

Explore the complete feature set available in Sync Made Easy Basic and Sync Made Easy Pro. Compare synchronization capabilities and discover how Sync Made Easy connects Shopify and Salesforce.

01 · Core Synchronization

Multiple Store Integration with Salesforce

Basic Pro

Connect and synchronize multiple Shopify stores with a single Salesforce org.

Real-Time Data Sync with Salesforce

Basic · Limited Pro · Unlimited

Automatically keep Shopify and Salesforce records updated in real time as changes occur.

Salesforce → Shopify Data Sync

Basic — Not available Pro

Synchronize data from Salesforce to Shopify based on your configured field and object mappings.

[Learn more →](#)

Selective Date-Duration Data Sync

Basic — Not available Pro

Sync Shopify's historical data for a specified date range.

[Learn more →](#)

Data Migration Using Bulk API

Basic — Not available Pro

Migrate data significantly faster using the Bulk API compared to Salesforce's standard migration methods. A one-time charge applies based on data volume and migration requirements.

02 · Customer & Account Management

Account Duplicate Prevention

Basic — Not available Pro

Based on the Shopify Customer Company Name, updates existing Salesforce Accounts instead of creating new ones.

[Learn more →](#)

Contact Duplicate Prevention

Basic — Not available Pro

Based on the customer's email address, updates existing Salesforce Contact records instead of creating new ones.

[Learn more →](#)

Non-Purchasing Customer's Lead Creation

Basic — Not available Pro

Creates Salesforce Leads for Shopify customers who haven't purchased yet, to help track potential customers.

[Learn more →](#)

Lead Conversion on Customer's First Purchase

Basic — Not available Pro

Converts the corresponding Salesforce Lead into an Account and Contact (or Person Account) when a Shopify customer places their first order.

[Learn more →](#)

Customer Email Domain Sync

Basic — Not available

Pro

Uses the customer's email domain to sync the Company as a Salesforce Account and the Customer as a Contact, with orders linked to both.

[Learn more →](#)

03 · Orders & Financial Sync

Comprehensive Financial Sync for Shopify Orders

Basic — Not available

Pro

Keeps Shopify order totals, taxes, shipping, and other charges accurate in Salesforce for reliable financial tracking.

[Learn more →](#)

Order Fulfillment Sync (Salesforce → Shopify)

Basic — Not available

Pro

Fulfill paid orders directly from Salesforce, with fulfillment details synced back to Shopify automatically.

[Learn more →](#)

Shipping Sync (Shopify → Salesforce)

Basic — Not available

Pro

Reflects Shopify shipping details on the corresponding Salesforce order records.

[Learn more →](#)

Tax Sync (Shopify → Salesforce)

Basic — Not available

Pro

Updates Salesforce orders with tax details from Shopify to keep order records accurate.

[Learn more →](#)

Refund Sync (Shopify → Salesforce)

Basic — Not available

Pro

Automatically syncs Shopify order refunds to Salesforce to maintain accurate order history, refund details, and transaction records.

[Learn more →](#)

Order Refund Sync (Salesforce → Shopify)

Basic — Not available

Pro

Automatically syncs refund information from Salesforce orders to the corresponding Shopify orders.

[Learn more →](#)

Order Cancel Sync (Salesforce → Shopify)

Basic — Not available

Pro

Automatically cancels the corresponding Shopify order when a paid order is canceled in Salesforce.

[Learn more →](#)

Customer Transaction Details

Basic — Not available

Pro

Syncs detailed Shopify transaction data — payment amount, method, status, ID, and date — into Salesforce for centralized payment tracking and reporting.

[Learn more →](#)

Return Order Sync (Shopify → Salesforce)

Basic — Not available

Pro

Syncs Shopify return order details — returned items, return status, and refund information — into Salesforce for centralized return tracking.

[Learn more →](#)

Order Sync — Based on Order Category

Basic — Not available

Pro

Syncs Salesforce orders to Shopify according to their status category.

[Learn more →](#)

Preserve Shopify Orders as Drafts in Salesforce

Basic — Not available

Pro

Ensures Shopify orders are imported into Salesforce in Draft status.

[Learn more →](#)

Auto Close Opportunity on Shopify Draft Order Payment

Basic — Not available

Pro

Automatically updates the Salesforce Opportunity stage to Closed Won when the corresponding Shopify draft order is marked Paid.

[Learn more →](#)

Prevent Opportunity Stage Override from Shopify

Basic — Not available

Pro

Locks Salesforce Opportunity stages from being overridden by Shopify updates.

[Learn more →](#)

04 · Products, Inventory & Checkout

Product Inventory Sync (Salesforce → Shopify)

Basic — Not available

Pro

Keeps stock quantities accurate across Salesforce and Shopify by syncing inventory levels.

[Learn more →](#)

Product Images Sync (Shopify → Salesforce)

Basic — Not available

Pro

Syncs product images from Shopify to Salesforce to keep product listings clear and attractive.

[Learn more →](#)

Product Images Sync (Salesforce → Shopify)

Basic — Not available

Pro

Ensures Salesforce and Shopify display the same product images.

[Learn more →](#)

Checkout Synchronization (Shopify → Salesforce)

Basic — Not available

Pro

Automatically syncs Shopify checkouts to Salesforce checkouts or opportunities.

[Learn more →](#)

05 · Advanced Data & Customization

Unlimited Salesforce Custom Field Mapping for Each Object

Basic

Pro

Map an unlimited number of custom fields between Shopify and Salesforce objects.

Metafield Mapping & Sync

Basic — Not available

Pro

Sync any metafield value by mapping it to the correct object and data type. Available with a one-time implementation charge.

[Learn more →](#)

UTM Parameter Sync

Basic — Not available

Pro

Reflects UTM parameters from Shopify on the corresponding Salesforce Orders and Opportunities.

[Learn more →](#)

Daily Email Notifications for Sync Errors

Receive a daily email summary of any records that failed to sync, so issues can be resolved quickly.

Basic Pro

06 · B2B & Wholesale

Wholesale Business Storefront (B2B Shopify)

Syncs Shopify wholesale storefront details — Company, Customer, Location, location catalog, and more — with customization support.

Basic — Not available Pro

Built to keep Shopify and Salesforce in sync — accurately, and without manual work.

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