

BLEND

Shopify App Lookbook

A detailed guide to integrating your Shopify apps by Blend Commerce.

Experts in delivering solutions with  **shopify**  **shopifyplus**



Introduction

As a Shopify Merchant, there are endless opportunities for you to grow your business. Take the Shopify app store. There are tons of apps available to you, some are even designed to do the same thing. So how do you know which ones to go for and which ones are best for your business?

Here at Blend we know first hand from working on our own and client websites, the difficulty of navigating apps. For us, apps need to be streamlined. They should work seamlessly together to create a consistent experience from your website, to emails to social media.

Overall several years, we have used and tested hundreds of apps but have narrowed down our tech stack to just 8 core apps. With these apps, we are able to help our clients build stronger customer relations and improve the consistency of their brand throughout their whole store and customer experience. The capabilities of these apps to be used together make them the ideal tech stack for many brands, using prebuilt and API integration to sync and send data.

In this guide, we introduce you to all 8 of our core apps to show the possibilities your Shopify store has. Use this guide as your information hub and learn more about the specific strategies you can use for your own brand. If you sell pet food or clothing or have a subscription or single product store, this guide will give you the strategies and ideas you need to build your ideal tech stack.

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Our Partner Apps



Klaviyo

Klaviyo is an Email Marketing Platform that uses events and behaviours of Subscribers to create advanced segmentation, automated email Flows and send additional campaigns. It has the potential to make up 20% of all store revenue using retargeting to drive repeat purchases and AOV increases.

Blend are Klaviyo Master Partners and have worked with many brands to build an advanced email marketing strategy. **We've helped one of Europe's leading candle making supplies businesses increase their conversion rate to 30%.**

With a great API open-source, Klaviyo has some fantastic integrations that are so simple and easy to set up.



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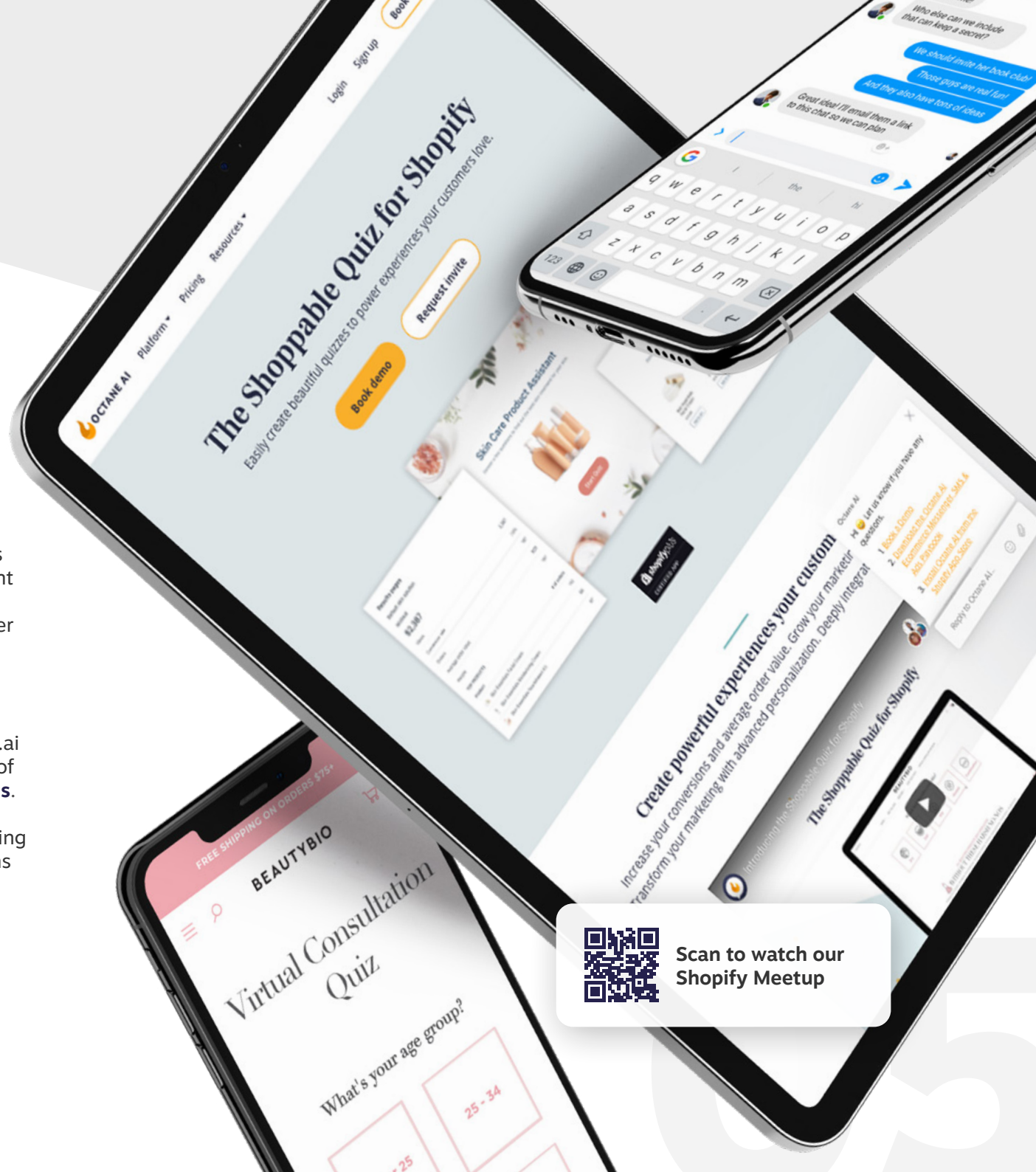


Octane AI

Octane.ai allows you to use Facebook Messenger as a sales generating platform. From Cart Abandonment Flows to automatic responses, this app takes your customer service to a new level. Using just the power of Facebook we have seen some amazing results with Octane.ai and impressive ROI from their automated flows.

Blend has created a strong partnership with Octane.ai over the past couple of years and had the pleasure of Ben Parr presenting at our **Shopify Meetup Midlands**.

Being able to integrate Octane.ai with Email marketing and customer service platforms is one of the reasons Facebook Bots are a powerful marketing tool.



Scan to watch our
Shopify Meetup



SMSBump

SMSBump is an innovative SMS Marketing Platform that uses segmentation and automation to create a streamlined customer experience. With the impressive open rate of SMS, this platform is ideal for retargeting your website visitors and customers through the convenience of text messages.

Blend has helped leading lifestyle and apparel brands in the US achieve a **ROI of 5000%**. With our close working relationship with SMSBump, we've helped create new Flows and test and provide feedback on new features we know our clients will love.

SMSBump shines when it comes to their integrations. Being closely linked with Shopify they are able to use all data in one platform.



Scan to read our
SMSBump blog

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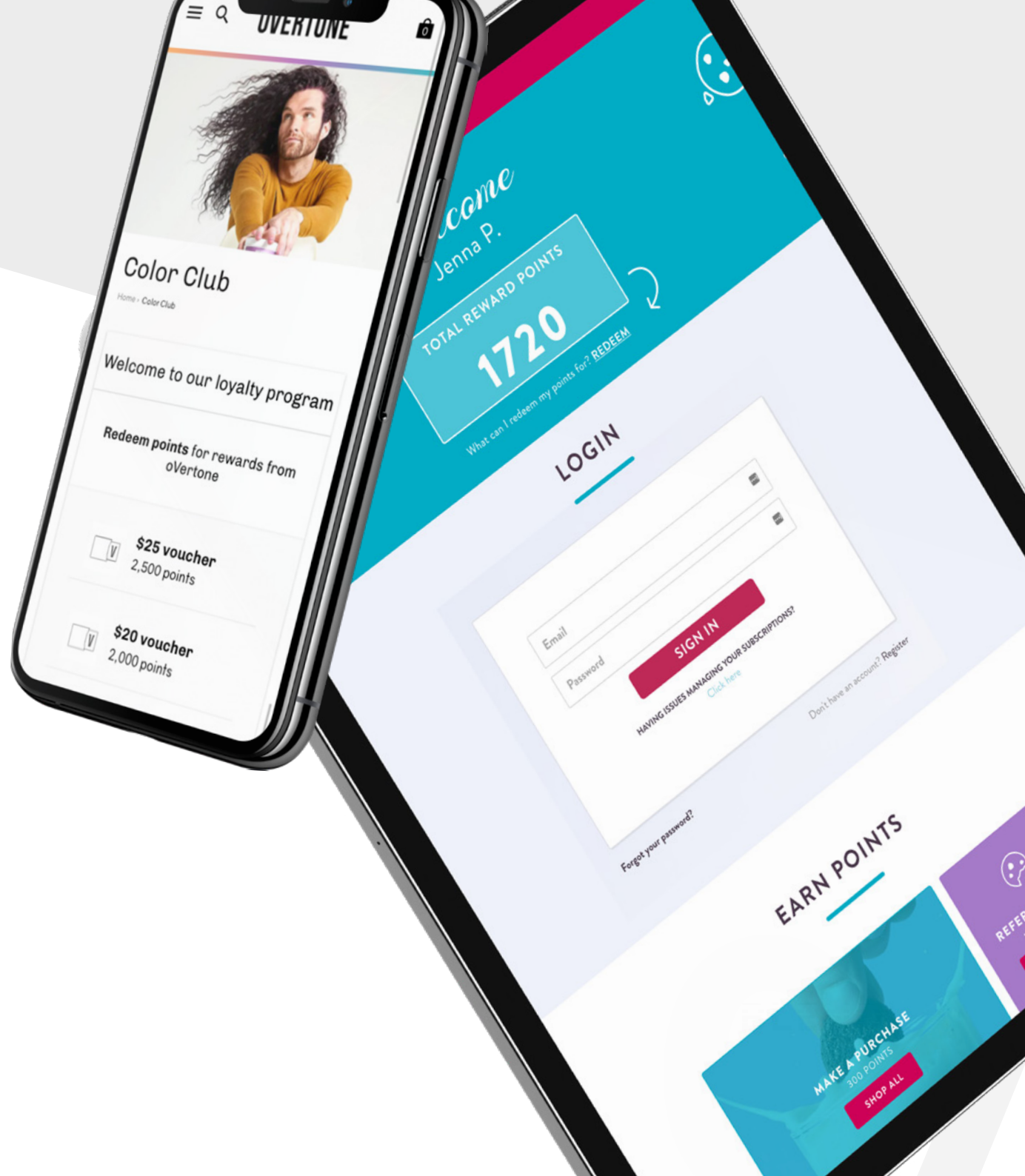


LoyaltyLion

LoyaltyLion is the perfect solution to securing long term loyalty with repeat purchases. You can build a loyalty program around your brand, awarding points for actions you find valuable. Increase purchases and spend with tiers and improve acquisition with referral rewards.

Over the past few years, LoyaltyLion has presented and helped run our Shopify Meetup events and workshops. With our close working relationship with LoyaltyLion, we help build custom integrated pages for their clients.

Data is the main driving force behind LoyaltyLion and their integrations support this further.





gorgias

Gorgias

Gorgias is the superior helpdesk. From email to Facebook Messages, SMS chats and review scores, you can read and respond to all of your customer service messages in one place. Assign members of your team to tickets and view your busiest hours to ensure your customer service is running as smoothly and efficiently as possible.

Customer service can be a key tool to increase store sales. We spoke to CEO Romain Lapeyre from Gorgias about his key tactics for turning support into sales in **Episode 17 of Shopify Across the Pond: How can customer service be profitable?**

Integrations are vitally important to the smooth running of Gorgias and they got them just right. Being able to view additional information through their extensive integrations is a feature that's hard to beat.

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Scan to listen to the Episode 17 of the Shopify Across the Pond Podcast

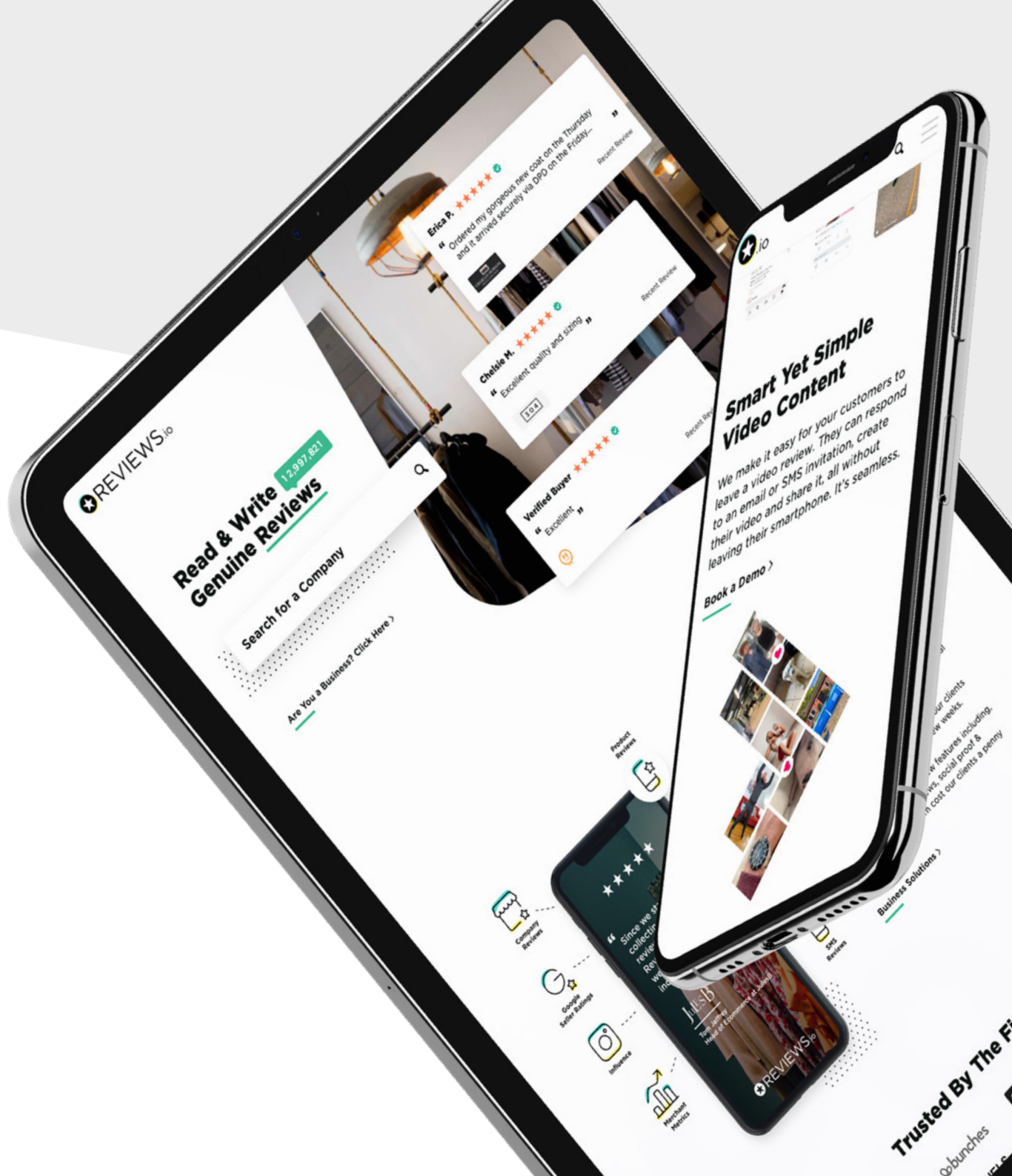


Reviews.io

Reviews.io are Google Licensed Review Partners and help Shopify merchants gather social proof and user-generated content through reviews. To them a review isn't just a measure of customer satisfaction, it's a tool. Reviews can be used to encourage the acquisition and repeat purchases as well as improve SEO ranking and decrease CPC costs.

Blend has been working with Reviews.io to provide information and guides through webinars. We've been working with them closely to enable Shopify Merchants to understand the full impact of why reviews are great but are simply not enough on their own.

Being able to integrate your reviews and review requests with other apps is imperative to the smooth running of your store. Consistency is key to building trust.





ReCharge

ReCharge is the only Shopify Plus certified Subscription app on the Shopify App Store. With their impressive customer support, one-click integrations and ability to look after data, your subscription orders are practically looked after for you. Out of the box features like a fully customisable portal are simple features that place ReCharge high up on our app recommendations.

Using our deep knowledge of ReCharge and completing a thorough competitor analysis, Blend has been able to provide detailed mockups and accompanying strategies to clients. By implementing these strategies our clients have seen an **increase in conversion rate by 150%**.

Part of ReCharge's superiority are its integrations. Subscriptions can often be a difficult decision for customers, but being able to see all of their information across email, the website and customer service help desk is why ReCharge adds great value.

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Scan to read our
ReCharge blog



PushOwl

PushOwl is a web notification app that uses browsers to send campaigns and flows to those on your website. As it doesn't need a phone number or email to work, push notifications are often seen as a small commitment option for website visitors but many Shopify Merchants don't know the full potential of the platform.

As a fairly new partner to Blend, we are delighted to have them on board. We believe that they will make an instrumental difference to Shopify merchants as there is a real need in their stores for a push marketing strategy. **You can read more about this on our blog.**

With proven success in driving revenue, PushOwl is key to making the difference to your Shopify Store.



Scan to read our
PushOwl blog

What Brand are you?



Do you sell pet food, toys, treats or accessories? Do you supply for cats, dogs, fish or horses?

[Page 13 for your ideal tech stack.](#)



Do you sell makeup, skincare, hair products or supplements?

[Page 18 for your ideal tech stack.](#)



Do you sell t-shirts, clothing, leather wallets, accessories or jewellery?

[Page 24 for your ideal tech stack.](#)



Do you sell rugs, bedding, home furnishing, furniture or garden accessories?

[Page 28 for your ideal tech stack.](#)

None of these match, how about these?



Do you sell multiple products that vary across the brands above or don't fit into the brands above?

[Page 32 for your ideal tech stack.](#)



Do you sell single, high-end products that customers are likely to only buy once?

[Page 38 for your ideal tech stack.](#)



One more to consider

Do you sell products that can be bought on a recurring subscription?

[Page 42 for your ideal tech stack.](#)

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For Pet Brands

Do you sell food and/or accessories for cats, dogs, horses, fish or small animals? Then the Pet Brand setup is the right choice for you. As a pet brand, your customers often have different wants and needs. A personalised and tailored experience will lead to increased revenue so it's ideal if you can reflect this throughout your site and marketing. Here at Blend, we've seen this first hand by working with leading pet brands such as **Aquarium Co-op** and **FreshPatch**.

A great starting point for Pet Brand's is by finding out more from your customers. What animal are they shopping for? Do they need a specific food? Are they looking for recommendations for a particular breed type? These are just some of the questions you may want to find the answers to. The skill here is on how to ask these questions and how to use the data that can be gathered in this process.



Your Tech Stack intergration

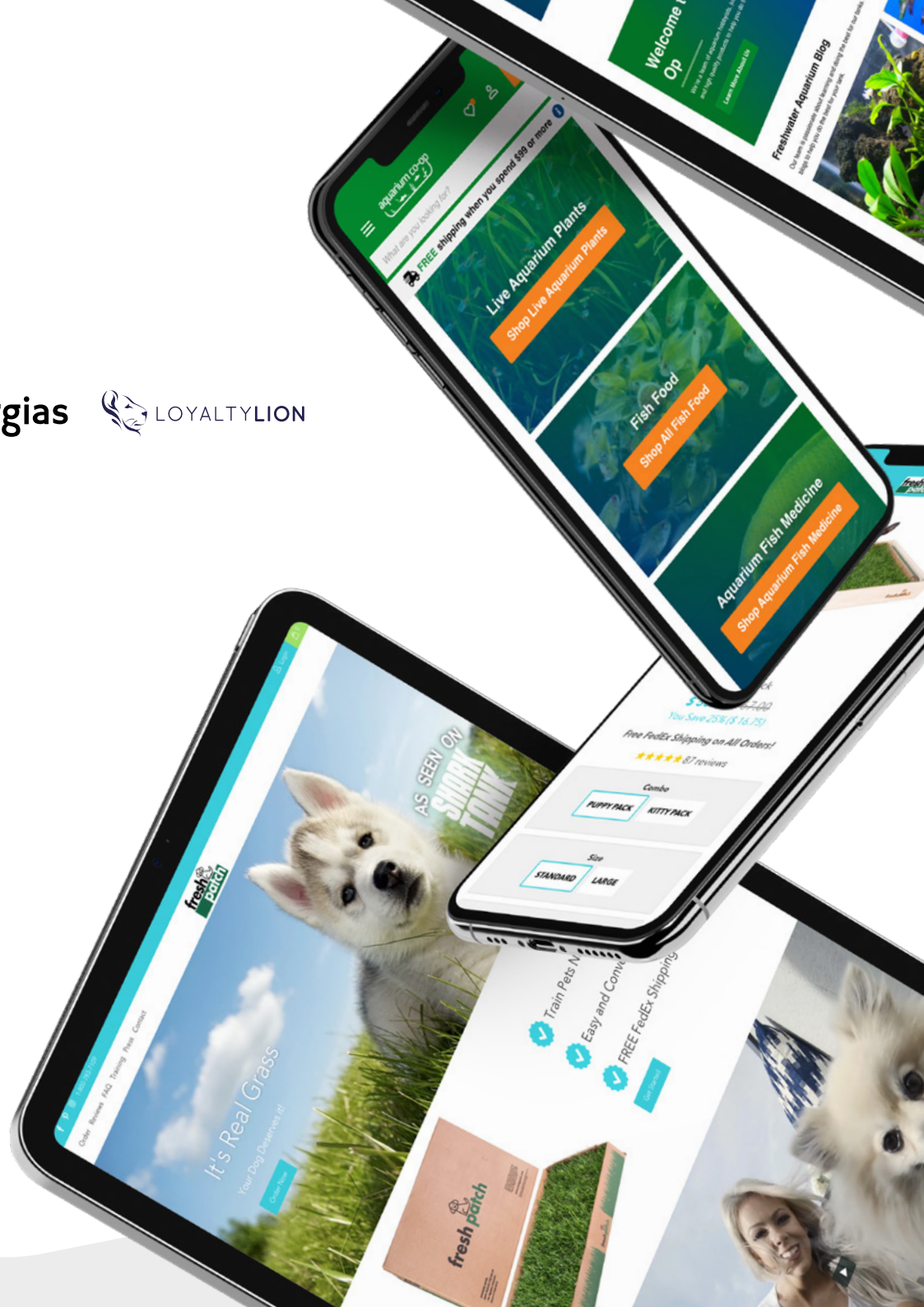


Octane.ai

Octane.ai is a great solution to asking the key questions and using the data to help increase revenue. Octane AI has a feature that allows you to create a quiz hosted on your website. Using a series of questions and multiple choice answers, Octane.ai integrates with your Shopify store so you can recommend products from the results page that can be added to cart straight from the page. You can even go a step further and recommend product collections. For example, if your quiz was recommending a type of dog food, why not upsell your dog toys and accessories collections as well?


Octane.ai has a great integration with Klaviyo that will allow you to sync these answers as custom properties. All you need to do is make sure you collect an email address at the end of the quiz. This will then sync with Klaviyo and you can create custom segments based on your customer's quiz answers. You could use the custom properties to trigger an email in your welcome flow that sends their recommendations via email as well.

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Klaviyo



Gathering this kind of information is very important for Pet Brands as it creates a personalised experience right from the beginning of their interaction with you as a brand and it starts building a rapport with them. But if you don't use this information throughout your email marketing, then you could be missing out.

Klaviyo is the ideal email solution for Pet Brands. Their advanced segmentation, when used with Shopify and Octane.ai, is going to allow you to create personalised content throughout your email strategy. For example, being able to recommend the type of dog products suited to the breed owned by your customer, or the correct amount of cleaning products for their fish tank size. You should use custom properties to segment your Flows and the Post Purchase Flow is one of the most important places to do this.

The Post Purchase Flow is designed to both inform Subscribers of what's happening with their purchase but is also a good opportunity to upsell new products to gain that important repeat purchase. If you can segment your Flow by pet, brand, product type etc, you can use personalised content and create the right data feeds to recommend the best products possible based on what you already know.

Klaviyo SMS

Using Emails alongside SMS is a proven way to improve the performance of your marketing. For Pet Brands, it's likely website visitors will do a lot of browsing before making a purchase. Automated marketing through email Flows is an easy and effective way to retarget them but Klaviyo also has an SMS service which allows you to send an Email and SMS messages alongside each other in a Flow. In some cases, you can also use SMS as a follow up to an email. This is often a strategy used by many brands due to the high open rate of SMS.

To start gathering phone numbers and emails, we recommend using Klaviyo's own signup forms as they capture individual consents for these fields which you can then use in your Flows, Segments and Campaigns.

Reviews.io

The Post Purchase Flow is also an ideal place to start gathering user-generated content through reviews. For a Pet Brand, there is no better social proof than seeing a dog happily eating its food or playing with its toy and Reviews.io allows you to do this. Using Reviews.io's dynamic link, you can place this within your Klaviyo emails and request a written, photo or video review. Once the review has been gathered, Reviews.io has features in its platform that allows you to turn a review straight into a social media post.

Featuring these on your social media or in your email campaigns is a great way to build a fan base. It allows you to connect with your subscribers, followers or customers on a personal level, where your audience will really feel like you're connecting with them.

Gorgias

Shopping for pet products isn't usually a spontaneous choice. Your shopper probably knows what they are looking for so if they haven't purchased whilst visiting your store, it's likely they have concerns or questions. Not being able to answer these questions quickly and easily could be the deciding factor on if they decide to purchase from you.

Gorgias Chat is a widget that sits on your site and allows website visitors to send a message to your customer service team. Giving your customers the opportunity to ask a question through a Live Chat rather than an Email allows you to reply quickly and efficiently. Waiting for a reply from an email can often lead to your potential customer going elsewhere so whether you use a Customer Service Rep or Automated Responses, by being readily available, you will already be building trust with your customer.

Integrating your Facebook Messenger with Gorgias, also means you're integrating Octane.ai with Gorgias. So if someone completes your quiz and has questions about their recommendations, this can sync to Gorgias and give your customer service reps the information they need to know to respond.

LoyaltyLion

There is a lot of competition for Pet Brands and customer retention can often be a challenging area. Once a customer decides to buy from a Pet Brand, it's important you give them a reason to stay. Rewarding your customers for their loyalty is a great point of difference in the pet industry. If someone has a dog, they will never buy just one bag of dog food. Their dog needs to eat every day so if you know they have a repeat purchase to make, rewarding them with points, free gifts or free shipping is a great way to maintain loyalty.

Pet Brands who sell food, often have bulk items for sale e.g. a 15kg bag of dog food. These products have a high cost in the short term but have more product and last longer in the long term. To improve chances of a repeat purchase as well as increase your average order value, you can use LoyaltyLion to award additional points for bulk purchases. For example, you could offer 2 points for a 2kg bag of food (1 point per kg) and you could offer 30 points for a 15kg bag (2 points per kg). Awarding points for larger items, not only boosts your revenue, but it also shows the customer you want them to get the most for their money and you want to reward them for this. Creating this thinking strategy for your customers is what is going to keep them coming back.

Furthermore, LoyaltyLion integrates with both Klaviyo and Gorgias. With Gorgias, you'll be able to see what points someone has pending or approved and be able to answer questions on the Loyalty Program quickly and easily. With Klaviyo, you can sync and create custom properties based on pending points, approved points, loyalty tiers and enrollment date. This means you can always show your subscribers how many points they have in your emails, you can trigger emails to send after a purchase to let them know when their points have been approved and you can send reminders each month to let them know they have rewards ready for them to use.

What you can achieve

By using the tech stack above, you'll combat one of the main issues many Pet Brands have: *"how can I make my content personalised?"* Through API's and inbuilt integrations at the click of a button, you can create a simple and effective tech stack that guides your customer through their own journey. From acquiring to finding out more about purchasing and customer retention, this tech stack will create a streamline customer experience that is both valued by the customer and your brand.

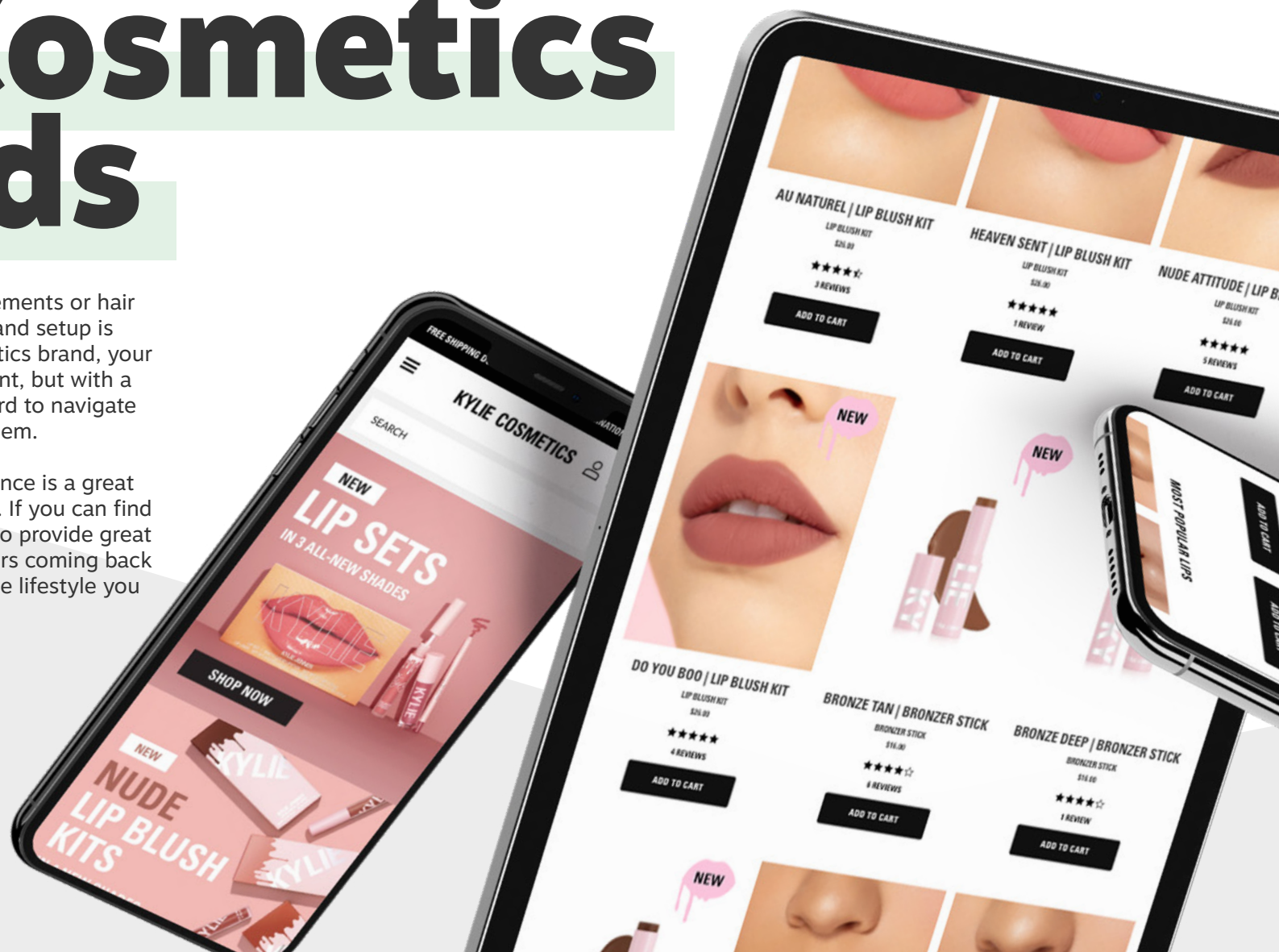


For Cosmetics Brands

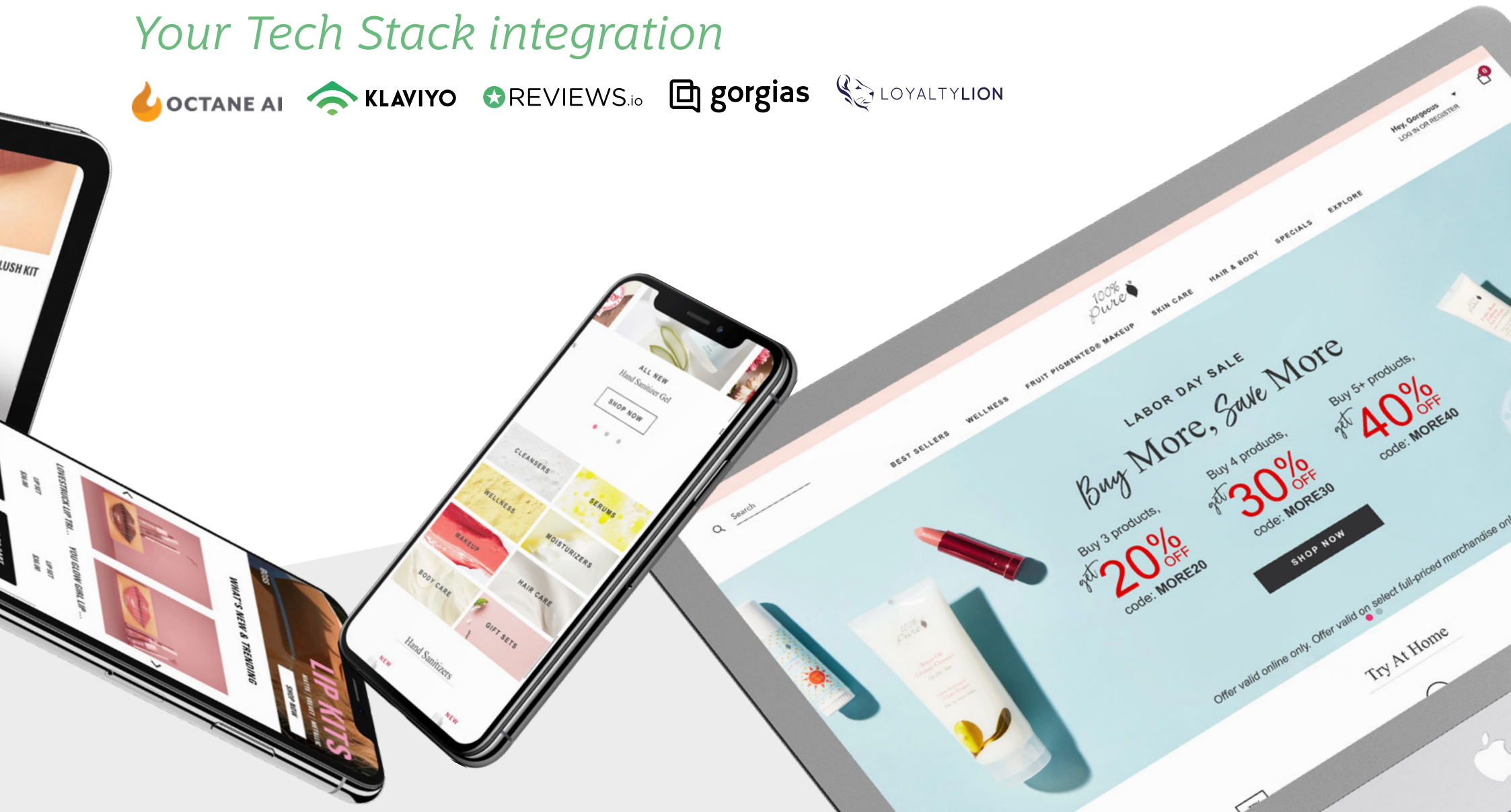
Do you sell makeup, skincare, supplements or hair accessories? Then the Cosmetics Brand setup is the right choice for you. As a cosmetics brand, your customers often know what they want, but with a large range of products, it can be hard to navigate these and find the perfect one for them.

Creating an easy and helpful experience is a great starting point for a Cosmetics Brand. If you can find out what they are looking for but also provide great customer service, you'll get customers coming back to you just for the experience and the lifestyle you can create.

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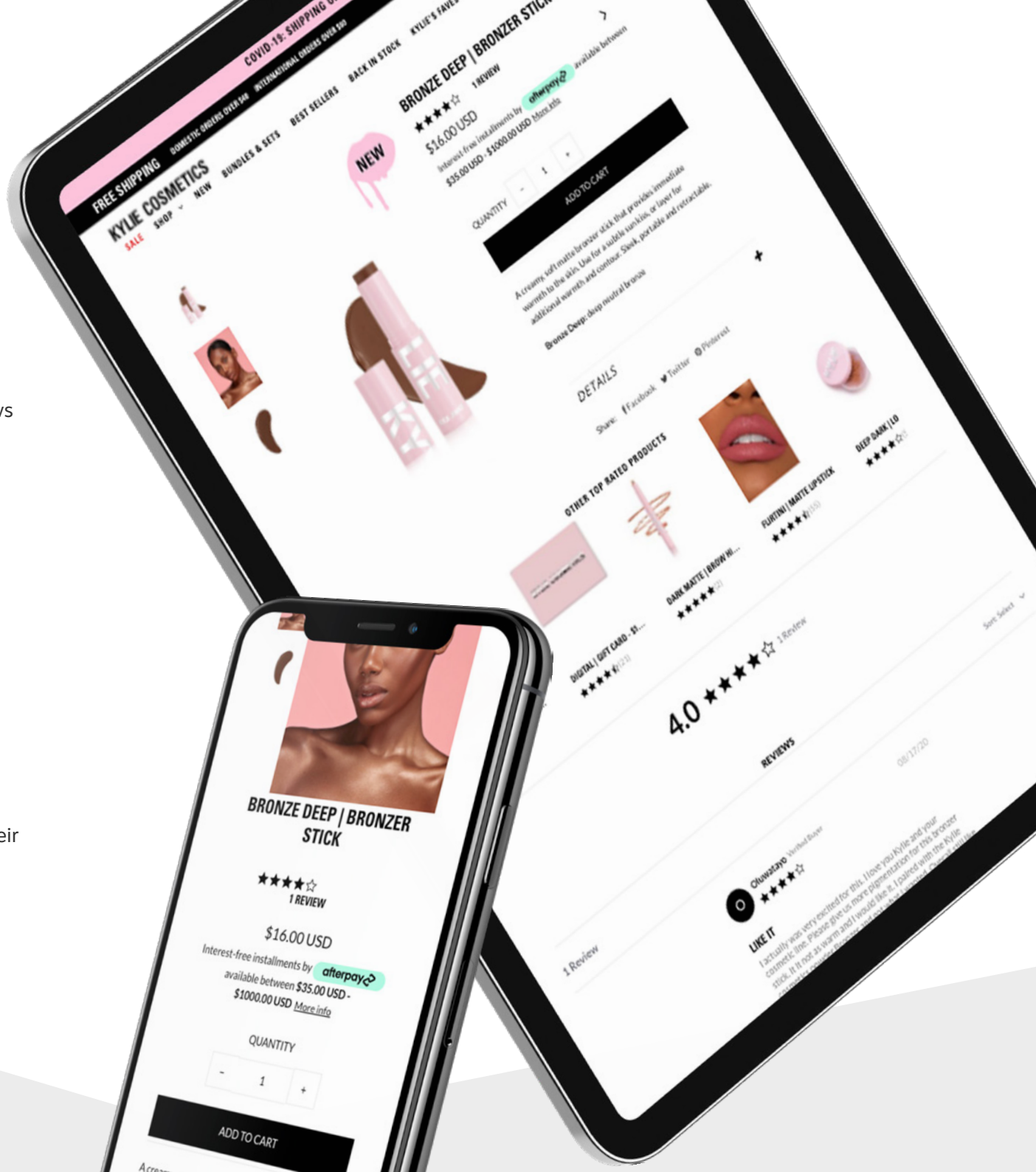
Your Tech Stack integration



Octane.ai

Octane.ai has a great solution to finding out more from your customers. They have a feature that allows you to create a quiz hosted on your website. Using a series of questions and multiple choice answers, Octane.ai integrates with your Shopify store so you can recommend products from the results page that can be added to cart straight from the page. You can even go a step further and recommend product collections. For example, if your quiz was recommending a type of foundation, why not upsell primer and concealer as well?

Octane.ai has a great integration with Klaviyo that will allow you to sync these answers as custom properties. All you need to do is make sure you collect an email address at the end of the quiz. This will then sync with Klaviyo and you can create custom segments based on your customer's quiz answers. You could use the custom properties to trigger an email in your welcome flow that sends their recommendations via email as well.



Klaviyo

Gathering this kind of information will be helpful for Cosmetic Brands as it allows you to start communicating with your customer in a way that connects with them on a personal level. By showing them, you understand what they want or what they might be looking for, you can start building a repertoire with them that will make them want to come back.

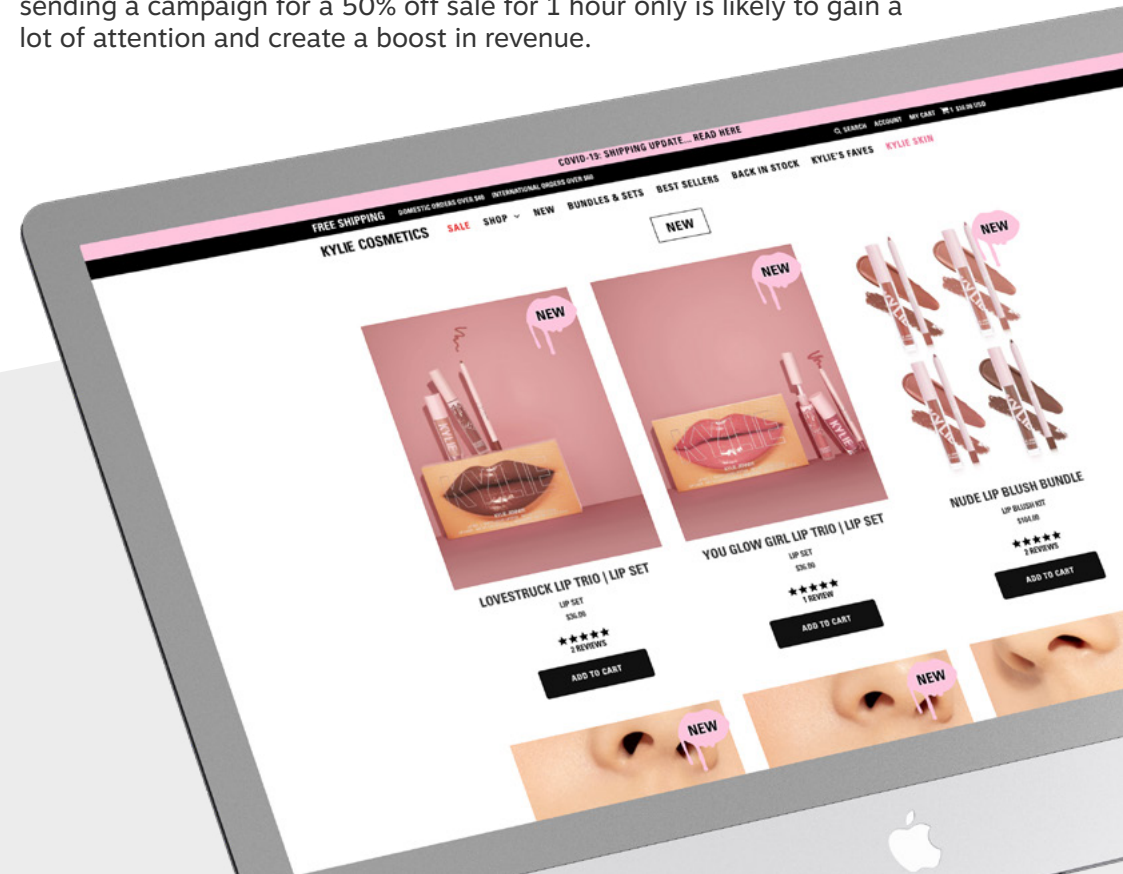
Klaviyo is the ideal email solution for Cosmetic Brands. Their advanced segmentation, when used with Shopify and Octane.ai, is going to allow you to create personalised content throughout your email strategy. You should use custom properties to segment your Flows and the Post Purchase Flow is one of the most important places to do this.

The Post Purchase Flow is designed to both inform Subscribers of what's happening with their purchase but is also a good opportunity to upsell new products to gain that important repeat purchase. If you can segment your Flow by skin type, brand, product type etc, you can use personalised content and create the right data feeds to recommend the best products possible based on what you already know.

Klaviyo SMS

Using Emails alongside SMS is a proven way to improve the performance of your marketing. For Cosmetic Brands it's likely website visitors will make impulse decisions or need a little persuading to make a purchase. Retargeting is a cheaper solution to acquisition so using automated Flows is a great way to do this. Klaviyo also has an SMS service which allows you to send an Email and SMS messages alongside each other in a Flow or as a campaign.

Using an SMS Campaign to tell Subscribers about limited offers or sales is a great way to boost interest. Due to the high open rate of SMS, sending a campaign for a 50% off sale for 1 hour only is likely to gain a lot of attention and create a boost in revenue.



Reviews.io

The Post Purchase Flow is also an ideal place to start gathering user-generated content through reviews. For a Cosmetic brand, there is no better social proof than seeing someone using and reviewing a product. But for many, the reviews of the Cosmetic company are also very important. With Reviews.io you can request both product and company reviews.

With a new customer is best to ask them about their experience with your business early on as this will give you insight into how their experience went. Not only does this give you areas to improve, but it also adds trust. Particularly with Cosmetics Brands, knowing the brand is helpful, has good customer service and is giving back is enough to persuade someone to buy from them. Therefore if you can gather company reviews that show off your best values it will help you gain new customers, and encourage repeat purchases to leave a product review.

Gorgias

In the cosmetics industry, there are often free big questions: is it vegan? Is it cruelty-free? Can I return it if I don't like it? If you find yourself answering these questions a lot Gorgias has a great feature.

You can use Gorgias to automate a lot of your responses. It does this by finding keywords and sending a response based on that keyword. So if a customer mentions 'vegan' or 'cruelty-free' you can trigger an automated message to send.

Integrating your Facebook Messenger with Gorgias, also means you're integrating Octane.ai with Gorgias and Octane.ai can do the exact same automated responses as Gorgias. Streamlining these FAQs across both platforms will not only get answers to customers as quickly as possible, it keeps all the conversations and information in one place, making it easier for your customer service rep and freeing up some of their time to deal with other messages.

LoyaltyLion

There is a lot of competition for Cosmetic Brands and customer retention can often be a challenging area. Once a customer decides to buy from a Cosmetic Brand, it's important you give them a reason to stay. Rewarding your customers for their loyalty is often used in this industry, but with LoyaltyLion you can create a truly custom experience.

LoyaltyLion tiers is a great way of showing your most loyal customers how much you appreciate them. Tiers can be created by the amount spent per customer, and different amounts of points and rewards can be made available to them. In particular, offering free gifts is a great way to boost excitement for your loyalty program. A way you could use this could be the following:

- At 1000 Points they get a free makeup sponge
- At 2000 points they get a free makeup bag
- At 5000 points they get a free makeup brush set
- At 10000 points they get an eyeshadow palette worth \$50

By using this structure, your customers will want to be in your top tier to get this extra benefit, therefore are more likely to continue shopping from your brand.

Furthermore, LoyaltyLion integrates with both Klaviyo and Gorgias. With Gorgias, you'll be able to see what points someone has pending or approved and be able to answer questions on the Loyalty Program quickly and easily. With Klaviyo, you can sync and create custom properties based on pending points, approved points, loyalty tiers and enrollment date. This means you can always show your subscribers how many points they have in your emails, you can trigger emails to send after a purchase to let them know when their points have been approved and you can send reminders each month to let them know they have rewards ready for them to use.

What you can achieve

By using the tech stack above, you'll combat one of the main issues many Cosmetic Brands have: *"how can we make ourselves different?"* Through API's and inbuilt integrations at the click of a button, you can create an effective tech stack that streamlines the customer experiences and your brand values across all platforms to show potential customers why they should purchase from you.



For Clothing Brands

Do you sell makeup, skincare, supplements or hair accessories? Then the Cosmetics Brand setup is the right choice for you. As a cosmetics brand, your customers often know what they want, but with a large range of products, it can be hard to navigate these and find the perfect one for them.

Creating an easy and helpful experience is a great starting point for a Cosmetics Brand. If you can find out what they are looking for but also provide great customer service, you'll get customers coming back to you just for the experience and the lifestyle you can create.

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Your Tech Stack



Octane.ai

Octane.ai has a great solution to finding out more from your customers. They have a feature that allows you to create a quiz hosted on your website. Using a series of questions and multiple choice answers, Octane.ai integrates with your Shopify store so you can recommend products from the results page that can be added to cart straight from the page. You can even go a step further and recommend product collections. For example, if your quiz was recommending t-shirts from a particular brand, why not upsell jumpers or jackets from them as well?

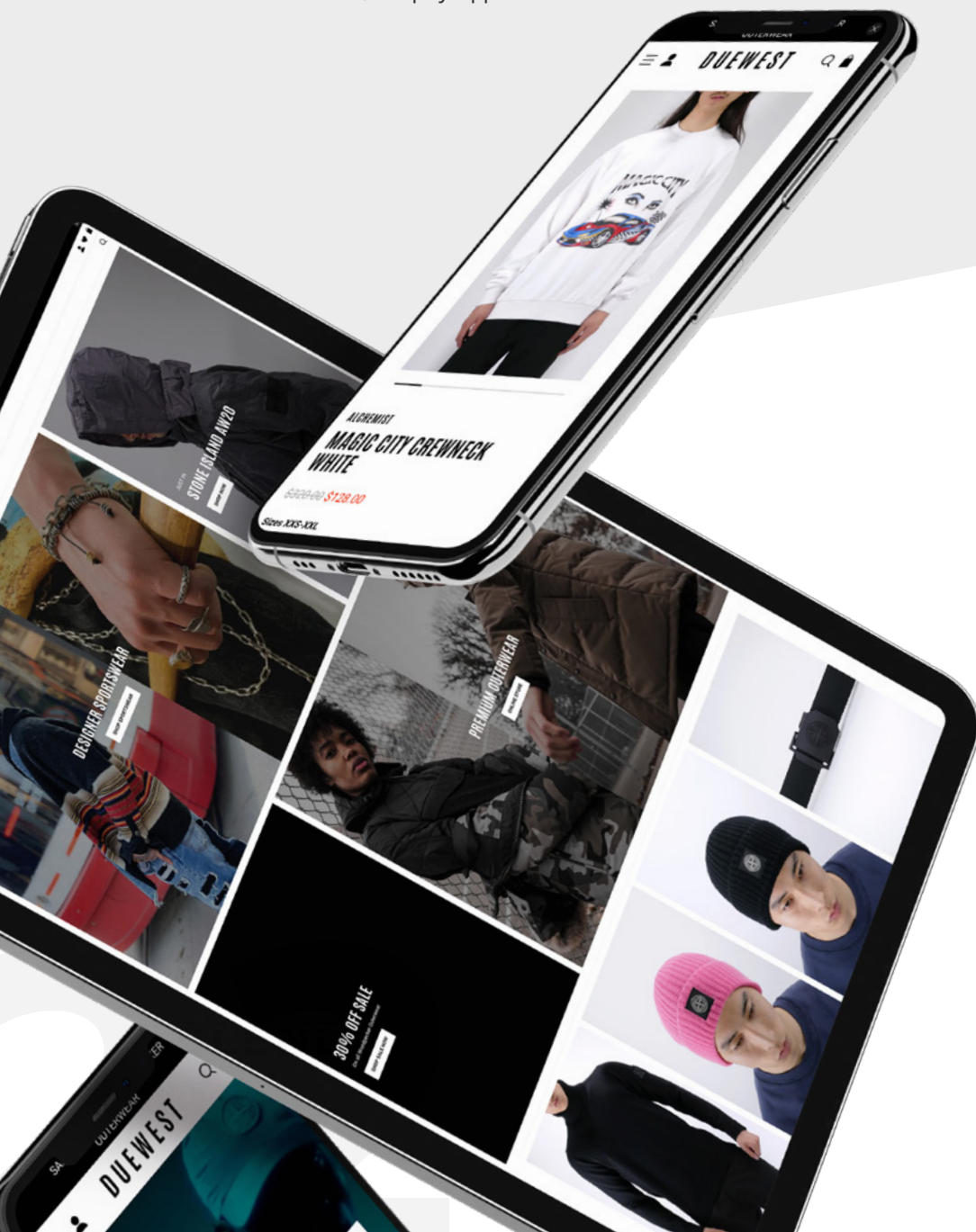
Octane.ai has a great integration with Klaviyo that will allow you to sync these answers as custom properties. All you need to do is make sure you collect an email address at the end of the quiz. This will then sync with Klaviyo and you can create custom segments based on your customer's quiz answers. You could use the custom properties to trigger an email in your welcome flow that sends their recommendations via email as well.

Klaviyo

Gathering this kind of information will be helpful for Clothing Brands as it allows you to start creating a customised experience for them. By showing them, you understand what they want or can make style recommendations, you can start building a repertoire with them that will make them want to come back.

Klaviyo is the ideal email solution for Clothing Brands. Their advanced segmentation, when used with Shopify and Octane.ai, is going to allow you to create personalised content throughout your email strategy. You should use custom properties to segment your Flows and Email Campaigns.

For example, if you know your customer is always a Medium in T-shirt, you should segment your Emails by size so you can send personalised content and create the right data feeds to recommend products that are available in their size.



Klaviyo SMS

Using Emails alongside SMS is a proven way to improve the performance of your marketing. For Clothing Brands it's likely website visitors will make impulse decisions or need a little persuading to make a purchase. Retargeting is a cheaper solution to acquisition so using automated Flows is a great way to do this. Klaviyo also has an SMS service which allows you to send an Email and SMS messages alongside each other in a Flow or as a campaign.

Using an SMS Campaign to tell Subscribers about limited offers or sales is a great way to boost interest. Due to the high open rate of SMS, sending a campaign for a '50% off sale' for 1 hour only is likely to gain a lot of attention and create a boost in revenue.

Reviews.io

The Clothing Industry is a competitive market and often reviews can be the thing that sets you apart. Reviews.io is a Google Licensed Review Partner and can help you qualify for Google Seller Rating. This means if your product shows in Google Shopping, your reviews will show next to it.

Linking with Shopify to enable automatic invitation for reviews, you can get more keywords on your site. The Reviews.io widget is crawlable by Google, which means it can read your content. Reviews about product sizes and quality are keyword-rich content which tells Google others will like your products and can help boost your ranking.

Using your reviews to not only provide social proof but to also improve your SEO is a great way for your clothing brand to get a headstart over others in the industry. This method creates an organic way to acquire new customers, reducing your acquisition costs.

Gorgias

In the clothing industry, you often get the same questions asked: what size will I be in this? What is your returns policy? How fast will it be delivered to me?

You can use Gorgias to automate a lot of your responses. It does this by finding keywords and sending a response based on that keyword. So if a customer mentions 'size' or 'returns' you can trigger an automated message to send.

Integrating your Facebook Messenger with Gorgias, also means you're integrating Octane.ai with Gorgias and Octane.ai can do the exact same automated responses as Gorgias. Streamlining these FAQs across both platforms will not only get answers to customers as quickly as possible, it keeps all the conversations and information in one place, making it easier for your customer service rep and freeing up some of their time to deal with other messages.

What you can achieve

By using the tech stack above, you'll combat one of the main issues many Clothing Brands have: *"how can we make the online experience the same as instore?"* Through API's and inbuilt integrations at the click of a button, you can create an effective tech stack that streamlines the customer experiences and provides helpful information that will make shoppers comfortable to buy.





For Furniture Brands

Do you sell rugs, bedding, home furnishings, furniture or garden accessories? Then the Furniture Brand setup is the right choice for you. As a furniture brand, being online can often be challenging for customers as they don't get the same experience as being instore. Decisions are made purely on the look of the products and the descriptions so it's up to you to make the experience as real as possible.

Creating an easy and helpful experience is a great starting point for a Furniture Brand. If you can provide great customer service and good quality user-generated content, you will improve the customer experience and trust of your brand.

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Your Tech Stack



Klaviyo

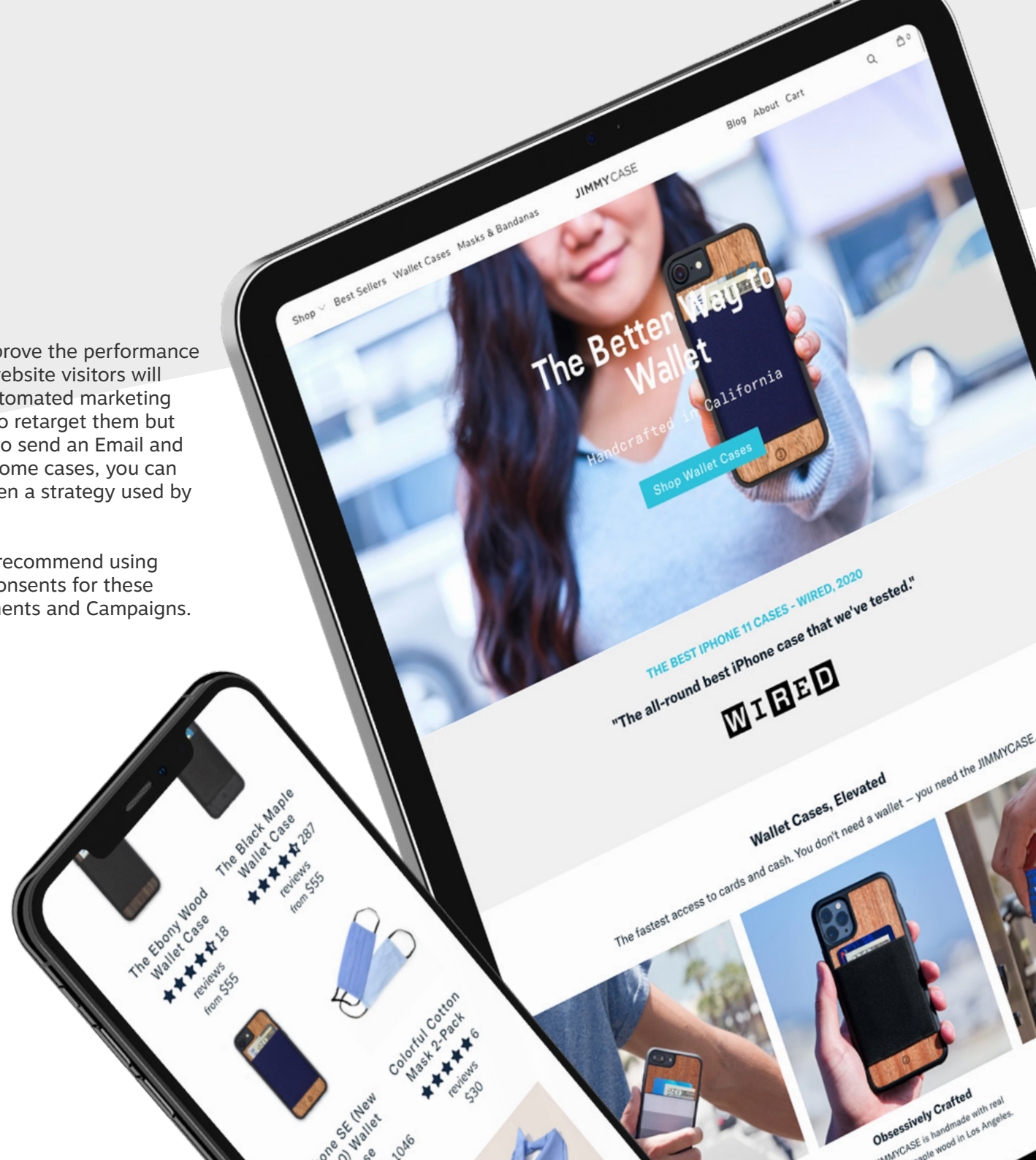
Often those looking for furniture have a good idea of what they are looking for but as purchases can be highly-priced, impulse buying may not be as apparent as you think. Klaviyo's ability to use an event-based system to view customer interactions with your Shopify store makes it ideal for using Flows. Flows are the back burners of your store and are a super simple way of retargeting your Subscribers. Klaviyo has a unique Browse Abandonment Flow which allows you to send a targeted email to those who have viewed a product but haven't added it to cart or purchased. This can be a very effective Flow for furniture brands as you can even take the personalisation a step further and show them exactly what they viewed or item similar to it.

Klaviyo also has advanced segmentation and you can use the Collections Subscribers buy from to start creating custom properties and tailoring email content to their preference. It also includes Product Blocks that can show the Subscriber items that are similar to what they purchased to create additional personalisation. You should use custom properties to segment your Flows and Email Campaigns further. For example, if you know your customer is always buying new bedding every month, you should segment your Emails by product type so you can send personalised content and create the right data feeds to recommend products that are similar to what they purchased before.

Klaviyo SMS

Using Emails alongside SMS is a proven way to improve the performance of your marketing. For Furniture Brands it's likely website visitors will do a lot of browsing before making a purchase. Automated marketing through email Flows is an easy and effective way to retarget them but Klaviyo also has an SMS service which allows you to send an Email and SMS messages alongside each other in a Flow. In some cases, you can also use SMS as a follow up to an email. This is often a strategy used by many brands due to the high open rate of SMS.

To start gathering phone numbers and emails, we recommend using Klaviyo's signup forms as they capture individual consents for these fields which you can then use in your Flows, Segments and Campaigns.



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Gorgias

Shopping for furniture products isn't usually a spontaneous choice. Your shopper probably knows what they are looking for so if they haven't purchased whilst visiting your store, it's likely they have concerns or questions. Not being able to answer these questions quickly and easily could be the deciding factor on if they decide to purchase from you.

Gorgias Chat is a widget that sits on your site and allows website visitors to send a message to your customer service team. Giving your customers the opportunity to ask a question through a Live Chat rather than an Email allows you to reply quickly and efficiently. Waiting for a reply from an email can often lead to your potential customer going elsewhere so whether you use a Customer Service Rep or Automated Responses, by being readily available, you will already be building trust with your customer.

Reviews.io

The Post Purchase Flow is also an ideal place to start gathering user-generated content through reviews. For a Furniture Brand, there is no better social proof than seeing a photo or even better a video of a product happily sitting and being used in someone's home. Using Reviews.io's dynamic link, you can place this within your Klaviyo emails and request a written, photo or video review. Once the review has been gathered, Reviews.io has features in its platform that allows you to turn a review straight into a social media post.

Featuring these on your social media or in your email campaigns is a great way to build a fan base. It allows you to connect with your subscribers, followers or customers on a personal level, where your audience will really feel like you're connecting with them.

What you can achieve

By using the tech stack above, you'll combat one of the main issues many Furniture Brands have: *"Are our images and descriptions enough for someone to purchase?"* Through API's and inbuilt integrations at the click of a button, you can create an effective tech stack that streamlines the customer experiences and provide helpful information that will make shoppers comfortable to buy.

BLEND



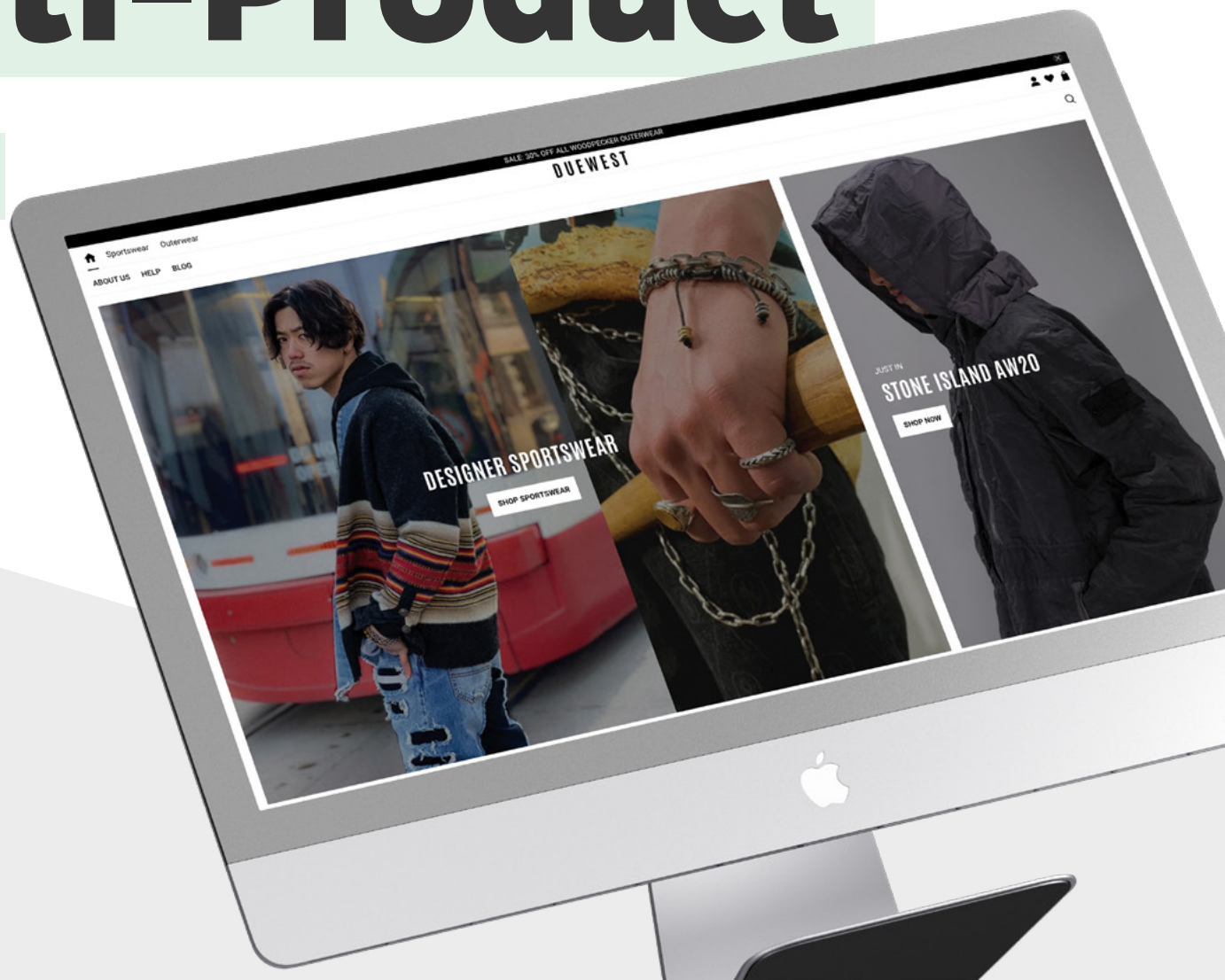


For Multi-Product Brands

Do you sell products that don't class as pets, cosmetics, clothing or furniture? Do you sell at least over 10 products? Then the Multi-Product Brand setup is the right choice for you. As a Multi-Product brand, your customers often have different wants and needs. A personalised and tailored experience will lead to increased revenue so It's ideal if you can reflect this throughout your site and marketing,

A great starting point for Multi-Product Brand's is by finding out more from your customers. What are they shopping for? Do they need a specific item? These are just some of the questions you may want to find the answers to.

BLEND



Your Tech Stack



Octane.ai

Octane.ai is a great solution to finding out this information. They have a feature that allows you to create a quiz hosted on your website. Using a series of questions and multiple choice answers, Octane.ai integrates with your Shopify store so you can recommend products from the results page that can be added to cart straight from the page. You can even go a step further and recommend product collections. For example, if your quiz was recommending a particular product type, you could also upsell the collection it's included in.

Octane.ai has a great integration with Klaviyo that will allow you to sync these answers as custom properties. All you need to do is make sure you collect an email address at the end of the quiz. This will then sync with Klaviyo and you can create custom segments based on your customer's quiz answers. You could use the custom properties to trigger an email in your welcome flow that sends their recommendations via email as well.

Klaviyo

Gathering this kind of information is very important for Multi-Product Brands as it creates a personalised experience right from the beginning of their interaction with you as a brand and it starts building a repertoire with them. But if you don't use this information throughout your email marketing, then you could be missing out.

Klaviyo is the ideal email solution for Multi-Product Brands. Their advanced segmentation, when used with Shopify and Octane.ai, is going to allow you to create personalised content throughout your email strategy. You should use custom properties to segment your Flows and the Post Purchase Flow is one of the most important places to do this.

The Post Purchase Flow is designed to both inform Subscribers of what's happening with their purchase but is also a good opportunity to upsell new products to gain that important repeat purchase. If you can segment your Flow by product type, collection etc, you can use personalised content and create the right data feeds to recommend the best products possible based on what you already know.

Klaviyo SMS

Using Emails alongside SMS is a proven way to improve the performance of your marketing. For Multi-Product Brands it's likely website visitors will do a lot of browsing before making a purchase. Automated marketing through email Flows is an easy and effective way to retarget them but Klaviyo also has an SMS service which allows you to send an Email and SMS messages alongside each other in a Flow. In some cases, you can also use SMS as a follow up to an email. This is often a strategy used by many brands due to the high open rate of SMS.

To start gathering phone numbers and emails, we recommend using Klaviyo's own signup forms as they capture individual consents for these fields which you can then use in your Flows, Segments and Campaigns.



Reviews.io

The Post Purchase Flow is also an ideal place to start gathering user-generated content through reviews. For a Multi-Product Brand, there is no better social proof than seeing in action and Reviews.io allows you to do this. Using Reviews.io's dynamic link, you can place this within your Klaviyo emails and request a written, photo or video review.



**Scan to watch Reviews.io's
video service and blog**

Once the review has been gathered, Reviews.io has features in its platform that allows you to turn a review straight into a social media post.

Featuring these on your social media or in your email campaigns is a great way to build a fan base. It allows you to connect with your subscribers, followers or customers on a personal level, where your audience will feel like you're connecting with them.

Gorgias

Shopping can be a different experience for everyone so it's important your customer service is ready to answer questions and concerns, potential shoppers might have. Not being able to answer these questions quickly and easily could be the deciding factor on if they decide to purchase from you.

Gorgias Chat is a widget that sits on your site and allows website visitors to send a message to your customer service team. Giving your customers the opportunity to ask a question through a Live Chat rather than an Email allows you to reply quickly and efficiently. Waiting for a reply from an email can often lead to your potential customer going elsewhere so whether you use a Customer Service Rep or Automated Responses, by being readily available, you will already be building trust with your customer.

Integrating your Facebook Messenger with Gorgias, also means you're integrating Octane.ai with Gorgias. So if someone completes your quiz and has questions about their recommendations, this can sync to Gorgias and give your customer service reps the information they need to know to respond.

LoyaltyLion

As a Multi-Product Brand it's important you create a point of difference, you must give them a reason to stay. Rewarding your customers for their loyalty is often used in this industry, but with LoyaltyLion you can create a truly custom experience.

LoyaltyLion tiers are a great way of showing your most loyal customers how much you appreciate them. Tiers can be created by the amount spent per customer, and different amounts of points and rewards can be made available to them. In particular, offering different rewards per tier is a great way to boost excitement for your loyalty program. A way you could use this could be the following:

- In Tier 1 get a free product worth \$5
- In Tier 2 get a free product worth \$10
- In Tier 3 get a free product worth \$50
- In Tier 4 get a free product worth \$100

By using this structure, your customers will want to be in your top tier to get this extra benefit, therefore are more likely to continue shopping from your brand.



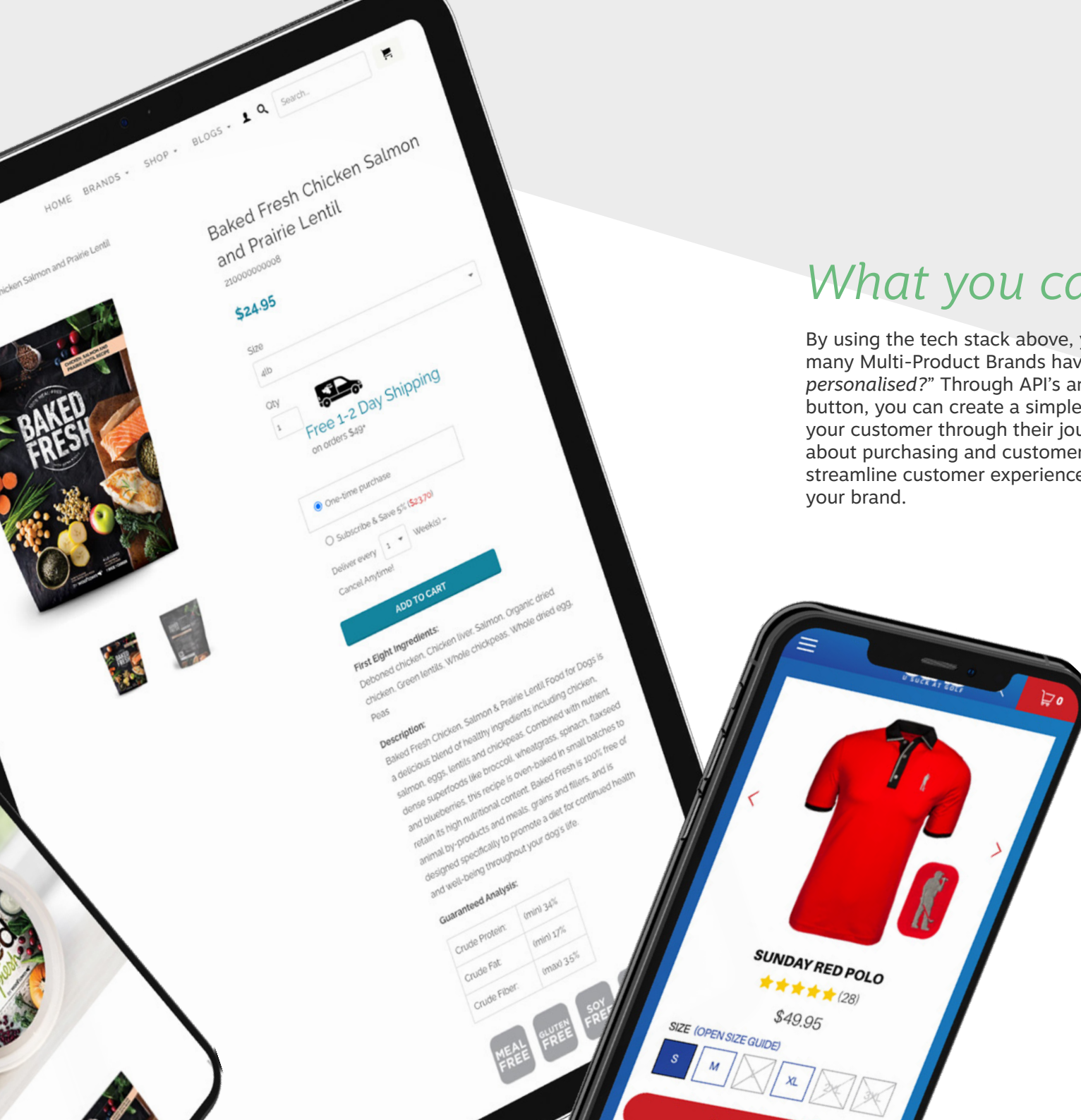
Scan to watch LoyaltyLion's page structure video

Furthermore, LoyaltyLion integrates with both Klaviyo and Gorgias. With Gorgias, you'll be able to see what points someone has pending or approved and be able to answer questions on the Loyalty Program quickly and easily. With Klaviyo, you can sync and create custom properties based on pending points, approved points, loyalty tiers and enrollment date. This means you can always show your subscribers how many points they have in your emails, you can trigger emails to send after a purchase to let them know when their points have been approved and you can send reminders each month to let them know they have rewards ready for them to use.



What you can achieve

By using the tech stack above, you'll combat one of the main issues many Multi-Product Brands have: *"how can I make my content personalised?"* Through API's and inbuilt integrations at the click of a button, you can create a simple and effective tech stack that guides your customer through their journey. From acquiring to finding out more about purchasing and customer retention, this tech stack will create a streamline customer experience that is both valued by the customer and your brand.



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For Single Product Brands

Do you sell single, high end products that customers are likely to only buy once? Then the Single Product Brand setup is the right choice for you. As a Single Product brand, shopping decisions can often be difficult for customers, especially if there is a high price tag attached. Decisions are made purely on the look of the products and the descriptions so it's up to you to make the experience as best it can be.

Creating an easy and helpful experience is a great starting point for a Single Product Brand. If you can provide great customer service and good quality user generated content, you will improve the customer experience and trust of your brand.

BLEND



Your Tech Stack



Klaviyo

Often those looking at a single product brand have a good idea on who you are. From research, to social media, to reviews, it's likely they decided that your brand is the one that has the item they are looking for. But as purchases can be highly priced, impulse buying may not be as apparent as you think. Klaviyo's ability to use an event based system to view customer interactions with your Shopify store makes it ideal for using Flows. Flows are the back burners of your store, and are a super simple way of retargeting your Subscribers. Klaviyo has a unique Browse Abandonment Flow which allows you to send a targeted email to those who have viewed a product but haven't added it to cart or purchased. This can be a very effective Flow for furniture brands as you can even take the personalisation a step further and show them exactly what they viewed or item similar to it.

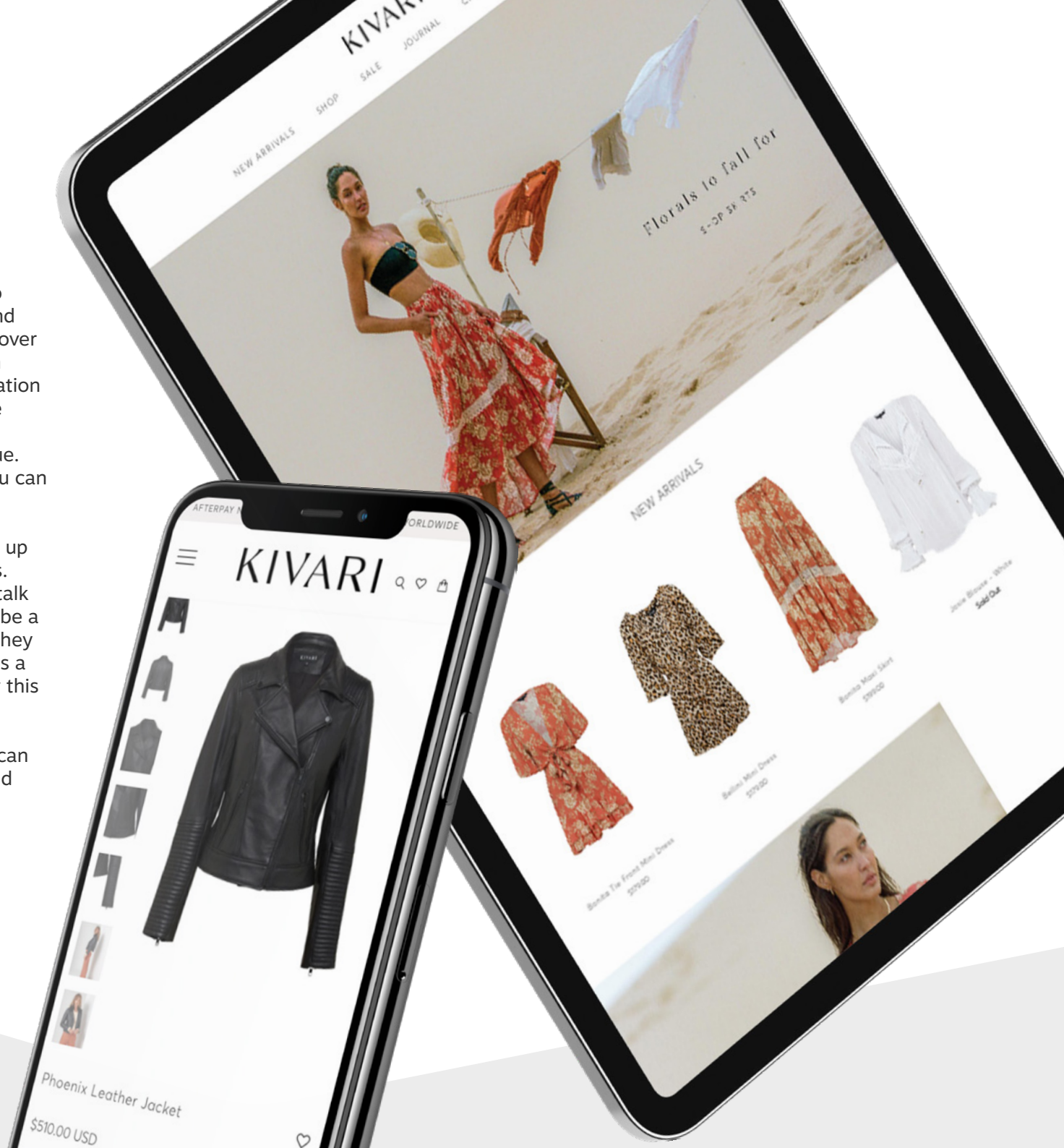
Custom retention is also a tricky area for Single Product Brands as often the product is bought once and that's it. However if you are able to, having warranties, care packages, cleaning equipment or upgrade options are all great ways to gain a small amount of repeat revenue. Using the Post Purchase Flow, you can automatically send these recommendations after the product has been owned for a particular time to see if you can upsell an item.

SMSBump

Using Emails alongside SMS is a proven way to improve the performance of your marketing and SMSBump gives you some additional features over email you can use. The ability to use Chat with SMSBump means you can have a text conversation with your SMS Subscribers. The high open rate of SMS, makes this an engaging and instant conversation that can lead to increased revenue. This feature also integrates with Gorgias so you can reply to SMS through one help desk.

Offering an exclusive discount for an SMS sign up is also a great way of acquiring new customers. Using a monetary value or the opportunity to talk to any expert using the Chat functionality can be a great way to get new Subscribers and ensure they chat with you. The Conversation Flow feature is a great way to send a Welcome Flow and trigger this into a Chat.

Due to its integration with Shopify, SMSBump can also be used to send Shipping notifications, and directly include product upsells within a Flow.



Reviews.io

The Post Purchase Flow is also an ideal place to start gathering user generated content through reviews. For a Single Product Brand there is no better social proof than seeing a photo or even better a video of a product being used by someone. Using Reviews.io's dynamic link, you can place this within your Klaviyo emails and request a written, photo or video review. Once the review has been gathered, Reviews.io has features in it's platform that allows you to turn a review straight into a social media post.

Featuring these on your social media or in your email campaigns is a great way to build a fan base. It allows you to connect with your subscribers, followers or customers on a personal level, where your audience will really feel like you're connecting with them.

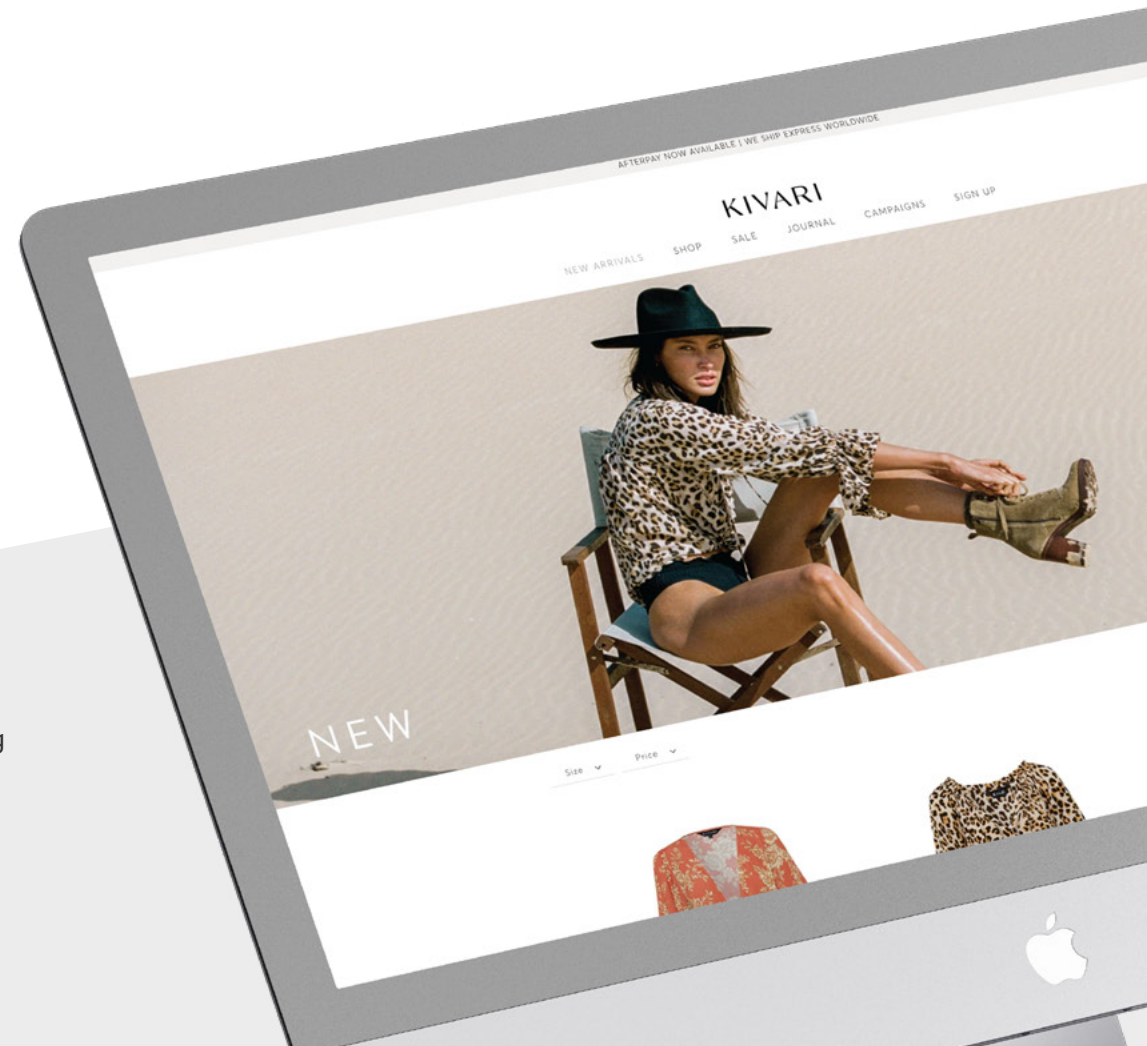
Gorgias

Shopping for high ticket products isn't usually a spontaneous choice. Your shopper probably knows what they are looking for so if they haven't purchased whilst visiting your store, it's likely they have concerns or questions. Not being able to answer these questions quickly and easily could be the deciding factor on if they decide to purchase from you.

Gorgias Chat is a widget that sits on your site and allows website visitors to send a message to your customer service team. Giving your customers the opportunity to answer a question through a Live Chat rather than an Email allows you to reply quickly and efficiently. Waiting for a reply from an email can often lead to your potential customer going elsewhere so whether you use a Customer Service Rep or Automated Responses, by being readily available, you will already be building trust with your customer.

What you can achieve

By using the tech stack above, you'll combat one of the main issues many Single Product Brands have: *"Are our images and descriptions enough for someone to purchase?"* Through API's and inbuilt integrations at the click of a button, you can create an effective tech stack that streamlines the customer experiences and provide helpful information that will make shoppers comfortable to buy.

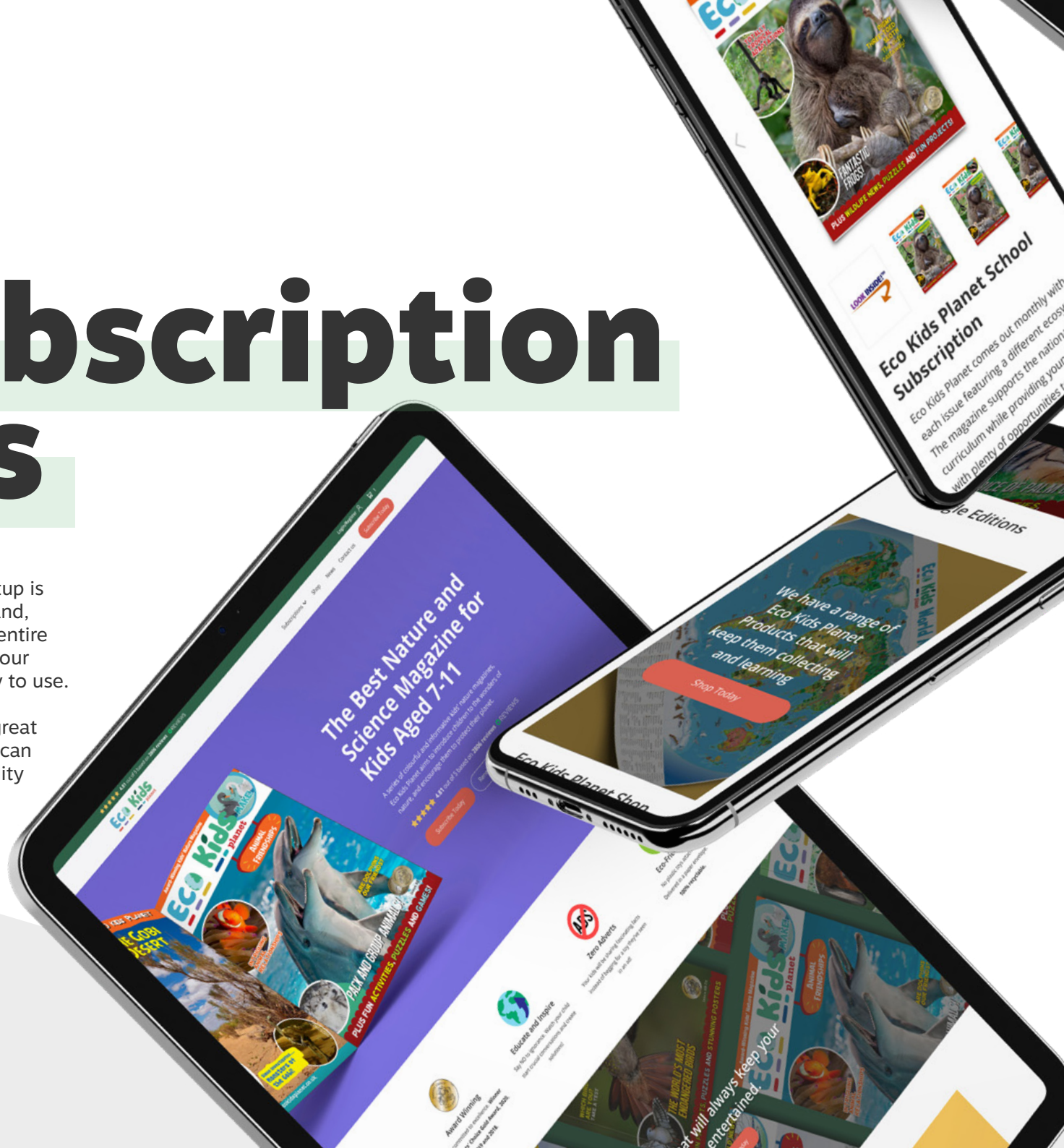




For Subscription Brands

Do you have products that sell as a recurring subscription? Then the Subscription Brand setup is the right choice for you. As a Subscription brand, creating a streamline experience across your entire store and marketing can be tricky. You want your customers to find the site consistent and easy to use.

Creating an easy and helpful experience is a great starting point for a Subscription Brand. If you can provide great customer service and good quality experience you will improve the customer experience and trust of your brand.



Your Tech Stack



ReCharge

ReCharge is the powerhouse of Subscription apps on Shopify. With great support and the ability to handle your data with care and precision, this is the best app to trust your subscriptions with. ReCharge is a one-click integration with Shopify and uses API's to integrate with other apps.

The out-of-the-box features ReCharge has really shown how much they care about your data. With a fully customisable portal, you can allow your customers to pause and cancel subscriptions at the click of a button. All subscription plan information from delivery dates, to cards used, is kept in one area and you even can add on products as one-off whenever you choose.

ReCharge has developed extensive integrations with Klaviyo, SMSBump, Octane.ai, Gorgias and LoyaltyLion so that from email to a conversation, to customer retention, the experience is always consistent and streamlined.

Octane.ai

With Octane.ai you can create Abandoned Cart Flows for your Subscription Products. Through the power of messenger without a need for a phone number or email, you can retarget your customers with this simple integration.

They also have a feature that allows you to create a quiz hosted on your website. Using a series of questions and multiple choice answers, Octane.ai integrates with your Shopify store so you can recommend products from the results page that can be added to cart straight from the page. For example, you could use the quiz to recommend the best subscription frequency for your customer.

Octane.ai has a great integration with Klaviyo that will allow you to sync these answers as custom properties. All you need to do is make sure you collect an email address at the end of the quiz. This will then sync with Klaviyo and you can create custom segments based on your customer's quiz answers.

Klaviyo

From your quiz answers, you could turn the frequency into a custom property and use this to trigger emails in Flows. For example, if someone signed up to a 1-month subscription and this was their first purchase, you could schedule an email to send halfway through the month to ask them what their thoughts are.

Klaviyo's ability to use an event-based system to view customer interactions with your Shopify store makes it ideal for using Flows. Flows are the back burners of your store and are a super simple way of retargeting your Subscribers. Klaviyo has a unique Browse Abandonment Flow which allows you to send a targeted email to those who have viewed a product but haven't added it to cart or purchased. This can be a very effective Flow for furniture brands as you can even take the personalisation a step further and show them exactly what they viewed or item similar to it.

Through integrating with ReCharge, you can also create additional event-based triggers. Creating specific flows for those new to a Subscriptions, those who abandoned a cart with a subscription product in and winning back those who have cancelled their subscription. By dividing out these events from your core Flows, the content you can create takes the personalisation to a new level. Your Subscription customers are your most valuable ones due to them repeat purchasing, therefore segmenting them from your Flows is a good way to ensure you are only sending relevant and personalised content.

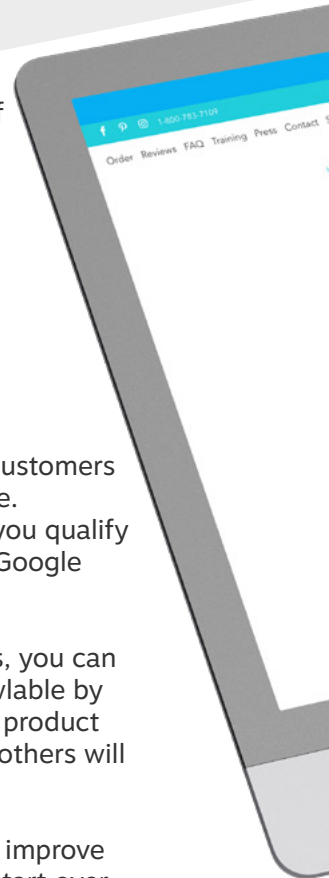
The Post Purchase Flow is also the ideal automated strategy of encouraging more Subscription. By separating your emails by the number of purchases made, by the 3rd or 4th purchases, informing them about the subscription, the benefits and potential savings could be a great way to encourage more of your customers to become repeat purchasers.

Reviews.io

Being a Subscription Brand it may be difficult to acquire new customers from organic traffic unless they directly know your brand name. Reviews.io is a Google Licensed Review Partner and can help you qualify for Google Seller Rating. This means if your product shows in Google Shopping, your reviews will show next to it.

Linking with Shopify to enable automatic invitation for reviews, you can get more keywords on your site. The Reviews.io widget is crawlable by Google, which means it can read your content. Reviews about product sizes and quality are keyword-rich content which tells Google others will like your products and can help boost your ranking.

Using your reviews to not only provide social proof but to also improve your SEO is a great way for your clothing brand to get a headstart over others in the industry. This method creates an organic way to acquire new customers, reducing your acquisition costs.





Gorgias

It's likely your potential customers are going to have concerns or questions about your subscription service. Not being able to answer these questions quickly and easily could be the deciding factor on if they decide to purchase from you.

Gorgias Chat is a widget that sits on your site and allows website visitors to send a message to your customer service team. Allowing your customers to ask a question through a Live Chat rather than an Email allows you to reply quickly and efficiently. Waiting for a reply from an email can often lead to your potential customer going elsewhere so whether you use a Customer Service Rep or Automated Responses, by being readily available, you will already be building trust with your customer.

Gorgias also integrates with ReCharge so that your customer service reps can view the customer purchasing profile directly in Gorgias and edit the Subscription within the help desk. This integration is great for any brand who's customers may be concerned about being "tied down." Using a pop-up notification to let them know they can edit their plan from your online chat makes the experience even easier for customers.

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LoyaltyLion

As a Subscription Brand, you may sell products by themselves or as Subscriptions. These can often lead to complications with Loyalty Programs on Shopify as the checkouts used are not the same and the discounts created in Shopify cannot be used in the Subscription checkout.

LoyaltyLion has developed an integration with ReCharge that allows you to take control over this issue. Rewarding your customers for their loyalty can be a great way of making your brand stand out from the crowd.

LoyaltyLion tiers are a great way of showing your most loyal customers how much you appreciate them. Tiers can be created by the amount spent per customer, and different amounts of points and rewards can be made available to them. With the ReCharge integration, you can create your custom Subscription tier, where customers can get their own separate rewards and points that will work with the ReCharge checkout.

Using the tier system to offer the best rewards and points for the Subscription could also be a great way to encourage more of your customers to move to a subscription. By using this structure, your customers will want to be in your top tier to get this extra benefit, therefore are more likely to continue shopping from your brand.

Furthermore, LoyaltyLion integrates with both Klaviyo and Gorgias. With Gorgias, you'll be able to see what points someone has pending or approved and be able to answer questions on the Loyalty Program quickly and easily. With Klaviyo, you can sync and create custom properties based on pending points, approved points, loyalty tiers and enrollment date. This means you can always show your subscribers how many points they have in your emails, you can trigger emails to send after a purchase to let them know when their points have been approved and you can send reminders each month to let them know they have rewards ready for them to use.

What you can achieve

By using the tech stack above, you'll combat one of the main issues many Subscription Brands have: *"How can we streamline the experience across our store?"* Through API's and inbuilt integrations at the click of a button, you can create an effective tech stack that streamlines the customer experiences and provides helpful information that will make shoppers comfortable to buy.

All Integrations

Apps	Integration	Klaviyo	Octane AI	SMSBump	Gorgias	LoyaltyLion	Reviews.io	ReCharge
Gorgias	Reply to Email Campaigns	✓						
Gorgias	Edit Subscription Payment							✓
Gorgias	Respond to SMS Chats				✓			
Gorgias	Respond to customer feedback and queries	✓	✓	✓			✓	
Gorgias	Automatic tickets raised when user-generated content is below a certain rating						✓	
LoyaltyLion	Send loyalty tiers, points and loyalty program information	✓		✓	✓			
LoyaltyLion	Award points for Reviews						✓	
LoyaltyLion	Subscription only tier							✓
LoyaltyLion	Seperate rewards and points for subscriptions							✓
Octane AI	Send collected emails	✓						
Octane AI	Send custom properties from quiz	✓						
Octane AI	Send messenger conversations				✓			
ReCharge	Send information on subscription started, cancelled and expired	✓	✓	✓	✓			
ReCharge	Send information to create cart abandonment flows and additional flows	✓	✓	✓				
ReCharge	Send customer purchasing profile	✓			✓			
Reviews.io	Show most recent reviews in email templates	✓						
Reviews.io	Request reviews ewith dynamic link	✓	✓	✓	✓			
SMSBump	Send and share contact	✓						
SMSBump	Allow SMS opt in on subscription checkout							✓
SMSBump	Automate subscription payment notifications							✓
SMSBump	Automate subscription cancellation notifications							✓
SMSBump	Automate upcoming payment notifications							✓
SMSBump	Increase AOV by offering additional products to purchase on a subscription via a keyword							✓
SMSBump	Send SMS notifications when customer reach a reward points balance					✓		
SMSBump	Send referral invites					✓		
SMSBump	Automate reward point updates					✓		

Here at Blend, we're 100% focused on helping our clients get the best from Shopify apps to increase conversion and revenue. As a key part of our approach, we always make sure that we focus on not only what apps are needed, but also ensuring they are used to their full potential. To understand how Blend can help your Shopify brand get the best from apps and your Shopify store...

Let's build your vision. **Together.**

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Contact Us

hello@blendcommerce.com
www.blendcommerce.com
+44 (0) 1789 765 822
Courtyard Offices, 55 High St,
Alcester B49 5AF



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