

Hopify Executive Summary | Product & Customer Insights

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BUSINESS PROBLEM

Hopify leadership initiated this analysis to better understand behavioral patterns across its three core segments—Enterprise, Mid-Market, and SMB—to inform onboarding, pricing, and cross-sell strategy improvements.

FINDINGS

- Pricing vs Subscriber Mix:
 - ◆ SMB holds the largest customer share, but with the lowest average price (\$71).
 - ◆ Enterprise pays 8x more per subscription, despite a smaller base.
- Support Experience:
 - ◆ Mid-Market logs the most tickets, signaling onboarding or complexity issues.
 - ◆ SMBs face the longest resolution delays (2.9 days), increasing churn risk.
- Purchasing Behavior & AOV:
 - ◆ Enterprise leads in AOV across most product categories.
 - ◆ SMB shows greater AOV variability — potential for upsell targeting.
 - ◆ Mid-Market spends steadily and prefers accessory bundles.
- Top Cross-Sell Pairings:
 - ◆ SMB: Storefront Tools + Logistics
 - ◆ Mid-Market: Integrations + Growth Tool
 - ◆ Enterprise: POS Hardware + Financial Services

RECOMMENDATIONS

Action	Expected Impact
Streamline SMB onboarding & support triage	Reduce churn & accelerate activation
Pilot segment-specific cross-sell bundles	Boost AOV & retention
Reevaluate Enterprise pricing tiers	Improve ARPU-to-value alignment

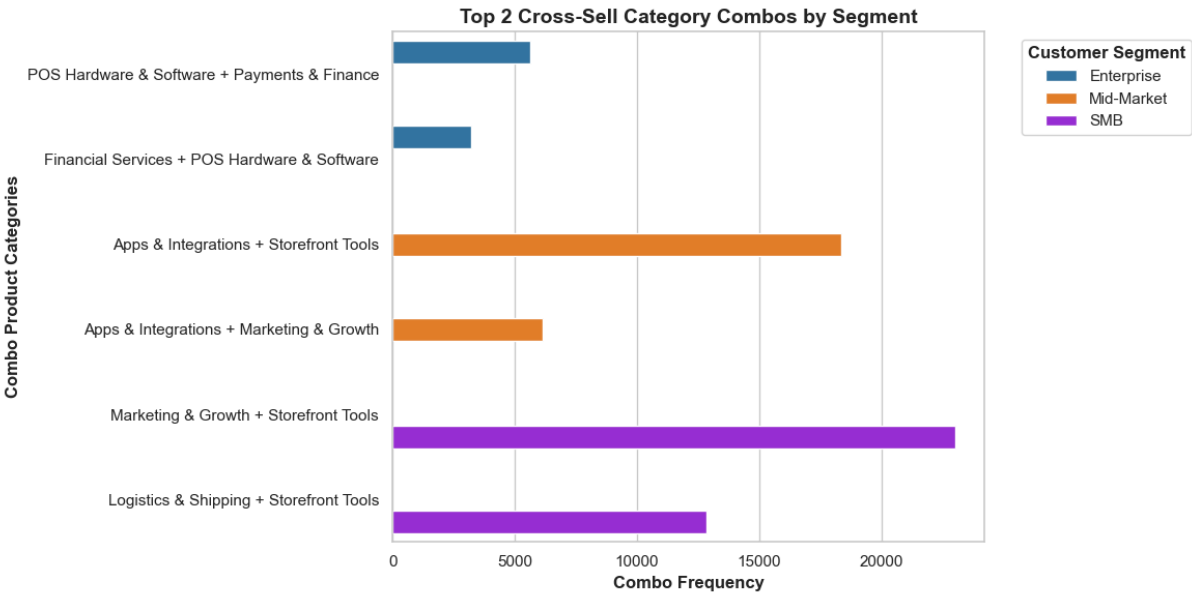
⬇️ See appendix for supporting visuals on top product combinations and AOV behavior by segment.

Note: This analysis is based on [simulated data](#) for illustrative purposes only.

APPENDIX

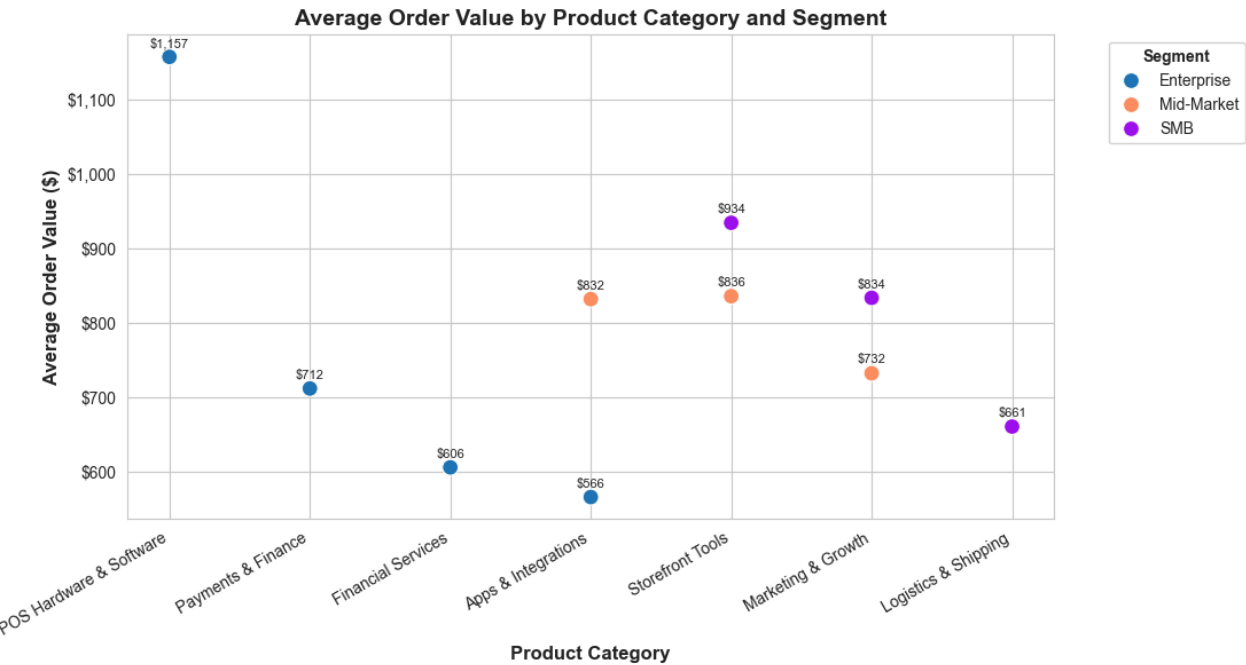
A1. Preferred Product Combinations by Segment

Top pairings based on observed purchasing behavior.



A2. AVO Behavior by Segment

Quarterly trends highlighting upsell potential.



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