# Connecting the dots

## Shopify Master Class Series
## Webinar  - Part 2

## DME

by

**MARYAM GOLABGIR**

Maryam Golabgir, our CEO, will be leading the team. She's a digital marketer, programmer, and website guru. Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and many metrics to accompany digital plans. Maryam's digital expertise includes social media marketing strategies, website development, search engine marketing and optimization, online advertising, and video / mobile marketing. Digital Marketing Experts was nominated as one of the top advertising agencies in the York Region last year.

For more information about our business, you can visit www.digitalmarketingexperts.ca or my LinkedIn profile https://www.linkedin.com/in/maryamgolabgir

Shopify's App Store is continuously evolving with powerful tools designed to improve store functionality, marketing, and customer experience.

# Top 10 Shopify Apps for 2025

# Shopify Magic (AI-Powered Marketing Automation)

**Generates AI-driven content and automates campaigns.**

# ReConvert (Upsell & Thank You Page Optimization)

Boosts post-purchase upsells and retention.

# Klaviyo (Email & SMS Marketing)

## AI-driven email automation for personalized marketing.

# Gorgias (AI Chatbot & Customer Support)

Enhances customer experience with real-time AI chat.

# Loox (Photo & Video Reviews)

Helps build social proof and credibility.

**Yotpo (Loyalty & Rewards Program)**

**Drives customer retention through an AI-powered loyalty program.**

# Omnisend (Omnichannel Marketing Automation)

Automates email, SMS, and push notifications for Shopify stores.
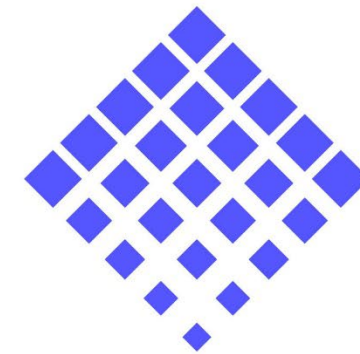
# PageFly (Custom Landing Page Builder)
Enables seamless no-code customization of product pages.

# Shopify POS (Seamless Omnichannel Retailing)

Integrates online and offline sales for Shopify merchants.

**TikTok Shop Integration (Social Commerce Boost)**

• Enables seamless selling directly on TikTok.

# Case Studies of Success Stories

# Case Study 1: Leveraging Klaviyo for Personalized Email Marketing

A Shopify-based fashion retailer implemented Klaviyo's AI-driven email automation to segment customers based on past purchase behavior and engagement.

By using dynamic product recommendations and personalized discount codes, the retailer saw a **120% increase in email-driven sales** within six months. Automated abandoned cart emails alone recovered **35% of lost sales**, while post-purchase follow-ups improved customer retention by **40%**.

The brand also leveraged Klaviyo's A/B testing feature to optimize subject lines and email content, resulting in a **25% higher open rate and 18% boost in click-through rates**.

# Case Study 2: Success with TikTok Shop & Shopify Integratio

A beauty brand specializing in organic skincare integrated **TikTok Shop** with their Shopify store, allowing customers to purchase directly from TikTok videos and live streams.

By leveraging **TikTok's algorithm**, the brand collaborated with micro-influencers to showcase products in engaging, short-form videos, leading to a **70% increase in social commerce sales** within three months.

The integration enabled seamless order fulfillment through Shopify, reducing cart abandonment and increasing customer retention. Additionally, TikTok's **AI-powered ad targeting** helped the brand reach highly relevant audiences, resulting in a **4x return on ad spend (ROAS)** compared to traditional social media ads.

# Case Study 3: Scaling Customer Experience with Gorgias AI Chat

An electronics retailer running a Shopify store struggled with **high customer service inquiries** and long response times, leading to decreased customer satisfaction.

They implemented **Gorgias AI Chat**, an AI-powered customer support tool, to automate responses for common inquiries, such as order tracking, return policies, and product recommendations.

Within **three months**, the retailer saw a **50% reduction in customer support costs**, a **35% improvement in response time**, and a **20% increase in repeat purchases** due to enhanced customer experience.

By leveraging **AI-driven automation and personalization**, the business significantly improved customer satisfaction while freeing up resources to focus on growth.

# Do you have any questions?