



Users of Shopify Plus have access to all the features on Shopify's Advanced plan:

- Best available credit card rate using Shopify Payments
- Unlimited Staff accounts
- Unlimited products
- Unlimited File storage
- The best [Shopify Shipping](#) discount
- Print shipping labels
- Third-party calculated shipping rates
- 24/7 support
- Fraud analysis
- Manual order creation
- Discount codes
- Website and blog
- Free SSL certificate
- Gift cards
- Professional reports
- Abandoned cart recovery
- Advanced report builder

Shopify Plus is the same great core platform that powers over 500k Shopify merchants, **plus**: more customization possibilities, a higher level of dedicated service and support, and additional functionality,

Shopify Plus customization capabilities

Giftcard, Users, Discounts, Multipass APIs

With the [Gift Card API](#) you can do a variety of actions like create and send unique Gift Card codes to an email list. The [Users API](#) can be used for the store owner to pull a list of staff members. And [Mutlipass API](#) allows store owners to carry over customer accounts from non-Shopify websites (without the customer having to create a new login).

Customizable checkout (checkout.liquid template)

Shopify Plus merchants can customize the look and feel of their store's checkout experience through the use of the [checkout.liquid](#) template. This template is not available to any non-Plus merchants.

Shopify Script Editor (Line item scripts, Shipping scripts, Payment scripts)

The [Shopify Script Editor](#) lets merchants inject custom Ruby code into a Shopify store. These Scripts can replace the need to download 3rd party applications or create custom applications. To use the Script Editor merchants must install the [Script Editor App](#) to a store.

Shopify Plus support

Launch Managers

Launch Managers (LMs) are Shopify-assigned project managers whose main priority is to make sure each Shopify Plus merchant launches successfully and on time. LMs are technical-leaning and specialize working alongside Partners to ensure a smooth transition.





Merchant Success Managers

Merchant Success Managers (MSMs) are ongoing account managers for Shopify Plus merchants. MSMs act as the main point of contact for every single Plus merchant - to ensure ongoing merchant success and support any flash sale activity or quell website issues. MSMs are marketing and strategic-leaning and specialize as a consigliere to Plus merchants on platform best practice.

Priority 24/7 Support

Have a question about Shopify and need an answer right away? Shopify Plus merchants get priority phone and email support 24/7. That means talking with an experienced Shopify support team member without having to wait on hold.

Shopify Plus functionality

Launchpad

[Launchpad](#) lets Shopify Plus merchants monitor their 'flash-sales' effectively. It's a full-scale automation tool built to schedule, monitor, and manage revenue-generating events such as sales campaigns, product releases, and content changes. Track the success of a sale by viewing the real-time analytics dashboard.

Flow

[Shopify Flow](#) is an automation tool. Think of it as an "[IFTTT](#)" for Shopify Plus merchants". It allows the creation of custom workflows that automates manual admin tasks within Shopify. This feature can save merchants a lot of time (and maybe a new hire).

Wholesale Channel

Shopify Plus merchants can easily add the [Wholesale Channel](#) to their Shopify store. This creates a separate front-end instance of their Shopify store that comes equipped with Wholesale/b2b functionality. Functionality like setting percentage-based discounts,, setting product and variant-specific prices (such as set or flat prices) in price lists, providing different prices to different buyers, and setting volume-based pricing rules for products and variants.

Internationalization

Each Shopify Plus store can have 9 additional "clone" stores at no extra cost. These additional stores allow merchants to charge in different currencies & display the store in different languages. Clone store inventory and sales can be linked together through 3rd party IMS tools.

Avalara AvaTax

Shopify Plus includes a license to [Avalara AvaTax](#), which lets merchants automate complicated tax calculations on sales.

