



## Salesforce and Shopify integration to manage orders, maintain inventory and see business insights for e-retailer.

Team Shopify Salesforce Madeeasy was prompt in their responses to my questions or additions to the project, despite the time difference. They understood the nuance of both the written and spoken layman's terms about the project. Team Shopify Salesforce Madeeasy was honest in their time reporting and followed up with questions to ensure their time was used efficiently.



**Beju Lakhani**  
Chief Executive Officer

### Key Improvements

# 100%

Sync Collection from  
Shopify to Salesforce

# 86%

Increase in Revenue

# 90%

Increase in Productivity  
and Effective Workflow.

## Company Overview

- Based out in Canada, Rad Vapor distribution is a Vape store that provides a wide variety of products on e-cigarette technology, e-liquids and accessories in the extensive assortment of flavors serving a safer substitute for tobacco smoking.
- With its store built on Shopify, they faced challenges in handling the audience landing on their website. Also, while integrating with Salesforce to automate their processes, the inclusion of all aspects was a pressing concern.

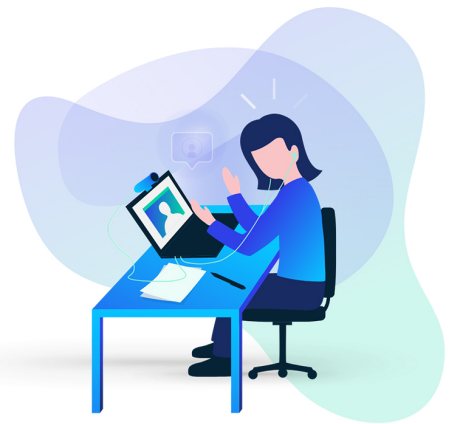


## The Challenges

- The integration of the Shopify store to Salesforce.
- Store the purchase information like name, company, email, phone number, address etc from Shopify into Salesforce.
- Create Order from both Shopify and Salesforce with automated integration without redundancy.

## Proposed Solution

- Unified Salesforce platform: Salesforce-Shopify Integrator provides a unified Salesforce platform to manage both e-Commerce and CRM data. The admin can now process bulk data from Shopify Store to Salesforce.
- Interactive design with a brilliant user interface to manage data efficiently.
- Multi-store oriented integration to enhance management of e-Commerce data.
- Seamless Integration: Integrate Shopify and Salesforce Marketing Cloud seamlessly. We guarantee to complete your integration, from installation to activation of Shopify to Salesforce Marketing Cloud on a mutually agree upon timeline. Through cost effective, pre-built APIs, plugins, and extensions, our software seamlessly integrates customer purchase history and transactional data from Shopify to Salesforce Marketing Cloud.
- Turn Page Views into Revenue: Salesforce-Shopify Integrator allows the Rad Vapor admins to convert more site visits into purchases from customers they could have normally missed.



## Outcomes

- Sync Collections from Shopify to Salesforce end.
- Shopify Order to Salesforce Opportunities Synchronization.
- Customer to Person Account Sync compatibility. Orders and Products synchronization to manage
- Inventory effectively with product variables and price.
- Create Salesforce contacts from Shopify customers.
- The idea behind the concept is to increase data integrity, maintain proper inventory of stock, provide a brilliant customer care services and much more.



**Shopify** *made easy*  
Your shopify sync with Salesforce made easy

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