

shopify unite 台灣分享會



akohub

2019.07.11



Shopify Unite 2019 新功能發佈重點總整理

Shopify Global Community 與
Unite Sessions/Workshops 心得分享

台灣商家如何運用 Shopify 進行在地化與國際化

Shopify Unite 2019

新功能發佈重點總整理



SHOPIFY PLATFORM

820,000

Merchants using Shopify

MERCHANT

\$41.1B

Total sales in 2018

MERCHANT

\$100B+

Total sales to date

Shopify Overview: 820K merchants



New Acquired Shopify Plus Clients:

P&G, Unilever,
Godiva, De Beers,
Colgate, Johnson &
Johnson, K-Swiss,
Pepsico, ...

Shopify's Vision for Shopify Partner Community



The world's largest community of entrepreneurs
supporting other entrepreneurs



AMA with Shopify CEO Tobias Lütke



Cross-Border Commerce:

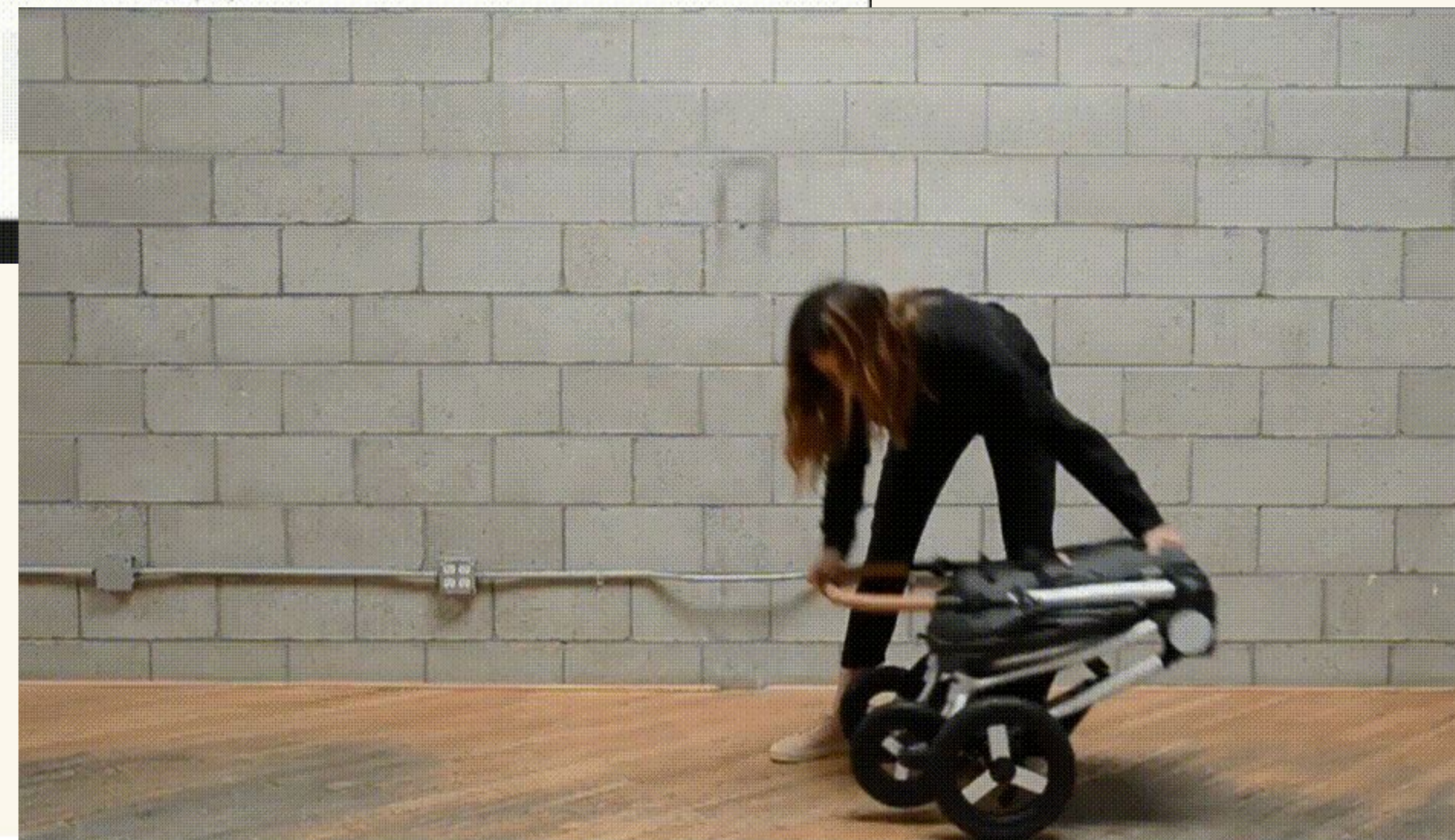
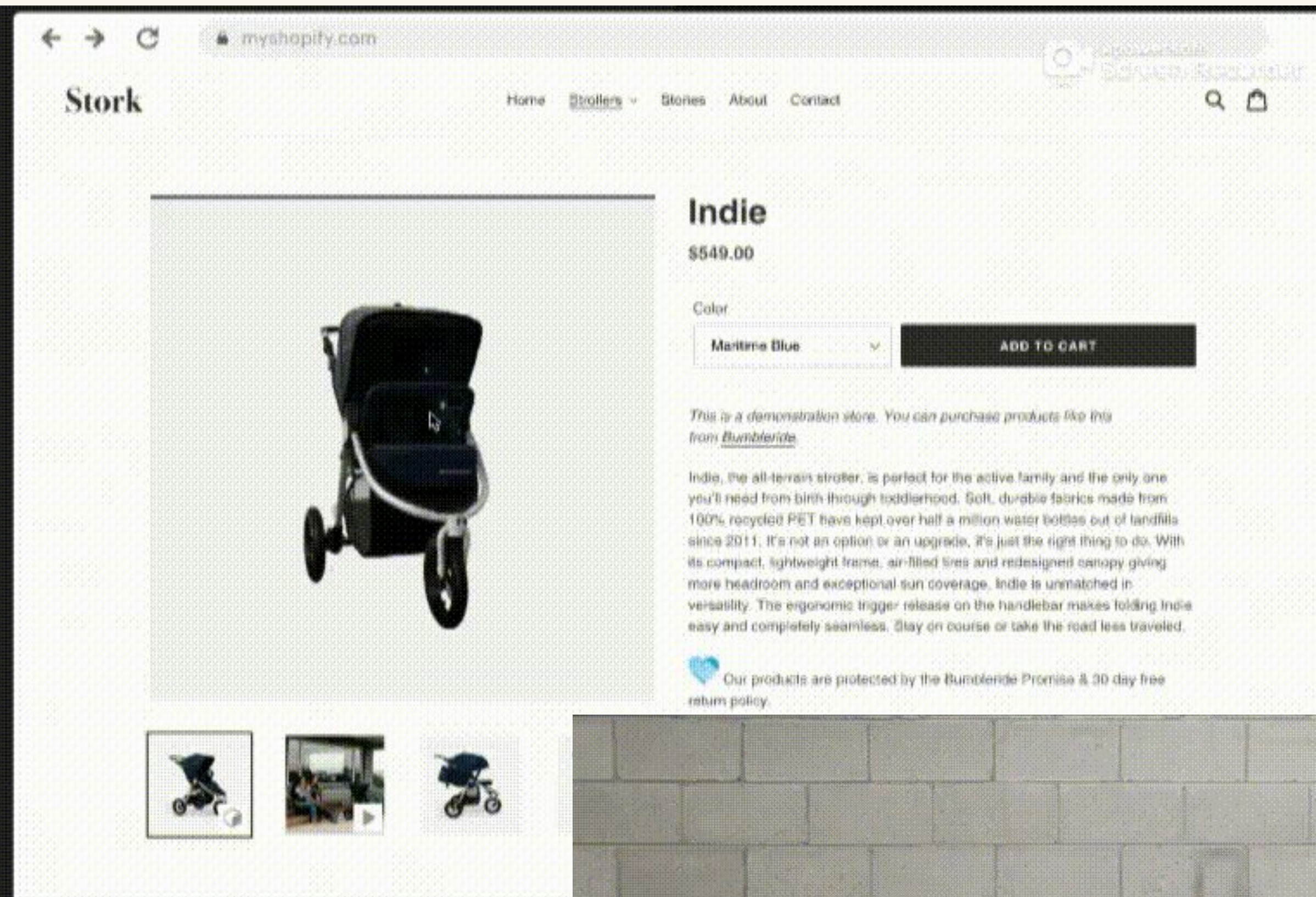
Support multiple currencies & languages

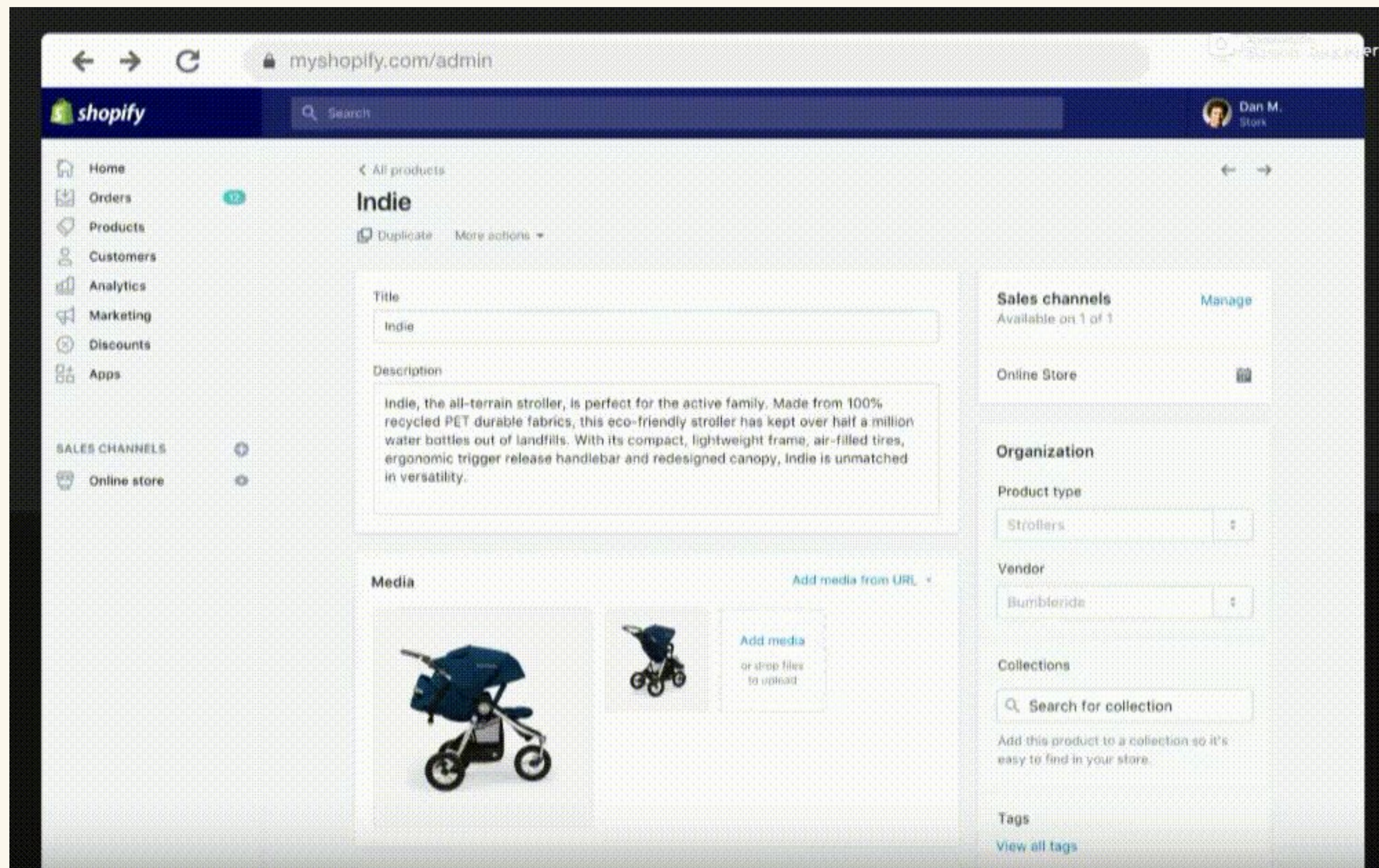
Video & 3D Merchandising



3D MODEL VIEWER

<model-viewer> web component





Images → Media

單一位置管理

你的媒體資料庫

 **shopify** unite

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TODAY

Multicurrency



\$ USD ▼

\$ CAD

€ EUR

¥ JPY

✓ \$ USD

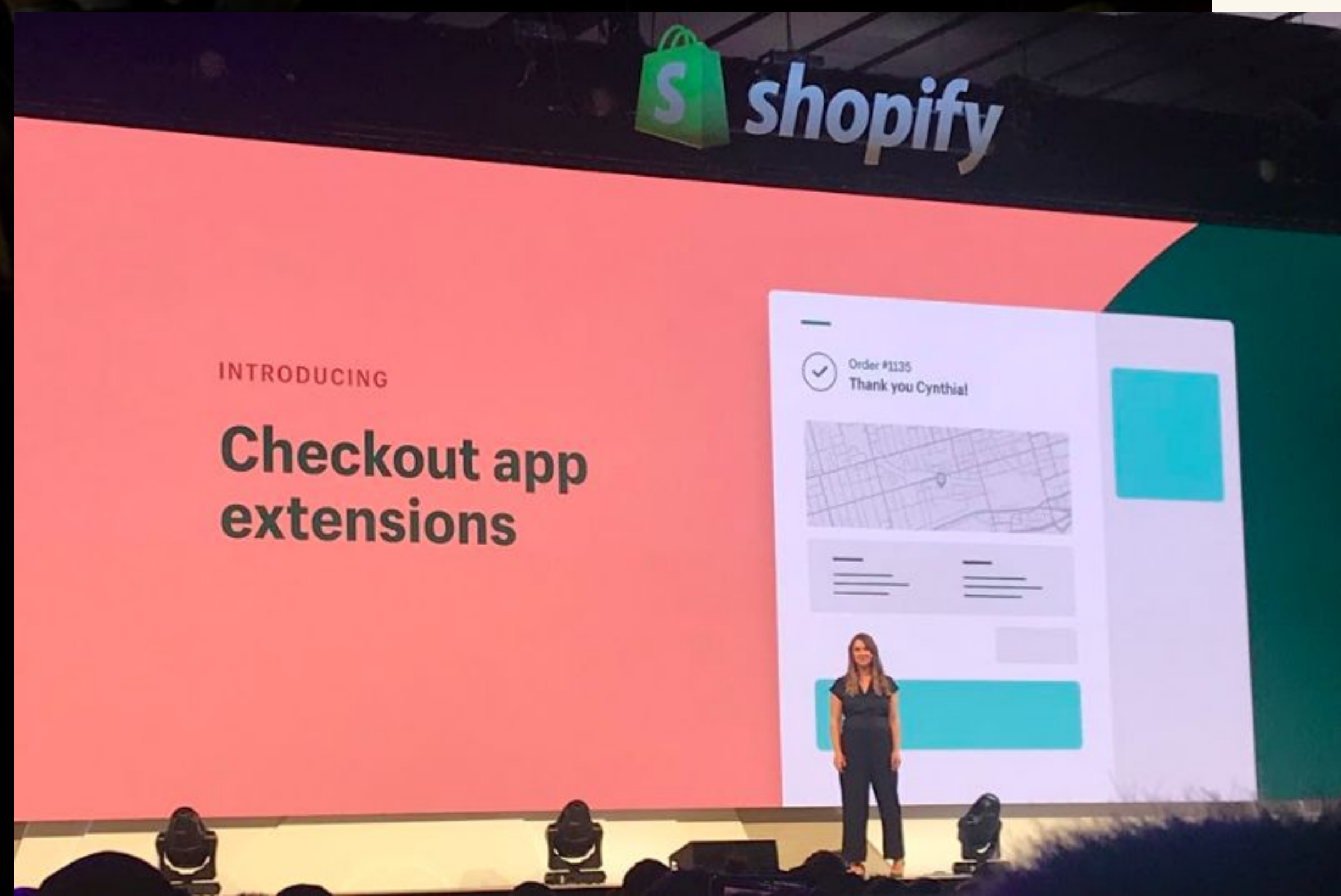
Shopify Payments

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Subscriptions & Checkout App Extension





Order #1135
Thank you Cynthia!



_____ _____ _____	_____ _____ _____
-------------------------	-------------------------



Wood butter
Monthly subscription

Subtotal \$9.99

Shipping Free

Total USD **\$9.99/month**



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Log in

Continue to Shopify Plus

maria.illescas@titanextreme.com

[Change email](#)

Password

Next

[Forgot password?](#)

Shopify Plus

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FLOW USES A 3-STEP LOGIC TO AUTOMATE TASKS AND IDEAS



Shopify Plus Flow Automation

Automation creates
room for growth



Shopify Experts Marketplace



shopify.com [Log in](#) [Create a job](#)

[Marketing and sales](#) [Store setup](#) [Development and troubleshooting](#) [Visual content and branding](#) [Content writing](#) [Expert guidance](#)

Hire the help you need to build the business you want



Hey! We'd love to help. Can we chat tomorrow to get started?



I want to redesign my store. Think you can help?



Yes, sounds great!

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Shipping Profiles

ANNOUNCING

Shipping profiles

Assign delivery rules and rates by product and location

Profile #1

All other products

Location

USA

Standard Shipping: Free

Profile #2

Fragile products

Location

USA

Standard Shipping: \$5

Fragile products

18 products

RATES FOR

⊕ International



Heavy products

3 products

RATES FOR

⊕ United States



Fulfilled by Printful

12 products

RATES FOR

⊕ International



Restricted Products

12 products

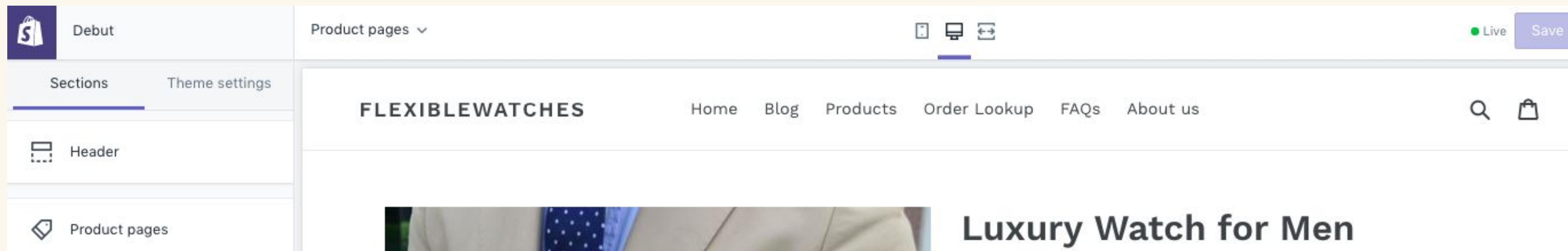


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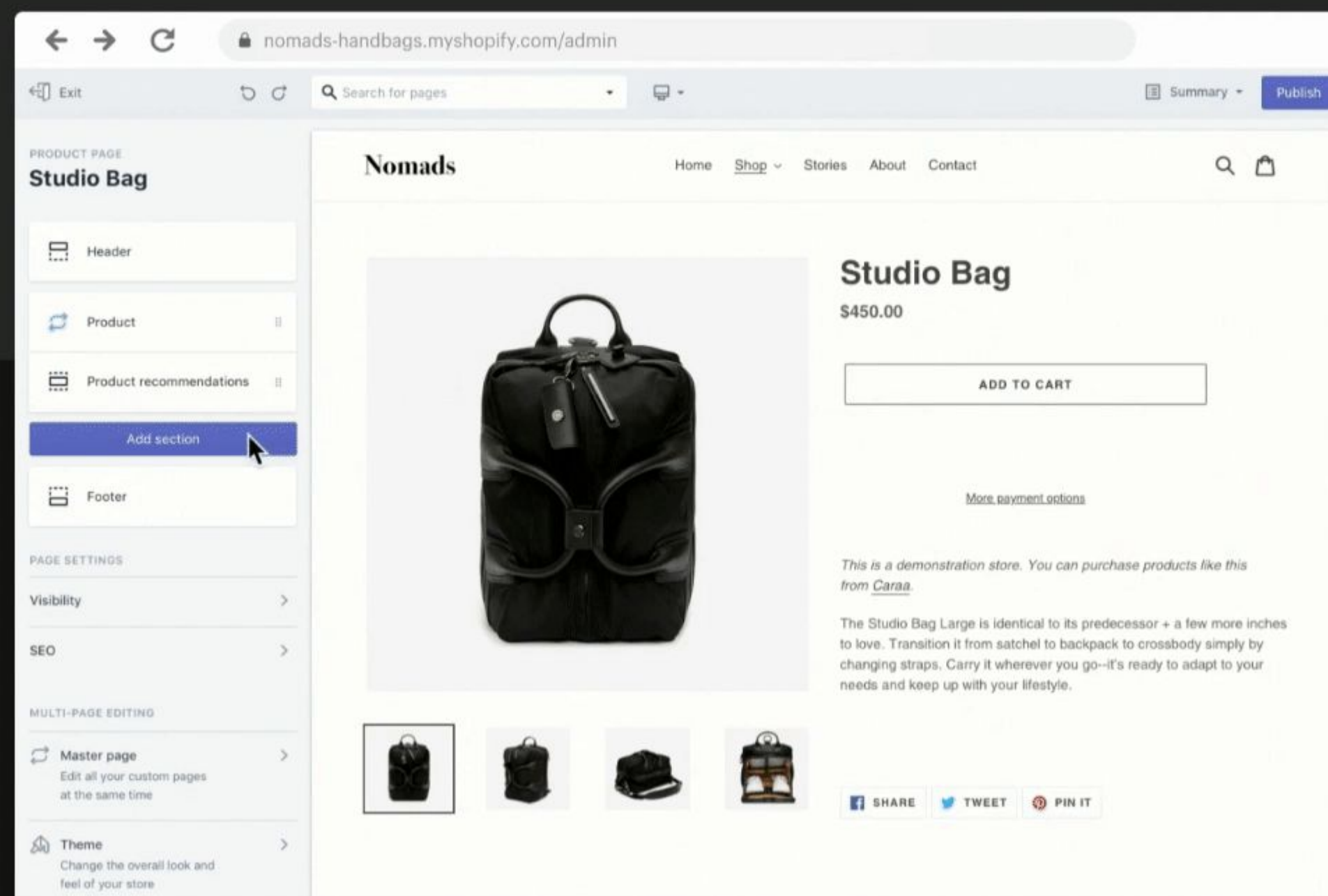
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A New Store Design Experience





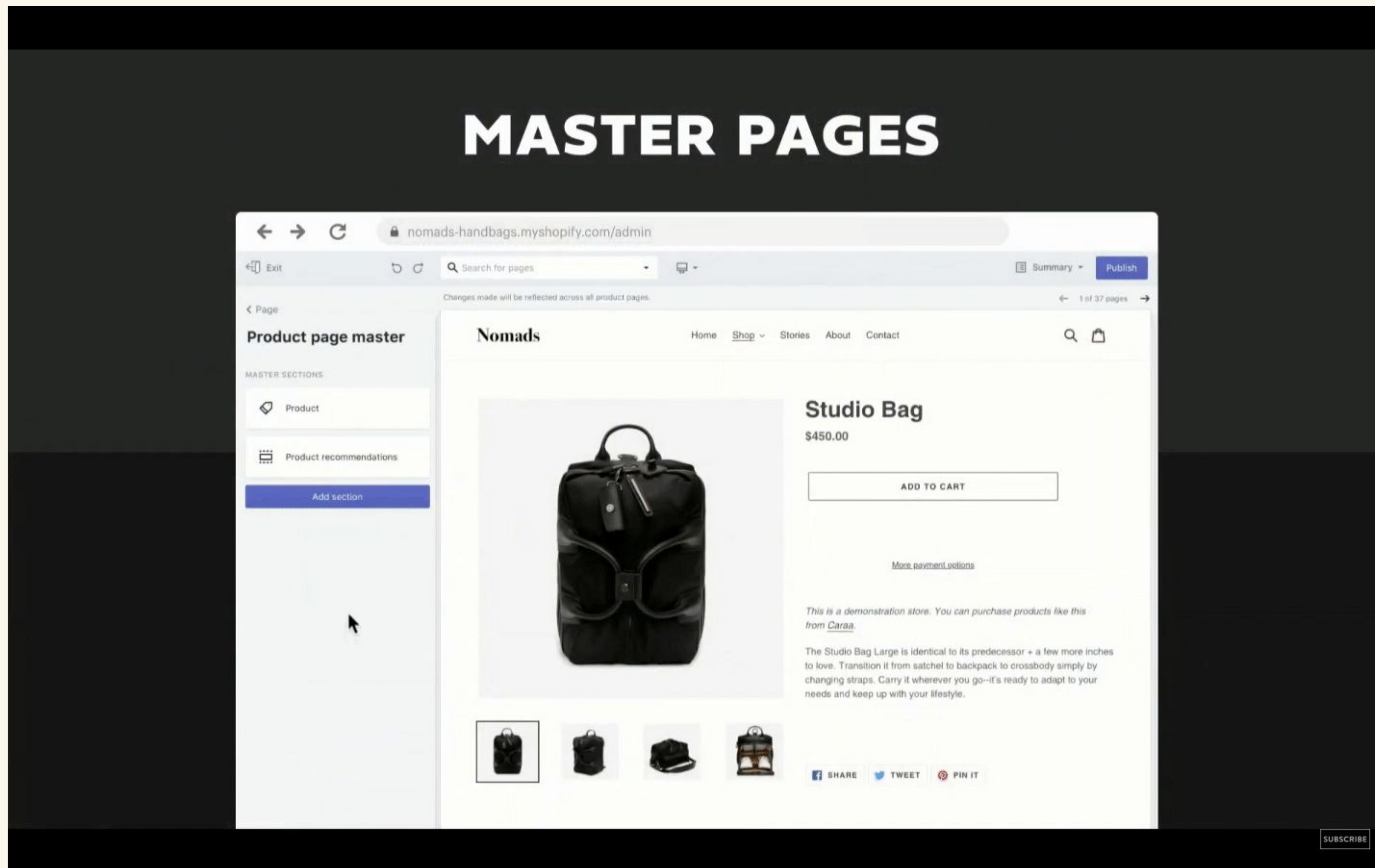
SECTIONS EVERYWHERE



所有頁面都能
輕鬆個性化

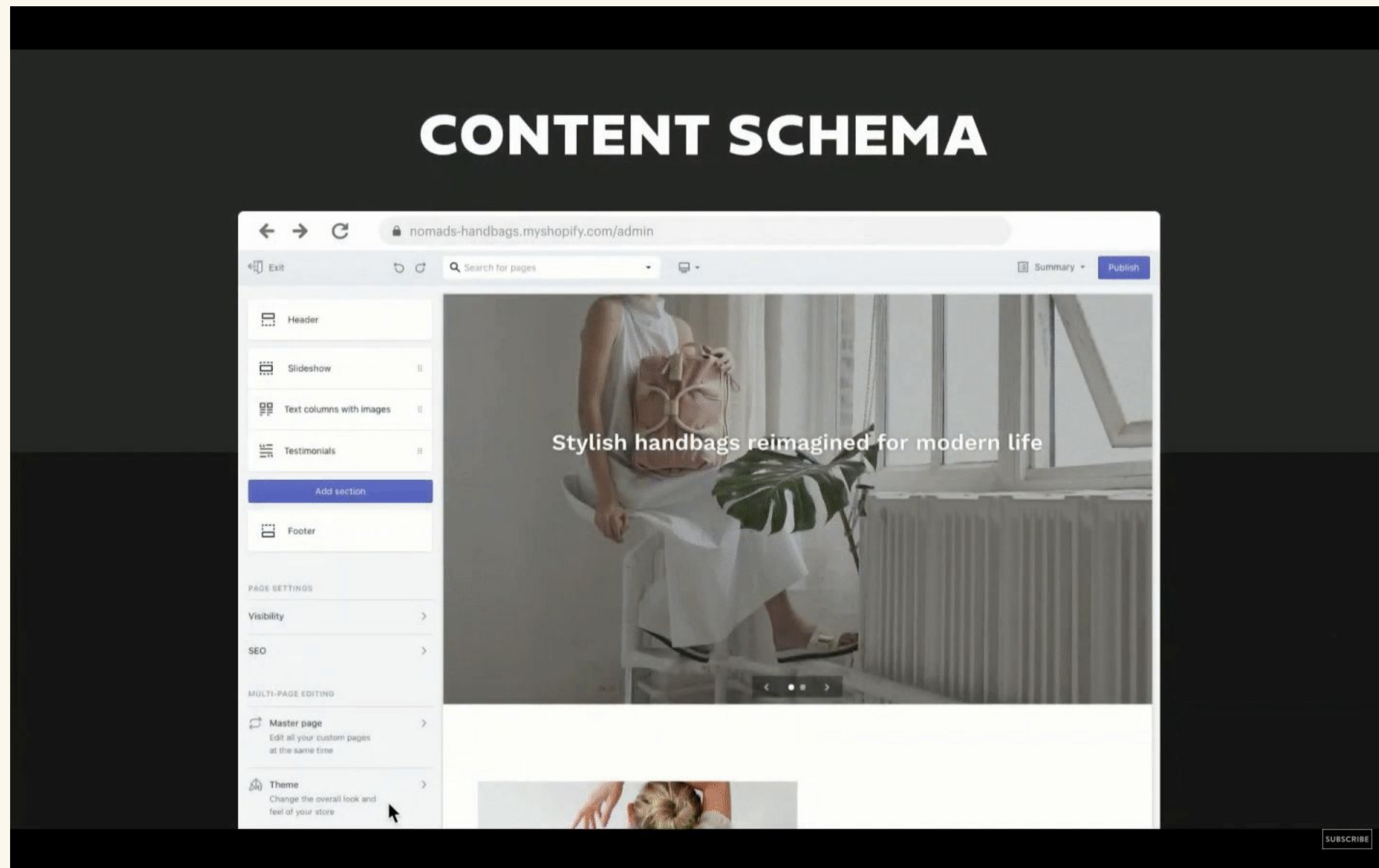
MASTER PAGES

一鍵編輯多個頁面



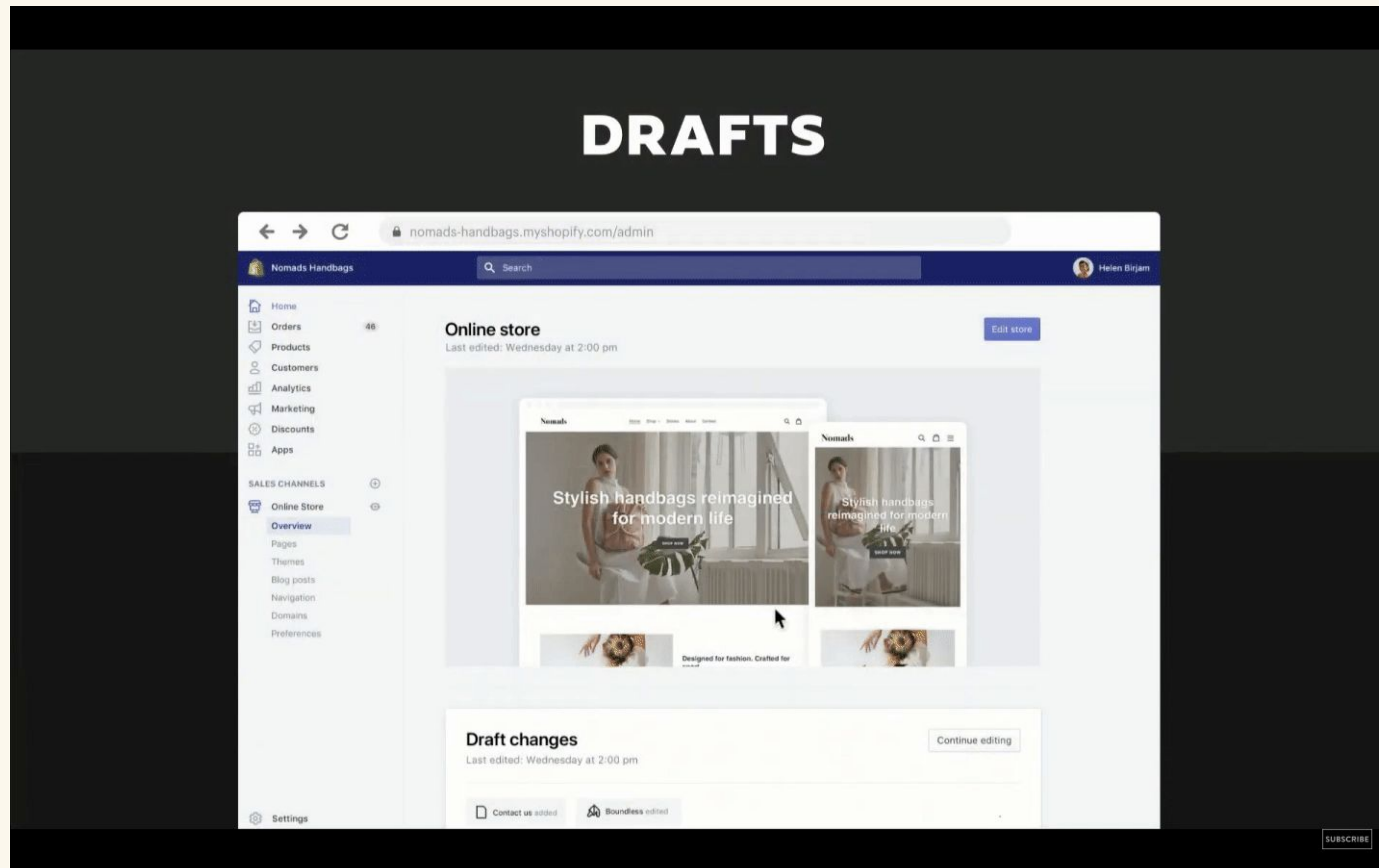
CONTENT PORTABILITY

切換主題毫不費力



DRAFT

No need to
duplicate themes



Discovering Apps Across Shopify



SEARCH on APP STORE

The screenshot shows the Shopify App Store interface. At the top, the 'shopify app store' logo is on the left, and 'CATEGORIES' and 'COLLECTIONS' dropdown menus are in the center. On the right, there is a search bar with a magnifying glass icon, a 'Search' button, a 'Shopify.com' link, and a 'Log in' button. Below the header, the text 'Search results for:' is followed by a magnifying glass icon and the search term 'facebook ad'. The main content area displays a list of app results. On the left side of this area, there is a sidebar with a checkbox 'See only compatible apps' and a list of categories with their respective counts: Marketing (119), Sales and conversion (56), Store design (41), Reporting (27), Customer support (22), Places to sell (5), Finances (4), Productivity (3), Inventory management (2), and Finding products (2). The main list shows the first 24 of 180 results. The top result is 'Ako Retargeting Facebook Ads', which is highlighted with a blue border. It has an orange circular logo, a 'Free plan available' tag, and a description: 'Turn visitors into customers with FB & Instagram Retargeting'. It has a 4.8 star rating from 257 reviews. Other visible apps include 'Kit', 'Facebook & Google Easy Ads', 'RetargetApp: Ads on Autopilot', 'Coopt, Facebook Ad Alternative', and 'Facebook Ads Booster'. A 'Sort by' dropdown menu is set to 'Most relevant'.

shopify app store CATEGORIES COLLECTIONS Search Shopify.com Log in

Search results for:
facebook ad

1 - 24 of 180 results

Sort by
Most relevant

☐ See only compatible apps

- ☐ Marketing (119)
- ☐ Sales and conversion (56)
- ☐ Store design (41)
- ☐ Reporting (27)
- ☐ Customer support (22)
- ☐ Places to sell (5)
- ☐ Finances (4)
- ☐ Productivity (3)
- ☐ Inventory management (2)
- ☐ Finding products (2)

Ako Retargeting Facebook Ads
Free plan available
Turn visitors into customers with FB & Instagram Retargeting
★ 4.8 (257)

Kit
Free to install
Run better Facebook ads
★ 4.3 (1224)

Facebook & Google Easy Ads
Free plan available
Facebook Ads & Google AdWords Marketing, Retargeting & Traffic
★ 4.6 (426)

RetargetApp: Ads on Autopilot
Free plan available
Get more sales and new customers with automated Facebook ads
★ 4.3 (277)

Coopt, Facebook Ad Alternative
14-day free trial
Create an automated Facebook Referral Program in minutes
★ 4.8 (51)

Facebook Ads Booster
14-day free trial
Improve your FB ads ROI with automated messages
★ 5.0 (4)

*** Ako Retargeting is #1 “Facebook Ad” App on Shopify App Store**

SEARCH on APP STORE

2.4M

Monthly
Searches

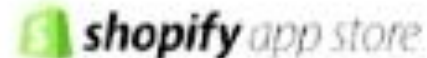
1.3M

Monthly
Page Views

690K

Monthly
Installs

APP RECOMMENDATION

 **shopify** app store

CATEGORIES - COLLECTIONS -

Q Search Shopify.com * Log out

Every business is unique.
Find the app that's right for yours.

Search apps

Staff picks

**Mailchimp**
CONNECT

by Seguno
Keep using Mailchimp! Sync customers, commerce data, and more.

**shipsi**

by Shipsi Inc
Friendly, affordable, same-day shipping

Unitpricer

by Pixelsafari E-Commerce Solutions
Sell products by weight, size, length or volume in the POS App

**CONVERSIFIC**

by Conversific Ltd.
Actionable analytics & reports to make sense of your data

Recommended for you

Discover apps used by stores like yours

**Shopping Data Feed Service**
30-day free trial
Increase sales with feeds to Google Shopping, Facebook, & Bing

**Back in Stock Alerts**
6-day free trial
Set Up Back in Stock Notifications for Out of Stock Products

**Happy Checkout**
7-day free trial
Gain repeat customers with a customizable "Thank you" page!

**Traffic Control-Bulk Redirects**
From \$4/month
Traffic Control makes creating redirects for your

[See more](#)

App Store Home Page

RECOMMENDATION

App Index

Recommended for you

Discover apps used by stores like yours



Fablet
Instant mobile storefront
★ 4.8 (407 reviews) • Free plan available



Linkcious Related Products
Related Products for your Store
★ 4.4 (66 reviews) • 7-day free trial



OrderCup
Ship More, Pay Less!
★ 4.8 (288 reviews) • Free plan available



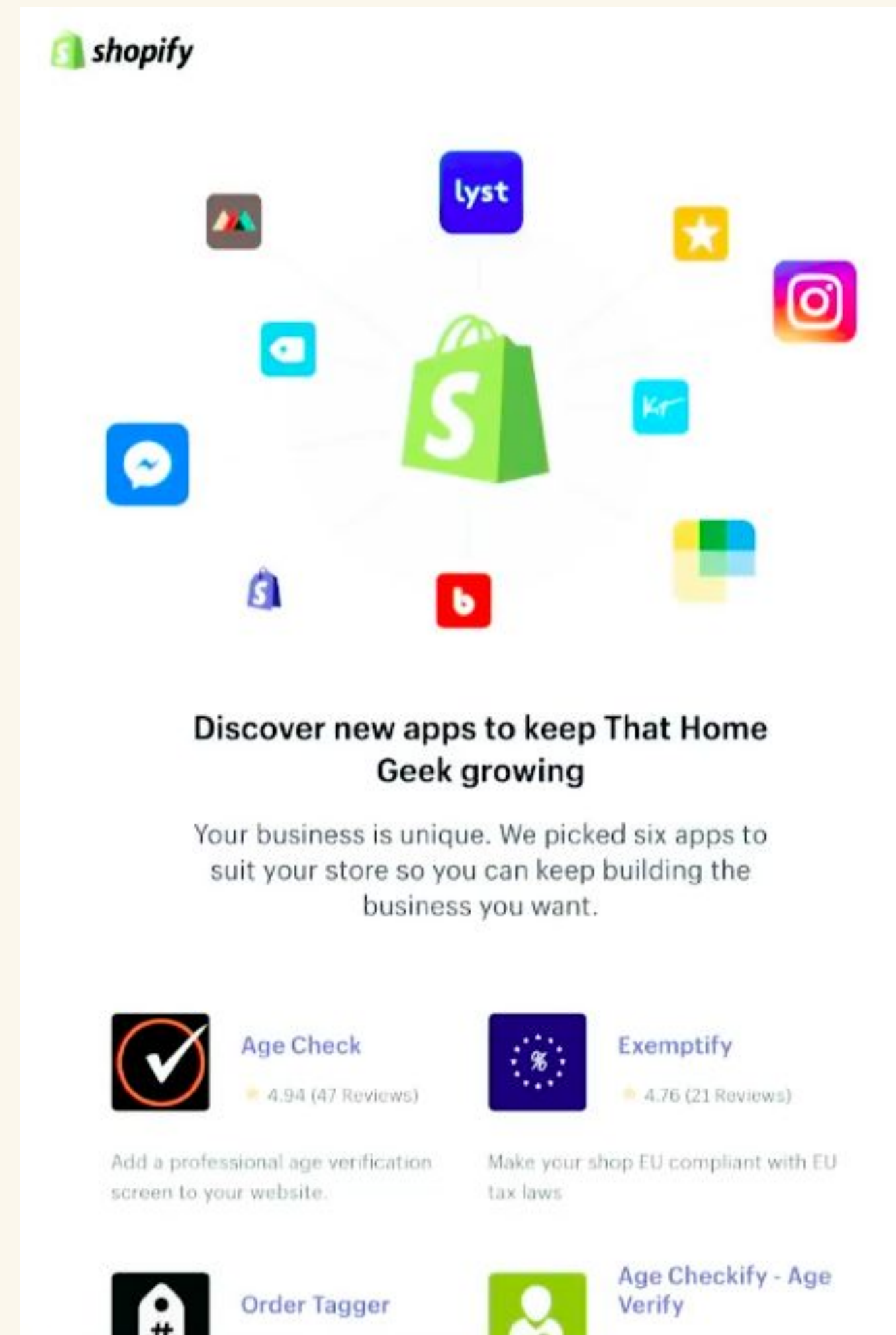
Now in stock @ \$3
Notify customers when a product is back in stock by email
★ 4.1 (55 reviews) • 14-day free trial

View more app recommendations

Apps cannot pay Shopify for recommendations. [How app recommendations work](#)

APP RECOMMENDATION

Email



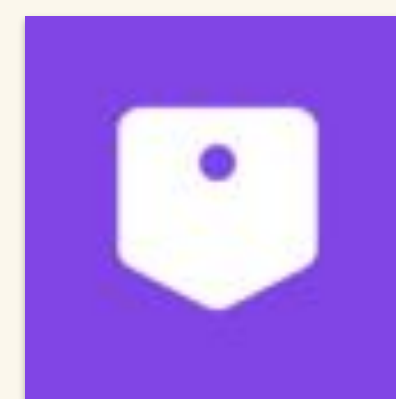
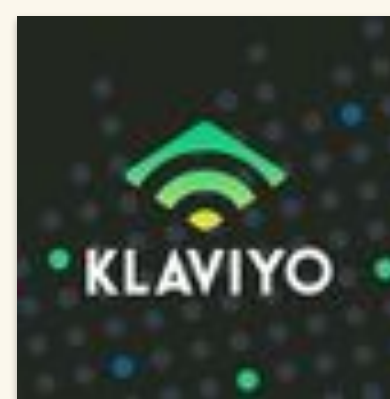
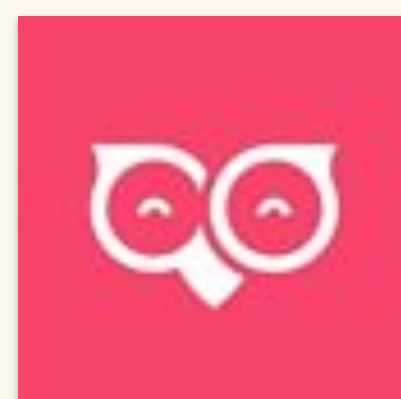
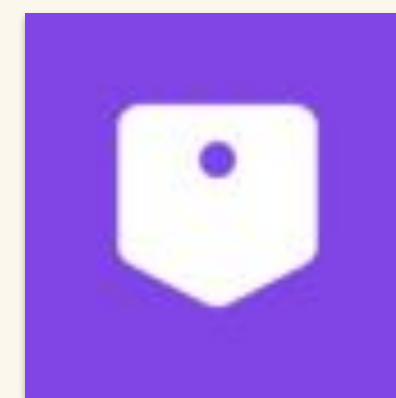
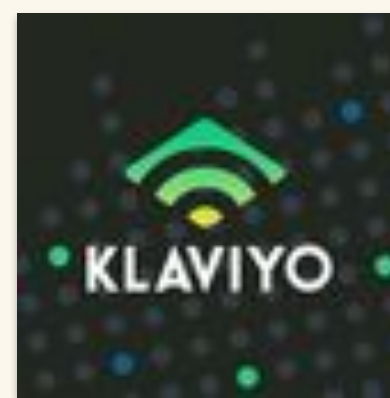
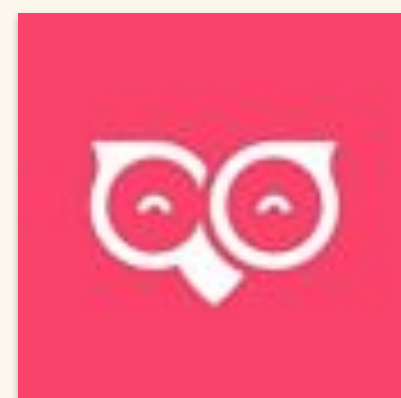
The image shows a screenshot of an email from Shopify recommending apps. At the top left is the Shopify logo. In the center is a diagram with a green shopping bag icon (Shopify logo) in the middle, connected by lines to various app icons: Lyst (purple), a star icon (yellow), Instagram (purple/pink), a blue speech bubble icon, a blue icon with a white 'S', a red 'b' icon, and a yellow/green icon. Below this diagram is the text: "Discover new apps to keep That Home Geek growing". Underneath that is a paragraph: "Your business is unique. We picked six apps to suit your store so you can keep building the business you want." At the bottom, there are four app recommendations in a 2x2 grid. Each recommendation includes an icon, the app name, a star rating with the number of reviews, and a brief description of the app's function.

Discover new apps to keep That Home Geek growing

Your business is unique. We picked six apps to suit your store so you can keep building the business you want.

 Age Check ★ 4.94 (47 Reviews) Add a professional age verification screen to your website.	 Exemptify ★ 4.76 (21 Reviews) Make your shop EU compliant with EU tax laws.
 Order Tagger	 Age Checkify - Age Verify

RECOMMENDATION BY SIMILARITY



APP RECOMMENDATION

320K

Monthly
Page Views

127K

Monthly
Installs

SEARCH ADS

The screenshot shows the Shopify App Store interface with search results for 'product photos'. A circular callout highlights the 'PhotoBug' app, which is marked as an advertisement. The app's details include a purple icon, the name 'PhotoBug', an 'Ad' label, and the text 'Free to install' and 'Beautiful product photo editing app'. The background shows a list of other apps like 'Peak Photo Editor', 'Dotted Pixel', 'Swap Photo Editor', 'Easy Watermarks', 'Retail Ready Photos by Pixc', 'Ali Reviews - Product Reviews', and 'PixelPhant'. The left sidebar contains filters for categories like 'Store design', 'Sales and conversion', 'Marketing', etc. The top navigation bar includes the Shopify logo, 'app store', 'CATEGORIES', 'COLLECTIONS', a search bar, 'Shopify.com', and a 'Log in' button.

shopify app store CATEGORIES COLLECTIONS Search Shopify.com Log in

Search results for:
product photos

Sort by: Most relevant

☐ See only compatible apps

- ☐ Store design (292)
- ☐ Sales and conversion (182)
- ☐ Marketing (92)
- ☐ Inventory management (60)
- ☐ Finding products (55)
- ☐ Orders and shipping (41)
- ☐ Productivity (36)
- ☐ Customer support (27)
- ☐ Places to sell (23)
- ☐ Reporting (19)
- ☐ Trust and security (19)
- ☐ Finances (6)
- ☒ All pricing (605)

PhotoBug
Ad Free to install
Beautiful product photo editing app

Peak Photo Editor
Ad Free plan available
Product photo editing that cleans up backgrounds and sharpens your resolution
★ 4.1 (341)

Dotted Pixel
Ad Free plan available
Easy photo editor that adds stunning lighting and overlays to your product images
★ 4.5 (1157)

Swap Photo Editor
Free plan available
Free product photo editor that also erases logos & backgrounds
★ 4.3 (101)

Easy Watermarks
Free plan available
Easily add stickers, logos and texts on your product photos
★ 4.6 (157)

Retail Ready Photos by Pixc
Free to install
Product photo editing and image optimization within 24 hours
★ 4.8 (106)

Ali Reviews - Product Reviews
Free plan available
Import reviews from AliExpress, Photo & Site Reviews
★ 4.6 (2312)

PixelPhant
Free to install
Product photo editing by professionals for your online store
★ 5.0 (4)

Shopify Global Community 與 Unite Sessions/Workshops 心得分享



Shopify 多倫多 辦公室參訪



Facebook 多倫多辦公室參訪



Unite Closing Session





Workshops & Partner Events

台灣商家如何運用 Shopify 進行在地化與國際化

台灣在地金流/物流選擇

信用卡(台幣收款)

1. HiTrust 網際威信
 - a. 台灣公司, 可以開發票並串接各大銀行 (e.g. 台新/國泰/中信/富邦等)
 - b. 支援 Apple Pay & Google Pay
 - c. 須在台灣有公司行號
2. 2checkout: 3.5% + US\$0.35 up
3. TapPay (串接中即將推出)

超商取貨付款



ATM轉帳

台灣在地金流/物流選擇

宅配

新竹物流 / 便利帶 / 嘉里大榮 等

超商取貨

ako commerce +



前進國際市場 - 金流



- Countries:
 - Australia, Canada, Denmark, Germany, HK, Ireland, Japan, The Netherlands, New Zealand, Singapore, Spain, United Kingdom, United States
- Currencies:
 - GBP, AUD, CAD, EUR, HKD, JPY, NZD, DKK, SGD, and USD.
 - 自行選擇消費者支付與最終店家要收取的幣別
 - 按照即時匯率並設定微調使商品價格穩定(e.g.設定商品金額均為xx.99, 去小數點等)



- 26 Countries
- 135+ Currencies



- 200+ Countries
- 25+ Currencies

前進國際市場 - 物流

歐美



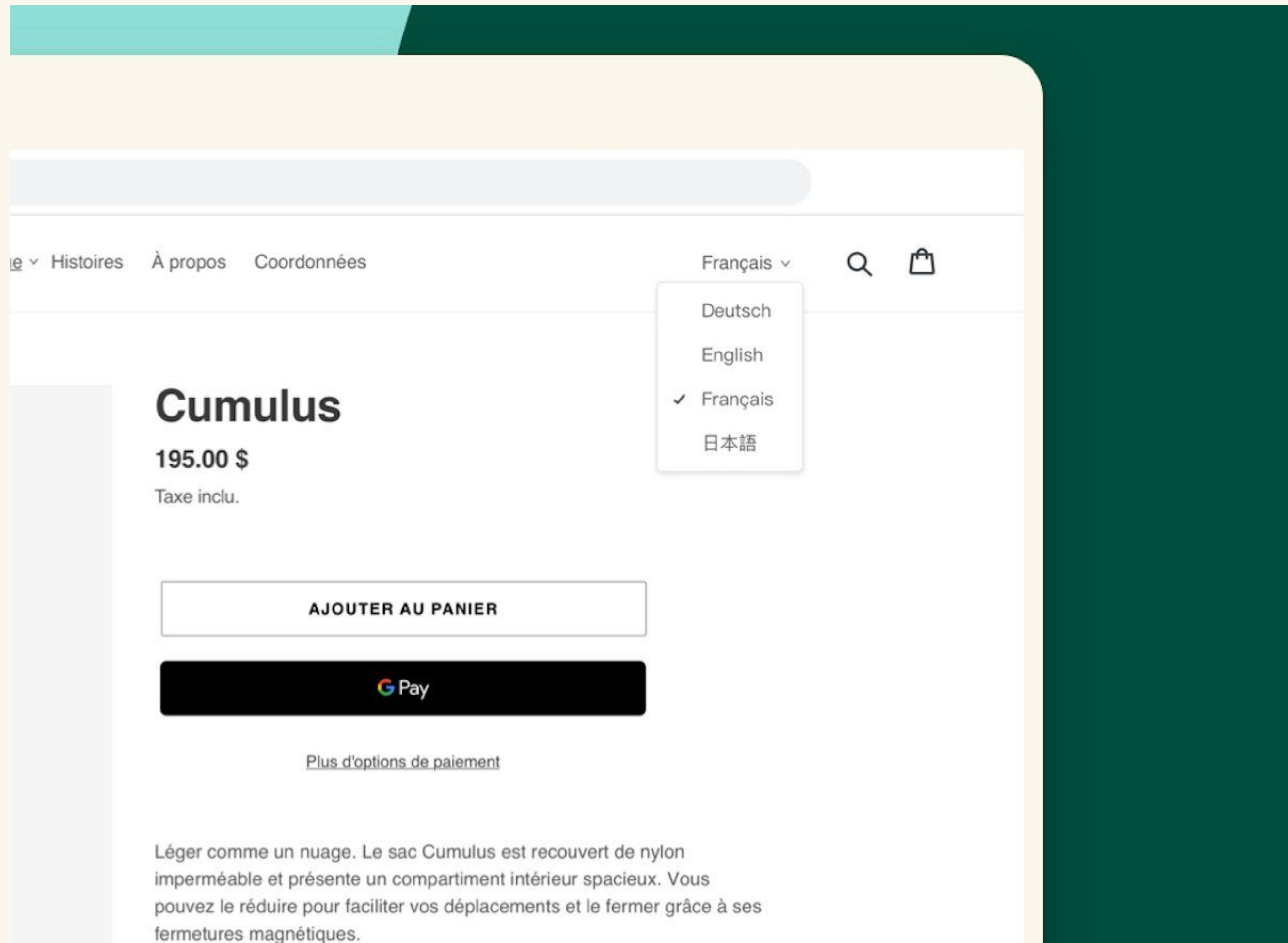
日本
東南亞
澳洲



中港澳



前進國際市場 - 多語系網站



- 後台直接編輯不同語言
- 未來支援可自動翻譯
- 支援子目錄 (e.g. myshop.com and myshop.com/fr)

About Akohub

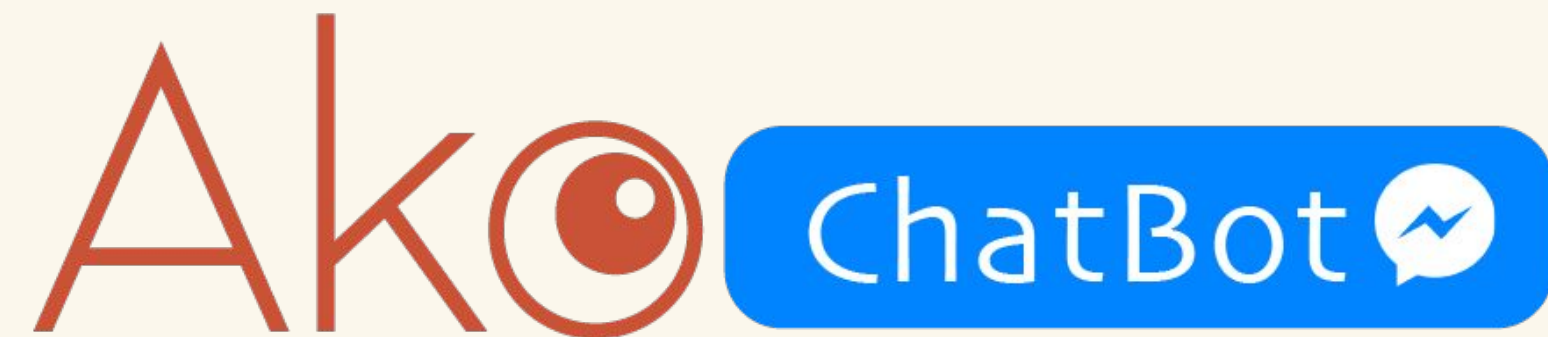
自 2015 年以來 Akohub 致力於幫助全球品牌電商優化購物流程與精準行銷。主要的產品 Ako Retargeting 與 Ako Chatbot 已於 Shopify App Store 營運三年、服務全球數千家品牌電商，強化 Facebook Retargeting 精準再行銷廣告。

目前 Akohub 是 Shopify 官方唯一在台灣深度合作的 Technology Partner。自 2019 年開始 Shopify 與 Akohub 協力幫助台灣的商家串接超商取貨 (CVS Pickup) 服務，優化消費者的購物體驗。

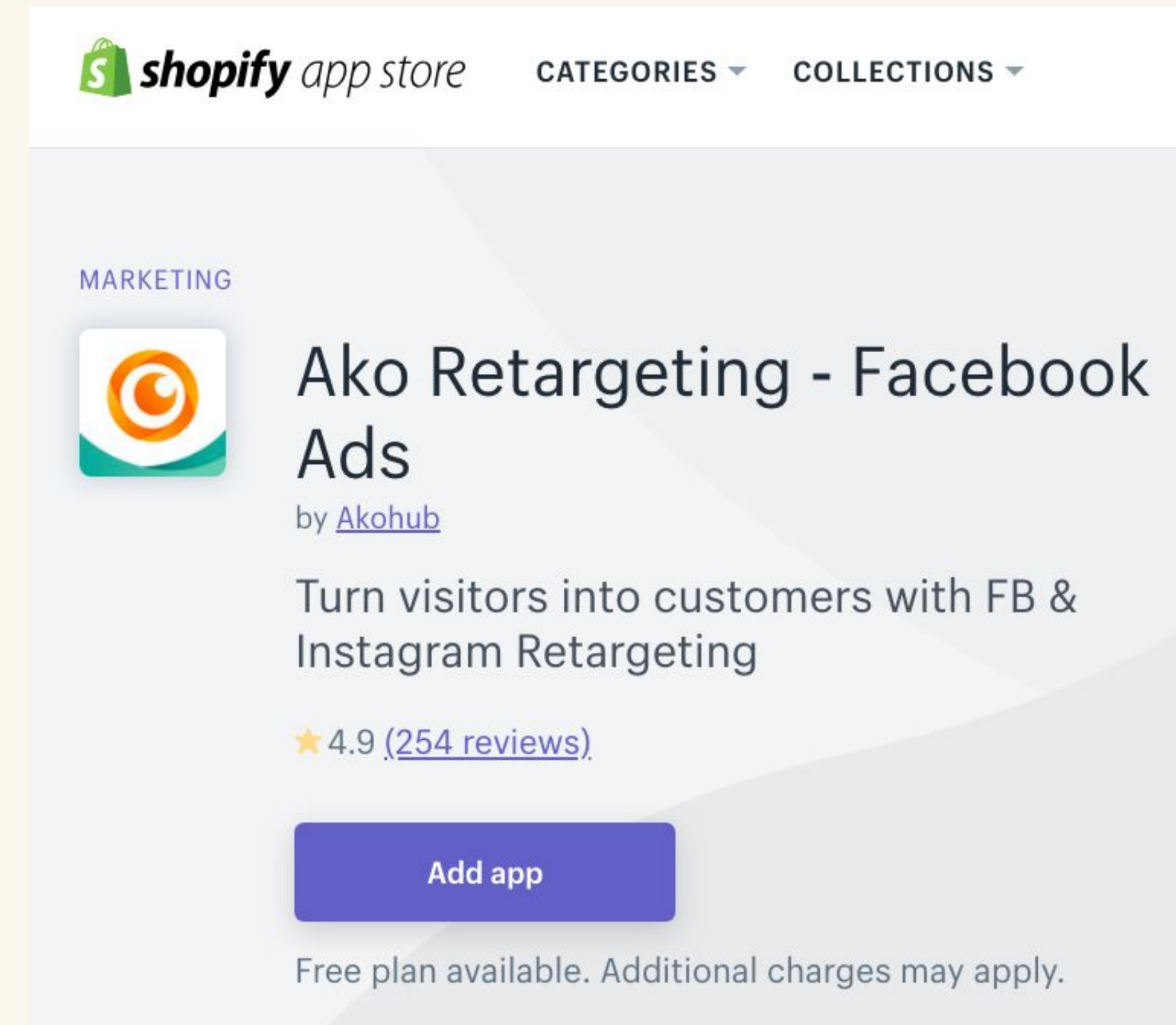
Shopify Apps | Akohub



專屬 Shopify 快速建置 FB 再行銷廣告活動
| 轉換訪客為顧客



專屬 Shopify 快速建置 FB 聊天機器人 | 提供免費試用



Launched Since 2016

Shopify 台灣超商取貨串接服務

ako commerce

+



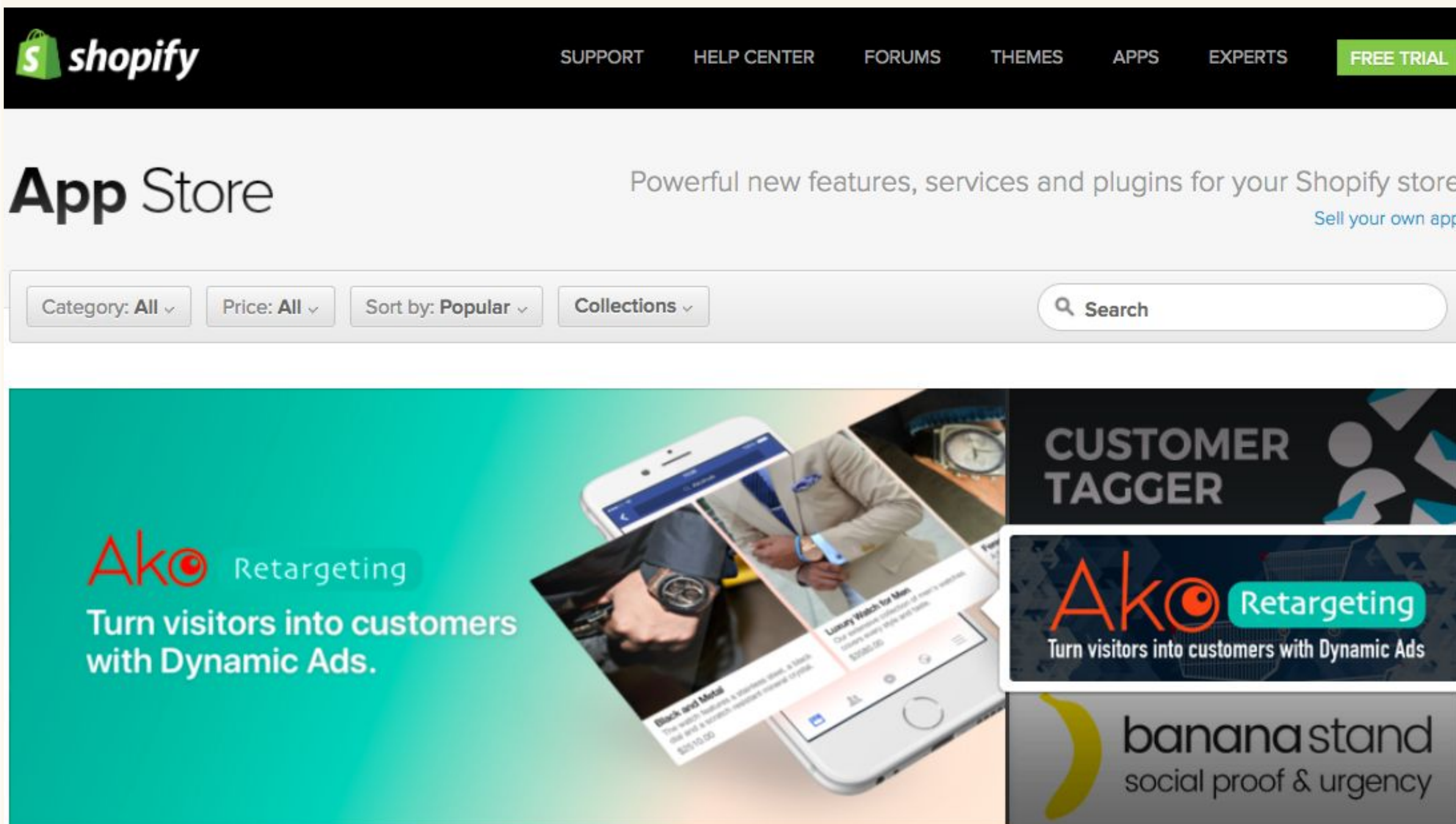
了解串接服務請洽詢：

hello@akocommerce.com

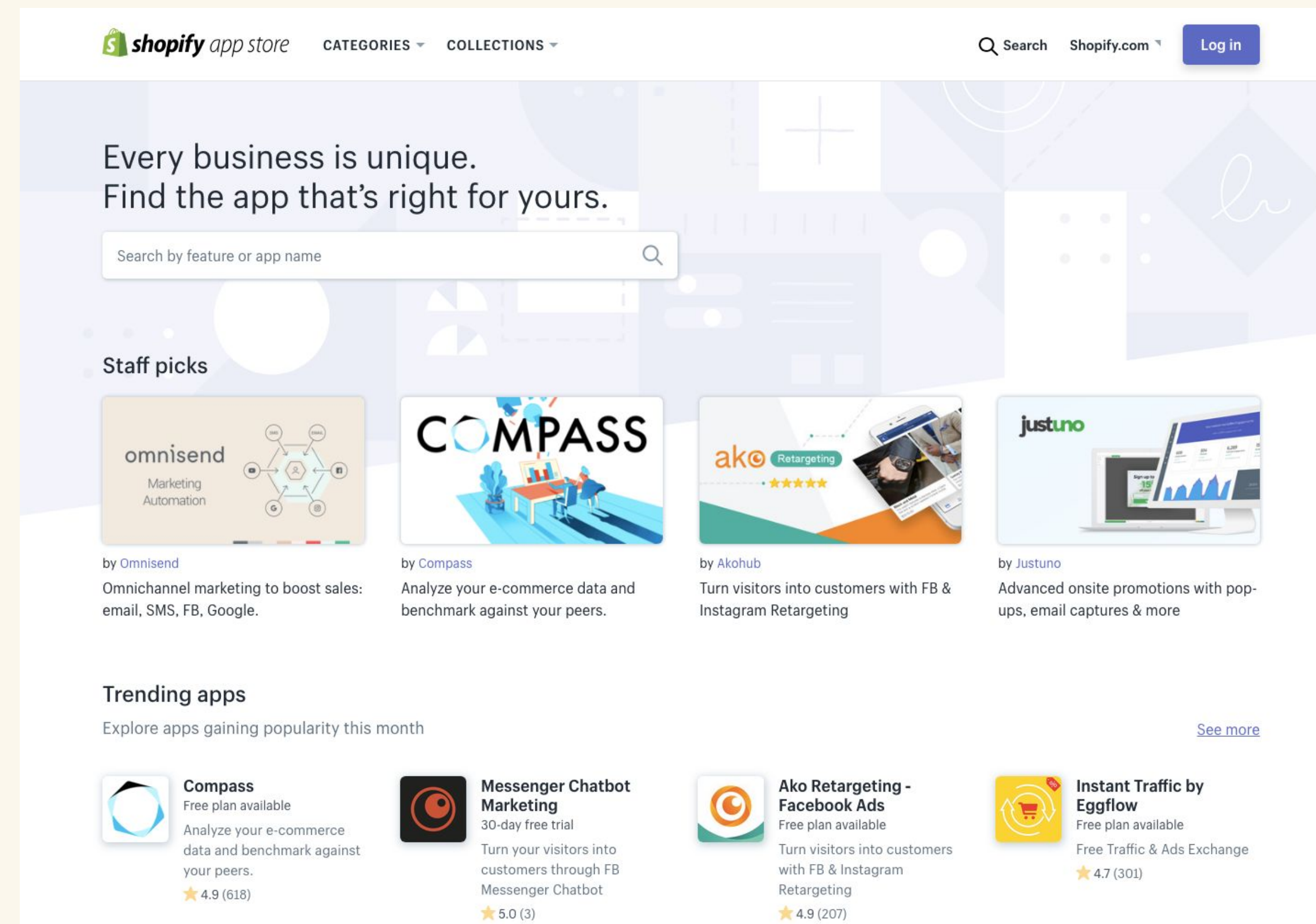
<https://akocommerce.com>

Shopify 官方認證技術夥伴 | Akohub

2017 十一月 Shopify App Store 首頁輪播主打



2018 十一月獲 Shopify Staff 精選為最佳 App



Thank You!

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hello@akocommerce.com



<https://akocommerce.com>



@akohub



@akohub



@akohubteam



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