

Shopify (Re)Unite 2020

List of All the Exciting Announcements



Due to the Covid-19 concerns, Shopify has canceled its 2020's unite event in Toronto. Instead, they conducted the whole event online and named it as Shopify (Re)Unite. A lot of things are on their way for the merchants. Here are all the keynotes

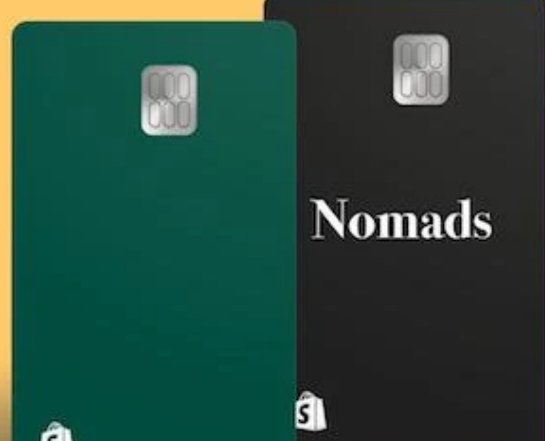
Financial announcements

To run any business, having access to funds is very important. The businesses must need cashflows. Hence to support them, here are a few key financial announcements by Shopify.

>>Shopify balance

>>Shopify capital

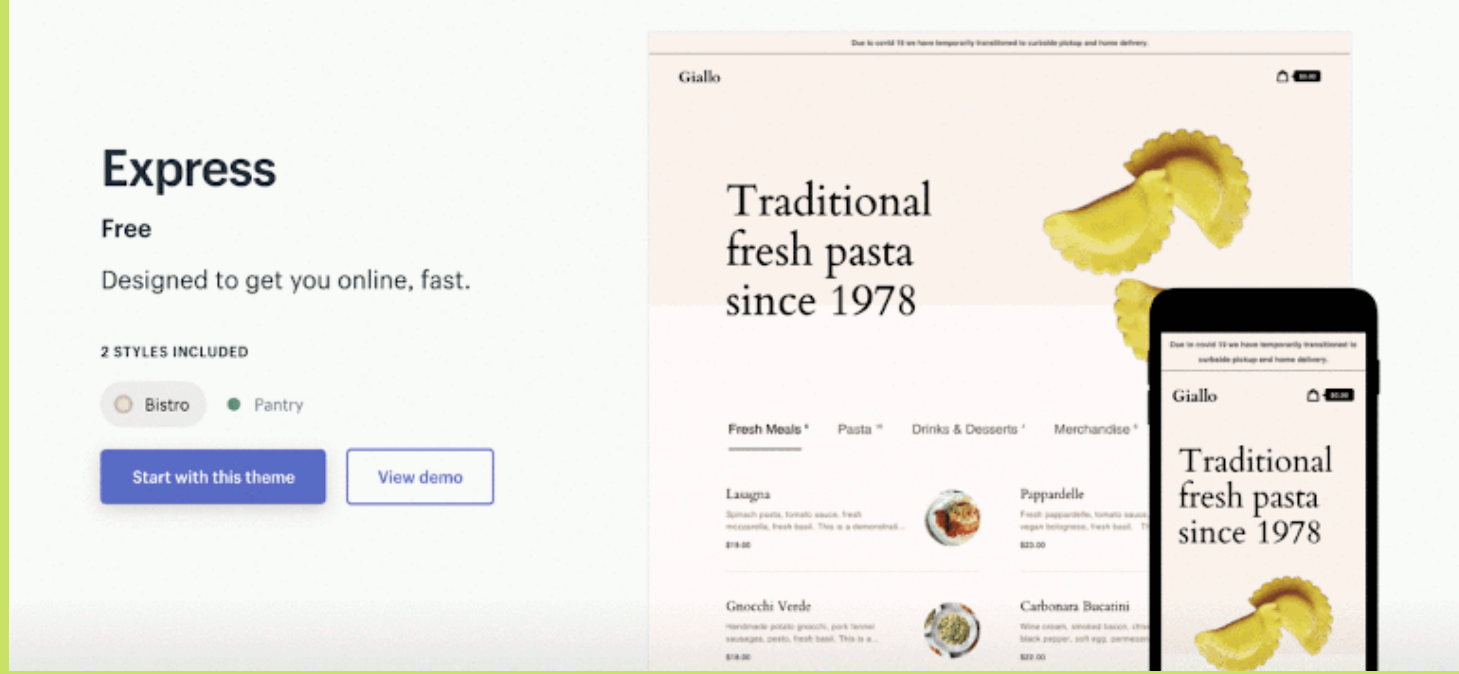
>>Shop pay installments



Improvements in the online store

Here are a few key improvements to the online store.

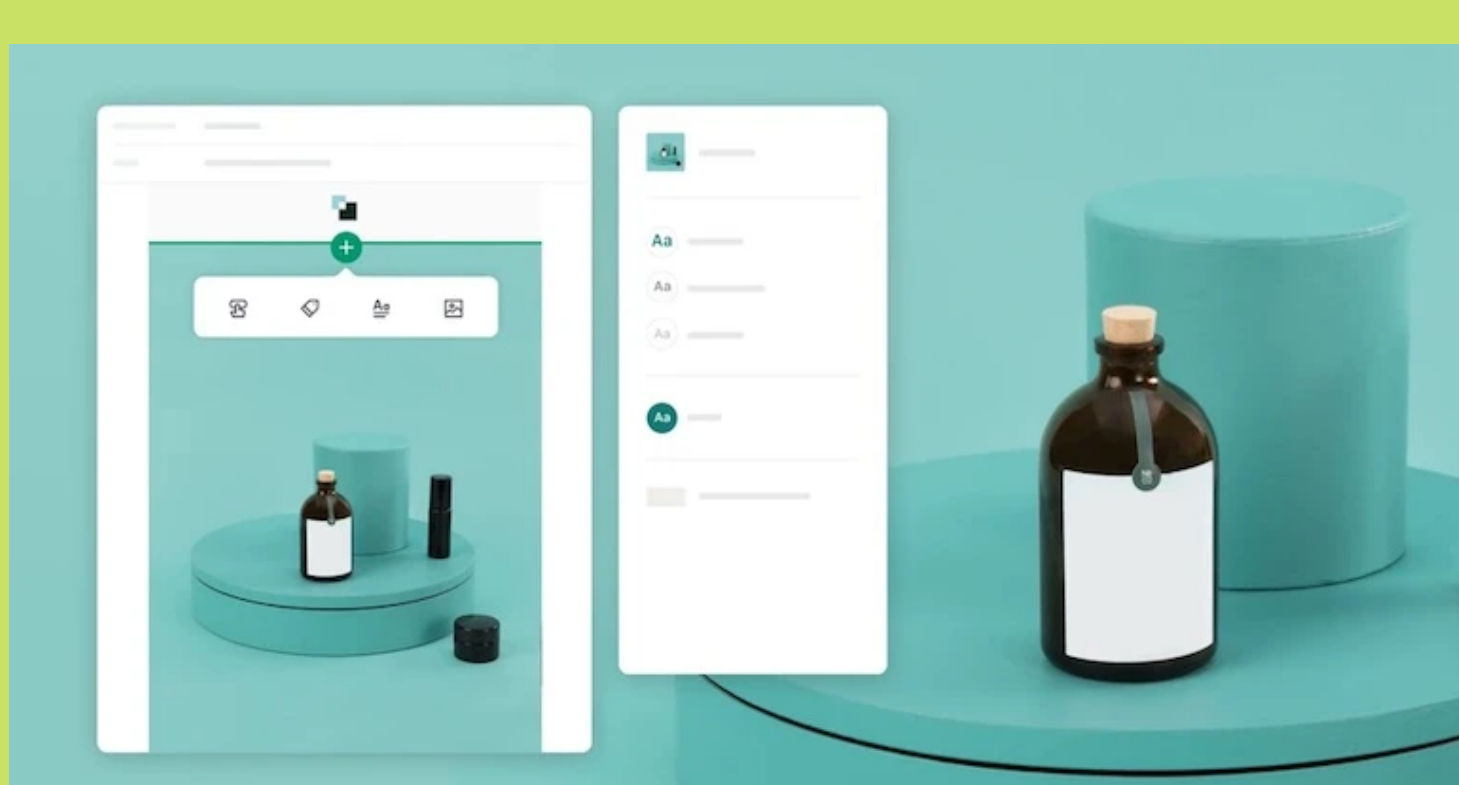
- They announced "Express theme". It is a newly introduced single-page free theme. Businesses can quickly go online with this theme.
- Shopify has made gift cards free with all their Shopify plans. At this moment, merchants may not be able to sell all their products. But their loyal buyers can still support businesses with gift cards.
- From now on, the buyers can tip the local delivery boy or businesses during the checkout. Even the tipping can be used for charity purposes too.
- International sellers will soon be able to assign local domain address for the multinational business. The users will be directed to the right domain address with local language and currency support.



Omnichannel & marketing all in one place

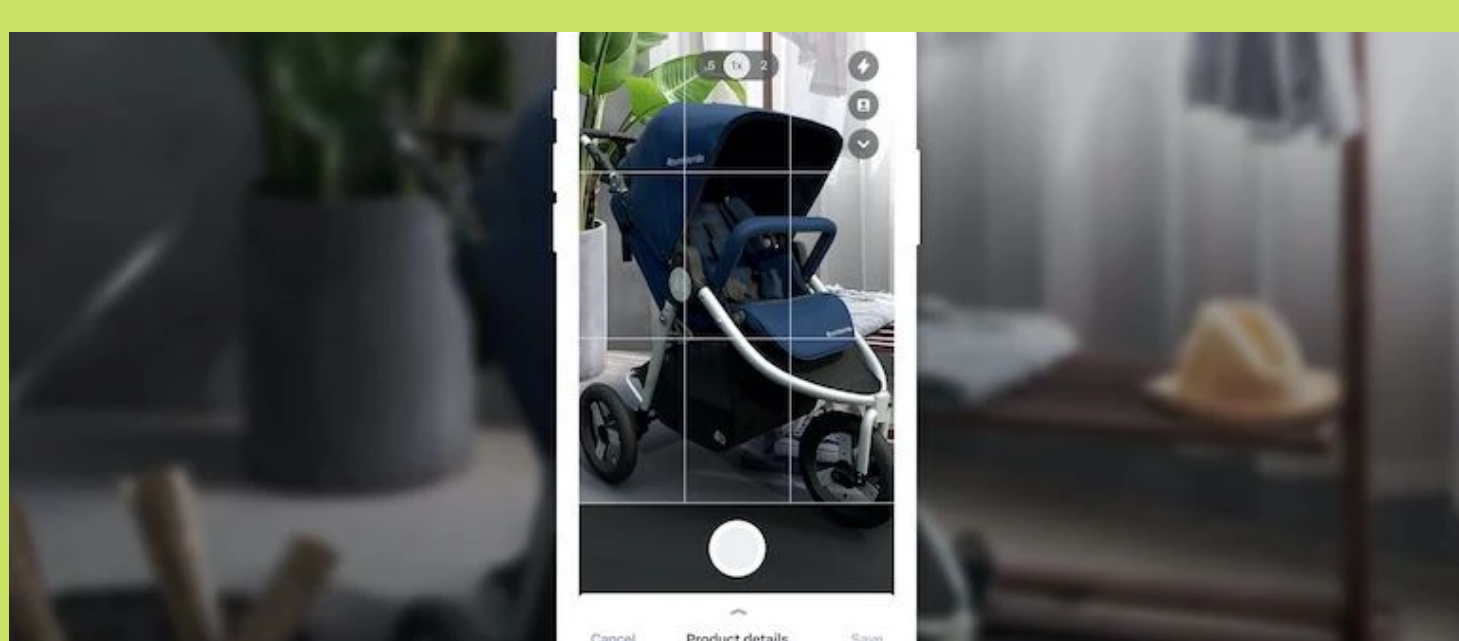
Shopify is helping merchants attract more buyers with Shopify Omnichannel & marketing approaches. Let's discuss key announcements

- Deliver unified experience with Shopify POS.
- Shopify email, the all in one email marketing solution for merchants.
- Increase your reach through Google & Facebook marketing channels.
- Engage better with your buyers through Shopify Ping chatting app.



Back office improvements

Shopify has made several back-office improvements. All the key features are discussed down below.



- From now on, capturing product photos, adding product details, and scanning the barcodes can be quickly done from the phone.
- For the large store owners, they are introducing the feature of product draft and archive products. Merchants can create products and save them to publish later.
- merchants can add bulk products by adding multiple product images, titles, variants, and more details on a single page.
- From now on, merchants can order, track, and receive inventory from their suppliers directly through Shopify.
- Shopify has completely redesigned its order list page. With such upgrades, managing order gets much easier.

Upgrades in Shipping methodology

Shopify has a bunch of new announcements in the shipping area too. Here are a few key announcements.

- Curbside pickup
- Local delivery
- Upgrades in Shopify fulfillment network (SFN)



Performance

Shopify is introducing an online store performance dashboard. It will help merchant troubleshoot performance issues easily. They have also rebuild the storefront render engine. The new renderer will increase website speed to 40 to 200 percent.

