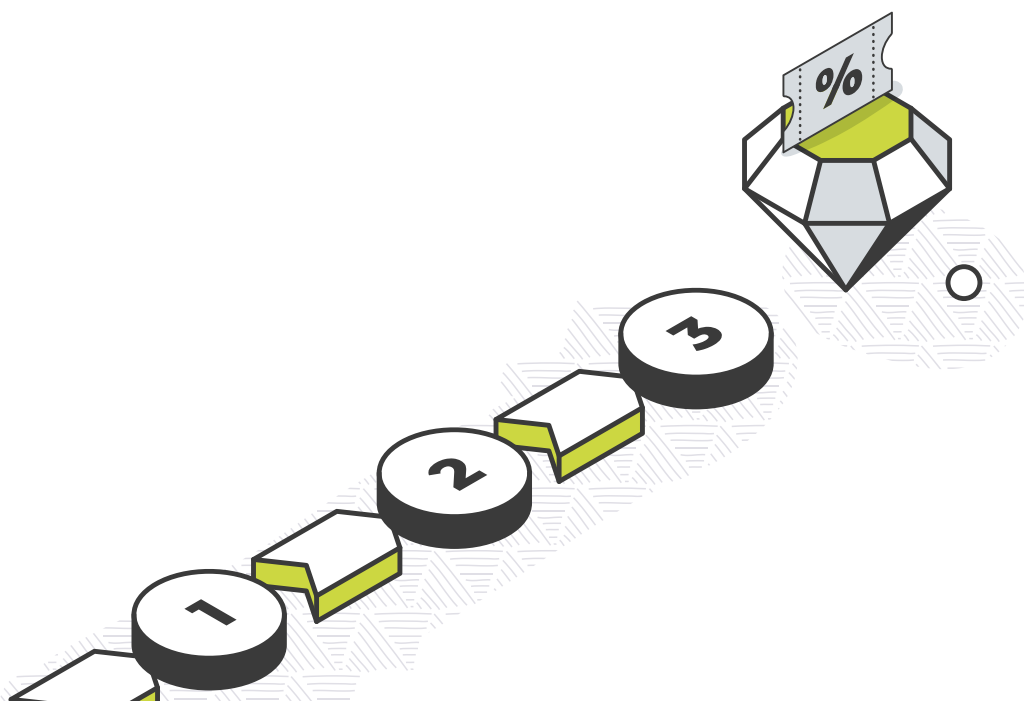
LoyaltyLion & retention

The key to retaining your customers and stopping them from straying is creating a personalized experience that makes them feel appreciated. Here are some of the ways you can achieve this:

Catch at-risk customers before they churn and show them they're still valued

Customers can be tagged according to the recency and frequency of their last activity. Use Flow to identify customers who are 'at risk', then use an automated action to credit points to their account to let them know that you miss them and they should return to make their next purchase.

Award points for purchase milestones to surprise and delight

Give your customers a virtual high five when they reach a purchase milestone, using Flow to automatically award them some bonus points. For example, once they reach purchase number five, credit 500 additional points.

Create VIP shipping experiences for your most valued customers

Automatically apply different shipping costs for individual customers without them having to lift a finger (or in this case, apply a coupon code). For example, **Free Fly** adapt the shipping options customers receive within the checkout, depending on which loyalty tier they're in so that their most valuable members receive free shipping automatically.
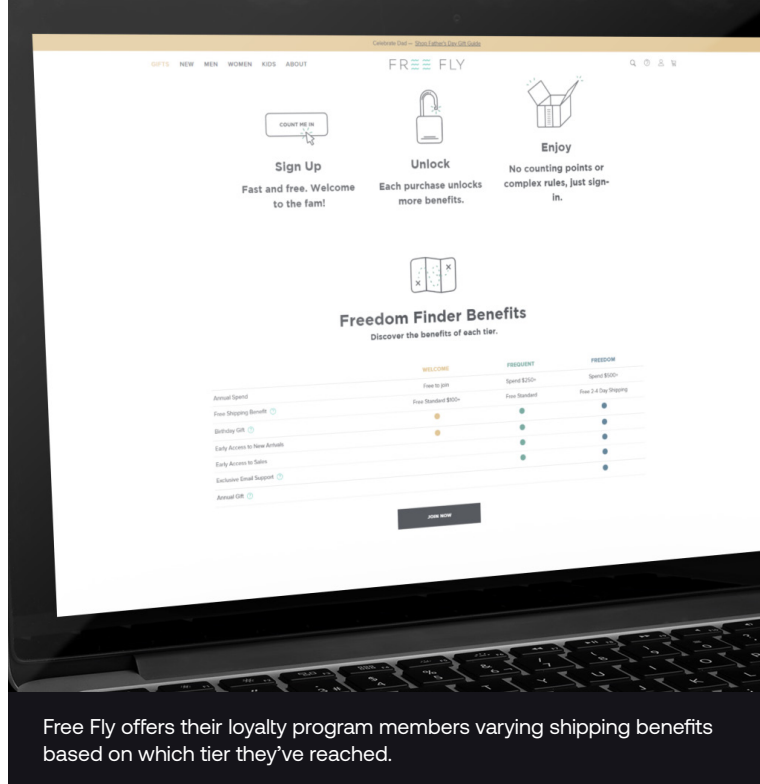
Free Fly offers their loyalty program members varying shipping benefits based on which tier they've reached.

"AS BRANDS FACE AN INCREASINGLY COMPLEX RETAIL LANDSCAPE, BUILDING FAST, SEAMLESS, AND SCALABLE PROCESSES CAN HELP DELIVER STANDOUT CUSTOMER EXPERIENCES. SHOPIFY FLOW AUTOMATIONS HELP BRANDS GATHER INSIGHTS, IMPROVE FULFILLMENT, REDUCE CUSTOMER QUERIES AND COMPLAINTS, DRIVE REPEAT PURCHASES AND ENCOURAGE REFERRALS. THE POWER OF SHOPIFY PLUS AND LOYALTYLION IS HELPING BRANDS LIKE VITABIOTICS, ASTRID & MIYU AND LIVELY BUILD MIGHTY LOYALTY PROGRAMS UNIQUE TO THEIR BUSINESS."

Warren Pamukoff
Product Marketing Lead
Shopify

Georgie Walsh
Content Marketing Manager
LoyaltyLion

www.loyaltylion.com

Brought to you by LoyaltyLion

LoyaltyLion is a data-driven loyalty and engagement platform, powering sustainable growth for over 10,000 ecommerce businesses around the world. Use LoyaltyLion to create a loyalty program that goes beyond points and rewards, driving greater customer lifetime value and more cost-effective acquisition through better customer relationships.

LOYALTYLION

EMAIL & SMS AUTOMATION

The top marketing channels? Survey says: email and SMS

Ecommerce businesses have faced immense challenges lately: erratic economic conditions, data privacy curveballs, and fickle customers.

Luckily, Klaviyo's **2023 ecommerce marketing mix report** confirms that one of the oldest digital marketing channels remains one of the most relevant: email. After this, the top channels for most brands are organic social, paid social, and SEO.

But for mid-market brands, SMS jumps to #4. In fact, mid-market brands are investing nearly a fifth of their marketing budgets in SMS on average, proving that it's a must-have channel for leading brands.

Like email, SMS is rich with opportunities for personalization and segmentation using customer data. Brands using a single platform for email and SMS are at an advantage, avoiding duplicate work and learning which channel drives more revenue for different customers and message types.
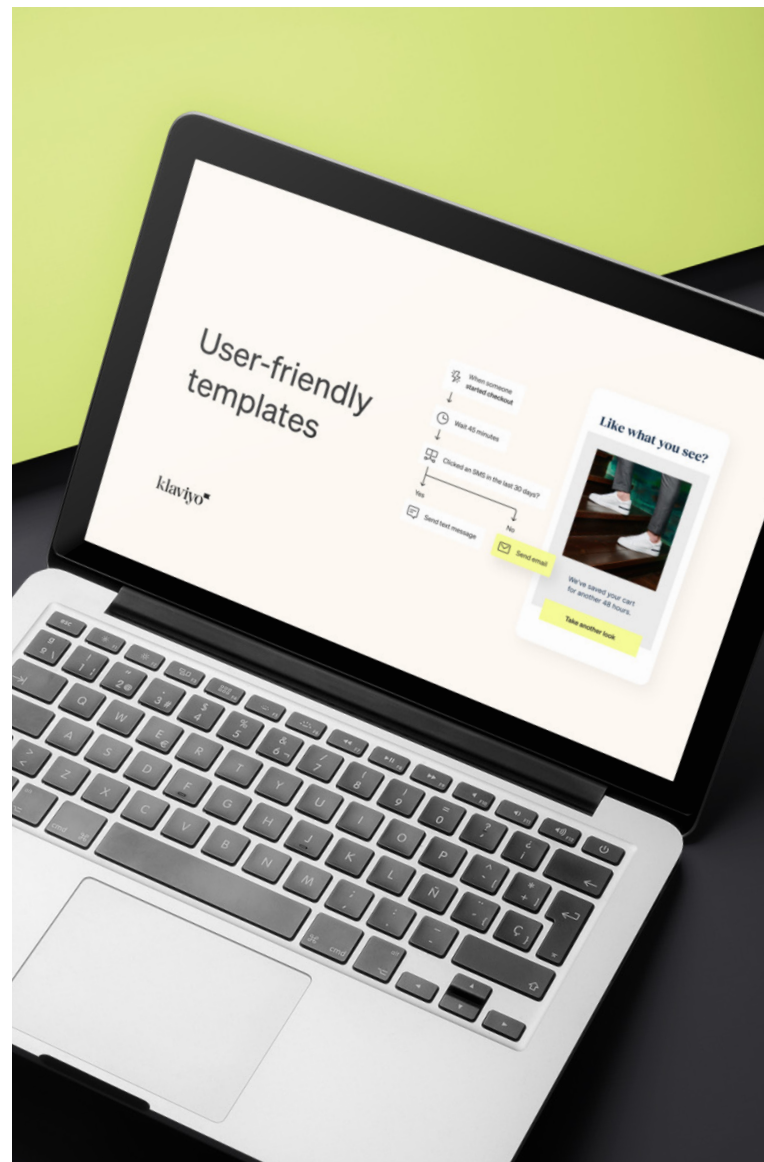
Klaviyo x Shopify Plus

Used by more than 8,500 Shopify Plus merchants, it's no surprise that Klaviyo is the recommended email solution for Shopify Plus. And brands are seeing especially impressive results when they also use Klaviyo for SMS—whether for the first time or after switching from a previous SMS point solution.

That's because Klaviyo's native integration with Shopify Plus offers granular event tracking which means brands like Dancing Leopard, Ooni Pizza Oven, and Hummingbird Bakery can send more personalized marketing at scale.

> FIRST DAY I STARTED USING THIS PLATFORM. I LOVED ITS INTUITIVE UX, WIDE RANGE OF STACKABLE AND EASY-TO-USE CONFIGURATIONS, AND, LAST BUT NOT LEAST, THE HIGHLY CREATIVE AND INNOVATIVE DESIGN TEMPLATES."
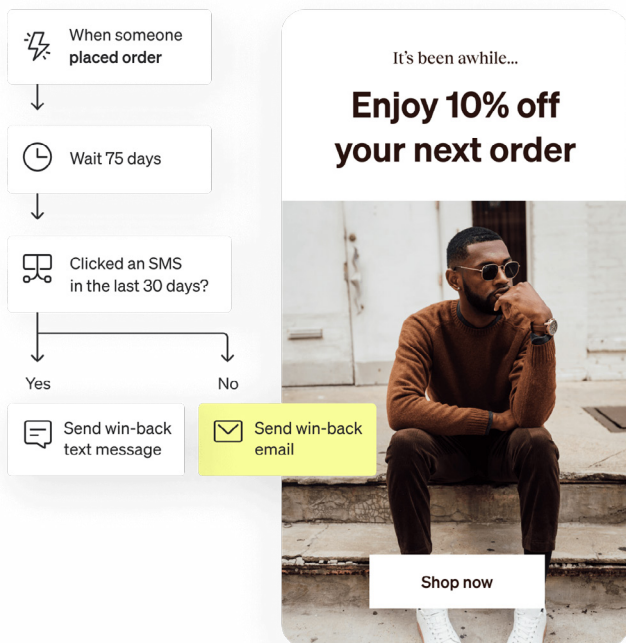
Aliya Dautova
Marketing and
E-Commerce Manager
Hummingbird Bakery

Build & deliver personalized omnichannel experiences at scale with a wide range of user-friendly templates

Shopify Plus brands are seeing stellar results by combining Klaviyo email and SMS

Linksoul, a golf apparel brand, was an early adopter of SMS marketing, and their customers took to it immediately. But the success was in spite of, not thanks to, their original SMS provider. Prior to onboarding Klaviyo, segmentation proved challenging which led to blockers supporting empathetic SMS marketing.

After moving their SMS to Klaviyo to live alongside their email, **revenue from automated flows increased 82%**. Klaviyo's stellar integration with Shopify Plus enabled the Linksoul team to leverage key tactics like SMS segmentation, augmented send frequency, and integrating texts into existing email flows.

Shapewear brand, **Honeylove**, shares a similar story. They were mostly email-only, with SMS living in its own silo. Personalizing SMS was a challenge, and flows barely existed. But now, after moving SMS to Klaviyo and building a cohesive email and SMS strategy, Honeylove's Q4 2022 **revenue from automated flows grew 65% QoQ.**

Fostering strong relationships with loyal customers is challenging in today's ecommerce environment. By embracing cohesive email campaigns and seamlessly integrated SMS into their marketing flows, brands have overcome retention challenges, progressed segmentation and improved customer targeting.

In an era of diminishing precision in paid targeting and increasingly selective consumers, the ability to make customers feel seen, heard, and valued through personalized communication is paramount. Prioritizing the collection, organization, and utilization of customer data from email and SMS lists becomes the foundation for cultivating lasting connections with your audience.

When someone placed order

↓

Wait 75 days

↓

Clicked an SMS in the last 30 days?

Yes — No

Send win-back text message — Send win-back email

It's been awhile...

Enjoy 10% off your next order

Shop now

Leverage all of your Klaviyo segments and customer data to send personalized SMS and MMS campaigns and flows

"NOW WE'VE GOT A TEXT IN ALMOST ALL OF OUR FLOWS, AND OUR OVERALL FLOW REVENUE INCREASED 82% LAST YEAR"

Brandi Cantrell
Ecommerce Manager
Linksoul

Brought to you by Klaviyo

Klaviyo is an intelligent marketing automation platform that makes it easy for businesses to centralize and use every piece of their customer data. With Klaviyo, businesses can combine customer data with more than 300 native integrations to automate personalized email and SMS communications that make customers feel seen.

klaviyo▪

Nicole Hakakian
Strategic Partner Marketing Manager, Tech
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SITE SPEED OPTIMIZATION

The importance of fast page loads

In today's ever-changing retail market, retailers and brands have to do everything they can to deliver the best customer experience possible. Retailers who are unable to meet the very basic needs of online customers will lose conversions and see higher bounce rates than ever before—while competitors that offer better experiences steal those customers and their purchases.

This is why ecommerce brands need to prioritize site speed to ensure they are providing an efficient customer experience. If your ecommerce site is slow, shoppers will bounce and look elsewhere for their buying needs. Improving your site speed is no longer a luxury; it's table stakes for revenue growth.

Optimizing third-party technologies

One of the biggest ways that an ecommerce site can best deliver that efficient customer experience is by utilizing third-party technologies. The issue many Shopify Plus merchants have, however, is that those very third-parties also hinder site speed and performance if they aren't properly optimized.

YOTTAA improves the performance of a Shopify Plus merchant's site by optimizing those third-party technologies, ranging from social media and personalization to image hosting.

With YOTTAA, retailers can have as many third-party technologies as they want, without sacrificing site speed. This keeps shoppers on your site for longer and prevents them from jumping to the competition.

The ultimate customer experience

So, why is site speed so important? As a merchant, you have only three seconds to engage with a shopper before they decide to leave your site. If your ecommerce store doesn't load within those three seconds, they're going to find a competitor whose site loads quickly, and offers the experience they've come to expect.

By deploying YOTTAA on their sites, Shopify Plus merchants can offer the type of fast online experience that today's shoppers demand. Instead of worrying about which heavy third-party technologies to remove, merchants can focus more on ways of retaining customers and increasing conversions—the kind of things that really matter.

YOTTAA monitors real-time performance data on every single page across your ecommerce store. More importantly, YOTTAA provides performance optimizations to speed up every page of your site, resulting in faster page loads, more engaging experiences, lower bounce rates, and, most importantly, higher conversions.

According to Jay Nigrelli, Vice President of Ecommerce for Perry Ellis International, a leading apparel brand and YOTTAA client, "great online experience starts with fast site speed."

Unfortunately, the multitude of 3rd party technologies on the brand's Shopify websites were causing pages to load at 5.5 seconds, which caused increased bounce rates, lower conversions, and sub-optimal shopper experiences. Through YOTTAA, Perry Ellis was able to improve its average site speed by 30%, decreasing site load time to 3.5 seconds and increasing conversions by 15%.

Through YOTTAA, Perry Ellis International lifts online conversions by 15%

30%
Improved average site speed

15%
Increased online conversions

FULFILLMENT

The need for logistics to take center stage

To come out on top from unknown economic conditions—and even reach the next level of scale—you need the right fulfillment strategies in place that help accelerate your growth. Whether you keep fulfillment in-house or outsource it, you need both loyalty-based logistics and supply chain levers that help you reach new customers. Below we walk through key fulfillment considerations that can give you a competitive advantage and the scalability needed to thrive in uncertain times.
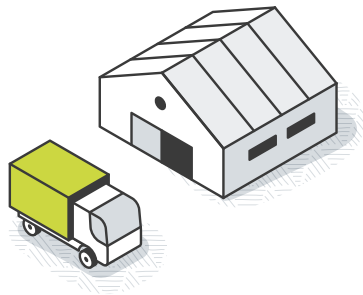
ShipBob: A Shopify Plus Certified App Partner

Hundreds of Shopify Plus merchants partner with ShipBob—more than any other fulfillment company—but ShipBob is much more than a 3PL.

We provide real-time visibility into fulfillment speed, order accuracy, inventory turnover, transit times, cost per shipping method, and storage cost per unit to help you optimize replenishment, shipping options, locations, carriers, and storage, identifying cost-saving and expansion opportunities.

In addition to fulfilling orders placed on your Shopify Plus store, ShipBob can help you fulfill all DTC and B2B orders from social platforms, online marketplaces, and wholesale and EDI channels to centralize inventory and open up new channels.

How to use fulfillment as a competitive advantage

2-day shipping

Offering 2-day shipping is table stakes (even if you ship from just one location). But don't just rely on your customers getting to checkout—highlighting 2-day shipping badges and estimated delivery dates on your Shopify Plus store's product pages for eligible products can help convert more shoppers.

"We worked with ShipBob and introduced a Prime-like badge showcasing 2-day shipping on our product pages and immediately saw a 230% increase in customers using 2-day shipping!", says Larissa Jeanniton, Operations at The Wrap Life.
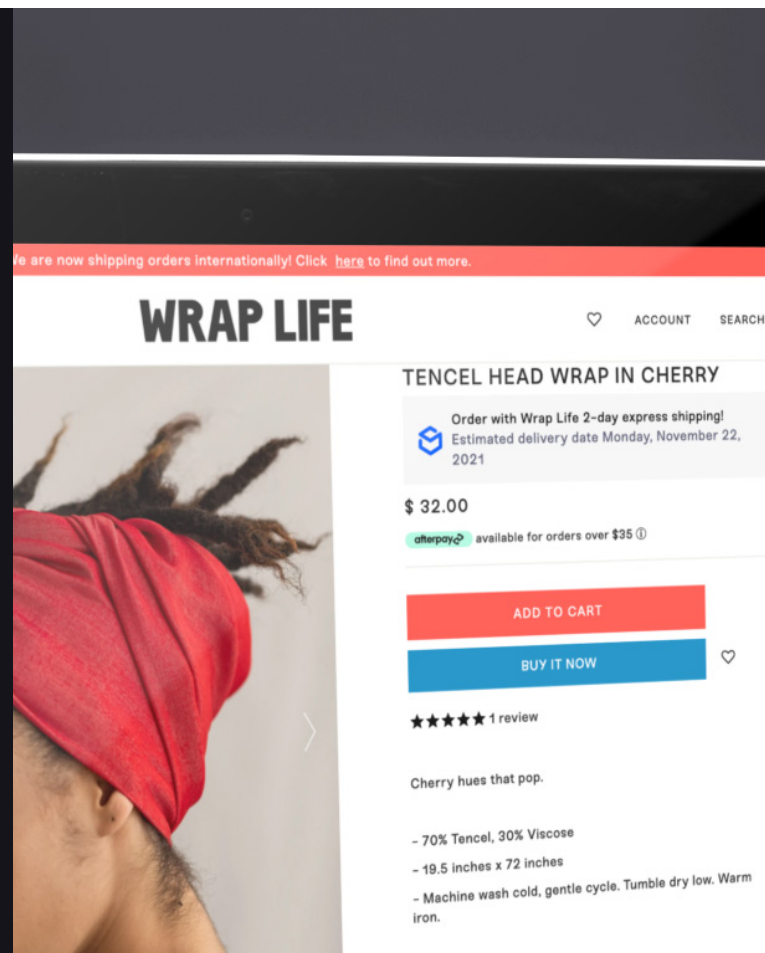
Image caption: The Wrap Life's Shopify Plus store uses ShipBob's 2-day badges and estimated delivery dates

Inventory allocation algorithms

To lower shipping times, costs, and stockouts, you'll need to be able to:

- Know real-time units on-hand (across locations and historically)
- Set up alerts for when it's time to restock
- Use technology that always selects the optimal fulfillment center with available inventory that's closest to the destination
- Visualize how to strategically distribute inventory across a fulfillment network

Global expansion

Fulfilling domestically (as opposed to shipping internationally) is a great way to capitalize on your demand in foreign markets. By storing your products within key ecommerce markets, you reduce shipping times, costs, and issues at customs, and provide a much better, localized experience to more customers while letting them know they can receive orders quickly and without hassle.

The strategies above are made easy with the right strategic business partner that can proactively provide recommendations for optimizing your fulfillment strategy to ensure your company's goal

Brought to you by ShipBob

ShipBob is the leading global fulfillment solution trusted by thousands of merchants, with 45+ warehouses across the US, Canada, Europe, and Australia. In addition to outsourced fulfillment, merchants with their own fulfillment center(s) can use ShipBob's proprietary WMS, and even use ShipBob's fulfillment centers in other regions.

ShipBob

Kristina Lopienski
Director of Marketing Communications
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nosto