

ESW Shopify Integration Guide

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This document provides detailed description on Shopify ESW Integration.

Overview

ESW Shopify Integration leverages Shopify's native checkout to handle the shopper purchase flow. After a shopper completes checkout on Shopify, the resulting order is imported into ESW as an Offline order. This approach allows ESW to assume responsibility for downstream processes, including:

- Logistics and shipping orchestration
- Compliance
- Order tracking and post-purchase workflows

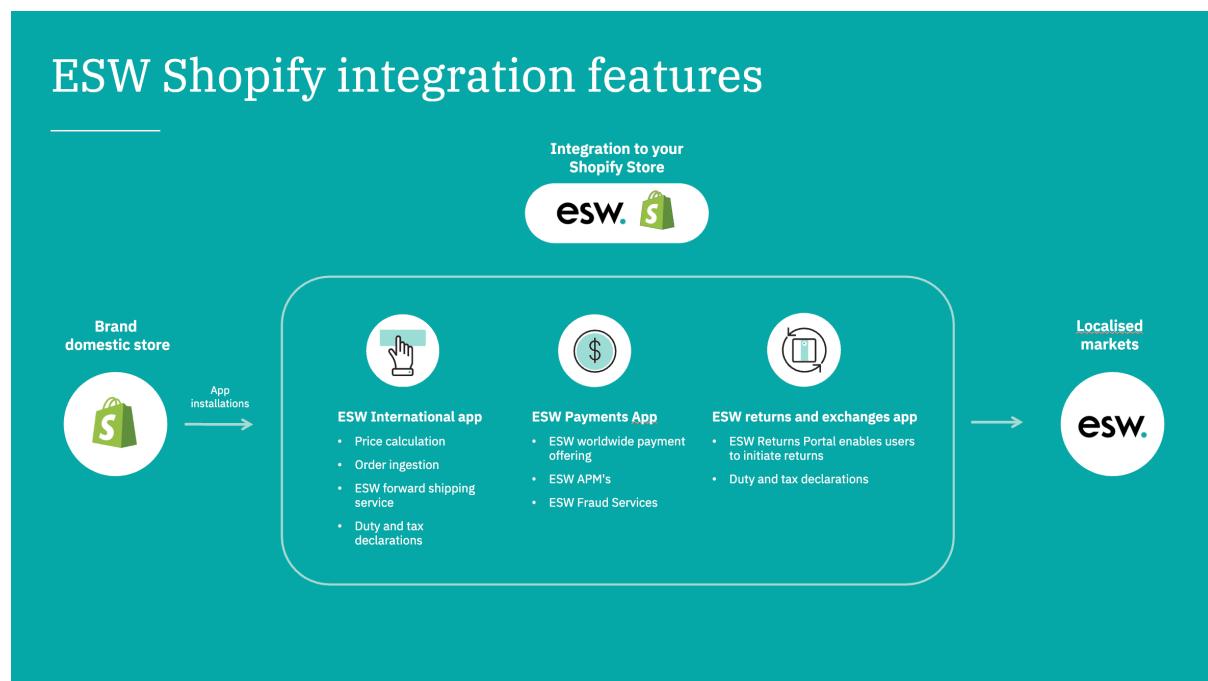
ESW Shopify Apps

The following three apps need to be installed by Merchant to integrate with ESW services

ESW International app

ESW Payments App

ESW Returns and exchanges app



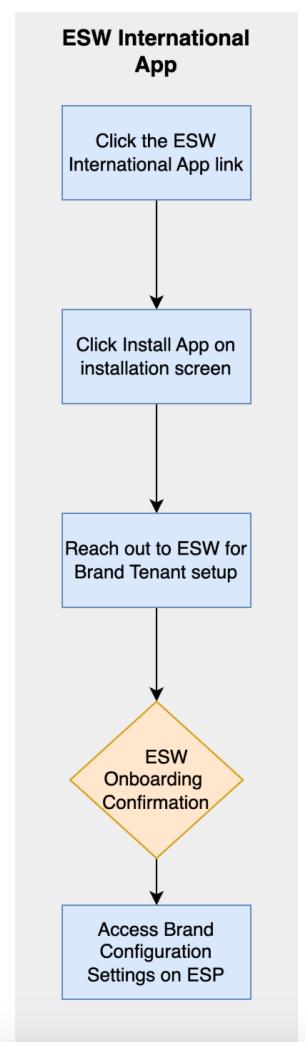
Integration Features Matrix

Feature	Provider
Browsing	Shopify
Price calculation	ESW International App
Checkout flow	Shopify
Shipping methods/rates/EDD	ESW International App
Duties & Taxes calculation	ESW International App
Payment methods	ESW Payments App
Merchant Of Record	ESW
Customer communications	Shopify or ESW
Gift cards, coupons, etc.	Shopify
Product restrictions	Shopify/ESW
Geo-Detection and Redirection	Shopify
Shipping Label	ESW Package API integration
Fulfilment sync	ESW International App
Returns	ESW Returns App
Exchanges	ESW Returns App

Customer Service Portal	ESW
Tracking Portal	ESW
Settlement	ESW
Analytics	ESW/Shopify

ESW Shopify International App Installation

The below sections describe steps for installation and configuration of the ESW Shopify International App.

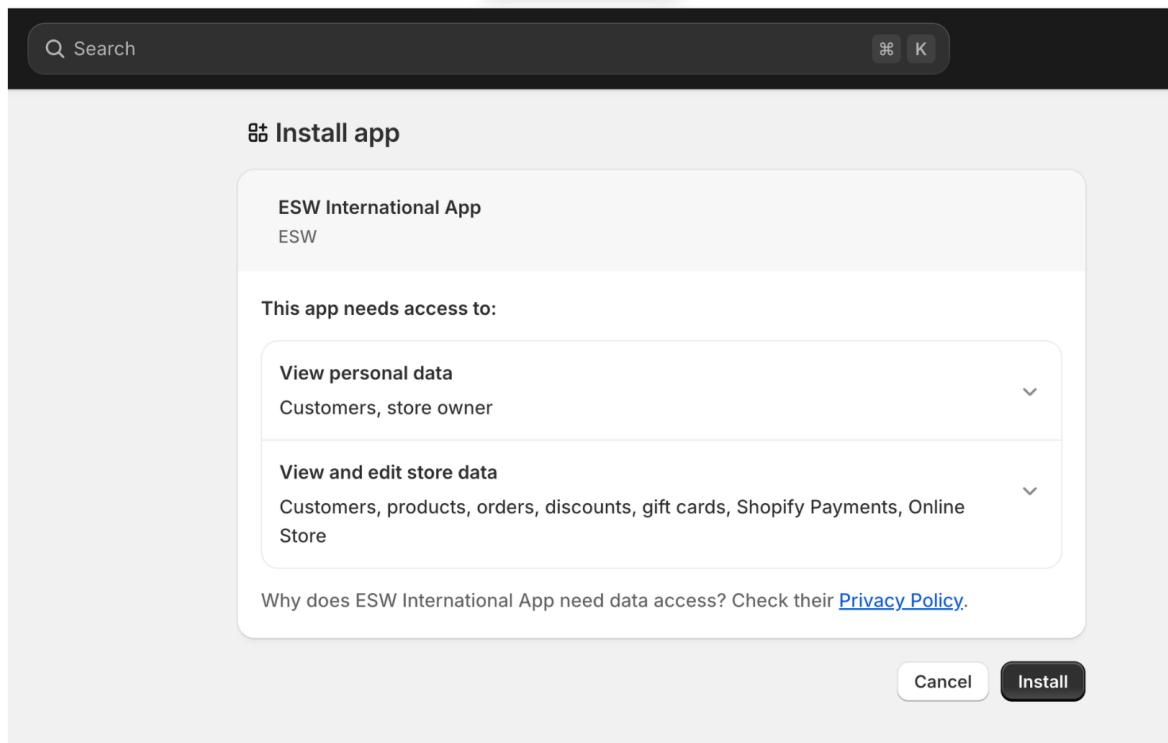


1. Click on the below shopify app store link to install the ESW International App.
<https://apps.shopify.com/esw-international-app> (final link to be provided by ESW)



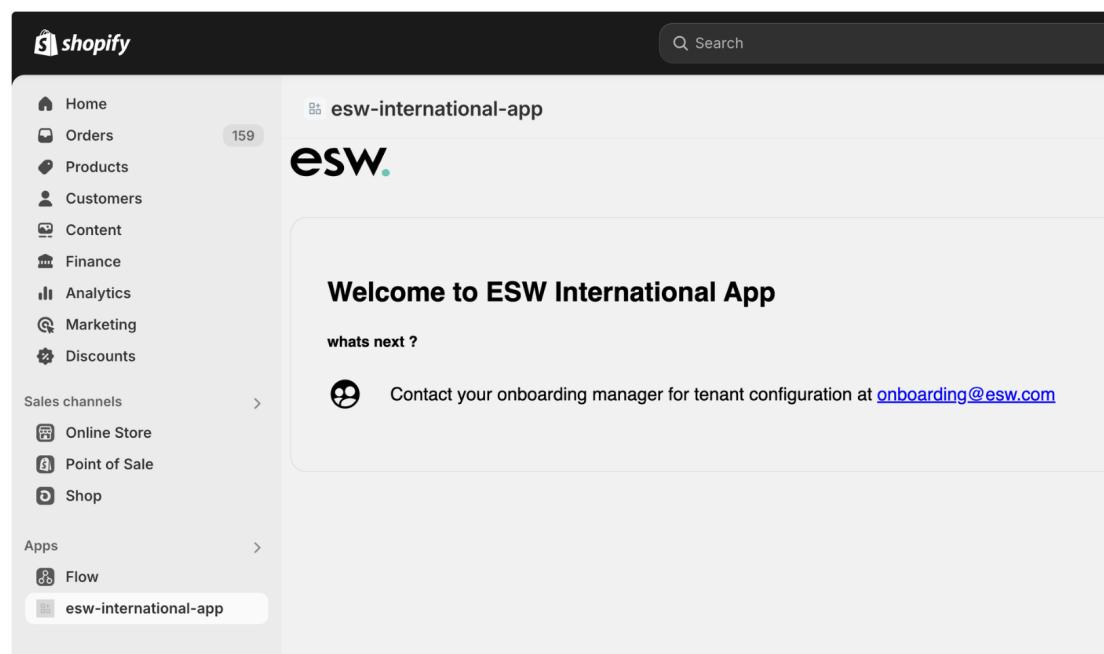
2. Install App - Run the installation on the subdomain myshopify.com

Below is how installation screen would be like. Click install app.



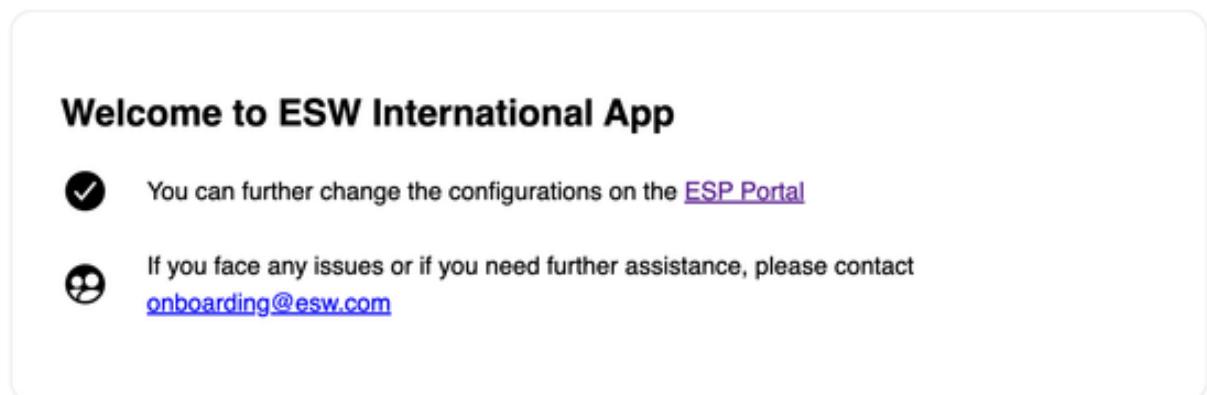
3. Once the app is successfully installed below screen would be shown.

At this point kindly get in touch with the Onboarding manager
placeholder@placeholder.com who would be configuring the account, environment, and tenant for brand.

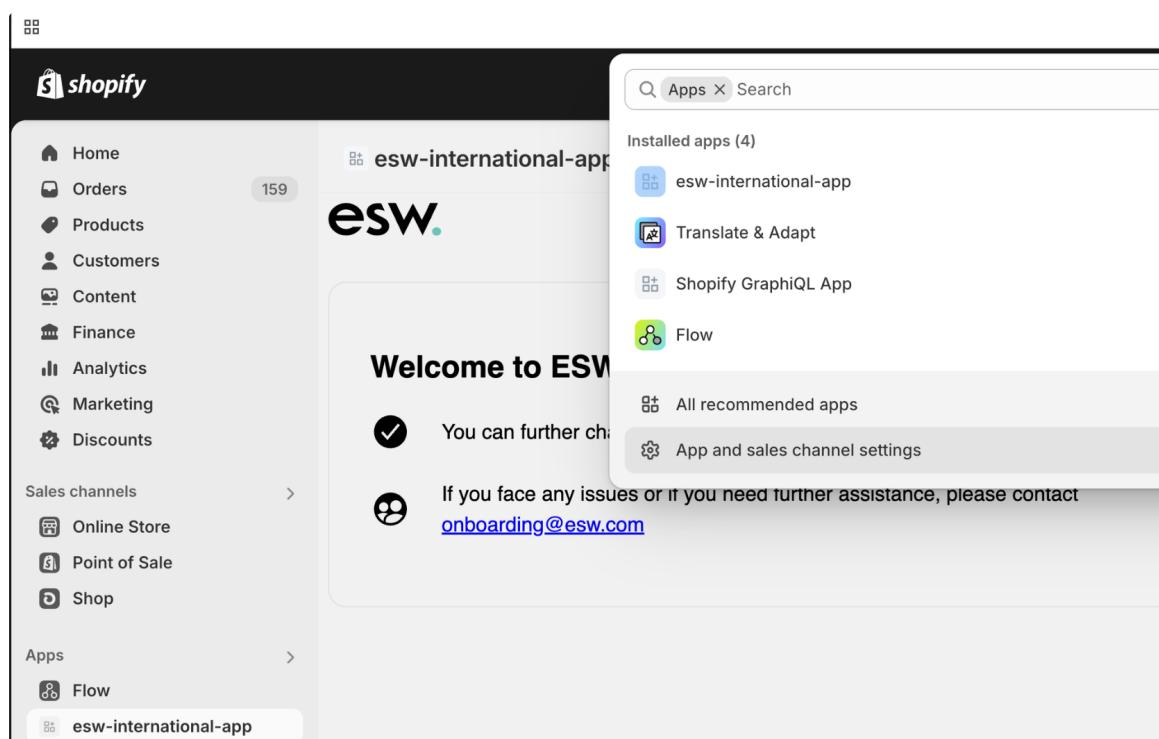




- Once the Tenant has been successfully configured below screen would be shown on App. The retailer would be informed once the tenant gets successfully configured by ESW.

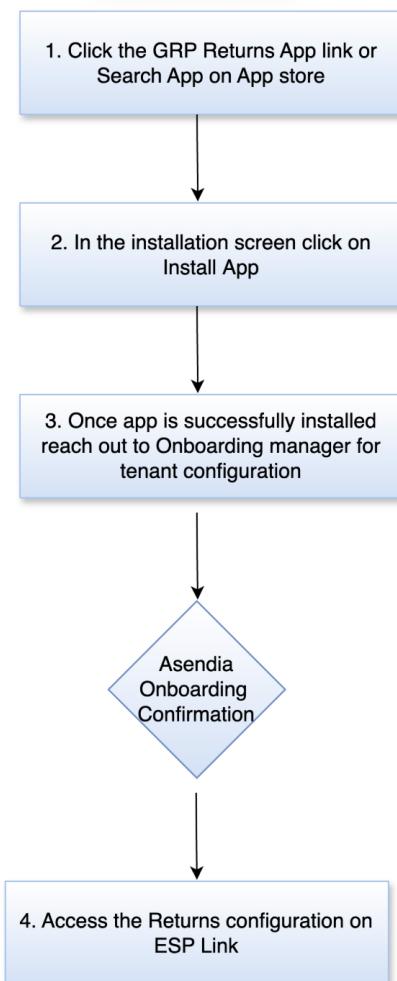


- Once account, environment and tenant have been setup the brand configuration settings can be accessed and updated at ESP link -
<https://esp.eshopworld.com/>
- To view the installation in your Shopify admin click on >> Apps



GRP Shopify Returns App Installation

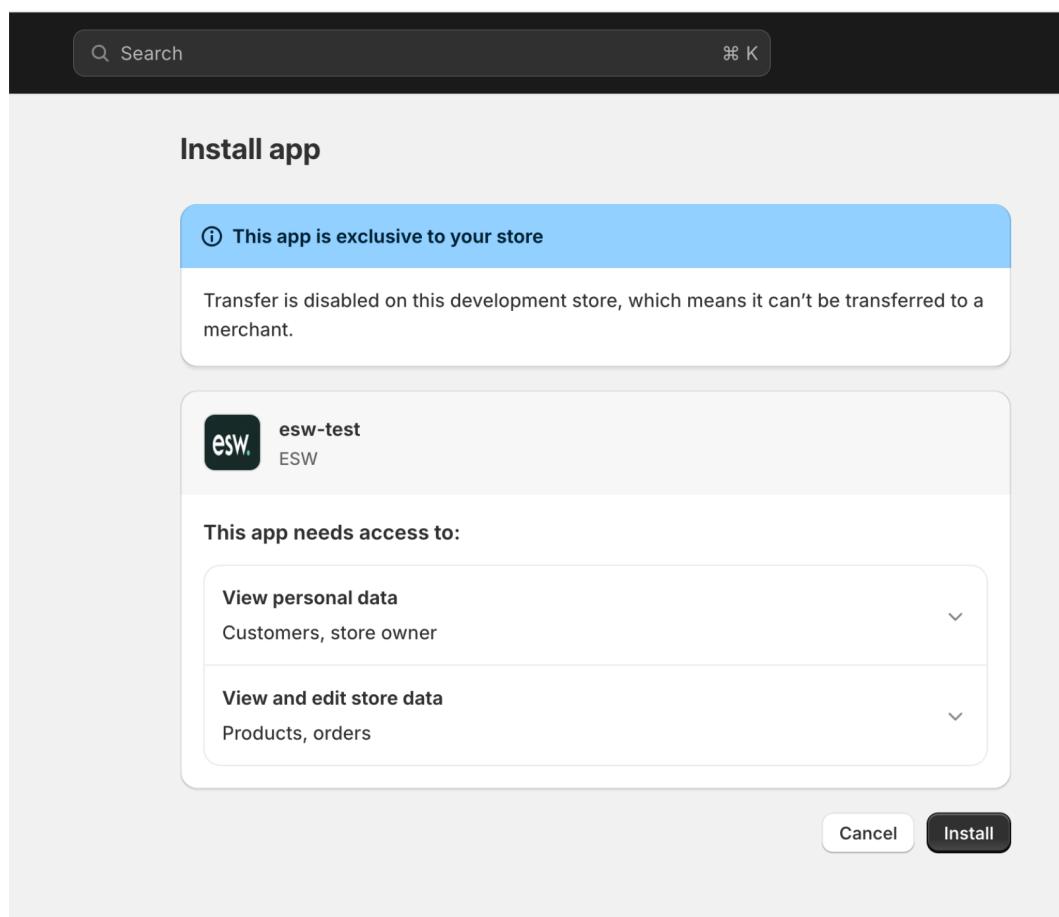
The below sections describe steps needed for installation and configuration of the GRP Shopify Returns App.



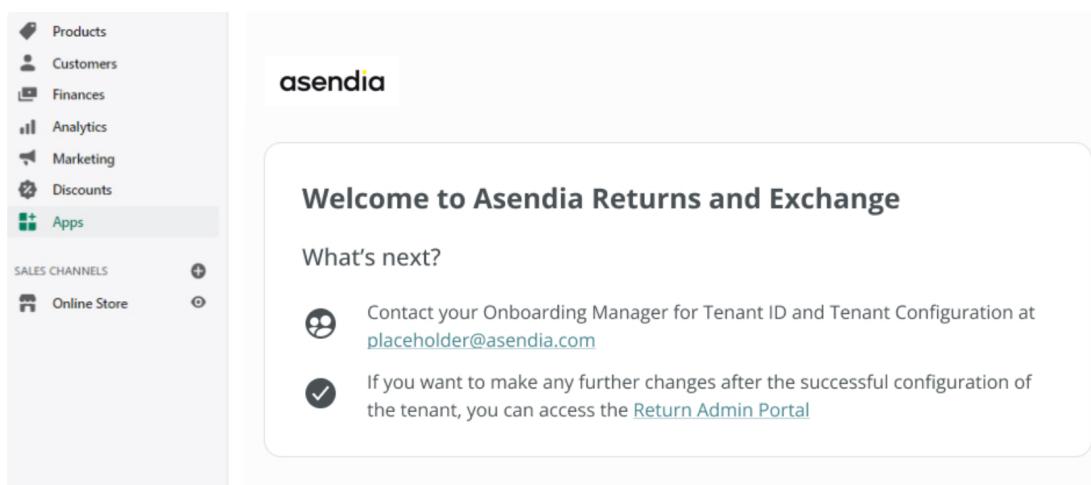
1. Click on the below shopify app store link to install the ESW Returns and Exchanges App.

<https://apps.shopify.com/esw-returns-app>(final link to be provided by ESW)

2. Install App - Run the installation on the subdomain Myshopify.com. Below is how installation screen would be like. Click install app.



- Once the app is successfully installed below screen would be shown.
At this point kindly get in touch with the Onboarding manager
placeholder@placeholder.com who would be configuring the account, environment, and tenant for brand.





4. Once the Tenant has been successfully configured below screen would be shown. The retailer would be informed once the tenant gets successfully configured.

The screenshot shows a left sidebar with icons for Home, Orders (2,522), Products, Customers, Finances, Analytics, Marketing, Discounts, and Apps. Below this are sections for Sales Channels (Online Store) and Apps. The main area is titled "Asendia" and features the "asendia" logo. A central box contains the text "Welcome to Asendia Returns and Exchange". It includes two bullet points: "You can further change the configurations on the [Returns Portal](#)" and "If you face any issues or if you need further assistance, please contact placeholder@asendia.com".

5. Once account, environment and tenant have been setup the Return configuration settings can be updated at <https://esp-core-ui.test.eshopworld.net/>
6. To view the installation in your Shopify admin click on >> Apps

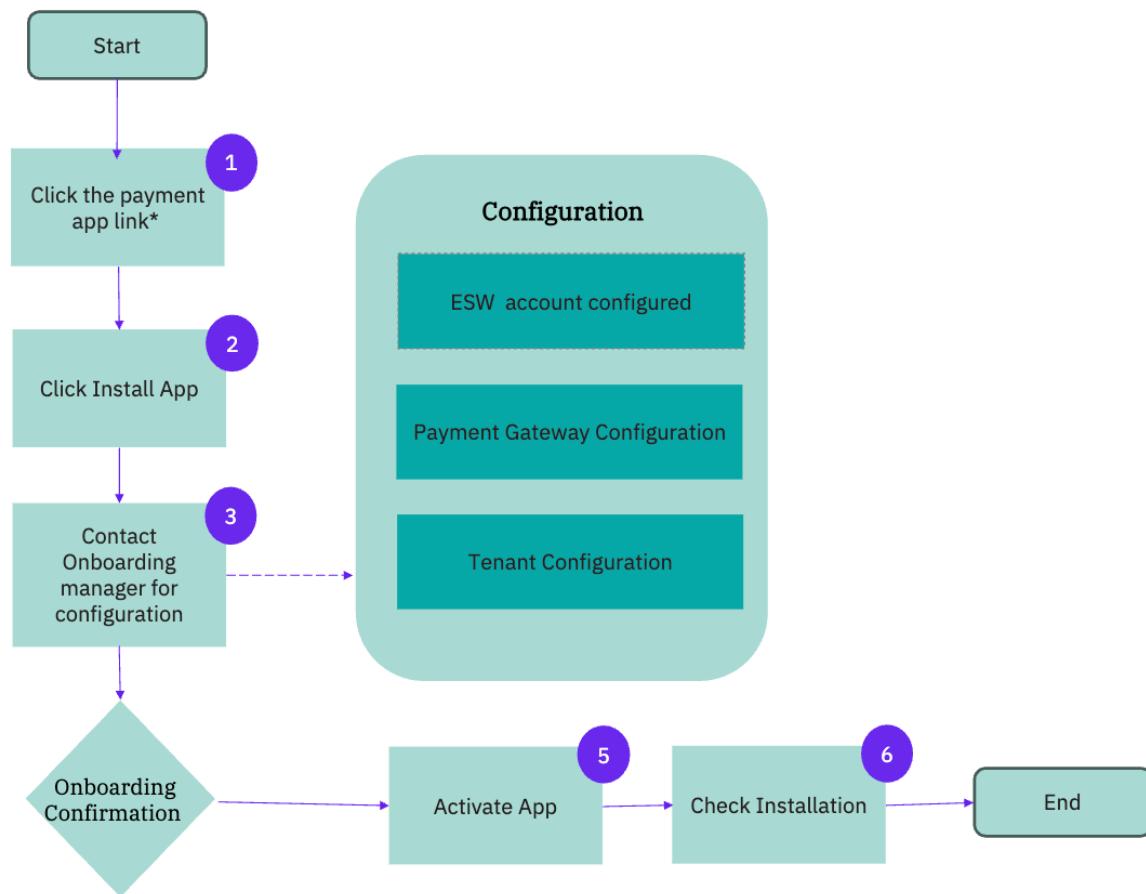
The screenshot shows the Shopify Admin interface with a sidebar containing Home, Orders (46), Products, Customers, Content, Analytics, Marketing, Discounts, Sales channels (Online Store, Point of Sale), and Apps (Flow, Shopify GraphQL App). The main area displays a list of "Installed apps (5)": grp returns, Shopify GraphQL App, Return Prime: Order Return, Flow, and Geolocation. At the bottom, there are links for "All recommended apps", "App and sales channel settings", "Things to do next", and "13 orders to fulfill".



ESW Payment App Installation

1. Install Link - <https://apps.shopify.com/esw-card-payments>
2. Click Install app (at the bottom of the installation screen).
3. The ESW App installation is complete, and the Configuration page opens.
4. Once the app is successfully installed, contact ESW onboarding manager to configure your account, environment, and tenant for your brand.
5. The app communicates readiness with Shopify. You will get a confirmation screen once the tenant has been successfully configured.
6. Click Activate Payments App

The screenshot shows the Shopify App Store interface. At the top, there's a navigation bar with back, forward, and search icons, followed by the URL <https://apps.shopify.com/esw-card-payments>. Below the URL is a search bar with placeholder text "Search apps, guides, and more" and a "Browse apps" dropdown. The main content area features the ESW Card Payments app page. On the left, there's a sidebar with the app's logo, name, developer information (ESW), and a large "Install" button. The main content area includes sections for "About ESW Card Payments" (which says "Active" and "Supports 3DS"), payment method selection (Visa and Mastercard), and test mode. To the right, there are three preview cards showing different parts of the app's configuration and payment flow. Below the main content, there's a section titled "Provide localised payment options that shoppers trust—improve conversion and satisfaction globally." It describes ESW's dynamic routing and local merchant acquiring. At the bottom, there are sections for "Languages" (English), "Works with" (ESW International App), and "Categories" (Payments).



Integration Overview

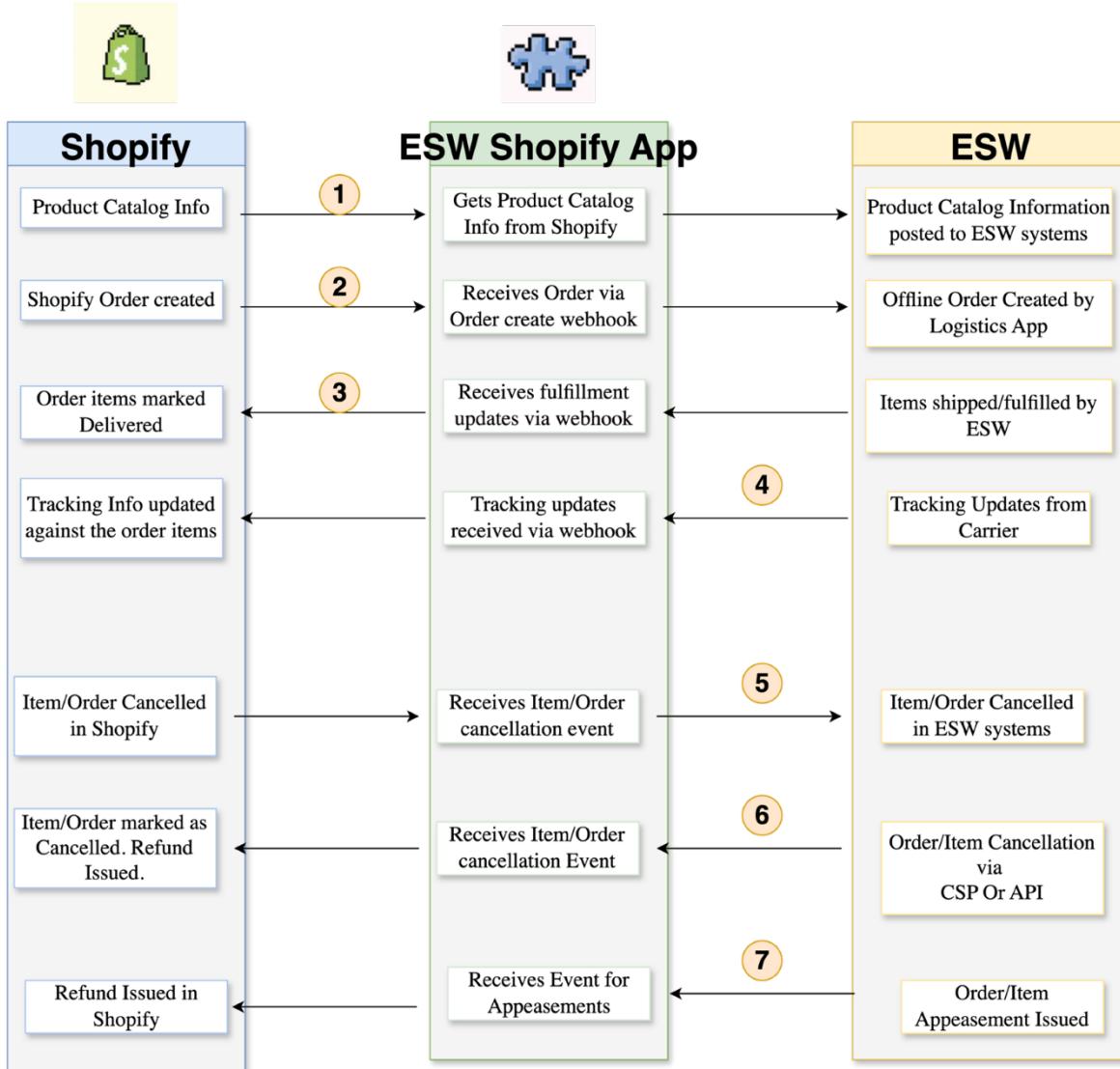
This section provides a high-level overview of integrating Shopify with ESW services via the ESW Shopify App.

Integration Summary

The ESW Shopify App facilitates seamless data exchange and service integration between Shopify and ESW systems. It leverages Shopify's native checkout while enabling ESW to provide logistics, shipping, and additional value-added services. Below is an outline of the key integration points and workflows.

Integration Diagram

A visual representation of the workflows and data flow is available in the integration diagram.



Key Features of Integration

1. **Product Catalog Sync – Shopify: Webhook**
 - a. Sync Shopify product data with ESW using the ESW Catalog API.
 - b. Subscribe to Shopify product update webhooks to ensure real-time synchronization.



- c. Post updated product details to ESW Catalog API.

2. Pricing Import

- a. Use ESW Pricing Advisor API to fetch exchange rates, duty, taxes, and rounding rules per market

i.[Shopify: Product Prices per Country](#)

ii.[Shopify: Set Fixed Prices per Product Variants](#)

- b. Import calculated prices into Shopify using GraphQL API.

i.[Shopify: Price List Fixed Prices](#)

3. Order Management – [Shopify: Webhook](#)

- a. Import Shopify orders into ESW as offline orders.

- b. Sync fulfillment and shipping details from ESW to Shopify.

i.[Shopify: Fulfillment API](#)

- c. Synchronize order cancellations and item-level updates between Shopify and ESW.

i.[Shopify: Order Cancellations](#)

ii.[Shopify: Order Updates](#)

4. Address Updates – [Shopify: Order Updates](#)

- a. Update shipping address changes in Shopify and sync them to ESW using the Update Contact Details API.

5. Order and Item-Level Cancellations

- a. Sync cancellations (order-level and item-level) bi-directionally between Shopify and ESW.

i.[Shopify: Order Cancellations](#)

6. Appearances

- a. Manage order-level and item-level appearances initiated in ESW, with corresponding updates and refunds in Shopify.

Integration Workflow Details

1. Product Catalog Integration

Shopify Webhooks: The app subscribes to Shopify product creation and update events.

API Integration: Product data from Shopify is posted to ESW using the ESW Catalog API.

2. Pricing Import

ESW Pricing Advisor API: Retrieve detailed pricing information for markets.

Shopify GraphQL Mutation: Import the calculated prices for specific product variants into Shopify.

3. Order Ingestion

Order Webhook: Subscribe to Shopify's order creation webhook.

API Call: Use the ESW CreateOrder API to register Shopify orders in ESW as offline orders.

4. Fulfillment and Shipping

ESW Package Events: Receive fulfillment data from ESW.



Shopify API: Create fulfillments in Shopify using the GraphQL fulfillmentCreateV2 API.

5. Cancellations

Order-Level:

Shopify cancellations are synced to ESW using the Cancel Order API.

ESW cancellations are synced to Shopify using the GraphQL orderCancel mutation.

Item-Level:

Shopify item cancellations trigger the ESW Item Cancel API.

ESW item cancellations update Shopify using the refundCreate API.

6. Address Updates

Webhook Subscription: Listen for order updates in Shopify.

API Call: Sync shipping address changes to ESW using the Update Contact Details API.

7. Appeals

Order-Level:

Process order appeals in ESW and sync refunds to Shopify via the refundCreate mutation.

Item-Level:

Manage item-level appeals and synchronize refunds with Shopify.

Integration Notes

1. The integration uses Shopify's native GraphQL APIs and REST webhooks for real-time data updates.
2. ESW APIs facilitate the synchronization of orders, products, pricing, and fulfillment.
3. Ensure appropriate webhook subscriptions and API authentication for secure and efficient data transfer.
4. For detailed technical specifications and implementation support, please refer to ESW's official API documentation <http://know.eshopworld.com/> or contact the ESW support team.

Shopify Configuration Setup

The Shopify configuration setup would be performed by ESW which would involve setting up Markets, Shipping Section, Payment Methods and other required setup in Shopify admin.

Markets Creation in Shopify

The screenshot shows the Shopify Admin interface for creating a new market. A modal window titled "Add a market" is open, prompting for a "Market name" which is "India". Below this, a search bar shows "India" and a list of countries/regions. Under the heading "Countries/regions", it says "1 of 237 selected". Two options are listed: "British Indian Ocean Territory" with an empty checkbox, and "India" with a checked checkbox and its flag. At the bottom right of the modal are "Cancel" and "Add market" buttons.

US Direct E-commerce Ltd
Organization

Stores
Users
Billing
Feature test drives

esw-glopal-test
esw-glopal-test.myshopify.com

Store details
Plan
Payments
Checkout
Customer accounts
Shipping and delivery
Taxes and duties
Locations
Gift cards
Markets

Markets

Overview
Last 30 days

Active (5 of 50)

Add a market

Market name
Customers won't see this.

India

Countries/regions
1 of 237 selected

India

British Indian Ocean Territory

India

Cancel Add market

Recommendations

 Markets

Preferences Create market

ⓘ Your access to the new version of Markets

Shopify Plus merchants can access the new version of Markets via Test Drive, where you can either enable now or schedule your rollout for a later date.

[Enable Markets in Test Drive](#)

Overview 

Last 30 days

Active (12 of 50)

Market	Action
 US Primary	>
 Australia	>
 Canada	>
 Denmark	>
 France	>
 Germany	>
 India	>

Markets Configuration

Configure each new Market in Shopify Admin.

← Canada Edit Preview Active

Market settings

- Languages and domains**
English and French • esw-global-test.myshopify.com
- Products and pricing**
All products included • Canadian Dollar (CAD \$) • Rounded to \$1.00 CAD
- Duties and import taxes**
Collecting duties and import taxes
- Shipping**
1 rate • Shipping to Canada

Store settings

- Payments**
Manage the payment methods you accept worldwide. [Manage](#)
- Taxes**
Not collecting taxes [Manage](#)

Setup Automatic Country and Language Redirection

Switch language to match the visitor's browser when translations are available

Automatic redirection

- Country/region redirection**
[Place visitors](#) in the right storefront for their country/region
- Language redirection**
[Switch language](#) to match the visitor's browser when translations are available



Add Languages & Domains

Add languages and domains for each Market in Shopify Admin

← Languages and domains

Manage domains

Canada

esw-glopal-test.myshopify.com • Primary domain

Add languages ▾

Language	URL	...
English Default	esw-glopal-test.myshopify.com	...
French	esw-glopal-test.myshopify.com/fr	...

Manage products Pricing

Either Use ESW Pricing Advisor to showcase ESW D&T inclusive prices on pages
Or setup fixed prices in shopify

The screenshot shows a modal dialog box titled "Edit India (INR) exchange rate". At the top right is a close button (X). Below the title, there are two sections: "Dynamic" (selected, indicated by a blue border) and "Manual". The "Dynamic" section has a "Default" button. Both sections contain descriptive text about how exchange rates are determined. Below these sections is a summary of the current exchange rate: "1 EUR = 91.2905 INR" (last updated 27 minutes ago) and a note about product pricing including a 2% conversion rate fee. At the bottom right of the dialog are "Cancel" and "Save" buttons.

← Products and pricing
India

Pricing ⓘ

Edit India (INR) exchange rate ×

Dynamic Default

Exchange rates are determined at the time of purchases and at the time of refunds. Currency conversion fees are passed on to the buyer within prices.

Manual

Exchange rates are manually set by you. Currency conversion fees are excluded from prices and will be deducted from the next payout. Recover the fee by adjusting the rate or by using price adjustments. [Learn more](#).

1 EUR = 91.2905 INR
Updated 27 minutes ago

Product pricing includes a 2% conversion rate fee paid by customers. [Learn more](#).

Cancel Save

Configure Shipping Methods , Rates, EDD's for New Markets

Ireland, United Arab Emirates, Austria... Show all

Add rate

Use flat rate
 Use carrier or app to calculate rates

Shipping rate

Custom

Custom rate name

Standard

Custom delivery description (optional)

Price

₹ 100.00 \$ €1.11 EUR Indian Rupee (INR ₹) ▾

Add conditional pricing

Checkout preview

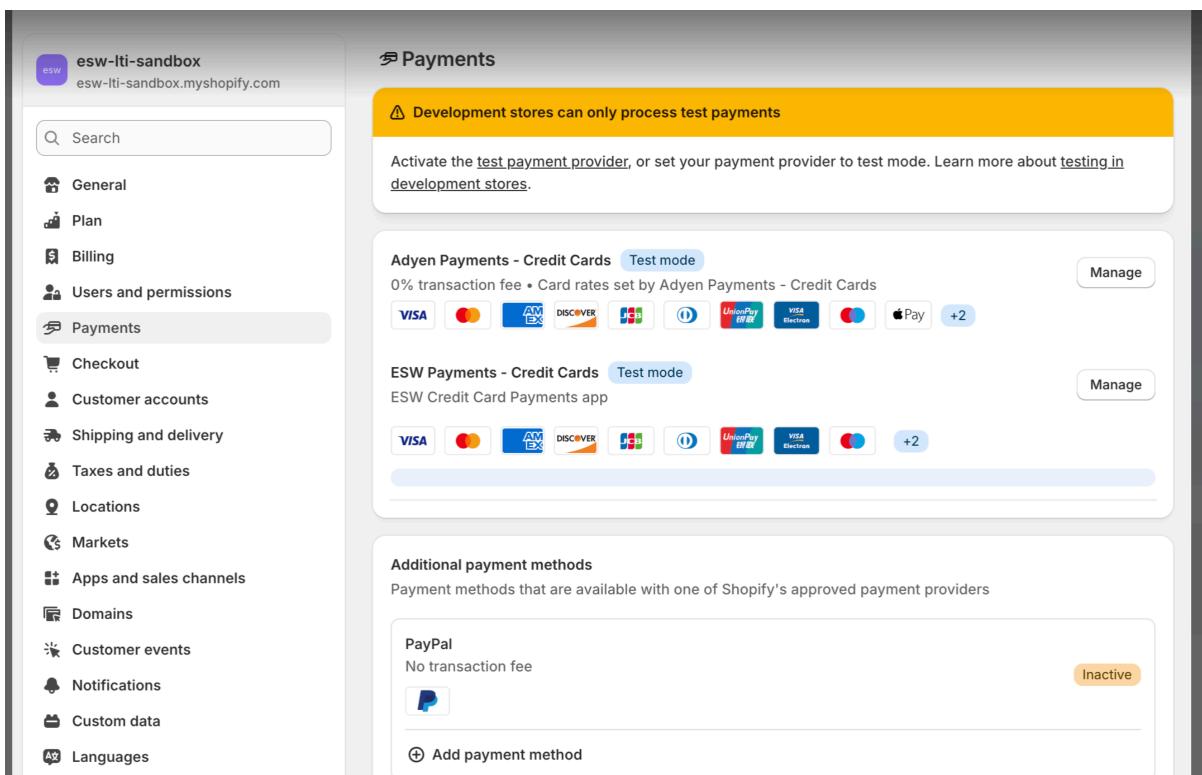
<input checked="" type="radio"/> Standard	₹100.00
---	---------

Cancel Done



Fulfillment location	Add locations
Milan Store Asendia UK Ltd, Cranford, Hounslow, TW4 6NF, United Kingdom	
Shipping zones	Add shipping zone
Germany • Germany	...
Express (1-2 days)	€10.00
Standard (3-5 days)	Free
India • India	...
Standard	₹100.00
Israel • Israel	...
Free Shipping	Free
Standard International 3 to 17 business days	₪6.00

Payment Methods Configuration in Payment section



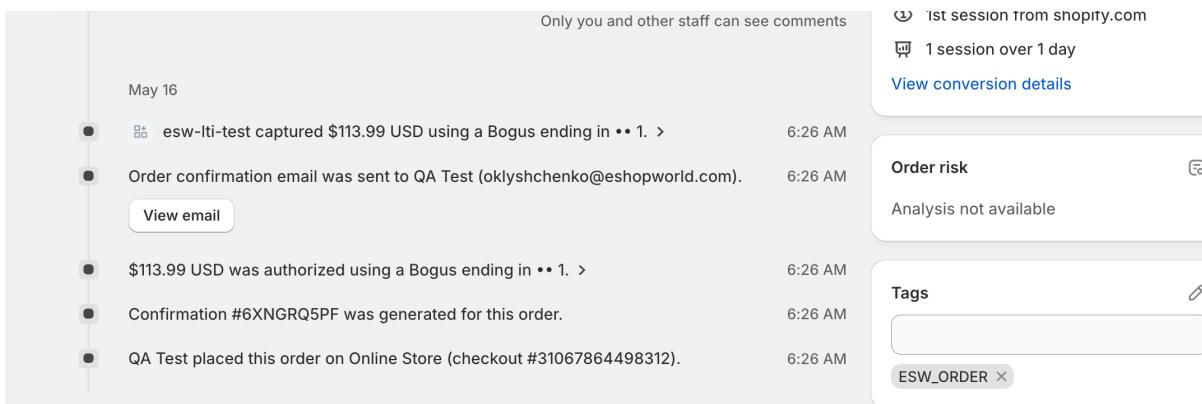
The screenshot shows the Shopify Admin Payments page for the store "esw-iti-sandbox". The sidebar on the left lists various settings: General, Plan, Billing, Users and permissions, Payments (selected), Checkout, Customer accounts, Shipping and delivery, Taxes and duties, Locations, Markets, Apps and sales channels, Domains, Customer events, Notifications, Custom data, and Languages.

The main content area is titled "Payments" and contains the following sections:

- ⚠ Development stores can only process test payments**: A yellow banner with text: "Activate the [test payment provider](#), or set your payment provider to test mode. Learn more about [testing in development stores](#)".
- Adyen Payments - Credit Cards**: Shows "Test mode" and "0% transaction fee • Card rates set by Adyen Payments - Credit Cards". It lists supported cards: VISA, MasterCard, AMEX, DISCOVER, JCB, Diners, UnionPay, VISA Electron, and Apple Pay, with a "+2" link for more.
- ESW Payments - Credit Cards**: Shows "Test mode" and "ESW Credit Card Payments app". It lists supported cards: VISA, MasterCard, AMEX, DISCOVER, JCB, Diners, UnionPay, VISA Electron, and Apple Pay, with a "+2" link for more.
- Additional payment methods**: A section for "Payment methods that are available with one of Shopify's approved payment providers". It shows "PayPal" with "No transaction fee" and an "Inactive" status, and a "+ Add payment method" button.

Order View Shopify admin

ESW_ORDER tag add for orders ingested in ESW



The screenshot shows the Shopify Order View for an order placed on May 16. The order details are as follows:

- Comments: Only you and other staff can see comments.
- Conversion Data: 1st session from shopify.com, 1 session over 1 day. [View conversion details](#).
- Order risk: Analysis not available.
- Tags: ESW_ORDER.

The order history shows the following events:

- esw-iti-test captured \$113.99 USD using a Bogus ending in •• 1. (6:26 AM)
- Order confirmation email was sent to QA Test (oklyshchenko@eshopworld.com). (6:26 AM) [View email](#)
- \$113.99 USD was authorized using a Bogus ending in •• 1. (6:26 AM)
- Confirmation #6XNGRQ5PF was generated for this order. (6:26 AM)
- QA Test placed this order on Online Store (checkout #31067864498312). (6:26 AM)

Fulfillment Sync order view

 Fulfilled (2) #GRP2075-F1

Location
Rome Store

Fulfilled
April 18, 2025

Tracking number
[6001005386187](#)

 Fairy Lace Doily Mary Janes - Baby Pink	\$102.00	x	1	\$102.00 USD
Pink / 5				
SKU: RCH45Q1A-10				
 Handbag "Chelsea" "Liebeskind"	\$68.00	x	1	\$68.00 USD
Blue				
SKU: handbag-1qa				

Paid

Subtotal	2 items	\$170.00 USD
Shipping	HEAVY WEIGHT Tracked Fedex Priority - US, Express >5 (1-3 working days) (5.5 kg: Items 5.5 kg, Package 0.0 kg)	\$11.99 USD
Total		\$181.99 USD
Paid	Approximately £137.53 GBP	\$181.99 USD

Notes 

No notes from customer

Additional details 

rudderAnonymousId
af55a264-7b03-47f5-a073-2f410a15c032

rudderSessionId
1744973967230

Customer 

QA Test
No orders

Contact information
oklyshchenko@eshopworld.com

Shipping address
QA Test
3880 Satellite Boulevard
Duluth GA 30096
United States
+1 651-771-1111
[View map](#)

Billing address
Same as shipping address

April 18

- This order was archived. 7:01 AM
-  esw-Iti-test sent a shipping confirmation email to QA Test (oklyshchenko@eshopworld.com). 7:01 AM
[View email](#)
-  [esw-Iti-test fulfilled 2 items from Rome Store.](#) 7:01 AM
- Items**
1 x Fairy Lace Doily Mary Janes - Baby Pink - Pink / 5 RCH45Q1A-10
1 x Handbag "Chelsea" "Liebeskind" - Blue handbag-1qa
- Service**
Manual
- Fulfillment location**
Rome Store
-  Order confirmation email was sent to QA Test (oklyshchenko@eshopworld.com). 7:00 AM
[View email](#)
-  A \$181.99 USD payment was processed using a Bogus ending in •• 1. > 7:00 AM
-  Confirmation #FP68358AV was generated for this order. 7:00 AM
-  QA Test placed this order on Online Store (checkout #30876754149512). 7:00 AM

Analysis not available

Tags 
[ESW_ORDER](#) 

Return Order sync view

✉ > #GRP2120 Paid Fulfilled Return in progress Refund E

April 30, 2025 at 7:42 am from Online Store

⚠ Test order

Your payment gateway was in test mode when this order was created.

Return in progress (1) #GRP2120-R1 ...

Other Tracking
[123456789](#)

 Handbag "Chelsea" "Liebeskind" \$68.00 × 1 \$68.00 USD
Blue

SKU: handbag-1qa

- Return reason: Damaged or defective
I need a bigger size.

Process return

Return closed (1) #GRP2119-R1 ...

Other Tracking
[2001389095](#)

 Fairy Lace Doily Mary Janes - Baby Pink zł 528.00 × 1 zł 528.00 PLN
Pink / 5

SKU: RCH45Q1A-10

- Returned
- Return reason: Other
Undeliverable
- Refunded



Only you and other staff can see comments

April 30

- esw-test closed return #GRP2119-R1. 7:48 AM
- esw-test sent a refund notification email to Scott Mooney (smooney@eshopworld.com).
[View email](#) 7:48 AM
- esw-test refunded 1 item from return #GRP2119-R1. > 7:48 AM
- esw-test refunded zł528.00 PLN using a Bogus ending in •• 1 for return #GRP2119-R1. > 7:48 AM
- esw-test sent a return instructions email to Scott Mooney (smooney@eshopworld.com).
[View email](#) 7:48 AM
- esw-test added tracking information to return #GRP2119-R1. > 7:48 AM
- esw-test created return #GRP2119-R1. > 7:48 AM
- esw-test unarchived this order. 7:48 AM
- This order was archived. 7:28 AM
- esw-lti-test sent a shipping confirmation email to Scott Mooney (smooney@eshopworld.com). 7:28 AM

Order risk

Analysis not available

Tags

ESW_ORDER