

# Ecommerce Data Playbook

Combine & analyze ecommerce data for a single source of truth



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## Introduction

Shopify has over 820,000 merchants using its service with 218 million buyers on the platform in 2018 alone, generating over \$41 billion in total sales. Ecommerce business owners all want a slice of the pie, so how are you going to leverage your stores' data to drive revenue, no matter what product you're selling?

If you run an ecommerce business you know how important it is to understand every aspect of your customer journey, from first acquisition to converting them into repeat customers. There is a lot of data to be mined from your Shopify store data alone, but when you also use other tools to boost your business, it can become overwhelming. Smart ecommerce business owners use email marketing, paid ads, and website analytics tools to hone in on and get in front of their target audience.

With Panoply, you can ingest data from your Shopify store and any of our over 100 native data integrations to understand a 360° view of your ecommerce business. Panoply is your ecommerce business' single source of truth enabling you to make better decisions, and finding ways to increase your customer lifetime value.

In this eBook, we present some common integrations used with Shopify for deeper analysis. Learn the best ways to analyze your Shopify and Mailchimp, Google Analytics, and Facebook Ads data to optimize your sales, identify trends, understand site visitor behavior, and hone in on your target audience.



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## Analyze your Shopify and Mailchimp data all in one place

Email is essential to ecommerce businesses to maximize the lifetime value of a customer. Once you've captured a potential customer's email address, you can use Mailchimp to push them to make their first purchase on your online store, or the second, third, etc.

Using Panoply with your Shopify store data and an email automation tool like Mailchimp lets you analyze the effectiveness of email campaigns you've run. With Mailchimp, you can send potential customers emails based off of their visit history, reminder emails for when people leave stuff in their Shopify cart, or general email workflows letting them know about upcoming sales. With Panoply, you have all of your store and email data at your fingertips to make better decisions to increase your customers' lifetime value and beyond.

### How it works:

1. Connect your Shopify store and Mailchimp account with your Panoply data warehouse
2. Determine which Tables you want to analyze from both Shopify and Mailchimp
3. Query your data and connect to your BI tool of choice

### How to get started:

1. Create a Panoply account with our 14-day free trial
2. Set up your data warehouse and connect your Shopify and Mailchimp accounts
3. Choose your BI tool and connect it to your data warehouse
4. Check our documentation for Shopify for more information

### Data you can analyze:

- Emails sent
- Customer orders
- Visit history
- Email engagement
- Abandoned checkouts
- Product information

### Tools you need:

- Panoply
- Shopify
- Mailchimp

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## Understand how users interact with your Shopify store with Google Analytics

Google Analytics is a valuable and powerful tool for any ecommerce business owner. With Google Analytics, you can track the number of visitors, the length of sessions, the amount of time spent on a single page, and more customer behavior data on your Shopify store. The opportunities to retarget and reengage with those potential customers are endless, any marketer or business owner's dream. What's more, you can see if your marketing efforts are working and rework where needed.

With Panoply you can analyze your Shopify store data and Google Analytics data in one place. You can track which organic search keywords are leading to the highest value sales, monitor the effects of a paid ads campaign are having on sales, or spot patterns in online buying behavior of a certain segment of people. With Panoply, all of that real-time data is accessible to you whenever so you can make quick decisions now that will enhance your bottom line later.

### How it works:

1. Connect your Shopify store and Google account with your Panoply data warehouse
2. Determine which Tables you want to analyze from both Shopify and Google Analytics
3. Query your data and connect to your BI tool of choice
4. Check out Panoply's documentation on Shopify or Google Analytics for more detailed information

### How to get started:

1. Create a free Panoply account with our 14-day trial
2. Set up your data warehouse and connect your Shopify and Google Analytics accounts
3. Choose your BI tool and connect it to your data warehouse

### Data you can analyze:

- Pageviews
- Average time in your Shopify store
- Time spent on specific pages
- Average daily visits
- Organic searches
- Customer orders

### Tools you need:

- Panoply
- Shopify
- Google Analytics

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## Test your most effective ad copy with Shopify and Facebook Ads

Paid ads on popular social media sites like Facebook are a great way for ecommerce business owners to get their products in front of their target audiences. But effective ad copy and design are crucial to get them to visit your website and it isn't going to be the same for each segment of your potential customer base.

With Panoply, you can analyze your Shopify customer data with your Facebook Ads data in one place. You can see what messaging is converting at higher rates for each segment of your audience. Panoply enables you to make the quick edits to your ad copy or design as needed to increase traffic to your Shopify store.

### How it works:

1. Connect your Shopify store and Google account with your Panoply data warehouse
2. Determine which Tables you want to analyze from both Shopify and Facebook AdsQuery your data and connect to your BI tool of choice
3. Check out Panply's documentation on Shopify or Facebook Ads for more detailed information

### How to get started:

1. Create a free Panoply account with our 14-day trial
2. Set up your data warehouse and connect your Shopify and Facebook accounts
3. Choose your BI tool and connect it to your data warehouse

### Data you can analyze:

- Clicks on your Ads
- Number of impressions
- Ad engagement
- Ad spend
- Site visits
- New customers

### Tools you need:

- Panoply
- Shopify
- Facebook

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## Conclusion

You had the platform tools, Shopify, Mailchimp, Google Analytics, and/or Facebook Ads to run a successful ecommerce store, but now you have the knowledge to accelerate it to the next level. With Panoply you now have a simple way to get all your customer, sales, and marketing data in one place.

If you want to give it a try, we have a 14-day free trial to get you all set up. If you're not quite there yet, no problem. Talk with one of our data architects about strategy, ideas, or any other data needs you may have—we are always happy to chat and help however we can!



Panoply is the only all-in-one data platform built for analytics, that automates all three key aspects of the data stack: data ingestion, data management, and query performance optimization.

**Get your Free Trial at [Panoply.io](https://panoply.io)**

