The Heap + Shopify Integration
The future of data-driven eCommerce
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Introduction

Online shopping is one of the most popular activities in the world. Recent Statista research found that global eCommerce sales amounted to $3.53 trillion in 2019. By 2022, revenue is projected to nearly double to $6.54 trillion.¹

In short: eCommerce companies are growing fast, and their teams need to be smart, savvy, and quick to iterate. With Heap + Shopify, eCommerce teams can help their companies grow even faster.

The Heap + Shopify integration provides immediate insight into online shopper behavior. With out-of-the-box reporting on key eCommerce metrics, you can quickly get the insights you need to successfully launch new products and campaigns, and make smart merchandising decisions.

In this eBook, you’ll hear how companies such as Purple, Alo Yoga, FIGS, and Lasso Gear are using Heap + Shopify to answer these types of questions and more. You’ll read how they’re optimizing conversion rates, measuring return on ad spend, and better responding to customer needs in periods of growth.

Welcome to the future of data-driven eCommerce!

How the Heap + Shopify integration works

Heap offers product and marketing teams a smarter way to build and optimize the digital customer experience, giving teams automatic data collection, scientific processes, and robust product analytics. Shopify is a leading cloud-based, multi-channel commerce platform designed for small and medium-sized businesses.

Together, Heap’s one-click Shopify integration seamlessly ties data from your web and mobile browsing experiences with data from your Shopify store and A/B testing suite to provide a complete picture of customer behavior.

Onsite behavioral data
- Clicks, pageviews, and field changes
- Conversion rate optimization
- Ad spend attribution

Purchase and revenue data
- Customer Lifetime Value
- Fulfillment and refunds
- Repeat purchase data
What it looks like in action

Understanding visitors and sources:

The Heap + Shopify integration provides you with immediate insight into shopper behavior on your site. **With just a few clicks, you can quickly understand where users are dropping out of the funnel, which behaviors correlate with conversion, and which acquisition channels are most effective.**

For example, let’s say you want to understand how your most valuable customers interact with your site. In this case, we’ll define a “high-value customer” as anyone who has placed over five orders on your site, or spent more than $300.

Shopify provides you with event-level data, such as event purchase made and total amount of each purchase. To analyze these, you can query total revenue for the past year in Heap, and break this number down by the amount that comes from high-value customers and the amount that doesn’t. In the example pictured here, you find that the majority of your revenue is coming from these high-value customers.
Now, you can start to figure out which marketing channels are driving these customers to your site. In Heap, you can look at the total number of high-value customers and segment them by their initial UTM source, such as Facebook or Instagram. This gives you insight into marketing spend.

In the example here, the majority of your high-value customers are coming from Facebook. If you’re putting lots of ad spend into Twitter, say, it’s time to reallocate some of that money.
Tracking conversion

The Heap + Shopify integration also lets you see what conversion looks like down the funnel. By combining events that Heap autocaptures, such as viewing a product page or adding an item to the cart, with Shopify events, such as order confirmation and fulfillment, you can dig into conversion rate in different ways.

In this example, let’s assume that you’re interested in understanding conversion rates by device type. The diagram below shows what it looks like when you combine a Heap funnel analysis with information from Shopify. As you can see, mobile users tend to drop off at a greater rate. Perhaps your site isn’t optimized for mobile?

With Heap + Shopify, you get a full picture of total conversion and any drop-off points by device — without any custom work.
Behavioral analysis

You can also understand which behavior impacts the actual value of a conversion.

Perhaps refunds have been a big problem for you recently, and you’re curious how many shoppers who’ve consulted with your size guide (or haven’t!) end up returning those items. With a few clicks in Heap, you can quickly see who has viewed your size guide, who hasn’t, and of each group, how many have ended up needing a refund.

In the example to the right, you can see that of the people who returned products, the large majority have not consulted your size guide. Given this, if you want to avoid returns, it might be worth it to encourage more people to view your size guide before ordering, or even to make the size guide a required component of your checkout flow.

This type of insight can help you make informed decisions that make your customers happy and improve your bottom line.
FIGS combines Heap and Shopify to increase its conversion rates

Since the outbreak of COVID-19, online medical apparel retailer FIGS business has seen a boom in business and demand. To try and make the best out of a harrowing situation, they’ve responded with donations and care packages for healthcare professionals. They’re also using Heap + Shopify to optimize A/B testing and conversions.

We run pretty lean on the data side with only a few people, so our approach to analytics is to keep things as simple as possible. This means that we use as many fully managed services as we can, and we keep our tech stack pretty simple.

Heap has been a key part of that. Because of its minimal overhead, which doesn’t require a ton of engineering resources, it really fits into the paradigm we have with minimal DevOps and data engineering effort involved.

With most other analytics platforms, you need to really have a dedicated engineer to make sure events are tagged correctly. With Heap, this type of work can be offloaded to non-technical folks in a way that isn’t really possible with anything else.
How they’re using Heap + Shopify

The integration was simple because the backend events go straight into Heap from Shopify. This means data such as order ID, customer ID, and other order metadata pass from Shopify to Heap and we didn’t need to tag any of it. And I can trust the accuracy of that data before sending it into our data warehouse.

We’re using Heap + Shopify to measure how conversion rate differs across different shopper cohorts, for example, based on different acquisition channels and on-site behavior such as viewing certain pages and interacting with on-site features. What we’ve been doing is mostly tracking conversion rates from specific pages and site features to purchase. Then we’ll try to segment across different marketing channels.

We also use Heap to measure the long-term impact of A/B testing. In A/B testing tools, the reporting is short-term and based on a single goal; they let you know the “winner” of a certain test, but it stops there. With Heap, we can understand the longer-term impact of A/B tests.

With Shopify, A/B testing, and Heap data all in one place, we can evaluate the impact of A/B tests on metrics such as repeat purchase rate, average order value, customer lifetime value, and conversion rate.

It’s been interesting to use Heap to track our A/B testing. One key insight we’ve seen is that sometimes the new variant will underperform initially and then do better over time as customers get used to the new interface. It’s changed the way we look at A/B tests.

“We use Heap + Shopify to connect order data from Shopify to onsite behavior in Heap. This allows us to understand how different shopper behaviors, demographics, and marketing channels correlate with conversion, average order value, repeat purchase rate, and more.”
Yoga apparel company Alo Yoga has customer data in several locations and previously relied on a combination of different reporting tools, such as Shopify, Salesforce Marketing Cloud, Facebook Ad reporting, and Google Analytics. Using Heap + Shopify has helped them tell a complete story from customer acquisition to site browsing and purchase.

Since our customer data is housed in several different locations, it used to be really difficult to tell a complete story. Before Heap, we just didn’t have a good way to see the whole picture. For example, when traffic came to our site, we could see things like UTM source and medium in Google Analytics (GA), but then we’d lose customers as they visited pages on the site. When people came from a specific ad campaign, we could see the landing page in GA, but we couldn’t follow their journey through to checkout.

Tools like GA and Shopify reporting are great at telling you where the session started and what campaign they came through — but it was like a black box once they came to the site. **With Heap, we’ve been able to understand how different marketing channels correlate to onsite behavior and conversion, not just to traffic.**

It’s incredibly valuable to be able to combine Heap + Shopify. While product discovery was possible using Google Analytics, Facebook, and Shopify, the lack of control over how to measure traffic meant it often took hours of my time as well as development cycles to identify trends we could trust. **With Heap, I could just measure it myself in a matter of minutes.**

**Alo increases its mobile conversion rate by 3x**

**USE CASE:**
Marketing funnel analysis

**RESULTS:**
3x higher conversion rate on mobile app

Increased browsing and purchases via mobile app

**STORY BY:**
Mike Peart
Interim Product
How they’re using Heap + Shopify

We also use Heap + Shopify to understand how users switch between mobile and desktop during their shopper journey. We’ve found that many users browse on mobile and then convert on desktop. When we dug in more, we found friction in the mobile checkout flow which led us to create a mobile app for our users.

Once the mobile app was live, we continued to rely on Heap + Shopify to understand how customers continued to crossover between our website and our mobile app and found that the key drivers of mobile app retention were the social feed – where customers could find inspiration in user-generated content from other Alo fans to shop for entire outfits – and the personal practice section – where customers could access yoga classes led by professional yogis and practice yoga in their own homes.

These insights have driven further investment in creating an in-app experience that delivers more value than the website. For example, we are looking forward to introducing in-app exclusive product launches to incentivize app downloads and returning app traffic. As we roll these in-app exclusives out we will be relying heavily on Heap + Shopify to measure the success of these campaigns.

“It’s incredibly valuable to be able to combine Heap + Shopify. While product discovery was possible using Google Analytics, Facebook, and Shopify, the lack of control over how to measure traffic meant it often took hours of my time as well as development cycles to identify trends we could trust. With Heap, I could just measure it myself in a matter of minutes.”
To help meet the unique healthcare challenges of COVID-19 across the country, mattress company Purple looked for new ways to help people gain access to their products. In addition to using Heap for product insights, Purple is also combining behavioral data with Shopify to understand the relationship between consumer behavior and purchase bundles.

With the outbreak of COVID-19, we’ve been looking for ways we can help our customers get easier access to our products. Since we already had a financing project in the testing phase, we decided now was the right time to launch it — even though we didn’t have enough data to see what kind of customers would benefit most from this offer.

We used Heap to create a snapshot in one of our events to track purchase selections, financing or otherwise. With that property, we then created a segment of people that were using financing. We discovered whether they were coming to our site from their phone or desktop, which products they bought most frequently with financing, what their journey looks like across the website, and where they clicked for more product information.

Those insights helped us to decide where to place our ads so the right people would see them — people we think will engage the most and benefit from one of our new programs. Heap not only tracks clicks and views, but it turns the whole customer journey into a story that we can analyze and use to make decisions for our business.
How they’re using Heap + Shopify

As a mattress company that also sells ancillary products like pillows, bedding, and bed frames, we really care about understanding the types of customers and behavioral patterns on the site that tend to lead to bundle purchases.

We use Shopify data mostly with Line SKU ID. We have a lot of bundles and with the Shopify properties, we can create Purchase Bundle events in Heap.

“We use Heap + Shopify to understand how customer behavior correlates with the purchase of bundled products.”
Lasso uses data analytics to better understand consumer behavior

Lasso’s first-of-its kind joint stabilization compression socks provide customers with much-needed ankle support that enable them to move with confidence. It also helps reduce the pain and inflammation that comes from working on your feet all day long.

Healthcare professionals are now on the frontlines of the COVID-19 outbreak, so we launched #movewithcompassion, a COVID-relief campaign that donates joint-support compression socks to doctors and nurses working around the clock to battle the global pandemic.

To support the campaign and broaden our pool of recipients, we look to product analytics for insights. We’ve been using Heap to target customers who are more likely to participate in the campaign, as well as identify doctors and nurses who have been past customers to identify which hospitals to send socks to.

Heap has helped us reduce three- to four-hour-long analytics tasks down to a single one-hour review. This has not only helped us save money by eliminating other tools out of our tech stack, but it also helps us operate with more agility and act on business insights faster.
How they’re using Heap + Shopify

Lasso is a customer-centric business and in today’s world, that means we are a data-driven business. We use Heap + Shopify to understand how behavior on the site leads to negative behaviors like cart abandonment and bounce. Using this information, we can create experiences that guide our users to more positive visits that end with a purchase.

We’re using Heap + Shopify to connect the dots across devices and sessions. Because Heap tracks behavior at the user-level, it is simple for us to understand site behavior in the context of people, not devices. **This helps us tell a more complete story of the entire shopper experience, identify the ideal experience, and then drive that experience for all visitors.**

Our marketing team has also been able to combine data we collect from Shopify + Heap to better monitor mobile and web sessions and tie all of them to one user. This has improved the accuracy of our customer segmentation, and helped us to quickly identify trends that we can act on.

As we continue to execute our business plan and accelerate our growth strategies, the foundation that Heap + Shopify provides will enable us to efficiently and effectively scale, and most importantly, provide our customers with best-in-class service and experiences.

“Since we’ve started using Heap, our data analysis has improved drastically. It’s allowed our marketing team to better determine web user behavior and replicate successful sales funnels, as well as quickly identify which user journey paths lead to a higher bounce rate or cart abandonment rate.”
Conclusion

Since its inception, Shopify has helped businesses in hundreds of verticals set up online stores. With Heap’s Shopify integration, eCommerce teams can quickly and easily use behavioral data to get a complete picture of the entire customer experience and improve their sites accordingly.

By measuring how customer segments convert differently, or how customers sourced from different acquisition channels behave on your site, you can personalize the customer experience, optimize for conversion, and better organize marketing spend to make sure you’re bringing in the best customers. By analyzing the downstream effects of A/B tests, you can make smarter decisions with confidence.

If you’re part of an eCommerce product or marketing team that’s looking to improve conversion rates or increase LTV, we encourage you to discover how behavioral analytics can get you to your goals. Visit Heap for eCommerce to learn more.