

Shopify Audiences v2.1

Partner Toolkit

***Important:** The content within this partner guide are for Shopify Partners only.

Shopify Partners are **not able to distribute** this guide or slides with merchants.

We trust that you will follow these guidelines as per your [Partner Program Agreement](#).

01 What is Shopify Audiences?

With Shopify Audiences v2.1,
your merchants can **find more
customers and maximize their ad
performance** on top ad platforms.

Shopify Audiences generates personalized audience lists and insights available only on Shopify, to better target buyers that are more likely to convert.

Tap into the power of Shopify

- Take advantage of the volume and scale of commerce that happens on Shopify
- Leverage this power to improve ad performance.

Millions
of commerce
insights

10% of all US commerce
flows through Shopify

Source: eMarketer, April 2021, Shopify

Market share based on Shopify's 2020 US GMV (excluding merchant sales made through POS)



02 Features and Benefits

Maximize ad performance with Shopify Audiences

Find more customers with custom audience lists

Cut customer acquisition costs by up to 50%

Perfect ad strategy with Benchmarks of stores similar to yours



How Audiences works

With Shopify Audiences, we've created a data co-op network that helps merchants find relevant buyers and improve ad performance.

01

Participating merchants' buyer data is added to the Audiences co-op

02

Our algorithms analyze buyer behavior combined with the unique attributes of a merchant's store

03

Custom audience lists of relevant buyers are created and automatically exported to the ad platform for the next campaign

Note: Custom audience lists are encrypted so that no merchant can directly access information on any buyer – their data is secure.

Find more customers with custom audience lists

- **Target ads to people who are more likely to buy** with audience lists built specifically for each merchant's store
- Powerful machine learning algorithms analyze **millions of commerce insights only available on Shopify**, combined with the unique attributes of a merchant's store to **help predict future buyer behavior** based on patterns not obvious to advertising logic.
- **Lists are automatically created and exported** to each ad platform for targeting against campaigns. Lists are **regularly refreshed** to help drive the best possible results.

Target Buyers across the marketing funnel

Shopify Audiences supports every part of the funnel or buyer journey with the following types of custom audience lists:

- The **high intent** audience is designed for lower funnel campaigns and optimizes for conversions.
- The **mid intent** audience can be used for mid funnel campaigns like consideration and it balances reach and intent.
- The **lookalike** audience is designed for top of funnel campaigns like brand awareness and helps maximize reach.

Cut customer acquisition costs by up to 50%

- In version 2.1 of Shopify Audiences, we're seeing **our best performing algorithms yet** with merchants cutting their customer acquisition costs by up to 50%. Merchants are finding more customers and getting more out of their ad spend.
- As more merchants participate, the algorithms receive more buyer intent data, which **helps to continually improve performance**. If you tried Audiences in the past, you'll now experience an **improved product with v2.1**. We also continually launch and test multiple algorithms in search of better models to **maximize conversions** and **minimize cost to purchase ad impressions (CPM)**.

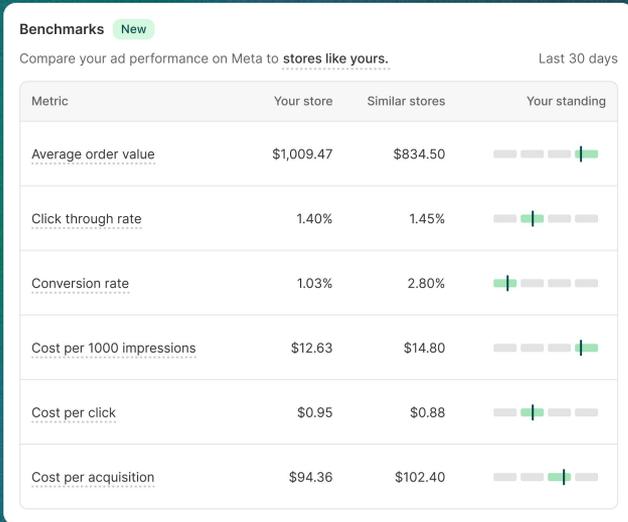
Perfect ad strategy with Benchmarks

- Shopify Audiences has a new dashboard called **Benchmarks**.
- This benchmark data is **only available** on Shopify.
- Compare advertising performance to similar stores to pinpoint where to **make improvements**.

Note: Benchmarks is currently only available for Meta, but will be expanding to our other partners in the future.



Benchmarks features



With Benchmarks:

- The data goes deeper than just industry comparisons. We **compare a store** to not only to those in the same industry but also those with **similar average order values** and **products**.
- View **key metrics** like click-through rate, conversion rate, and cost per impressions.
- Adjust ad campaigns to see what's working well in order to **optimize wins** and **increase returns**.

"Shopify Audiences is a powerful addition to our overall marketing system that helps us keep accounts balanced and profitable."

- Amlan Das, CEO, Made by DAS
Shopify Plus Partner
(works with Shopify merchant Scotts Flowers)

How to help merchants to **03** get started with Shopify Audiences

Steps a merchant needs to take

To be eligible for Shopify Audiences, merchants must be a Shopify Plus merchant using Shopify Payments, operating in the US or Canada. Merchants should log in to their accounts to see if they're eligible to install the app.

[Then, have the merchant complete the following steps:](#)

1. Install the Audiences app.
2. Turn on data sharing. This is how Audiences develops insights. Remember, merchants' proprietary data is safe, secure, and hashed. Merchants should make sure to update their privacy policy to ensure they're staying compliant with US state privacy laws.

Steps you as the agency partner can complete

Next, **you as a partner agency** can complete the following steps for your merchant:

1. Connect ad platforms of choice, including Meta, Google, Pinterest, Criteo, TikTok, and Snapchat.
Pro tip: *We recommend starting with Meta.*
2. Shopify Audiences automatically generates audience lists that will export to the connected ad accounts. **Note:** *It will take a couple days for those audiences to fully populate in the ad manager.*
3. You can now create and run an ad campaign in an ad platform targeting your merchant's custom audience list.

How to get the most out of Shopify Audiences

Select audiences based on advertising goals

For **prospecting**, use a mid-intent or lookalike (which is lower intent, broad reach) audience to discover new buyers with potential interest in the products.

For **retargeting**, experiment with a high-intent audience.

Adjust targeting on exported lists

Once exported, **further narrow down the targeting** in the ad platform if needed to achieve a specific objective, such as targeting only men or only women.

While this reduces the reach and increases cost, narrower targeting **can help better serve ads toward the most relevant audience**, and therefore increase conversions.

Experimentation is key

Experiment with ad campaigns to find the **results** that work best for the brand and products.

Confirm there is **enough spend** toward the Audiences powered ad sets. A good **benchmark** is about 50 conversion events in seven days to exit the learning phase. If it's getting less than that, try adjusting spend.

Run experiments to understand the incrementality of Shopify Audiences. Start by identifying an existing ad set that's **working well**, then, run it head-to-head against a Shopify Audiences-powered campaign.

Approved Shareable Resources

- [Merchant facing one-pager](#): Give your merchants an overview of the value of Shopify Audiences
- [Partner Blog Post](#): Do a deep dive on new features and best practices
- [App Store Listing](#): Watch the overview video and install the app