

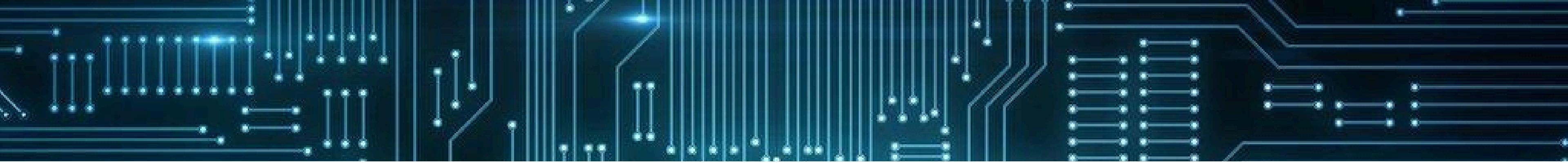


# shopify



*Turning Signals into Revenue: Monetizing Shopify's Data and AI Stack*

*By Jesse Pan, Krishnasai Addala, Goyo Lozano*



Over the last two weeks, we've shown how Shopify's AI and data investments – from **Shopify Magic** to the **Merchant Health Score** – create immense internal value. This week, we take the next step: turning those insights and systems into monetizable products that generate direct and indirect revenue

## Strategy Recap week 2

We quantified ~\$60M in internal value from Shopify Magic and foundational architecture (real-time data, predictive analytics, governance)

## Strategy Recap week 3

We introduced the Merchant Health Score – a unified, explainable data product updated daily and integrated across teams, delivering ~\$240M in value through reduced churn and increased GMV.

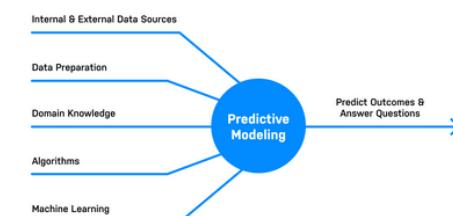
## Today's focus



Aggregated merchant data



AI-powered insights



Internal predictive models

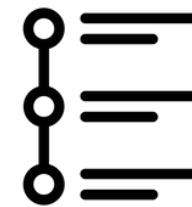


## Monetization Idea #1: **AI Copilot** will turn every Shopify Merchant into a **data-driven power user**

Recommendation with **MHS + Shopify Magic**

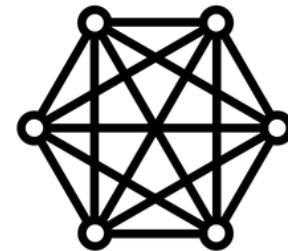
### Features

Daily alert  
check up reports  
suggestions



### Complexity

requires a UX layer  
+  
refinement of NLG  
pipelines



### Positioning

Add-on subscription



### HOW?

in Shopify  
admin dashboard



AI Copilot for Merchants will drive **business growth, increase customer retention, and boost productivity**



Decrease Churn  
**\$150M**



Increase Average Merchant  
Gross Margin Volume  
**\$40M**



Automate and Access  
Time Savings  
**\$25M**



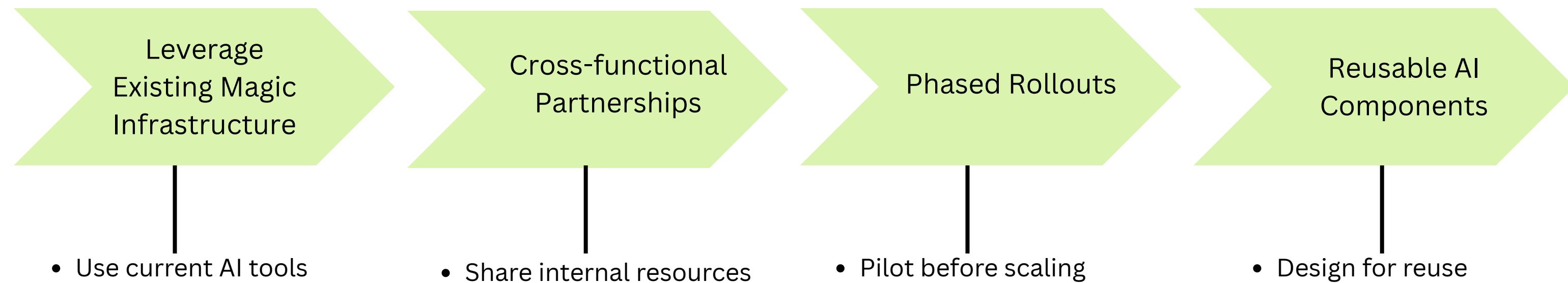
Enhance Active User Engagement  
**\$15M**

**\$230M in net total value**





## A Practical Rollout **Strategy to de-risk** the deployment of the AI Copilot

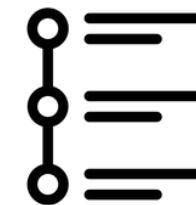


# Monetization Idea #1: **Monetizing** Shopify's AI and data products through **developer-ready APIs**

Expose Shopify's proprietary intelligence to external users

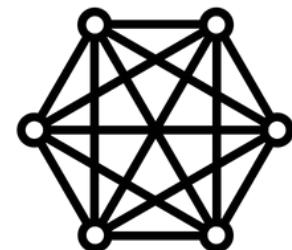
## Features

MHS score by segment  
Conversion prediction by product



## Complexity

Data governance  
developer relations



## Positioning

Accelerates the growth  
of the Shopify app ecosystem

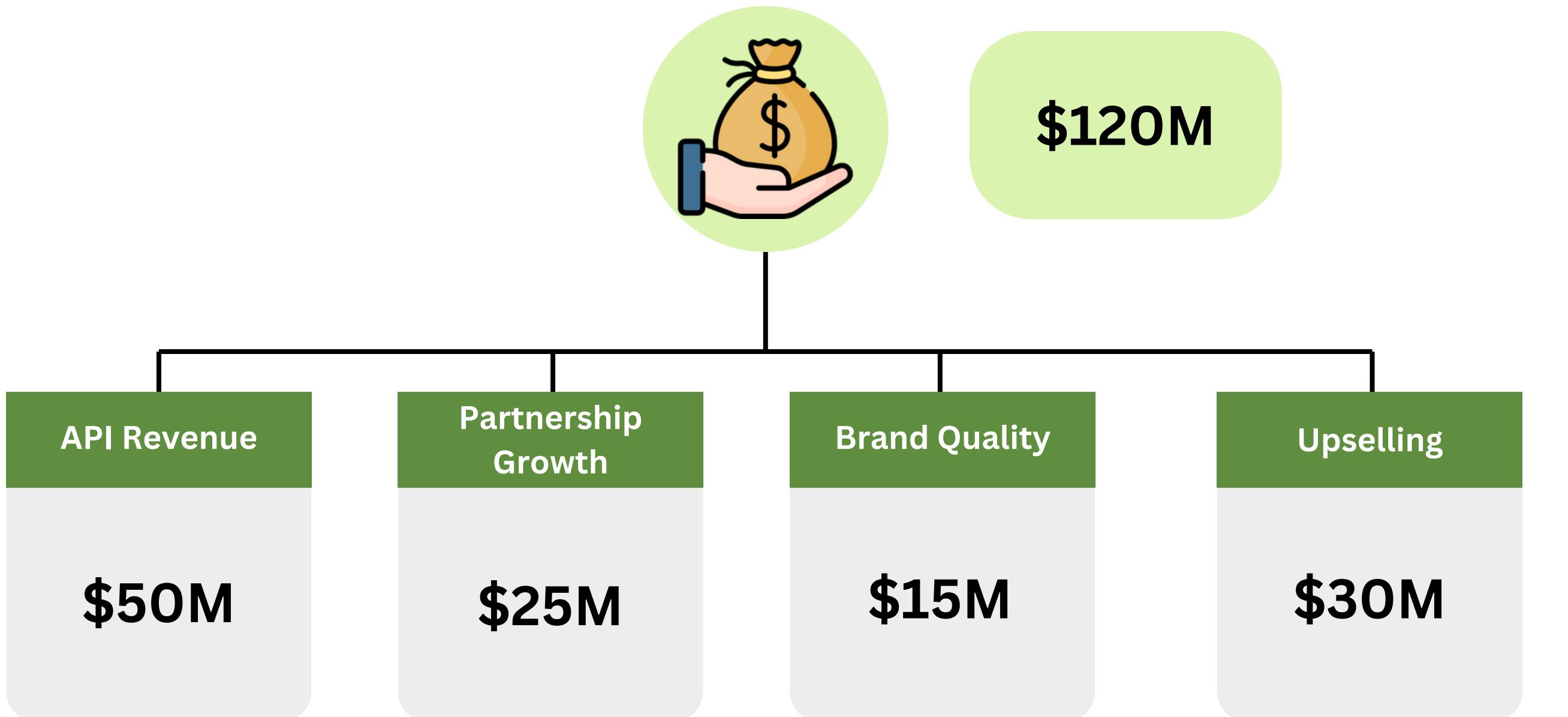


## HOW?

Via API subscription

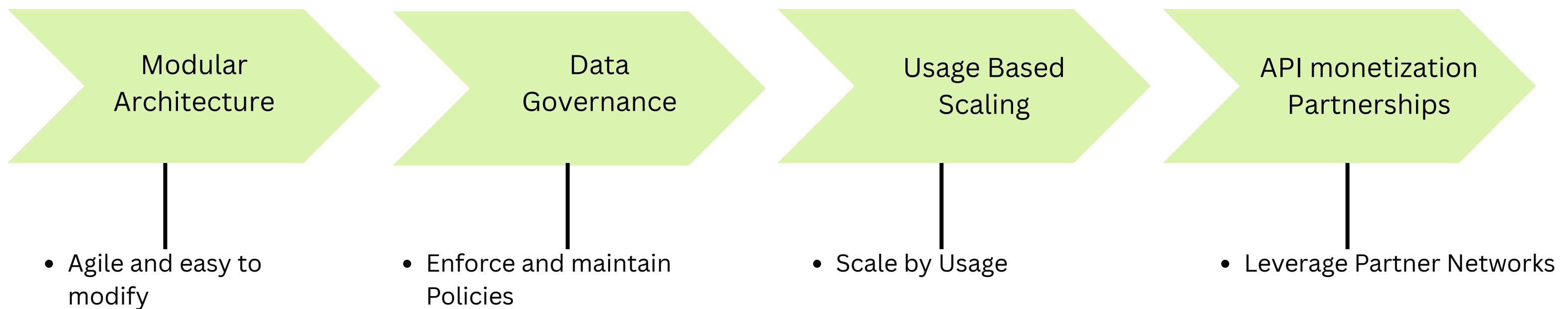


A Commerce Intelligence API Marketplace will transform **internal AI signals** into **scalable revenue** through outside partnerships

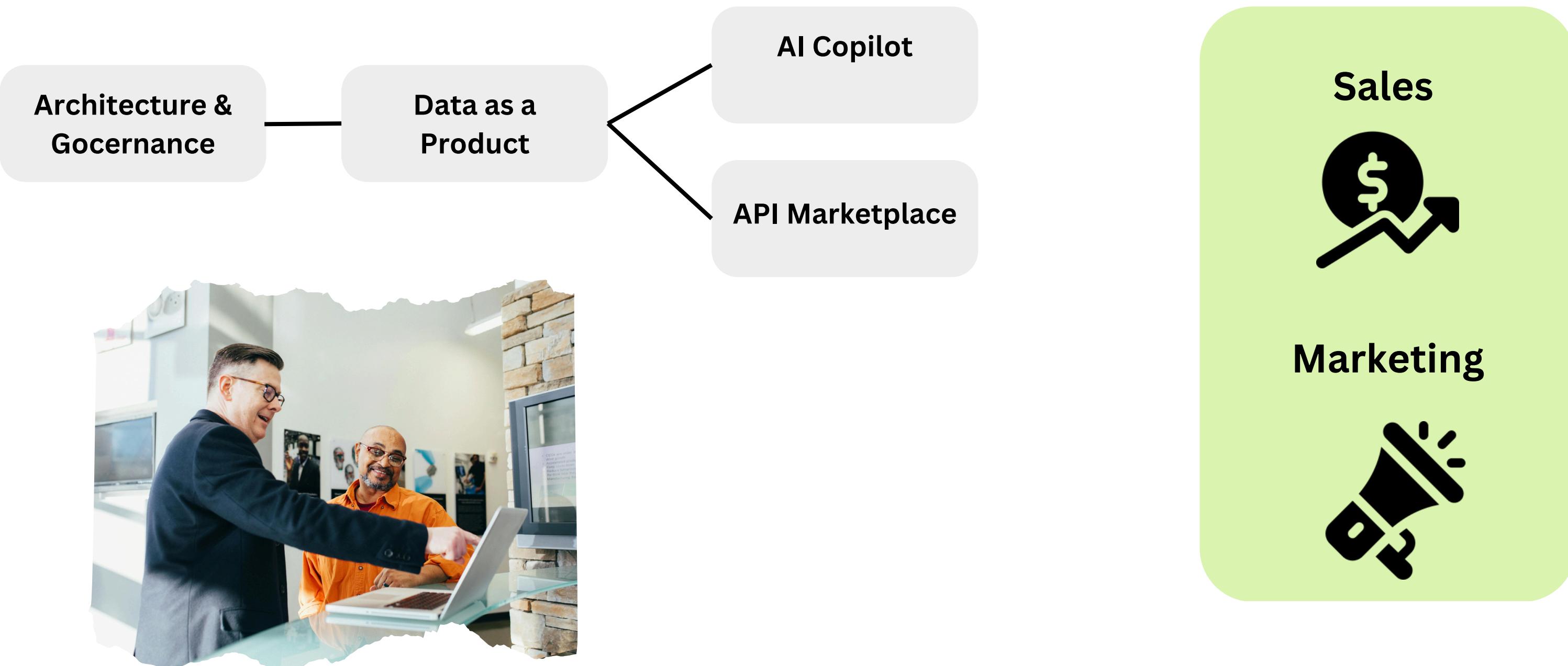




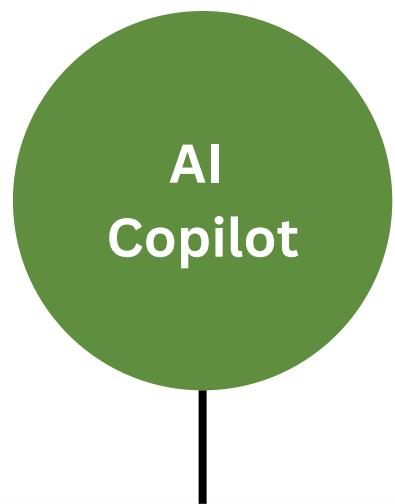
## Designing Controls, Partners, and Flexibility to **remove risks and scale the monetization** of Commerce Intelligence API Marketplace **safely**



Great data products don't sell themselves, regardless of how good they are. **Sales and marketing are necessary to claim the value created**



# Creating a strategy that uses the **right message to target the right customers**



*“Make better decisions. Sell more.  
Stress less”*

**Channels: Shopify, Email**

Rollout:  
Pilot → Plus rollout → Paid addon for SMBs

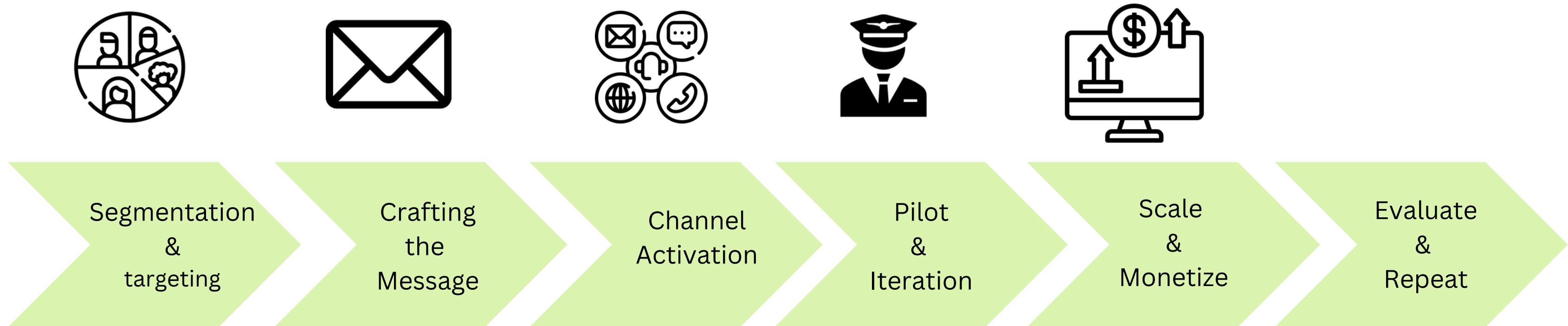


*“Tap into Shopify’s Commerce  
Intelligence – One API at a Time”*

**Channels: Developer Docs, Partner Tracks, Co-branded Shopify App campaigns**

Rollout:  
Closed beta → Public tiered release →  
Certified partner catalog

Creating a funnel that **maximizes the value** of Shopify's AI copilot and API Marketplace



**\$350M in estimated value**

# Q&A

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# Appendix

## AI Copilot for Merchants – Value Breakdown (~\$230M)

Component	Assumption	Estimated Value
Decrease Churn	Reduce churn 10–15% for ~100,000 at-risk merchants worth ~\$2,000/year	\$150M–\$200M
Increase GMV per Merchant	+5–10% GMV lift on 100K merchants → \$10K more GMV each × 2% take rate	\$20M–\$40M
Time Savings (Efficiency)	Save ~2 hrs/week × \$25/hr value × 50K merchants, capture ~10% of benefit	\$10M–\$25M
User Engagement	Higher engagement → more app installs or upgrades (5–10% of users)	\$10M–\$15M

## Commerce Intelligence API Marketplace – Value Breakdown (~\$120M)

Component	Assumption	Estimated Value
API Revenue	~10,000–20,000 devs paying \$1K–\$5K/year in usage tiers	\$25M–\$50M
Partnership Growth	Revenue share from partners building on API (app integrations, enablement)	\$10M–\$25M
Brand Quality	Increased loyalty, Plus retention, improved CAC via ecosystem strength	\$5M–\$15M
Upselling	API data as Plus plan differentiator or paid feature (+\$100–250/mo uplift)	\$15M–\$30M