

Shopify Expands Operations

Shopify

****FOR IMMEDIATE RELEASE**** **Shopify Announces Integration with TikTok Shop, Expanding Social Commerce Capabilities** **OTTAWA, ON – October 26, 2023** – Shopify Inc. today announced a strategic integration with TikTok Shop, bringing enhanced social commerce capabilities to millions of merchants worldwide. This integration streamlines the process for Shopify merchants to connect their product catalogs to TikTok Shop, allowing them to reach a wider audience and drive sales directly through the popular social media platform. This integration simplifies product listing management, order fulfillment, and advertising campaign creation for Shopify merchants within TikTok Shop. Merchants can seamlessly sync their Shopify product catalogs, manage inventory, and process orders directly from their existing Shopify dashboard. The streamlined workflow is designed to reduce friction and improve efficiency for businesses looking to leverage the power of TikTok's vast user base for e-commerce. Further, merchants will have access to real-time analytics, allowing them to understand campaign performance and optimize their strategies for maximum ROI. "Social commerce is a powerful engine for growth, and we're committed to providing our merchants with the tools they need to succeed in this dynamic landscape," said Harley Finkelstein, President of Shopify. "This integration with TikTok Shop removes significant barriers for merchants, enabling them to tap into a massive, engaged audience and drive sales directly within the TikTok environment. We believe this will unlock significant growth opportunities for Shopify merchants of all sizes." Shopify is the leading global commerce platform that provides essential internet infrastructure for commerce, offering tools to start, grow, market, and manage a retail business of any size. Shopify powers millions of businesses in more than 175 countries and is trusted by brands of all sizes, from startups to Fortune 500 companies.

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