

Shopify Partner Meetup

Jan 2021

Paolo Picazio, Head of Italy - Shopify





At a Glance

Shopify is a leading multi-channel commerce platform.



2006

Platform Released



5,000+

Employees



37,400

Partners who have referred at least one merchant to Shopify in the last 12 months
(September 30, 2020)



5,300

Apps in our App Store
(September 30, 2020)



\$180M

Paid out in 2019 to partners by Shopify for apps and services benefiting our merchants



— **~\$230B** —

Total Sales on Shopify by Merchants
(Cumulative)
(September 30, 2020)

5.1 billion

GMV during BFCM 2020



One Platform, Every Channel, Any Device.



Single Integrated Back Office.



We are growing globally



Rest of the World
15% Revenue
29% Merchants

Canada
6% Revenue
6% Merchants

UK
7% Revenue
7% Merchants

USA
68% Revenue
52% Merchants

Australia
4% Revenue
6% Merchants

* Revenue and merchants as at December 31, 2019

Shopify in Italy vs Competitors

Interest over time from Google Trends

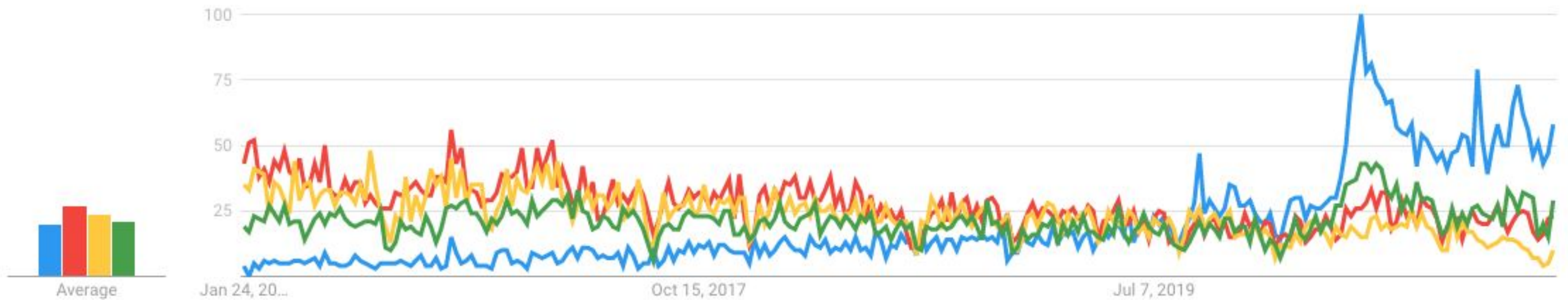
Italy ▼

Past 5 years ▼

All categories ▼

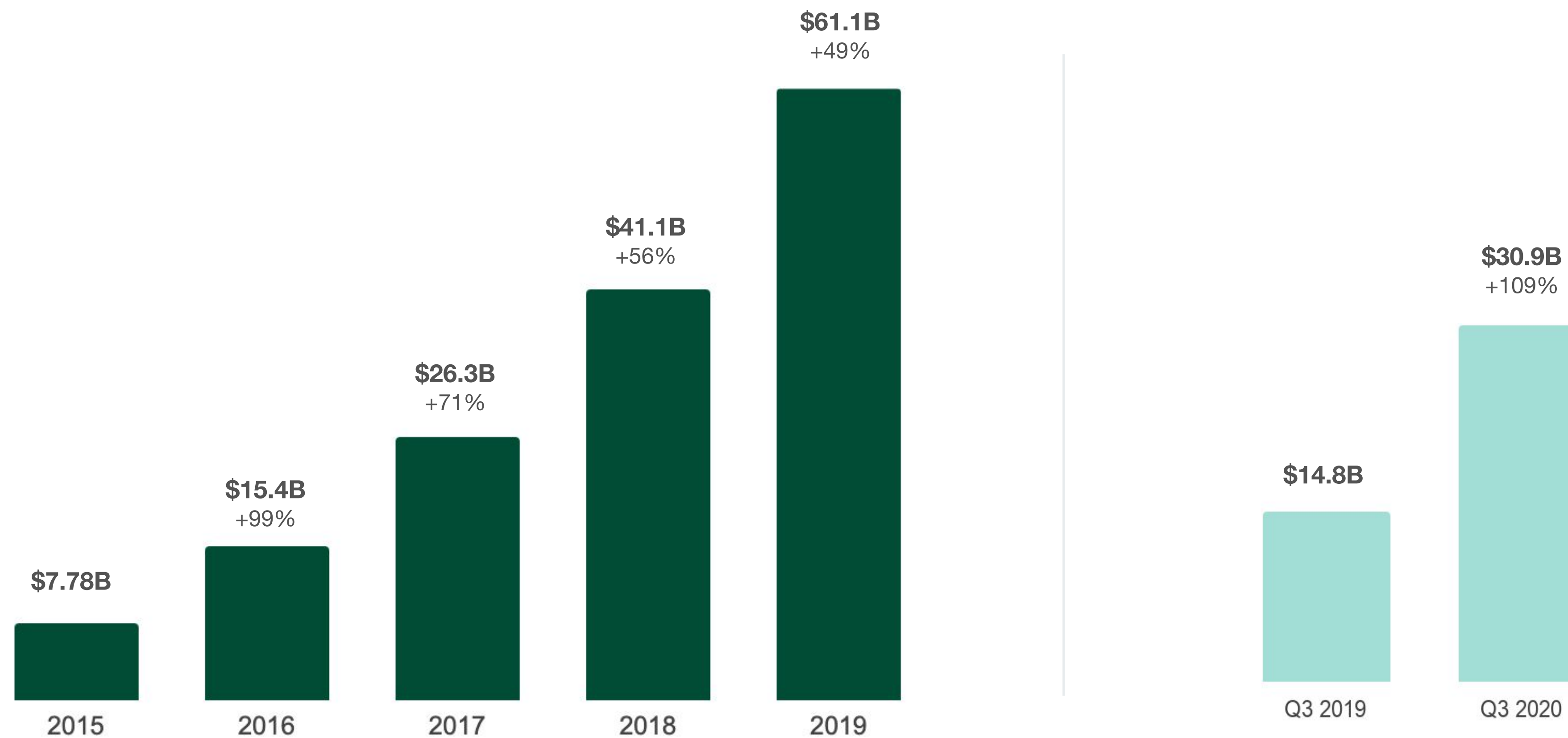
Web Search ▼

Interest over time ?



Strong Consistent GMV Growth

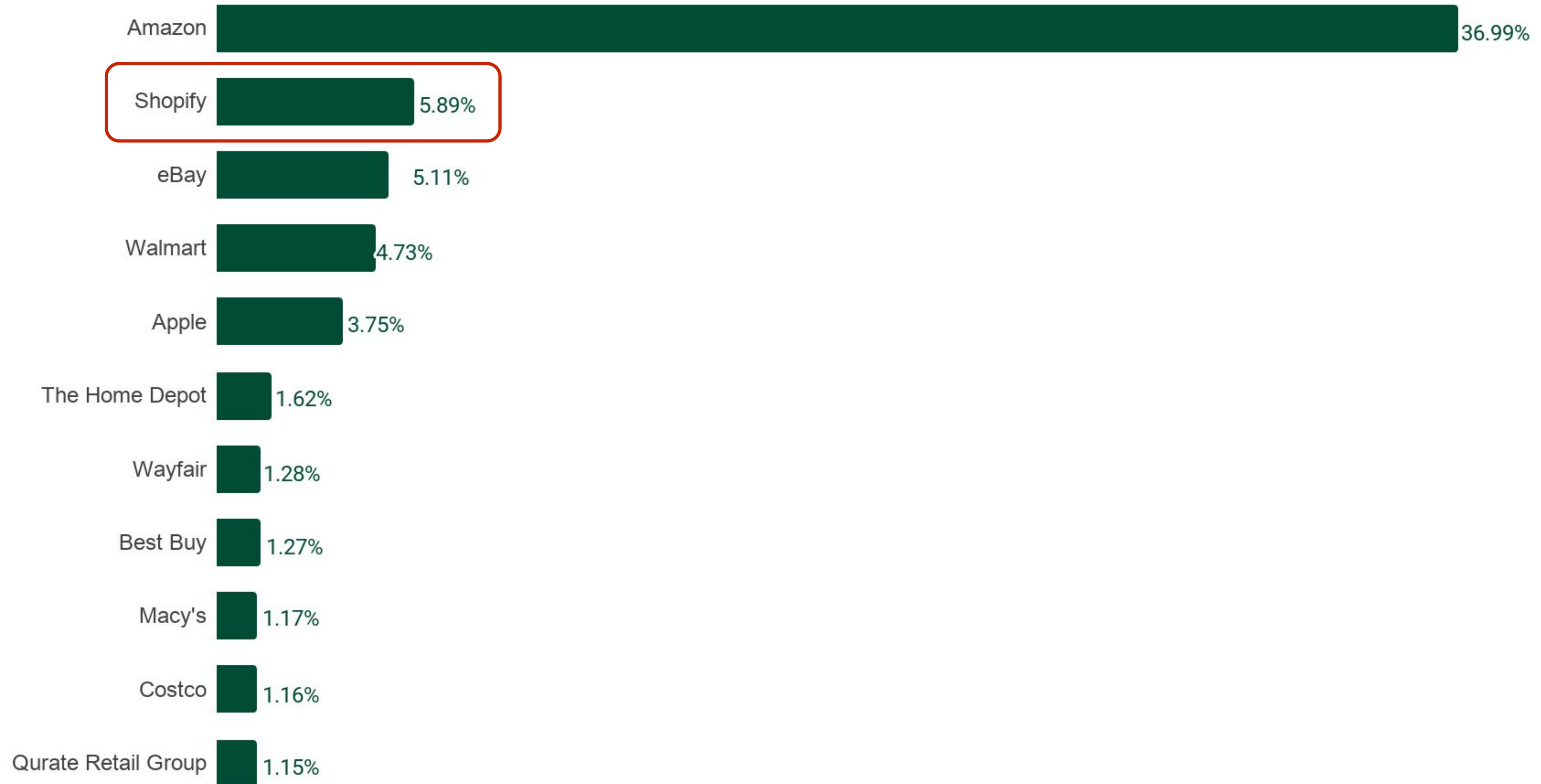
Merchants Are Scaling and Succeeding on Shopify



*Gross Merchandise Volume, or GMV, represents the total dollar value of orders facilitated on the Shopify platform including certain apps and channels for which a revenue-sharing arrangement is in place in the period, net of refunds, and inclusive of shipping and handling, duty and value-added taxes.

Strong & Competitive Market Position

Share of U.S. Retail eCommerce Sales 2019



Source: eMarketer, May 2020, Shopify

* Market share based on Shopify's 2019 US GMV (excluding merchant sales made through POS)

Some brands using Shopify

Making Commerce Better For Everyone

The New York Times

Harry Potter

BULOVA

MVMT

KYLIE

purple

chubbies

UNTUCKit

leesa

peepers



GYMSHARK

FASHION NOVA

Budweiser

REBECCA MINKOFF



Nestlé



Unilever



The Economist

BOLL & BRANCH

BOMBAS

allbirds

brooklinen

SKINNY DIP

THE WEEKND

Polaroid ORIGINALS

Velasca MILANO

PittaRosso

ALESSI

BLOWHAMMER

MIRTA

MANEBÍ

Our Market

Shopify is the entrepreneurship company for merchants of all sizes

Basic

\$29 per month

Shopify

\$79 per month

Advanced

\$299 per month

Shopify Plus

\$2,000+ per month

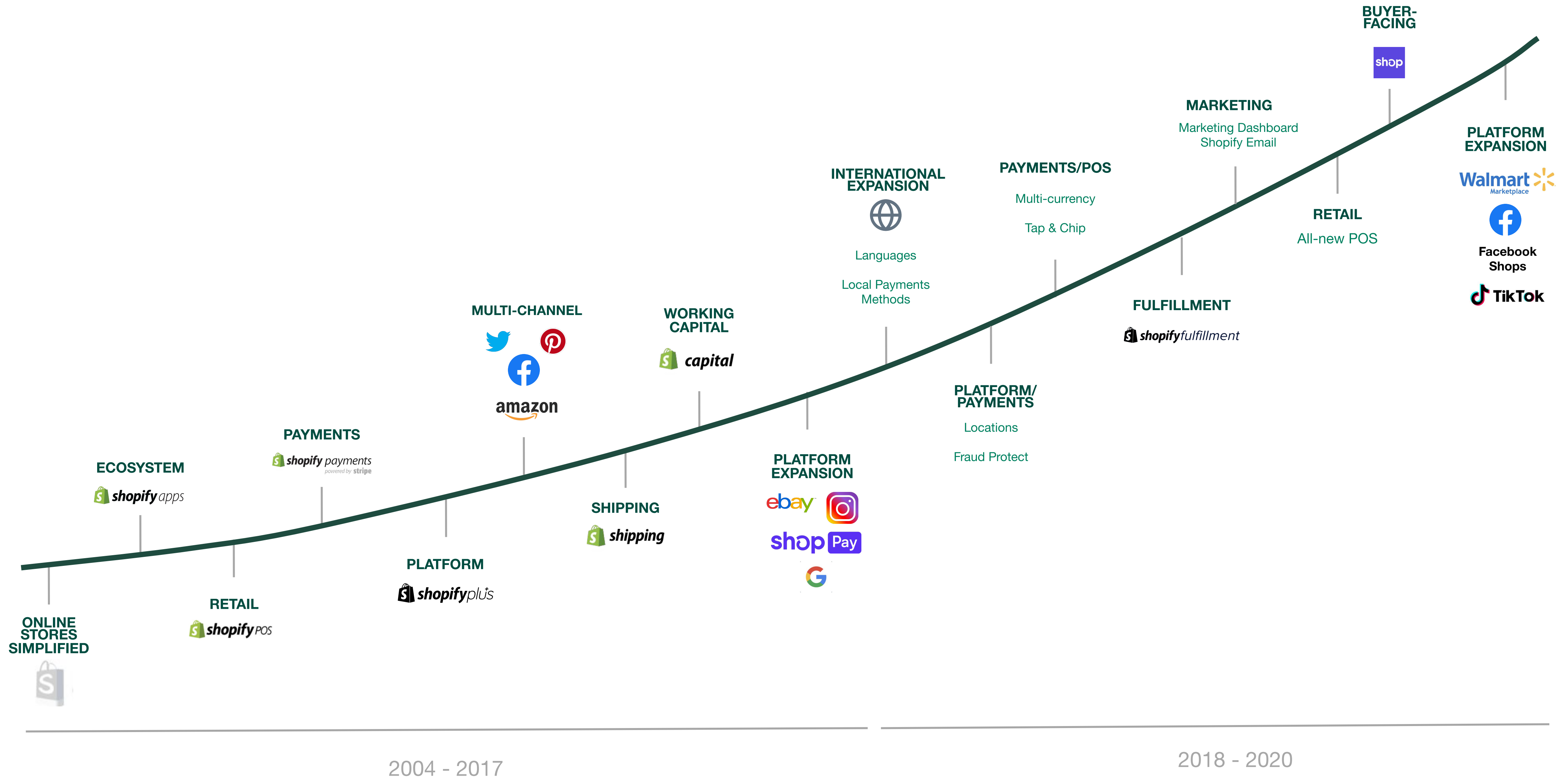
Entrepreneurs

SMBs

Larger Brands

Merchant-First Focus Through Product Innovation

Lowering Barriers, Simplifying Operations, Catalyzing Merchant Sales

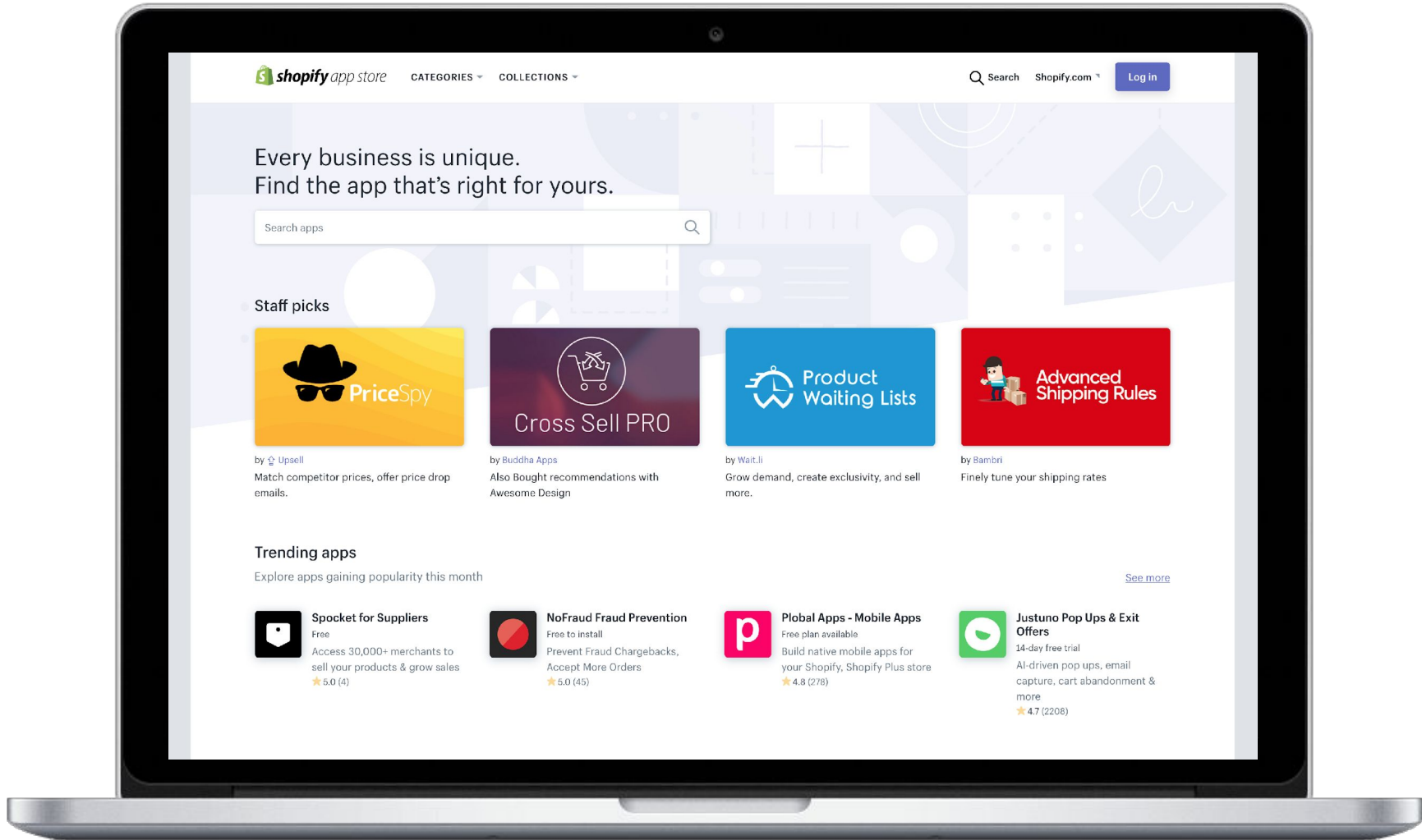


Rich and Extensive Partner Ecosystem

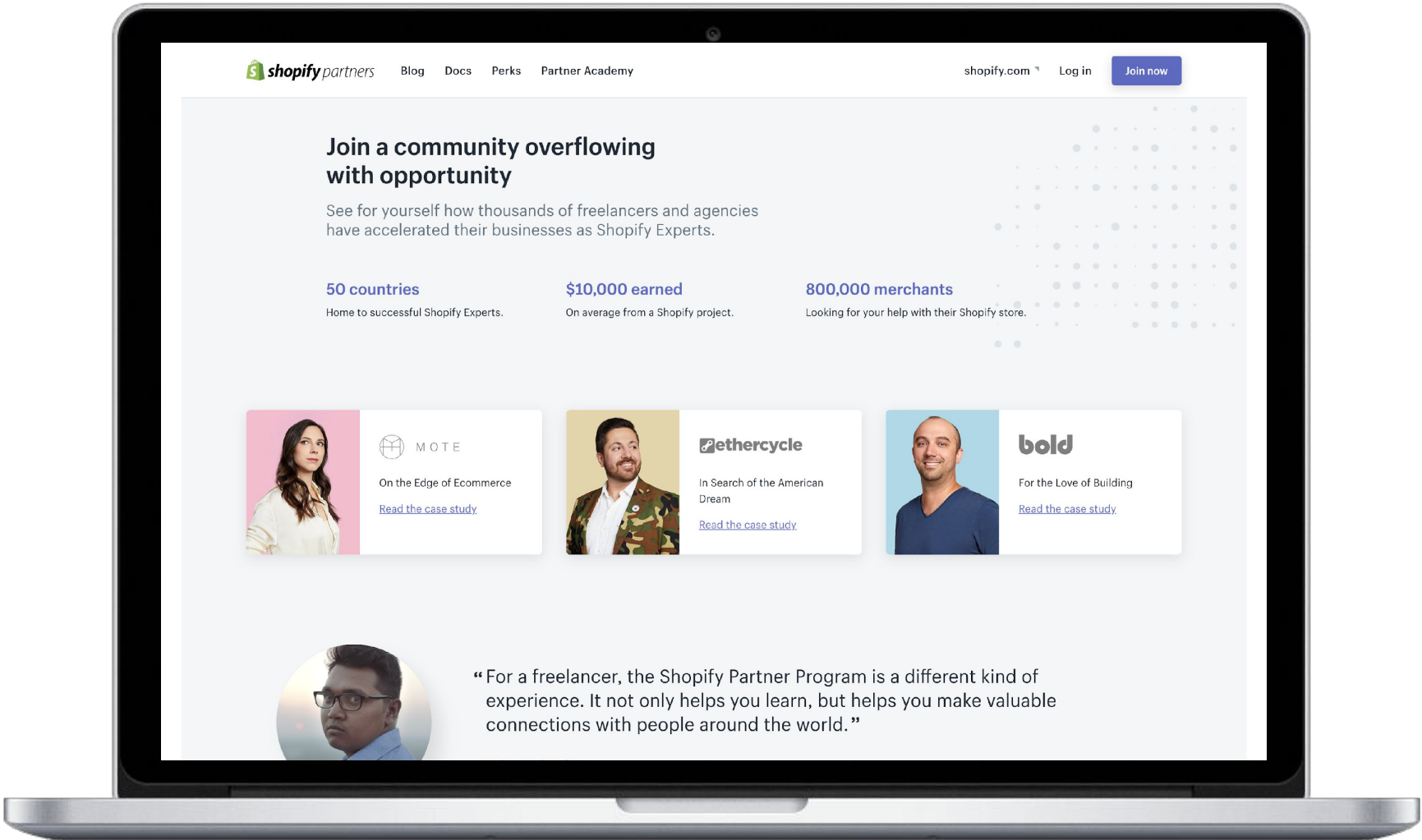
Extending the Value of the Platform Beyond our Merchants

5,300
Apps

37,400
Agencies & Web Designers



Apps extending product capabilities



Referred at least one merchant to Shopify in the last 12 months

Some of our agencies in Italy

HIBRO



<QBR/CO>

MIKAMAI



alpenite

TRIBOO



Digital Maö
ECOMMERCE AGENCY

cooder

ict (digitalthink)



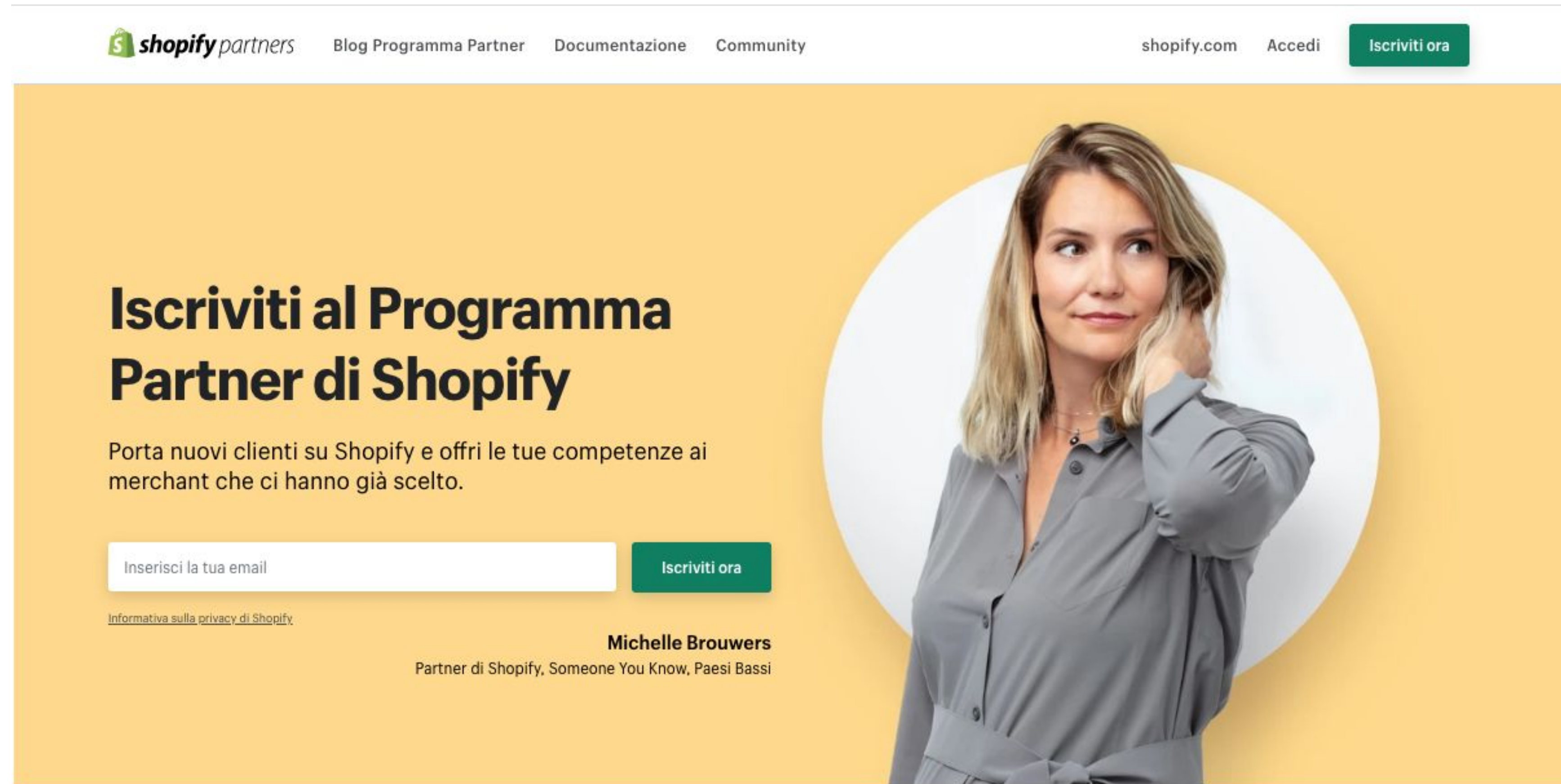
dAgency



webidoo



How to start



The screenshot shows the top navigation bar of the Shopify Partners website. On the left, there is the 'shopify partners' logo. In the center, there are links for 'Blog Programma Partner', 'Documentazione', and 'Community'. On the right, there are links for 'shopify.com', 'Accedi', and a green 'Iscriviti ora' button.


Iscriviti al Programma Partner di Shopify

Porta nuovi clienti su Shopify e offri le tue competenze ai merchant che ci hanno già scelto.

[Iscriviti ora](#)

[Informativa sulla privacy di Shopify](#)

Michelle Brouwers
Partner di Shopify, Someone You Know, Paesi Bassi



<https://it.shopify.com/partner>

 **Shopify Partners**

Thanks!

