ORACLE® + Bronto

# SHOPIFY PLUS CONNECTOR BY BRONTO SOFTWARE

The **Shopify Plus Connector by Bronto Software** is an integration that supports sharing your commerce data between Shopify Plus and the Bronto Marketing Platform.

**Shopify Plus** is a cloud-based ecommerce platform that offers speedy implementation, standardized APIs and unlimited staff accounts to high-volume and fast-growing merchants.

## Key Features

- **One-Step Installation** – Install the connector within the Bronto Marketing Platform, configure your settings and integrate your data in minutes.
- **Order Import with Conversion Tracking** – View complete purchase histories and track conversions in Bronto.
- **Contact Import** – Import properties and metafields into Bronto contact fields. As contact information updates in Shopify, the connector updates it in Bronto. Map Shopify tags to Bronto lists for deeper segmentation.
- **Opt-In Sync** – Opt-ins and unsubscribes synchronize both ways via Shopify and Bronto, whether initiated by the shopper or the marketer.
- **Product Catalog Sync** – Access your full product catalog from within the Bronto Message Editor.
- **Bronto Apps** – Access integrations with Bronto's Browse Recovery, Cart Recovery and Recommendations Premium apps.
- **RFM Metrics** – Calculate recency, frequency and monetary metrics in Bronto based on contacts' full order history in Shopify.

shopify plus

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ORDERS

CARTS

OPT-INS

CONTACTS

POST PURCHASE

REORDER REMINDERS

LOYALTY PROGRAMS

CART RECOVERY

LIST GROWTH

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