

TEXT|CONNECTS

Development Agency

Your Shopify Development Experts
From small tweaks to full-site builds, we handle it all.

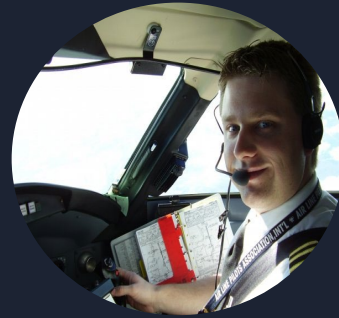




Shopify Boston Meetup



Shopify Boston Meetup



Justin Porter
Partner

Shopify Meetup Boston

- Store Operations
 - Backup and Restore
 - Orders and Fulfillment
 - Insights / Analytics



Shopify does **NOT**
automatically
backup your stores
content!

Why a Backup is needed

Accidentally Deleted a Product or Products

Rogue employee deleted content

App caused a deletion



Ways you can backup your store

Manual

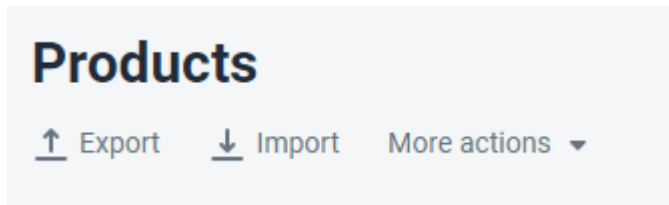
App

Write your own Shopify App to do everything for you...

Store Backup - MANUAL

EXPORTABLE

- Products
- Customers
- Orders
- Gift Card Codes
- Discount Codes
- Themes



NOT EXPORTABLE:

Files

Collections

Metafields



Store Backup - Apps



Automatic Backups



Backup – BackupMaster.io

Are you covered for all types of disasters?

Covered by Platform backup



Unlikely

Very Likely

Meteorite
lands on servers

Data breach

3rd party app
errors

Malicious data
deletion

CSV imports

Human error



Covered by Rewind backup



Orders and Fulfillment

Fulfilling Orders inside of Shopify

- Print Order Invoices and Packing Slips with Shopify Order Printer App
- Print Labels using built in Fulfill Orders Shipping Label Option
- Slowest Method, but easy to run if less than 10 orders per day



Shipping Apps / Options



Advanced Shipping Apps

ShipStation®

fulfillment
by **amazon**




shippo

Insights / Analytics

Analytics

Glew.



Google Analytics



hotjar



Shopify Analytics

Google Analytics

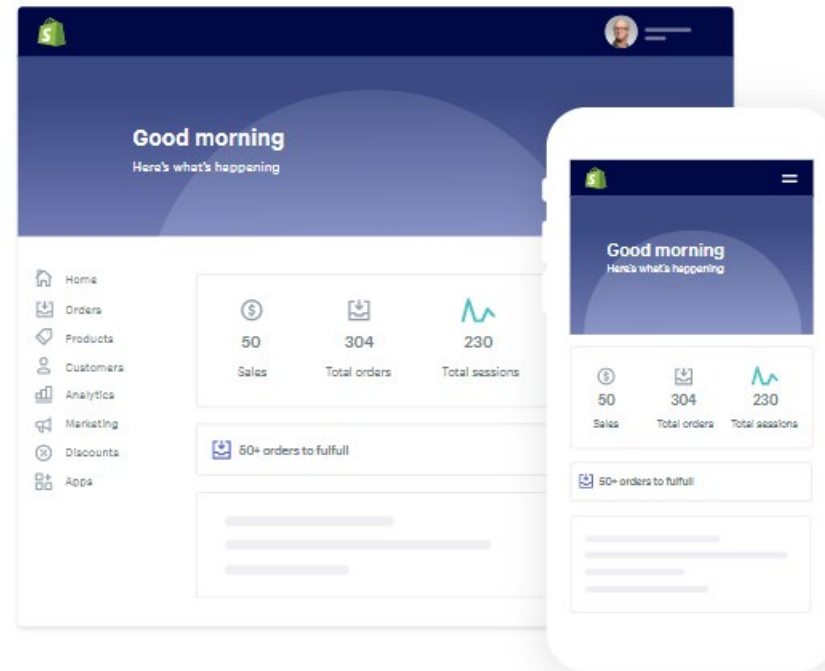
Heap

Segment

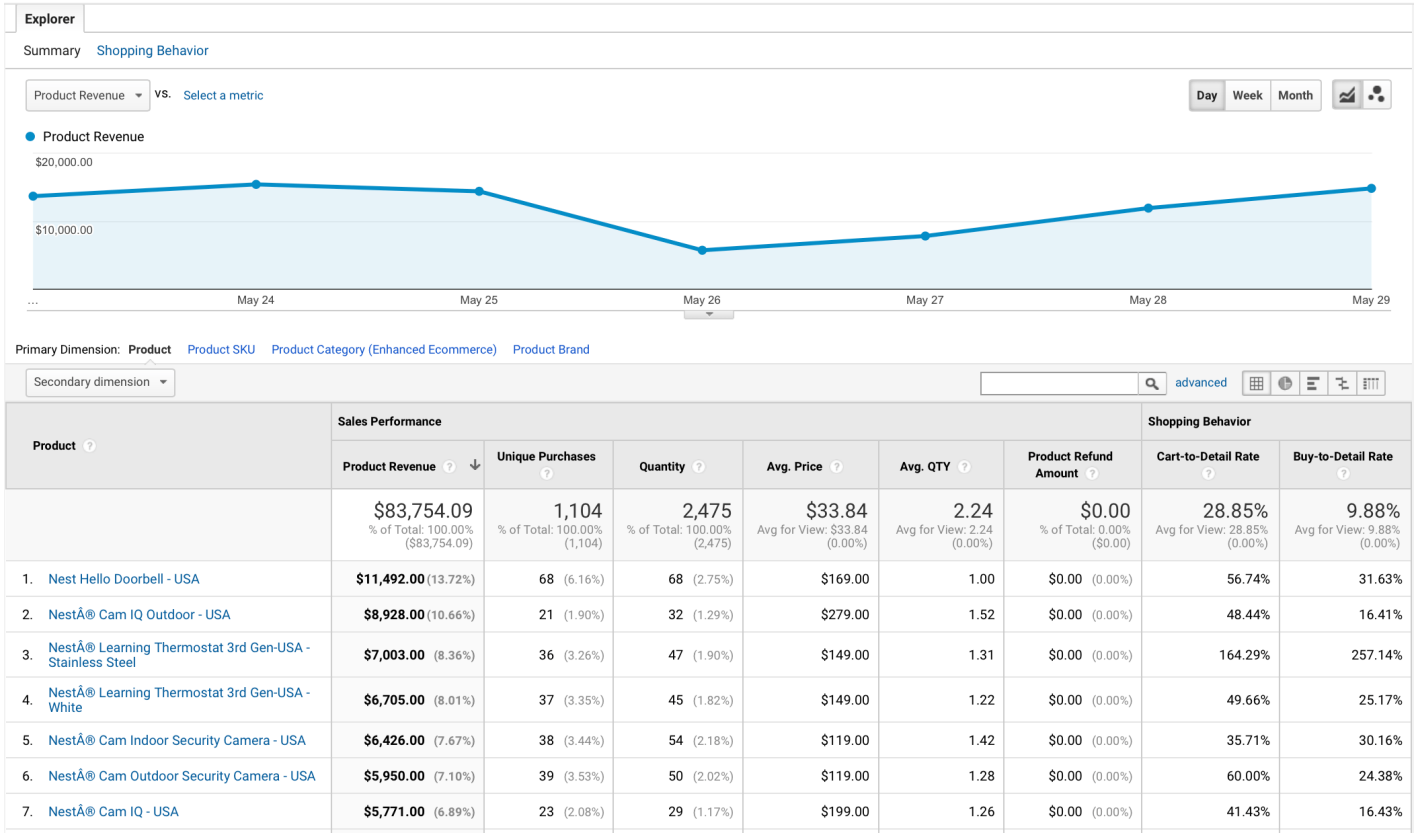
Hotjar

Glew.io

Shopify Analytics



Google Analytics



Heap Analytics

Conversion Goal  Purchased ▾

Amount (optional) Choose Property ▾

Touchpoints  Session ▾

Lookback Window 1 day

Model Linear ▾

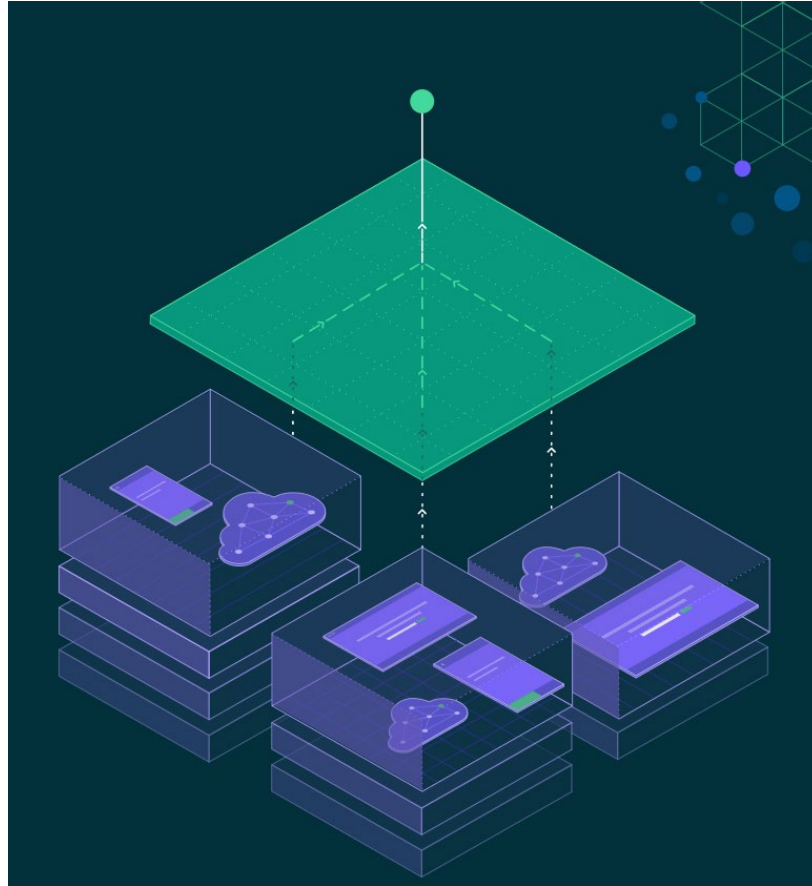
Filters 

Date Range Jan 18, 2019 - Jan 18, 2019

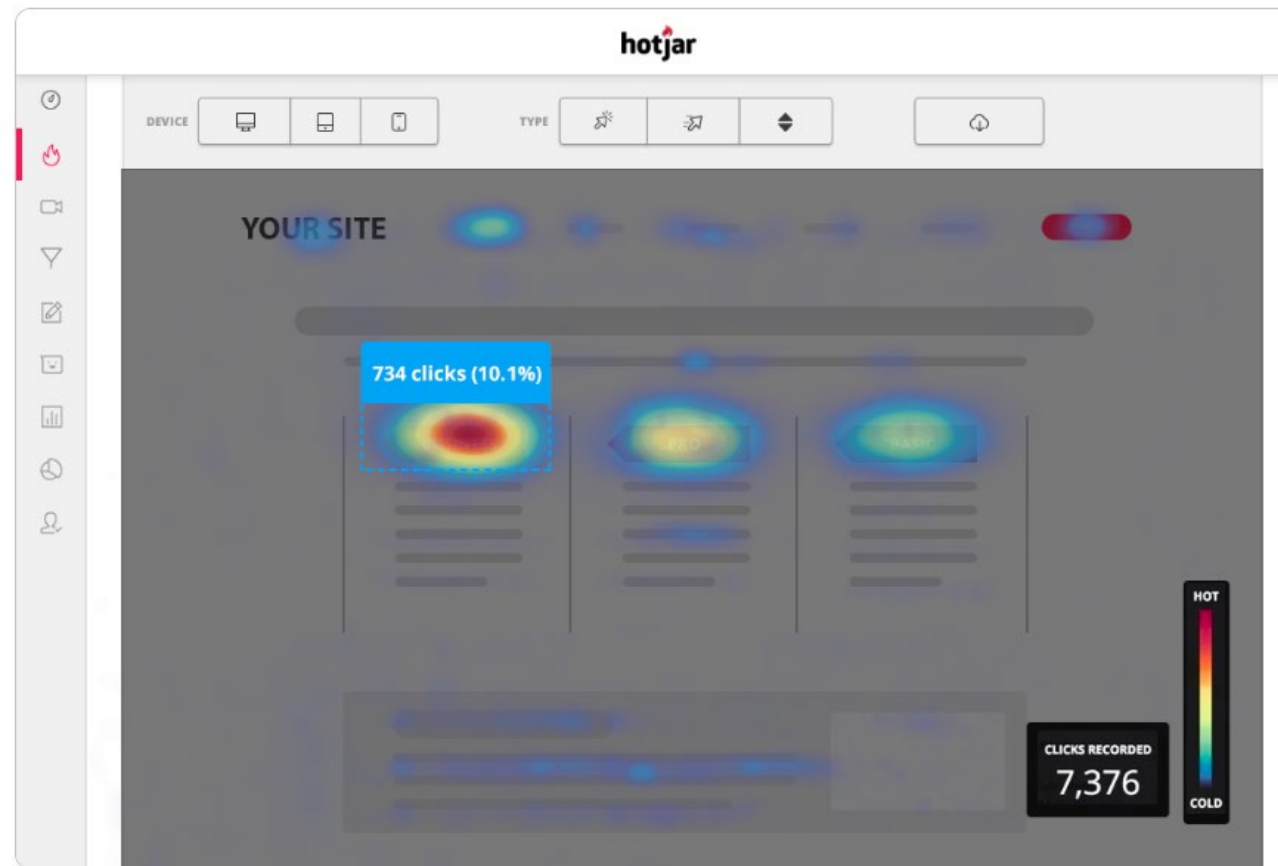


Defined Event Properties
Device Type
Browser
Browser and Device Type
Marketing Channel
Custom API
order
total
version

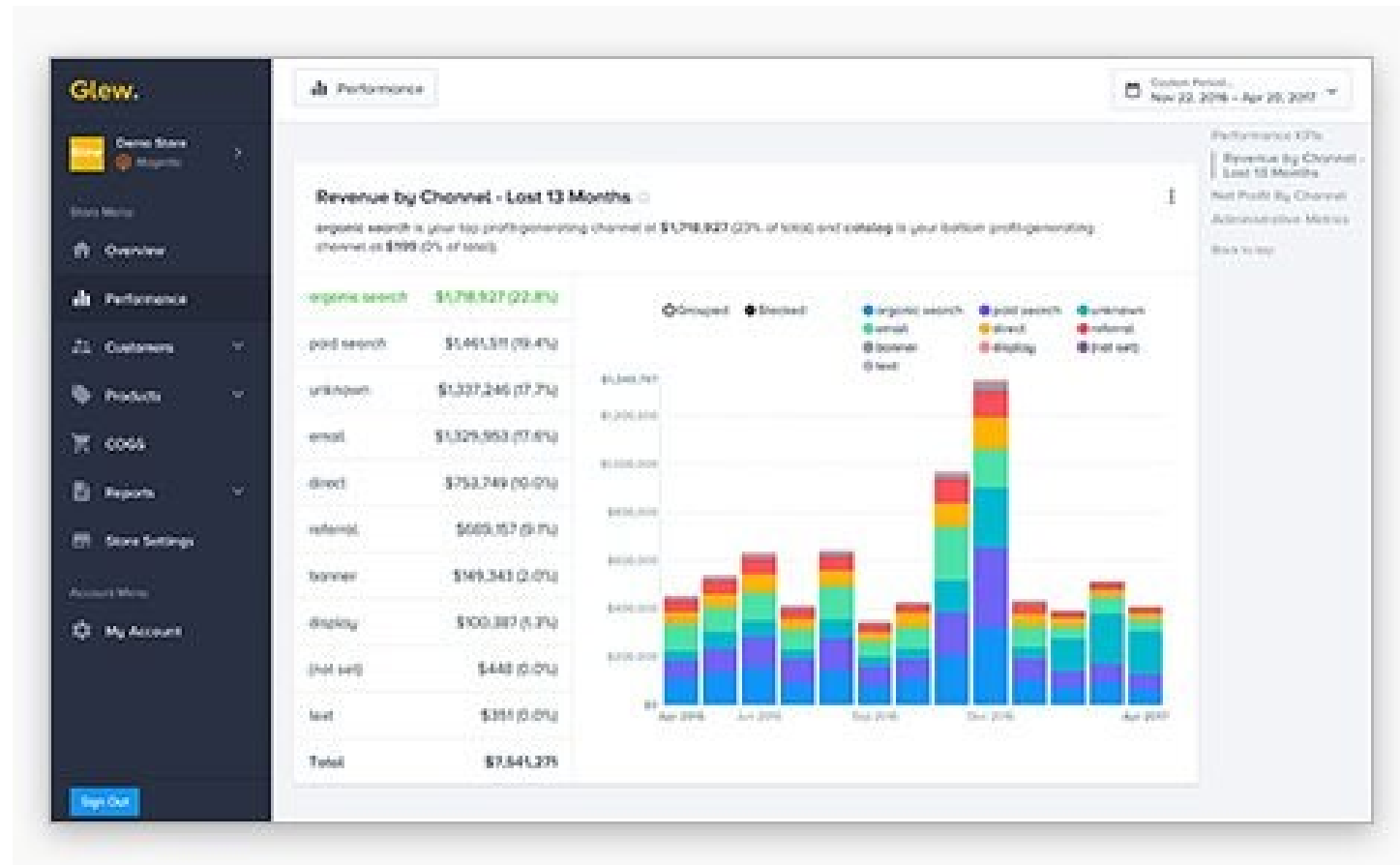
Segment



Hotjar



Glew.io



Thanks!