

Connecting a Shopify Account to Influence

Influence's integration with Shopify gives you the power to track your shops' sales performance across your campaigns. Get step-by-step instructions in this article to connect your Shopify account and begin tracking your Shopify sales.

Connecting Your Shopify Account

1. Go to your Shopify account and navigate to **Settings > Apps and sales channels**. If you don't yet have an app, click on the **Develop apps** button at the top and create a new one.
2. After you've created the app or clicked into an already existing app, click on **Configure Admin API Scopes** and make sure **Read access** is selected for the

following scopes, then click **Save**:

ADMIN API PERMISSIONS

ACTIVE PERMISSIONS FOR THIS APP

Analytics
View store metrics
Access scope: read_analytics

Read access ↕

Customers
View or manage customers, customer addresses, order history, and customer groups
Access scopes: read_customers, write_customers

Read access ↕

The Customer API provides access to customer names, emails, phone numbers, and addresses.

Draft orders
View or manage orders created by merchants on behalf of customers
Access scopes: read_draft_orders, write_draft_orders

Read access ↕

The Draft Order API provides access to customer names, emails, phone numbers, addresses, and geolocations.

Marketing events
View or manage marketing events and engagement data
Access scopes: read_marketing_events, write_marketing_events

Read access ↕

Order editing
View or manage edits to orders
Access scopes: read_order_edits, write_order_edits

Read access ↕

Orders
View or manage orders, transactions, fulfillments, and abandoned checkouts
Access scopes: read_orders, write_orders

Read access ↕

The Orders API provides access to customer names, emails, phone numbers, addresses, geolocations, IP addresses, and user agents.

Products
View or manage products, variants, and collections
Access scopes: read_products, write_products

Read access ↕

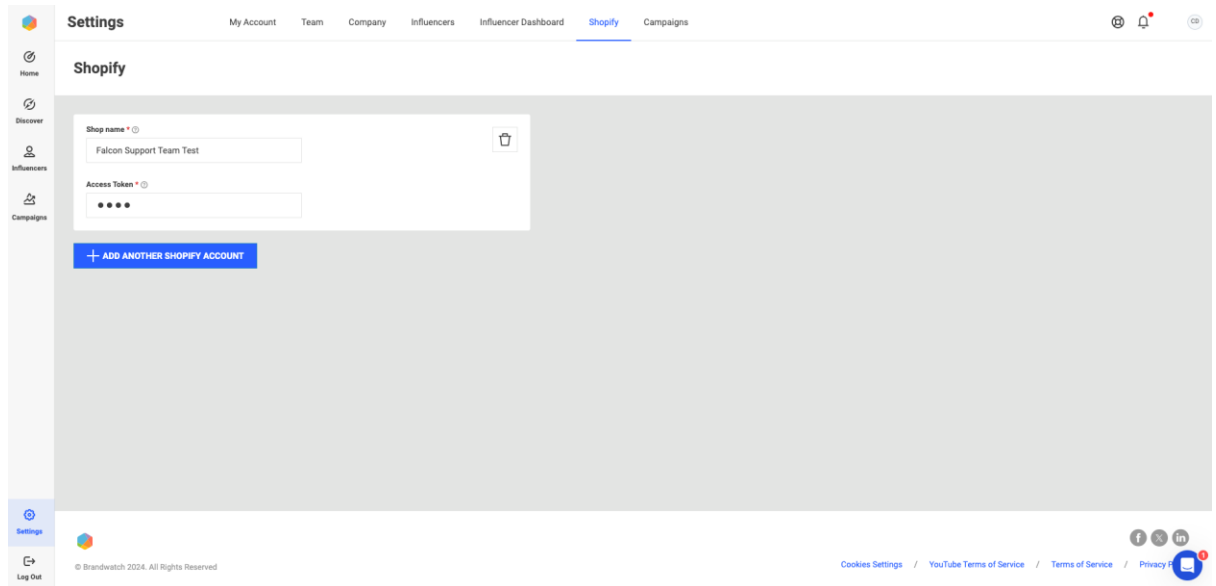
Reports
View or manage reports on the Reports page in the Shopify admin
Access scopes: read_reports, write_reports

Read access ↕

[Show inactive Admin API permissions](#)

- Once saved, navigate back to the top of the page and click on the **API Credentials** tab. On this tab, click **Install app**. After it has been installed, you'll be able to see the API Key and Secret Key that you'll need to input into your Influence dashboard.

4. In Influence, navigate to **Settings > Shopify** and click **+ Add Shopify account**. You can connect multiple Shopify accounts if needed.

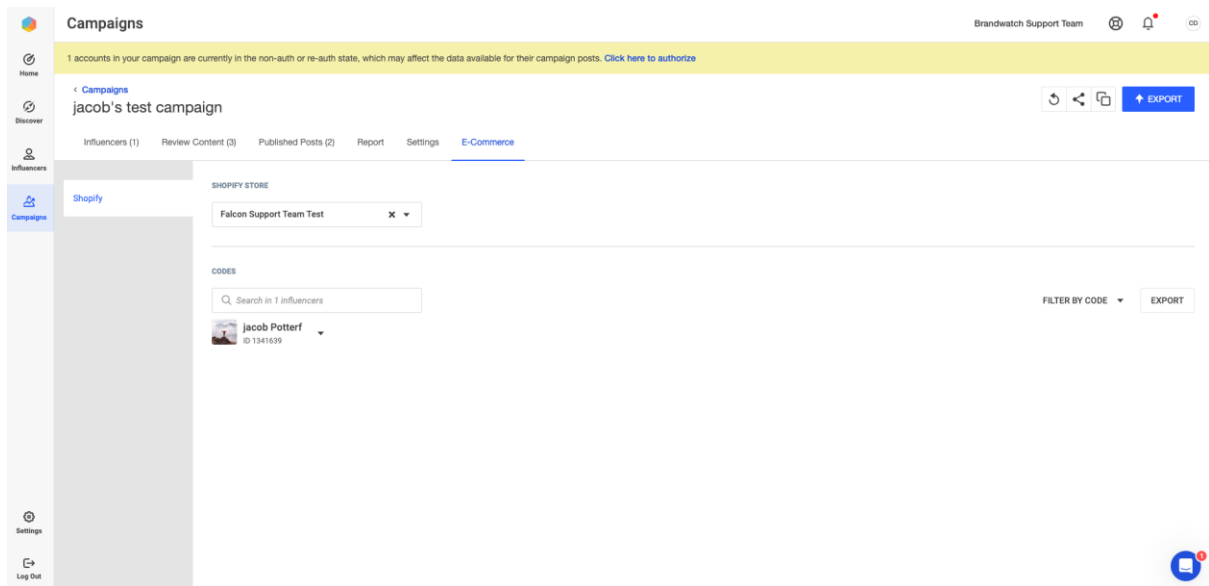


5. Enter your Shop Name, Shopify API Key, and Password.
- **Shop Name:** Please use the shop name you originally used to create your shop. If your shop name has been updated, you may find it in your shop URL (e.g. “ShopName.myshopify.com”).
 - **API Key:** Available in your Shopify dashboard.
 - **Password:** This is your API Secret Key in your Shopify dashboard.
6. Click **Connect** to finalize your Shopify connection.

Setting Up Shopify Performance Tracking in Your Campaign

After you've connected your Shopify account, you can start tracking Shopify performance data across your campaigns. To set this up for your campaign, go into the specific campaign and click into the **E-commerce** tab.

Select the store name you want to pull sales data from for the campaign. This tab will also display a list of the influencers participating in the campaign and a place for you to add referral codes and/or coupon codes for each.



What is a coupon code?

Coupon codes are an easy way to track sales from specific influencers or other marketing activations, while also granting your customers a discount on their purchase. When attaching a coupon code to an influencer in our system, we will pull in the performance of that code to the campaign so you can easily see the sales, number of transactions, ROI, products sold, etc. related to that code. Read more about [setting up discounts and coupon codes](#) in Shopify's help center.

What is a referral code?

Referral codes are the most flexible option when tracking influencer sales through Shopify. Unlike coupon codes, they do not require setup in Shopify.

To create a referral code for your influencer, take the shop URL and add **ref="UniqueCode"** to the end. For example: **myshopifystore.com/products/slide?ref=j2tj1tn2**. In the example link, the referral code for the influencer would be **j2tj1tn2** and you would enter this code in our system for tracking. Influence will track the performance of these referral codes in your campaign report, just like coupon codes.

Note:

Coupon codes and referral codes must be unique per influencer.

Once your codes are entered for your influencers, their sales performance will start populating in your campaign report under the **Shopify Analytics** section.

SHOPIFY ANALYTICS				
Analytics	Products	Customer Geography	Influencer Performance	
TOTAL SALES 123,369.51 USD	NUMBER OF TRANSACTIONS 226	AVE. VALUE PER ORDER 545.88 USD	AVE. NO. PRODUCTS PER SALE 1	
ROI FOR THE CAMPAIGN 15.57 USD				
Sales revenue ⓘ 150,369.51 USD	Profit & ROI ⓘ 142,447.01 USD (18.98x)	CPM ⓘ 649.12 USD	CPV ⓘ 0.062 USD	CPE ⓘ 0.041 USD

Please note that new data will be synced from your Shopify account into Influence on a daily basis overnight:

- **Analytics:** This tab will display the aggregated sales performance across all influencer referral and coupon codes set for this campaign.
- **Products:** This tab will break down the sales performance per product so you can easily identify the most popular products with your customers.
- **Customer Geography:** This tab will display the geography of the customers visiting your store through the referral and coupon codes.
- **Influencer Performance:** This tab will display individual influencer sales performance.