NON-GAAP FINANCIAL MEASURES

To supplement the financial measures prepared in accordance with generally accepted accounting principles (GAAP), we use non-GAAP financial measures that exclude certain items. Non-GAAP financial measures are not prepared in accordance with GAAP; therefore, the information is not necessarily comparable to other companies and should be considered as a supplement to, not a substitute for, or superior to, the corresponding measures calculated in accordance with GAAP.
MERCHANT ACQUISITION FLYWHEEL AND LIFETIME VALUE GROWTH
LIFETIME VALUE LEVERS

GROWING LIFETIME VALUE

SITE TRAFFIC
- Cost per Session

LEAD CONVERSION
- Conversion Rate Optimization
- Product Marketing
- Position/Message

TRIAL CONVERSION
- On-boarding
- Retargeting

PLAN SELECTION
- Price/Packaging
- Product Experience

SUBSCRIBER RETENTION

PLAN UPGRADES
- CRM Cross-Sell
- Propensity Modeling

SOLUTIONS ADOPTION
COHORT PAYBACK

*Performance marketing defined as marketing spend excluding brand and G&A

Adjusted gross profit consists of cumulative Billings less cumulative costs attributable to that cohort: Domains, Shopify Payments, Themes, Transaction Processing, Hosting and Support
WE’RE TOLD WE LIVE IN A TIME OF UNPRECEDENTED OPPORTUNITY.
THIS OPPORTUNITY IS A MYTH FOR MOST PEOPLE
The #1 reason entrepreneurs love running their own business is the freedom to make their own decisions.
UNLOCK THE POWER OF COMMERCE FOR THOSE SEEKING INDEPENDENCE
Let’s make you a business

shopify
Turn what you’re into, into a business.

Let’s make you a business.
Your mom should be your first customer, not your only customer.

Let's make you a business.
Let's make you that thing you thought of 3 months ago.

Let's make what you do for fun, what you do for a living.

Let's make your parents' "vaccination" actually famous.

Let's make your family proud. Or prove them wrong. We don't know what kind of relationship you have.

Let's make you the features you wish existed.

Shopify
Let's make you a business.
THEN, WE SHOPIFIED IT.
THANK YOU