

Beta Launch

Blocklight Analytics Platform User Testing Has Begun

This week, we launched our beta program for the Blocklight Analytics Platform in partnership with The Tulle Project. Learn more about The Tulle Project here: <https://www.thetulleproject.com/>

Founder, Silvanna Favaretto, ran into Justin at 1871 – her designs caught his eye. After meeting and talking for a while she mentioned she sold on Shopify. The rest was history - we knew she would be a great candidate to beta test and provide feedback on Blocklight considering she used a lot of our other integrations as well (like most e-commerce stores do).

In the coming months, we will gain insight into The Tulle Project's business, driving growth with smarter processes and better information. During this time, we'll also be able to enhance our product based on real user testing – everything from new functionality to navigability and more. Ensuring we deliver actionable, clear insights that mean something to a business owner is key. We plan to beta test through the end of this year, growing our beta user community as we approach 2019.



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