

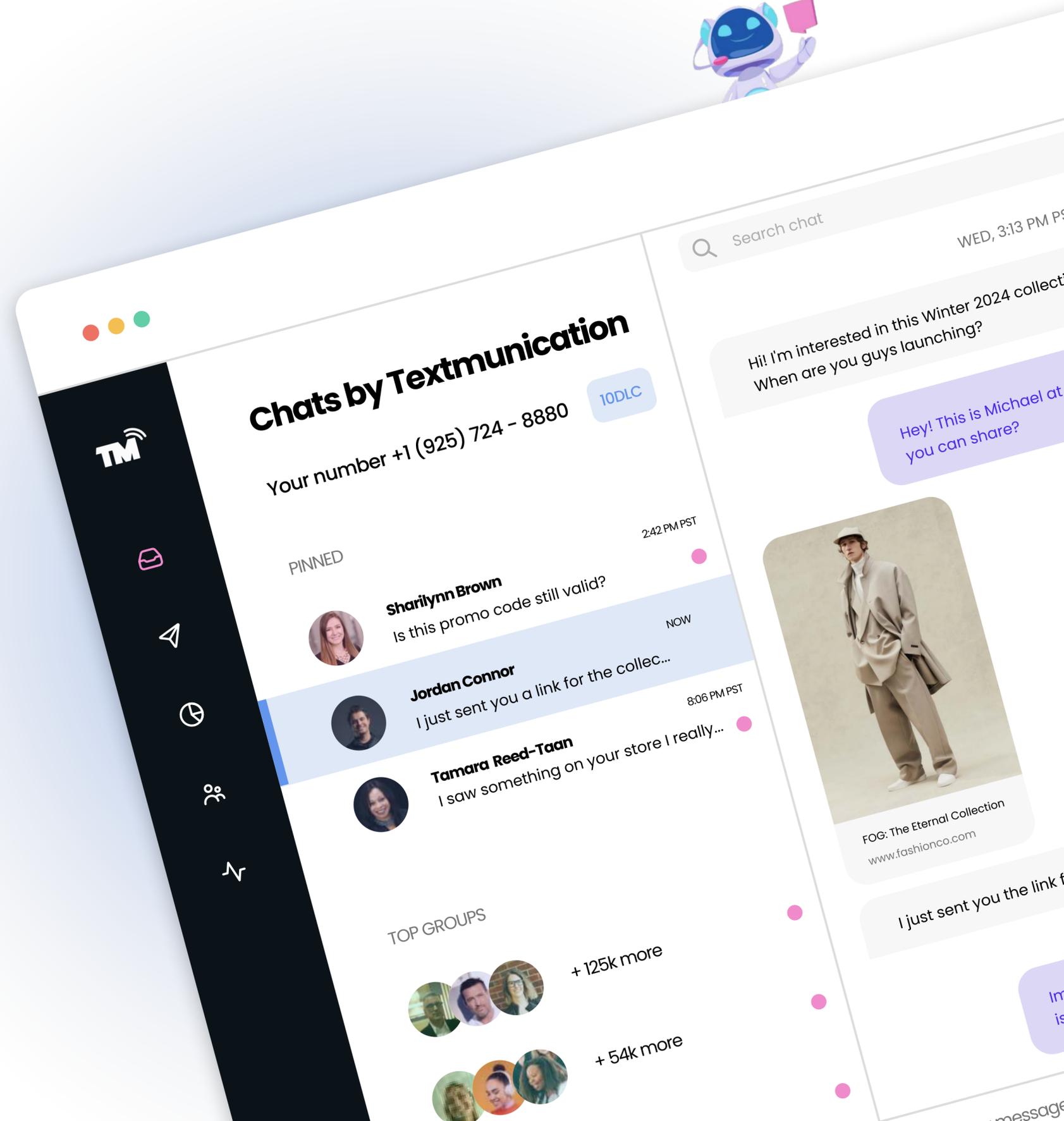


The simplicity of instant engagement

# DO MORE THAN RETARGET CART ABANDONERS

## A GUIDE TO TRANSFORM YOUR SHOPIFY STORE USING TEXT MARKETING

TEXT SHOPIFY TO 52236



# WELCOME TEXT MARKETER!

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FOR MORE INFO VISIT: [WWW.TEXTMUNIFICATION.COM](http://WWW.TEXTMUNIFICATION.COM)

# MASTERING THE ART OF SHOPIFY

## SMS AND MMS MESSAGING

Text marketing is one of the secret engagement weapons that Shopify's users can leverage today, but still had a lot of room for discovery as the both platforms evolve in functionality. Shopify users who are investing time to master their text marketing (SMS/MMS) formulas are boosting sales and elevating their omni-channel marketing strategies from multiple angles. What exactly does that mean though? We put together to take the complex and filter it down to a practical resource to help get you and your Shopify team going.

## Let's dive in!

Message protocol

SMS MMS

Tuesday 11:24 AM

Your favorite items are finally back in stock! Visit [txhd.io/s/#g5S7q](https://txhd.io/s/#g5S7q) and use the code RESTOCK24 at checkout! 🛍️

Thank you!

Sender Code

873-65 SC

+1 (415) 223 - 1402 10DLC

**2,523** Clicks

+12.4% From last week

# HOW TO MOBILIZE SEGMENTS INTO IMPACTFUL TEXT CAMPAIGNS

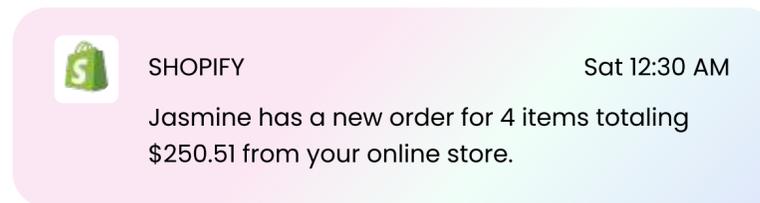
The data interpretability between your Shopify store and SAM (Smart Automated Messaging) by Textmunication does more than allow you to target shopping cart abandoners. Utilizing text marketing alongside your **RFM (recency, frequency, and monetary value) segmentation** strategy can unlock direct engagement opportunities. Below are some practical ways you can start today:

- For your "Champions" which are high recency, frequency and customer lifetime: Send exclusive early access to new products, personalized birthday offers and invite them for experiential marketing initiatives.
- For your "Loyalists" which have high frequency: Share special discount codes and invite them to participate in loyalty programs.
- For "Potential Champions" which have high monetary value, but low frequency: Offer tailored recommendations based on previous purchases to re-engage them.
- For "Revivers" which have low recency, but high value: Send gentle reminders about abandoned carts or new products relevant to their interests.
- For "Lost Customers" which have a low RFM: Offer win-back campaigns with attractive discounts or personalized product suggestions.

Choose sender code

SC

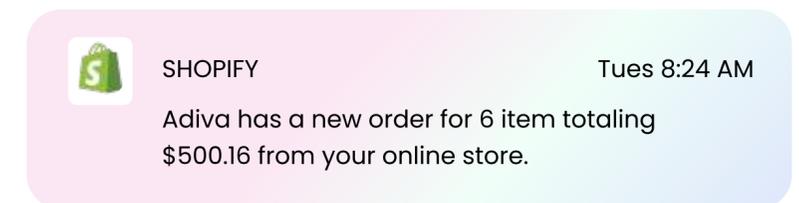
10DLC



SHOPIFY Sat 12:30 AM  
Jasmine has a new order for 4 items totaling \$250.51 from your online store.



Champion Last purchase 1 week ago  
Loyalist San Francisco, CA  
Female



SHOPIFY Tues 8:24 AM  
Adiva has a new order for 6 item totaling \$500.16 from your online store.



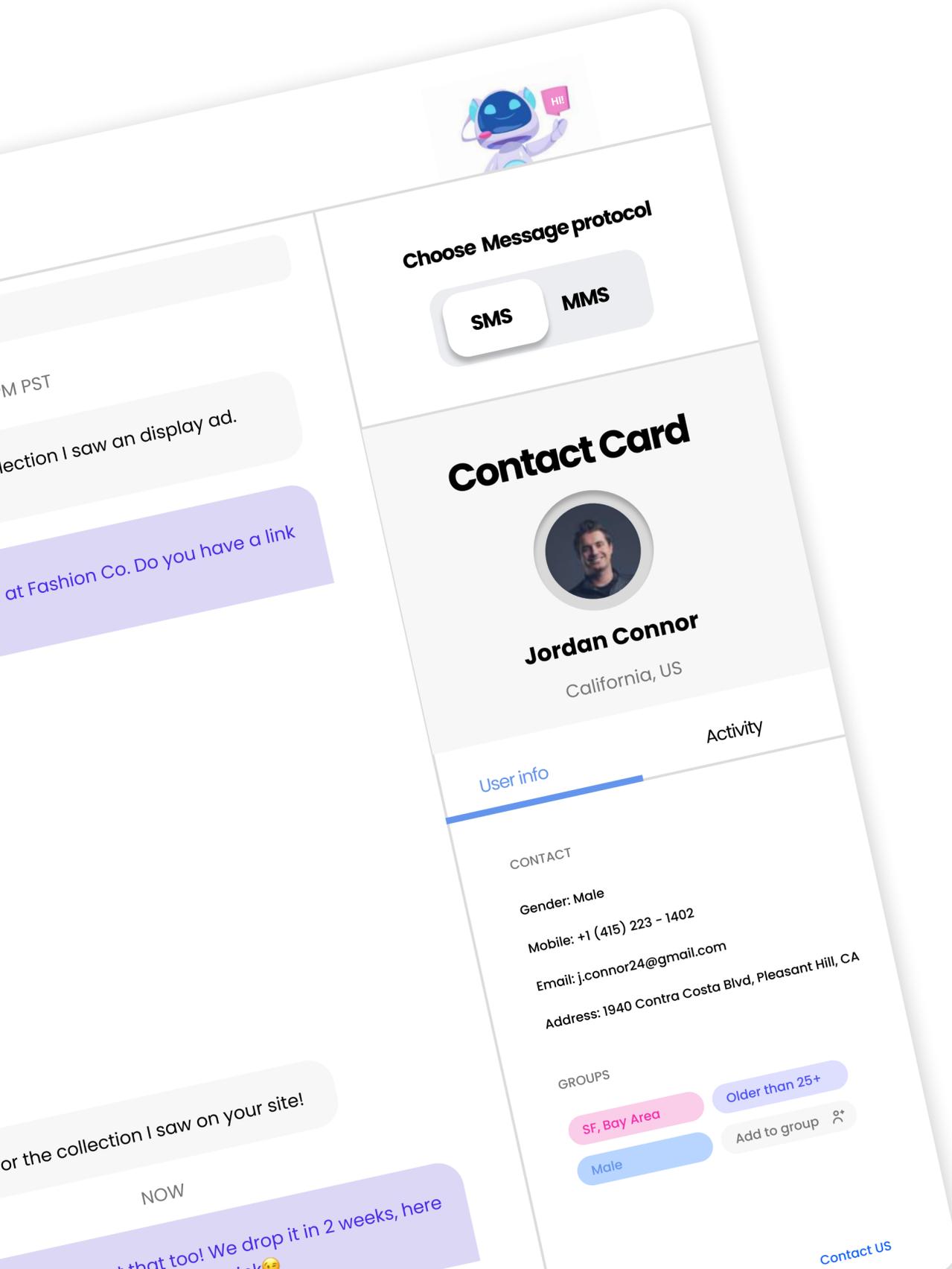
Potential champions  
Last purchase 1 month ago Revivers  
Female Los Angeles, CA

# HOW THE SHOPIFY INTEGRATIONS WORKS WITH TEXTMUNICIPATION

As you are aware Shopify has built-in segments that allow you to understand who is interested in your brand. This web analytics forms the nucleus of how to interpret your opportunities and can be segmented like this:

- New users: Customers who have created an account within a specific timeframe (e.g., last 30 days).
- Returning users: Customers who have made a purchase in the past.
- Subscribed customers: Customers who have opted in to your marketing emails or texts.
- High spenders: Customers who have spent a certain amount of money in your store.
- Recently active customers: Customers who have visited your store or made a purchase in the past few days or weeks.
- Abandoned cart customers: Customers who added items to their cart but did not complete the purchase.
- Customers by location: Customers based on their country, state, or city.
- Customers by product interest: Customers who have viewed or purchased specific products.

**Textmunication pulls all this data and allows you to text these segments**



# SETTING UP YOUR SHOPIFY STORE WITH TEXTMUNICATION

We have made the integration process for Shopify users seamless and easy so you can install and deploy within minutes.

## HERE ARE THE STEPS!

1. Login into your Shopify store
2. Go to Settings > Apps and sales channels  
**(Skip steps 3 and 4 if your app is already set up)**
3. Select Create an app
4. Complete set up by filling out your App name and assigning an App developer
5. Select Develop app > Configuration tab > Find Admin API Integration > Configure
6. Select all appropriate API scopes and save
7. Navigate to the API credentials tab > select Install App
8. Then your API access token will be revealed
9. You can also find your API key and secret key in the same tab
10. All done! You ready to integrate SAM by Textmunication!

FOR MORE INFO EMAIL: [API@TEXTMUNICATION.COM](mailto:API@TEXTMUNICATION.COM)

App development > Textmunication Direct API

Overview

Configuration

API Credentials

App Settings

### API access token

Use your access token to request data from the [Admin API](#).

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Created Dec 12, 2023 at 21:44 UTC

### API key and secret key

API key

c0e4a8e6b1d5f5babab857b7bcfc7a95

API secret key

.....

# READY TO UNLOCK TEXT MARKETING POTENTIAL FOR YOUR **SHOPIFY STORE** ?

**CLICK HERE TO GET STARTED**  
**BOOK A DEMO AND 7-DAY TRIAL**

[I DONT' WANT A DEMO, I WANT TO REGISTER NOW](#)

**TRUSTED BY 5,000+ COMPANIES**



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