

Growth Myths We Still Tell Ourselves

 *shopify* edition



 Claspo

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01

5 email marketing myths holding Shopify brands back

(and the truth that will set them free)

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There are a lot of myths out there. That shaving makes your hair grow back thicker. That cracking your knuckles causes arthritis. That the Great Wall of China is visible from space.

They sound legit. Some even feel true. But none of them hold up to the facts. And the same thing is happening to email marketing.

Despite all the data and all the results, plenty of ecommerce brands still believe outdated things about email – that it's too old, too expensive, doesn't work on Gen Z, or that it's just not worth it anymore.

But here's the truth: email is one of the highest-performing, most cost-effective growth channels Shopify merchants have. And when it's done right, it's also one of the fastest to show results.

In this post, we're busting the most persistent myths around email marketing – and showing just how powerful modern email can be.



Bernard Meyer

Sr. Director of Comms & Creative

 omnisend

Myth 1: Email marketing is dead

The “email is dead” trope shows up every year. And every year, it gets a little less true.

According to recent data by Statista, the number of email users worldwide is projected to reach 4.6 billion in 2025, **with nearly 100% of users checking their inboxes at least once per day.**

In fact, many individuals check their inboxes three to five times daily, with a significant portion checking it ten times or more.



Even more telling: **click-to-conversion rates jumped 27.6% in 2024**, and nearly 50% of consumers made a purchase directly from an email in the past year.

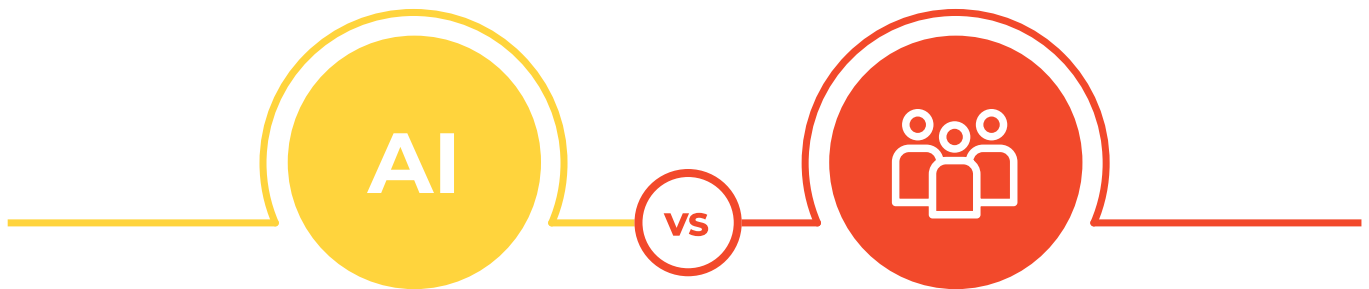
So why does **it still work** so well?

- ✔ The reason is simple. Email is owned, direct, and flexible. It doesn't rely on social algorithms or ad budgets. It goes straight to the people who've already shown interest in your brand – and when it's done right, it delivers results fast.
- ✔ So yes – it's safe to say that email isn't going anywhere. What needs to go are the outdated ways we think about using it.

Global					
Email type	Open rate	Cuck-to-open	Cuck-to-sent	Conversion rate	Conversion rate
Campaigns (yearly)	26.64%	4.56%	1.22%	0.07%	5.88%
Q1	25.16%	6.16%	1.55%	0.07%	4.73%
Q2	25.06%	4.73%	1.18%	0.07%	5.83%
Q3	26.24%	4.10%	1.07%	0.07%	6.54%
Q4	29.44%	3.76%	1.11%	0.07%	6.63%
Automations (yearly)	40.55%	12.99%	5.27%	1.76%	33.48%
Q1	44.13%	13.01%	5.32%	2.02%	35.81%
Q2	41.67%	13.06%	5.44%	1.87%	34.29%
Q3	39.93%	12.72%	5.08%	1.71%	33.58%
Q4	37.47%	13.13%	4.92%	1.54%	31.28%

Myth 2: AI makes email less human

- ✔ Sure, AI might sound cold if you're picturing a robot writing your subject line in a monotone. But in reality, it's becoming one of the most effective ways for Shopify brands to improve the quality and speed of their email marketing – all without sacrificing authenticity.
- ✔ The truth is, many AI tools aren't designed to replace marketers. They're only here to help them skip the repetitive stuff – like writing subject lines from scratch or manually segmenting audiences – and focus on strategy, and creativity.



Moreover, brands are using AI to generate full campaign drafts, test those subject lines before sending, predict which customers are likely to churn, and even auto-update segments based on behavioral patterns. And the result is faster execution and smarter targeting, all without losing your voice.

So yes, it turns out handing off the boring stuff to AI is a really smart move. Try handing it to **Omnisend AI** – it's really good at it.

Myth 3: You only need one channel – email or SMS

This is one of the more persistent myths – and one of the most limiting. Shopify customers today don't live in one channel. They browse on mobile, research on desktop, and complete purchases later – maybe after seeing a cart reminder via SMS or a promo email – all in the same buying journey.



That's why omnichannel strategies are the way to go. Omnisend found that **email marketing outperformed SMS marketing**, and social media, but the biggest wins happen when channels work together – not solo.



And the volume needed to make that happen is small. Automations make **up just 2%** of email sends but generate over a third of all email revenue. That's the magic of being present in the right places at the right times.

So keep this in mind: email, SMS, and push aren't competing. They're collaborating. And they convert best when they're part of the same customer journey.

Myth 4: Personalization just means using a first name



Personalization has come a long way since “Hi [FirstName].”

Today, the most effective Shopify brands know what a customer wants before they even ask – and send it in a way that feels incredibly relevant, and timely. And they’re using browsing behavior, purchase history, geographic location, and customer lifecycle data to make every message feel exactly that.

Winter gear recommendations for customers in Oslo. Reminder emails about items someone clicked but didn’t buy. Loyalty rewards delivered just when a VIP is most likely to convert.

Automation performance				
Email type	Open rate	Click-to-sent	Conversion rate	Click-to-conversion
Shipping confirmation	62.47%	20.46%	1.68%	8.22%
Back in stock	59.19%	19.47%	5.34%	27.45%
Order confirmation	48.04%	9.81%	1.28%	13.06%
Product abandonment	44.82%	6.04%	1.05%	17.30%
Birthday	43.37%	5.02%	0.72%	14.23%
Welcome	34.79%	5.00%	2.91%	58.26%

Automation performance				
Email type	Open rate	Click-to-sent	Conversion rate	Click-to-conversion
Abandoned cart	41.92%	4.86%	2.04%	42.02%
Feedback request/ prod review	52.91%	4.85%	0.97%	20.02%
Order follow up	49.75%	4.44%	1.01%	22.64%
Browse abandonment	34.55%	3.23%	0.37%	11.42%
Cross-sell	40.93%	3.18%	0.67%	21.12%
Lapsed purchase	34.34%	2.37%	0.55%	23.23%

- ✔ It's not invasive. **It's thoughtful.** And these behavior-based emails consistently outperform generic ones.
- ❓ **Why?** Because they give people fewer reasons to ignore you – and more reasons to come back.

With Omnisend, personalization is baked in – and backed by 150,000+ brands. So you're never just guessing what to send.

Myth 5: Email marketing is too time-consuming for small teams



This one might have been true five or ten years ago. **Not in 2025.**

With modern tools, email marketing is no longer a clunky resource-heavy channel. Even the tiniest teams can create and run powerful email programs.

Drag-and-drop editors, branded templates, and pre-built automation workflows make it possible to launch high-performing campaigns in a snap. And you don't need to manually segment lists or A/B test every subject line.

Automations like welcome series, cart abandonment, product recommendations, and post-purchase flows can all be set up in just a blink of an eye – and then run quietly in the background while you focus on more exciting things.

And the best part? No joke – Omnisend's U.S. merchants see an average ROI of \$68 for every \$1 spent on email. That's nearly double the industry average.

So what's **the truth?**

1

Email isn't dead. It's not outdated. It's not only for Boomers. And it's definitely not a waste of time.

2

The truth is: email marketing in 2025 is one of the smartest, most scalable growth tools Shopify brands have.

3

And with the right tools, the right data, and the right strategy – it becomes a **true superpower.**

So if you're still holding on to these myths, consider this your invitation to let them go. Because the moment you do, email starts working the way it should.

02

Is acquisition more important than retention?

Spoiler: No — you're losing over
25% of your profit

Is acquisition **more important** than retention?

Spoiler: no — you're losing over 25% of your profit

Most eCommerce businesses focus their attention on acquisition. It's like climbing a tree to reach fruit at the very top—effort-intensive, expensive, and often slow. Retention, by contrast, is the low-hanging fruit: easier to pick, yet just as—if not more—valuable.

In eCommerce, the average CAC (Customer Acquisition Cost) in 2024 was **\$90-\$120**, having increased by 60% over the last five years. Meanwhile, retaining a customer is **5–25 times** cheaper than acquiring a new one, making retention a critically important focus.

The advantage of customer retention lies in the fact that loyal buyers return again and again, generating steady revenue over the long term. Increasing customer retention by just 5% can boost profitability by **25–95%**. This not only reduces marketing costs but also allows companies to generate more profit from every loyal customer.

In this context, retention is not only economically beneficial but also a strategic necessity for sustainable business growth. Effective retention strategies help build strong customer engagement, forming the foundation for brand loyalty and long-term success in competitive markets.

But here's the real challenge: while most businesses understand why retention matters, very few know how to do it well, or which tools actually make a difference.

In this context, retention is not only economically beneficial but also a strategic necessity for sustainable business growth. Effective retention strategies help build strong customer engagement, forming the foundation for brand loyalty and long-term success in competitive markets.

That's where **omnichannel CDPs** come in—and **Yespo** is one of the platforms built specifically to solve this problem.

In this part, Yespo CDP shares real-world tools and use cases that help turn occasional buyers into long-term customers—all while streamlining and scaling retention efforts through smart automation.



Alex Danchenko

Co-founder & COO



Myth 1: Retention tools with proven case studies

At the core of effective retention lies the smart use of customer data. To build meaningful, lasting relationships, a business must first understand who its customers are, what they do, what motivates them, and what problems they're trying to solve. This understanding begins with comprehensive data collection.

Gathering

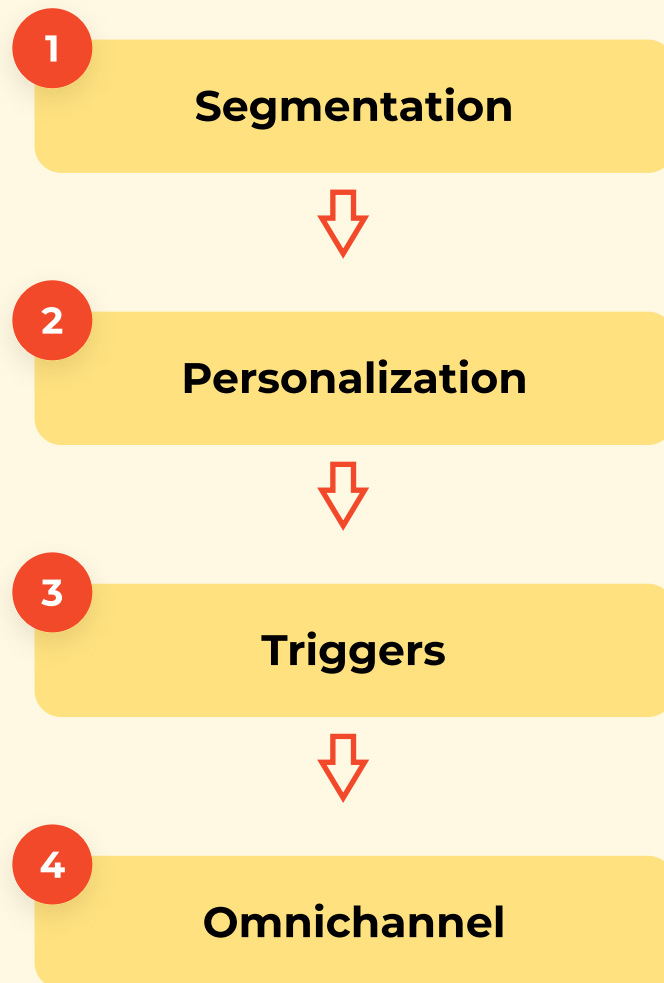
- ✓ behavioral
- ✓ transactional
- ✓ demographic
- ✓ engagement data across all touchpoints — website, app, direct channels, offline

— provides a rich foundation for personalized communication. Without this data, any retention strategy becomes guesswork. When data from all key sources is consolidated in one system, it creates a **unified customer view**.



This empowers companies to deliver timely, relevant, and personalized interactions based on a clear understanding of who the customer is, what they do, and what they need, turning data into action and loyalty. As a result, businesses see higher Customer Lifetime Value (LTV), more repeat purchases, and lower churn.

Customer retention tools for eCommerce



1. Segmentation

Segmentation is the first step toward personalized customer engagement. It allows marketers to group users not only by demographic, geographic, or static traits but also by dynamic behavioral patterns. For example, marketers can create tailored retention strategies for new users, one-time buyers, or customers with a high average order value.

Segmentation enables relevant retention scenarios that match the specifics of each audience, helping businesses deliver the right message to the right customer. This significantly increases message relevance and effectiveness. Today, with access to high-quality data, **AI-powered predictive segmentation** can go even further, anticipating the next likely actions of customers, such as churn or purchase intent, and enabling marketers to act proactively.

According to McKinsey & Company, businesses that tailor their messaging to audience segments generate



10-15%
more revenue



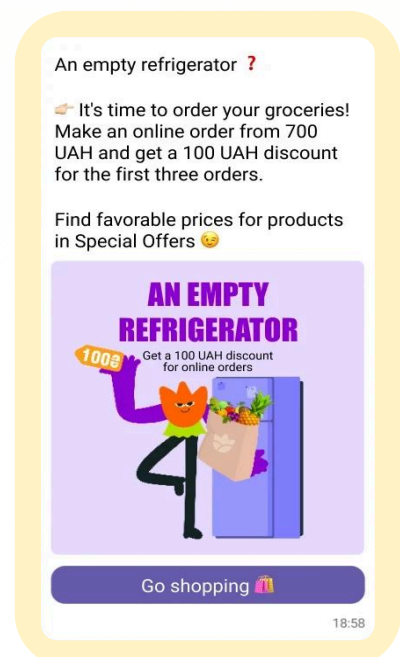
42%
of consumers feel
let down by irrelevant
messaging

while nearly half report
feeling annoyed, according
to Marigold

Case study:

- ✔ **Company:** **VARUS**, one of Ukraine's largest grocery chains.
- ✔ **Challenge:** Activate the existing contact base and gain deeper insights into how different audience segments respond to various types of messaging.
- ✔ **Solution:** Implementation of **RFM segmentation**, which divided the customer base into groups based on recency, frequency, and monetary value. This approach enabled deep personalization, with each group receiving communication tailored to its specific profile.
- ✔ **Results:** Achieved a Return on Advertising Spend (ROAS) of 1,073%, with every dollar invested in communications generating over \$10 in profit.

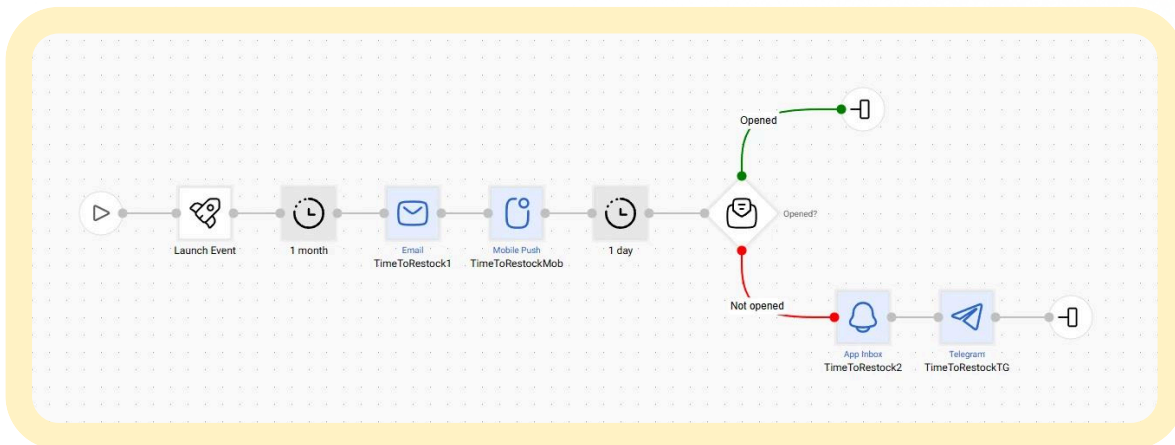
Example: Mailing to new users without a purchase





2. Automation: trigger workflows

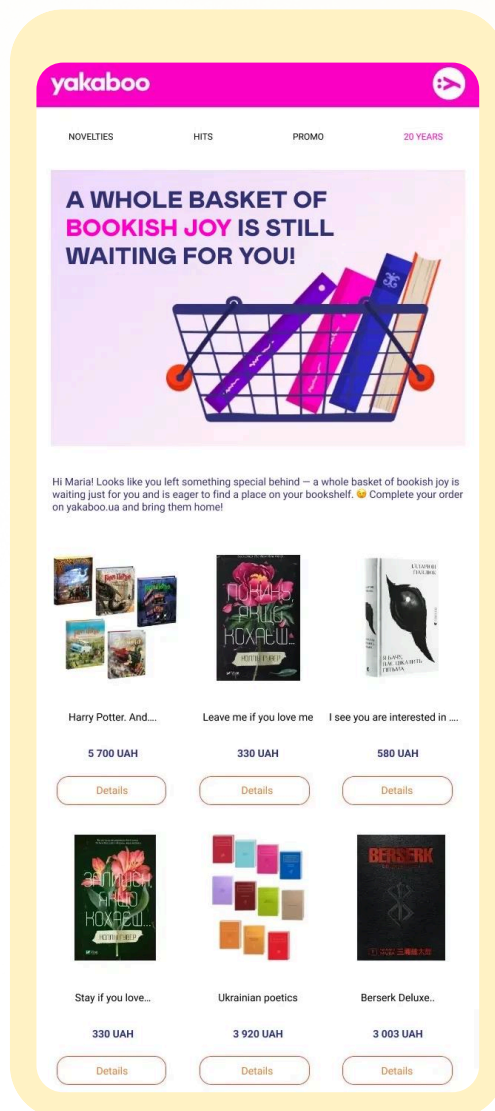
Trigger workflows are automated actions launched in response to specific customer behavior or inactivity. They are an essential tool for maintaining engagement throughout the customer lifecycle. Adding a product to the cart without completing a purchase, not shopping for 30 days, or browsing a specific product category — each of these behaviors can serve as a trigger for launching a targeted campaign.



Businesses can automate customer interaction at every step — from registration to repeat purchases. For instance, according to Moosend, abandoned cart triggers alone can recover **10-20%** of potential lost sales.

Our clients' cases confirm this statistic: an abandoned cart trigger motivates **15%** of recipients to complete their purchases. Moreover, automated communications provide an average **ROI of \$5.44 for every \$1** spent during the first three years, according to Wisernotify.

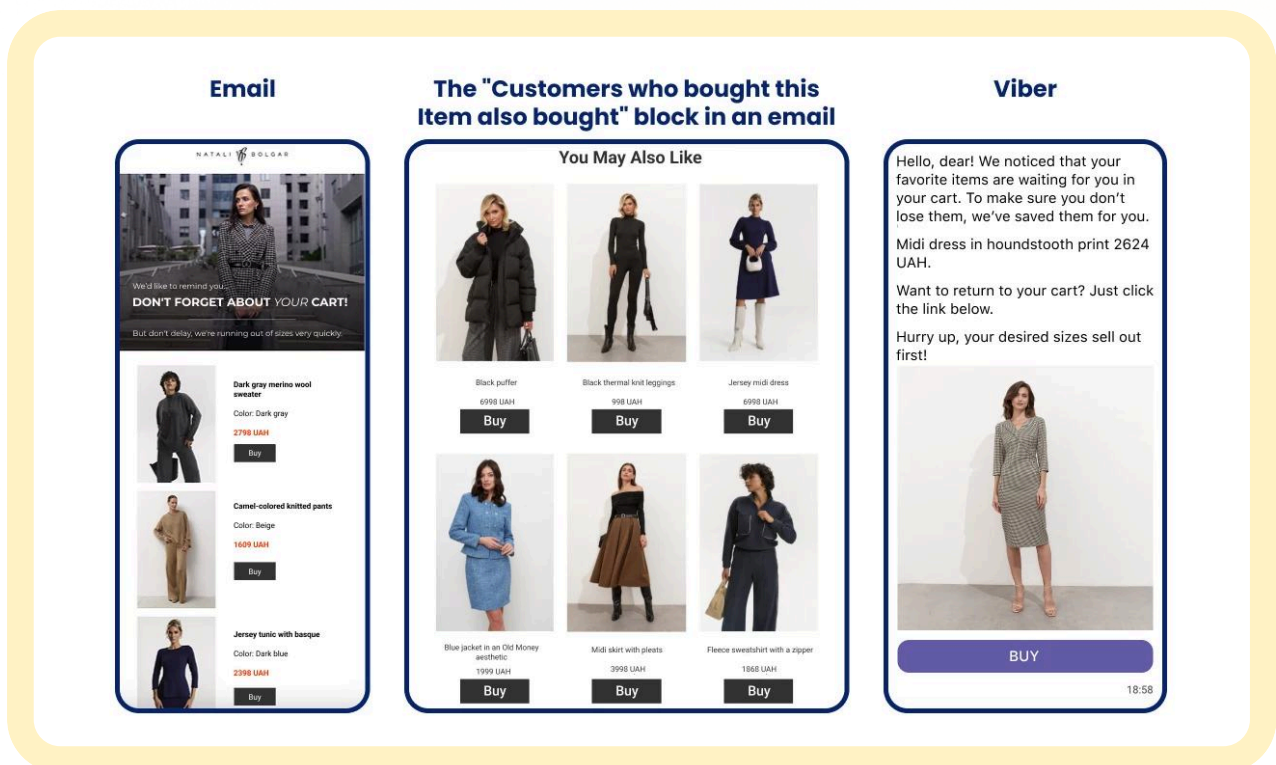
Example 1



Case study:

- ✓ **Company:** **Natali Bolgar**, Ukrainian fashion brand for women's business and casual clothing.
- ✓ **Challenge:** Drive revenue and customer engagement through automated communications via email and Viber messenger.
- ✓ **Solution:**
 - Implemented automated campaigns in email and Viber.
 - Launched 13 high-converting ecommerce triggers, including: Abandoned cart, Price drop in cart, Abandoned browse, Abandoned category, and others.
 - Integrated dynamic product recommendations.
- ✓ **Results:** Revenue from trigger campaigns increased by 650% in four months.

Example



3. Personalized communication

Personalization is a crucial component of building customer loyalty and driving retention.

According to McKinsey:

70%
of consumers

expect personalized interaction from companies

76%
of consumers

feel disappointed when it doesn't happen

On the other hand, companies that excel at personalization generate 40% more revenue from these efforts compared to their average competitors. This underscores the direct impact of personalization on conversion rates and customer loyalty.

To meet customer expectations, businesses should consider the following:

- 1 Communication language**
- 2 Loyalty level**
- 3 Customer behavior and preferences**

1. Communication language

This is especially important for businesses operating across different markets. If a customer makes a purchase on a specific language version of the website, all follow-up communication should use that same language.

This improves the customer experience and increases the likelihood of repeat purchases. If the business communicates in a language the customer doesn't understand, they are more likely to ignore future messages.



2. Loyalty level

Offering exclusive deals to loyal customers or those who make regular purchases of a certain value helps strengthen relationships and shows appreciation for their loyalty.





3. Customer behavior and preferences

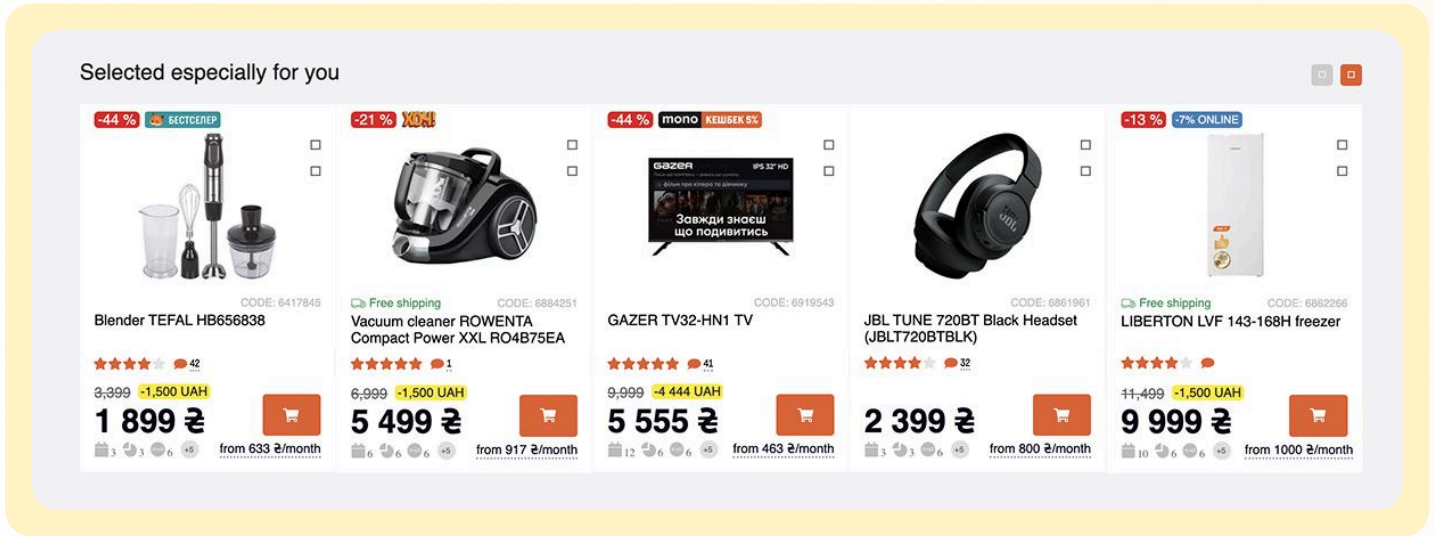
Customers who receive offers aligned with their interests are more likely to return to the brand.

Personalized product recommendations are powered by AI algorithms that analyze a wide range of user data — purchase history, on-site behavior, category preferences — even in cases where product data is incomplete or new items lack any historical data. This enhances recommendations quality and drives sales, including for newly added products.

Case study:

- ✔ **Company:** **Foxtrot**, one of the largest electronics and home appliance retail chains in Ukraine.
- ✔ **Challenge:** Increase conversions and targeted actions on the website through personalized customer experiences.
- ✔ **Solution:**
Implemented product recommendations and utilized pre-designed offers across various direct channels.
- ✔ **Results:**
 - +10% in page views and engagement on the website.
 - +5% in conversion rates.
 - +16% in sales of accessories and complementary products.

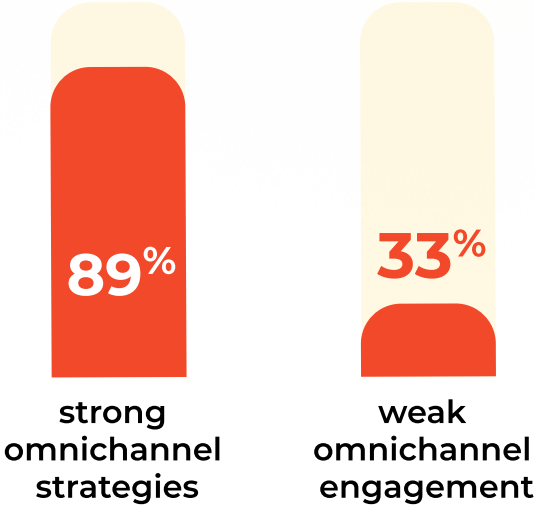
Example



4. Omnichannel strategy

Today’s consumers interact with brands across multiple channels and expect a seamless experience at every touchpoint — whether it’s an email, a mobile app, or a website. To meet these expectations, businesses must ensure unified, well-coordinated messaging that maintains a consistent brand experience regardless of the channel.

A report from Aberdeen Group notes that businesses with strong omnichannel strategies retain an average of **89%** of their customers, compared to only **33%** for those with weak omnichannel engagement.



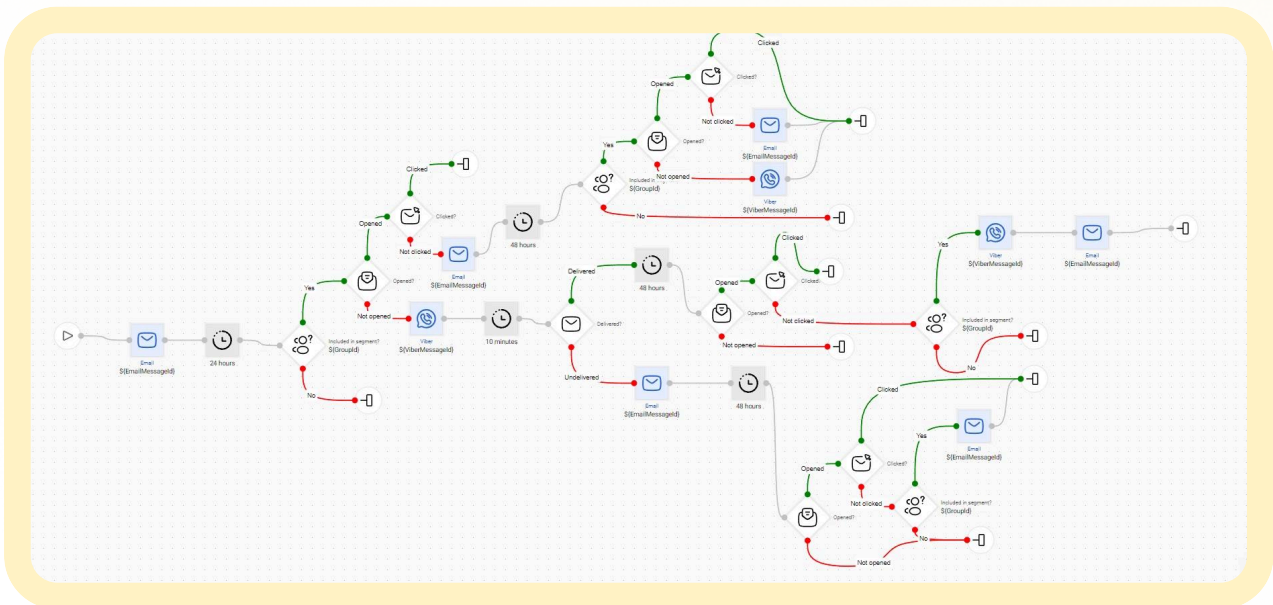
Example workflow:



In this way, each interaction logically continues the previous one, gently guiding the customer toward purchase and encouraging repeat business.

Omnichannel customers make **23%** more repeat purchases and are more likely to recommend the brand to family and friends compared to those who engage through a single channel.

Example



- ✔ **Company:** **Stylus**, an online retailer of electronics and appliances.
- ✔ **Challenge:** Increase revenue from direct channels and automate subscriber communications.
- ✔ **Solution:** Implemented an omnichannel approach using email, SMS, Viber, and web push channels.
- ✔ **Results:**
 - +7% increase in sales from Viber campaigns.
 - +10% increase in sales from omnichannel communications.
 - +3% increase in sales from web push notifications..

Customer acquisition is essential for growth, but without proper retention, ecommerce businesses risk losing the very value they invested in acquiring new users. One-time purchases rarely cover acquisition costs, and without follow-up engagement, that investment quickly goes to waste.

Intensifying competition and rising customer acquisition costs are forcing businesses to seek more effective ways of working with their existing audiences. Every tool described — segmentation, personalization, triggers, omnichannel communication — contributes to improving customer engagement, loyalty, and retention.

However, the best results come from their synergy. Segmentation forms goal-specific customer groups. Personalization increases relevance and drives action. Triggers guide customers through each step of interaction. Omnichannel ensures consistent communication across all touchpoints.

Used together, these tools enable businesses to build retention strategies that truly work — strategies that lead to stable revenue growth and stronger relationships with customers.

03

**The email marketing
myth that's costing
you long-term growth**

The email marketing **myth that's costing you long-term growth**

This shortsighted approach is leaving money on the table and weakening customer relationships. While direct sales are important, treating your email list like a cash register button you can press whenever you need revenue is a recipe for high unsubscribe rates and low engagement.

The truth is, email marketing serves a much richer purpose in building sustainable business growth. Here's what your emails should really be doing for your brand.



Michal Leszczynski

*Head of Content
Marketing and SEO*

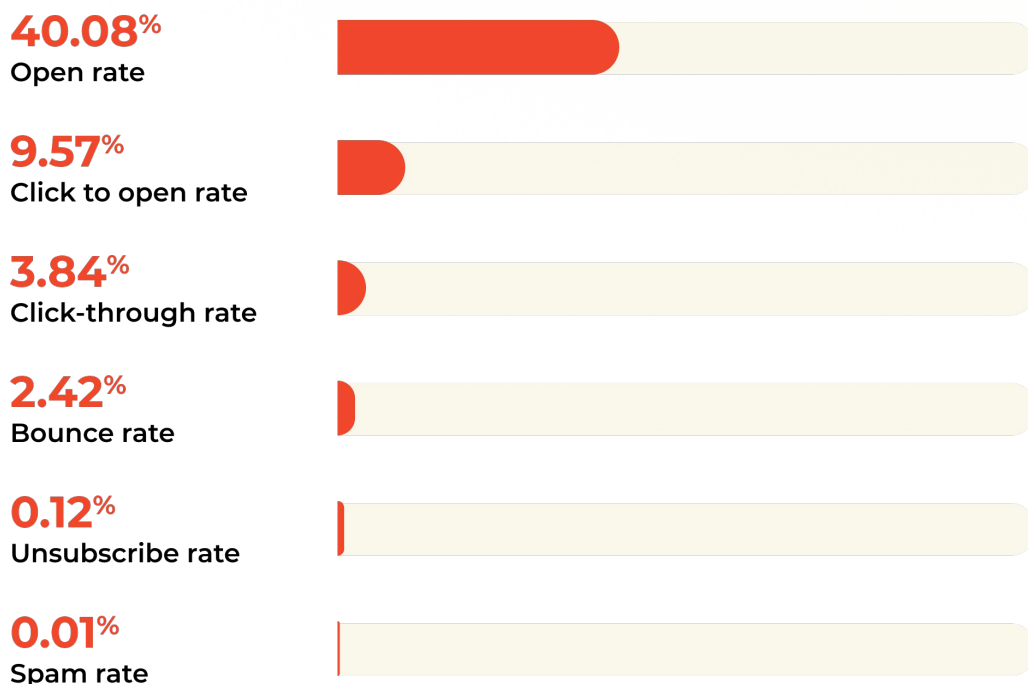
 **GetResponse**

Myth 1: The biggest misconception in email marketing? That every email needs to drive immediate sales.

1. Building trust through consistent value

Trust isn't built overnight, and it certainly isn't built through constant sales pitches. Every email that lands in your subscriber's inbox is an opportunity to demonstrate your expertise, share valuable insights, or simply show that you understand their challenges. When you consistently deliver value without asking for anything in return, you're making deposits into a trust account. This trust becomes the foundation for all future purchases, referrals, and brand advocacy. A customer who trusts your brand is worth exponentially more than someone who simply bought from you once.


These numbers highlight the potential of **newsletters** — when used to build relationships, not just push sales.



2. Creating brand familiarity through regular touchpoints

Psychology tells us that familiarity breeds preference. The mere exposure effect shows that people tend to develop preferences for things they encounter regularly. Your email marketing creates these crucial touchpoints.

Each time your brand appears in someone's inbox, you're reinforcing your presence in their mental landscape. This isn't about being pushy, but being present. When they're ready to make a purchase in your category, your brand will be the first that comes to mind because you've maintained that consistent, valuable presence.

 **This raises an important question:** what frequency builds familiarity without tipping into fatigue?

According to GetResponse data, sending **1-2 newsletters per week** tends to yield **the best results in terms** of both open rates and click-through rates.



3. Nurturing loyalty at every stage

Email marketing isn't just about acquiring new customers, either. It's about deepening relationships with existing ones. Pre-purchase emails can address concerns, answer questions, and build excitement. Post-purchase emails can ensure satisfaction, provide usage tips, and celebrate the customer's decision to choose your brand.

And personalization plays a key role in making those touchpoints meaningful. Our benchmarks show that emails tailored to the recipient tend to perform better — drawing more opens (**around 44%**) and experiencing fewer bounces (**2.26%**) than generic campaigns.

That's a clear signal: relevance drives engagement.

44%
opens

2.26%
bounces

personalized emails clearly outperform generic campaigns —
relevance truly drives engagement.



This ongoing relationship-building creates customers who don't just buy once, but become repeat purchasers and brand advocates. The lifetime value of a loyal customer far exceeds the revenue from a single transaction.

4. Amplifying word-of-mouth marketing

Your email list represents your most engaged audience — people who actively chose to hear from you. These subscribers are your best candidates for leaving reviews, sharing their experiences, and recommending your brand to others.

Strategic email campaigns can encourage reviews at the optimal moment (when satisfaction is highest), facilitate social sharing, and even create referral opportunities. The ripple effect of these activities extends far beyond your email list, reaching potential customers through the most trusted form of marketing: personal recommendations.

5. Educating for better customer experiences

An educated customer is a satisfied customer. When people understand how to use your products properly, care for them correctly, and maximize their benefits, they're more likely to be happy with their purchase and less likely to return items or complain.

Educational emails also position your brand as an expert and resource, not just a vendor. This educational approach builds deeper engagement and creates customers who see your brand as a trusted advisor in your industry.

6. The long-term payoff

This relationship-focused approach to email marketing creates compounding returns. Each valuable email builds on the last, creating stronger customer relationships, higher engagement rates, better deliverability, and ultimately, more sustainable revenue growth.

Customers who receive value-driven emails are more likely to open future messages, engage with your content, and yes, make purchases when the timing is right. They're also more likely to pay premium prices, require less convincing, and stick with your brand through competitive pressures.

7. The metrics that matter beyond revenue

For ecommerce store owners, success isn't just measured in immediate sales. Some of the most important signs of long-term growth come from relationship-focused metrics — the kind that reflect how well you're connecting with your audience.

Industry	Open Rate	Click-Through Rate	Click-to-Open Rate
Agencies	39.26%	4.69%	11.96%
Arts & Entertainment	51.19%	4.16%	8.13%
Automotive	39.69%	5.76%	14.51%
Communications	65.14%	8.66%	13.29%
Education	41.33%	3.17%	7.68%
Financial Services	34.70%	5.34%	15.40%
Health & Beauty	38.16%	2.14%	5.62%

CHAPTER 3

Industry	Open Rate	Click-Through Rate	Click-to-Open Rate
Health Care	43.95%	3.08%	7.01%
Internet Marketing	32.62%	3.18%	9.74%
Legal Services	47.26%	12.11%	25.63%
Non-profits	54.54%	6.70%	12.29%
Publishing	39.89%	5.76%	14.43%
Real Estate	42.71%	3.51%	8.23%
Restaurants & Food	38.52%	2.44%	6.33%
Retail	41.77%	5.10%	12.22%
Sports and Activities	37.28%	6.87%	18.43%
Technology & High Tech	44.72%	20.46%	16.54%
Travel	32.83%	2.52%	7.69%
All (Average)	42.53%	5.14%	11.95%

These numbers help you benchmark your own email performance and understand how your engagement compares to others in your industry.

Other relationship-building metrics worth tracking include:



Customer lifetime value
progression over time.



Repeat purchase rates
from email subscribers
vs. non-subscribers



Review submission rates
following email requests.



Customer support ticket volume
(educated customers
need less support).



Unsubscribe rates
(which should drop as
perceived value increases).

Together, these metrics give you a much fuller picture of customer loyalty and retention — one that revenue numbers alone can't fully explain.

8. Practical email types for relationship building

Here are specific email campaigns ecommerce stores should implement beyond promotional sends:

1 Welcome Series

Set expectations, share your brand story, and provide immediate value rather than jumping straight to product pitches. There's a good reason these types of emails often see open rates of **above 80%** – customers genuinely look forward to them!

2 Product Education

How-to guides, care instructions, styling tips, or usage ideas that help customers get more value from their purchases.

3 Behind-the-Scenes

Manufacturing processes, team introductions, or company values that humanize your brand.

4 Customer Spotlights

Feature real customers using your products, building community while encouraging others to share their experiences.

5 Seasonal Relevance

Content tied to seasons, holidays, or events that's useful whether someone buys or not.

9. The retention revenue reality

Consider this: acquiring a new customer costs **5-25 times more** than retaining an existing one, and increasing customer retention **by just 5%** can increase profits **by 25-95%**. Your email strategy directly impacts these retention numbers.

Ecommerce stores that focus solely on acquisition through promotional emails are essentially choosing the most expensive path to growth while neglecting their most profitable revenue stream: existing customers.

10. Rethinking your email strategy

- ❓ The next time you're crafting an email campaign, ask yourself: **"What value am I providing beyond trying to make a sale?"**
- ✅ The answer to that question will determine whether your email marketing builds lasting business growth or just generates short-term revenue spikes.

Remember, your email list is a relationship asset, not a sales tool. Treat it as such, and watch your business grow in ways that purely transactional email marketing never could.

04

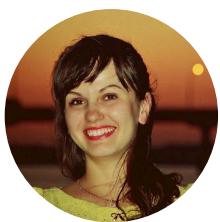
Email design myths

Email design myths

Email design is full of myths. Some come from hype, some from personal taste, and some from habits we've carried for years. And sure, many of them seem reasonable at first glance, but once we look closer, it becomes clear that these assumptions quietly shape how we design emails, sometimes in ways that help, and sometimes in ways that hold us back.

In this section, we'll look at the myths that influence everyday design decisions, often without us realizing it. We'll talk about why some "safe" choices do more harm than good, why familiar patterns don't always support readers, and how small details can make an email harder or easier to use.

Take this section as a moment to pause and look at design with fresh eyes. It's about understanding what actually helps people move through your emails with ease. Once the myths are out of the way, it becomes much simpler to build emails that feel clear, comfortable, and intentional.



Hanna Kuznietsova

Content Team Lead



Myth 1: Pretty emails = effective emails

- ✔ Many still believe that a beautiful email automatically means better results. **It doesn't.**
- ✔ We've already debunked the myth that discounts alone build loyalty. Now, let's talk design — and why good looks don't always lead to strong retention.

1. Why this myth exists

We all love a well-wrapped gift. Tiffany's signature boxes, for example, are iconic. But no one buys jewelry just for the packaging. The wrapping adds to the experience, but it's never the reason we buy.



Same goes for emails. Beautiful design adds value, but it's not the reason people engage or stay loyal.



2. Good design ≠ good experience

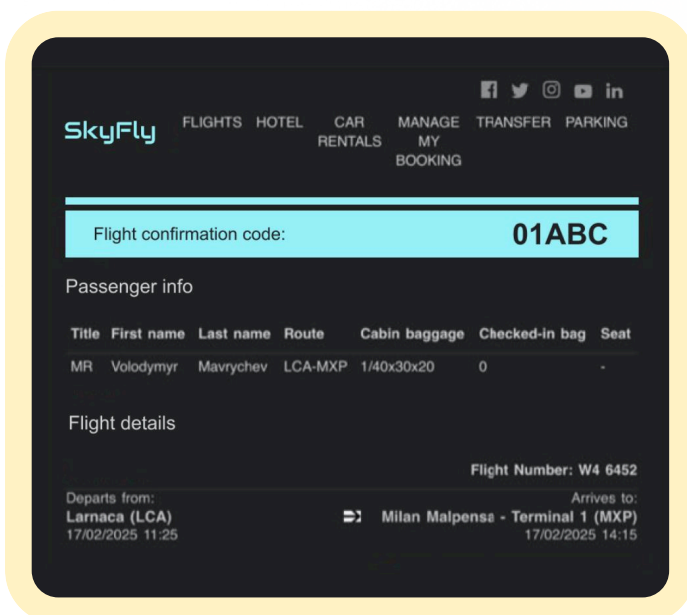
Let's say you receive a gift in a gorgeous box, but it's impossible to open. You try everything. Scissors, brute force... nothing works. There's no manual. Maybe the button blends in so much that someone color blind can't see it.

Would you buy from that brand again?

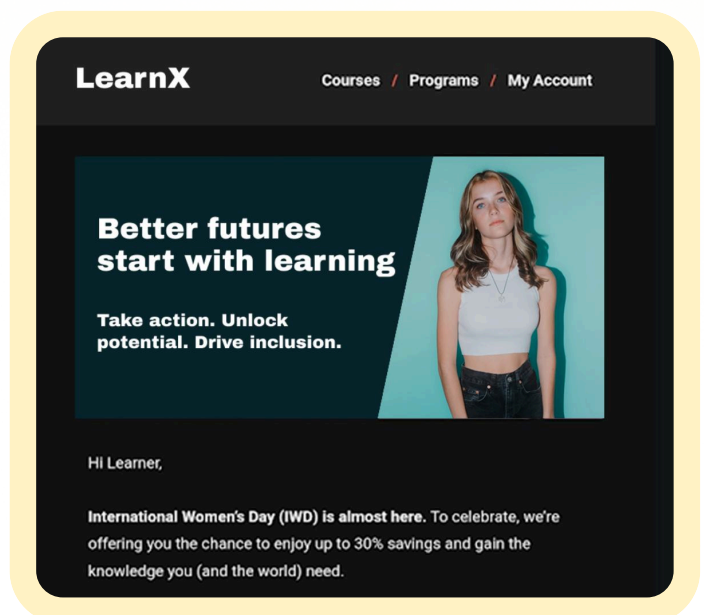
That's how a poorly designed email feels.

A beautiful email isn't always a usable one. If the font is too small, the CTA too subtle, or the layout confusing, subscribers will disengage, no matter how nice it looks.

Example of a cluttered email with confusing layout



Example of an email with logical structure



3. When good design goes wrong: Accessibility and usability mistakes

A beautiful email isn't always a usable one. Design that looks great but ignores accessibility or usability can quietly push people away — even if your content is valuable. Below are some of the most common mistakes that may seem small, but can seriously affect how subscribers interact with your emails.

Common design issues that hurt accessibility



Small fonts and tight line spacing.

These make it difficult for the **2.2 billion** people with low vision to read your emails. Line spacing below 150% and tiny text can cause eye strain or force people to zoom in, especially on mobile.



Low color contrast.

Poor contrast between text and background makes content hard to read for recipients with low vision, especially in dark mode or bright environments.



Using color alone to show meaning.

Around **300 million** people are color blind and may not distinguish between red, green, or blue. Or see only shades of gray. Don't rely on color alone to indicate status (e.g., errors or quiz results) — always add icons or text labels.



Flashing or fast-moving elements.

These can trigger seizures in people with photosensitive epilepsy. Avoid rapid animations, flickering effects, or anything that flashes more than three times per second.



Tiny buttons and closely spaced elements.

These are difficult to tap or click for people with motor impairments. Make sure buttons are large enough, with enough spacing, especially for mobile users.



Center-aligned or italic text.

These can be hard to read for people with dyslexia which make **12%** of the world's population. Use left-aligned, regular text with consistent formatting to make reading easier.

Why care about email accessibility

1

2.5 billion people have visual impairments, including **2.2 billion** with vision problems and **300 million** who are color blind

2

430 million people have disabling hearing loss (deaf), and **1.5 billion** people live with hearing loss;

3

968 million have motor disabilities

3

1.6 billion have cognitive and learning disabilities, including **960 million** with dyslexia and **400 million** with photosensitive epilepsy

Other invisible design mistakes

- ✔ **Cluttered layout.** Too many CTAs, competing messages, or conflicting sections can make your email hard to follow. If everything's shouting, nothing gets heard — people may simply feel overwhelmed or frustrated.
- ✔ **Lack of logical flow.** If the structure doesn't guide readers through a clear journey, they lose interest and stop reading.
- ✔ **Broken links.** Clicking a button and landing on an error page instantly kills trust.
- ✔ **No mobile optimization.** If your email breaks on mobile, people won't wait — they'll delete it. Since **41%–67%** of people read emails on their phones, a broken layout can cost you clicks, conversions, and if it happens again, even subscribers.

4. What really works:

A well-designed email supports the experience:

Easy to read

Easy to click

Easy to understand

It should be **optimized first and beautiful second**. Design helps build trust and make content enjoyable. But function always comes first.

Myth 2: Interactive emails are just for show

How many interactive emails land in your inbox each day? Probably not many. Most brands still rely on safe content — familiar layouts, informative messages, and clear CTAs. And there's nothing wrong with that. But why haven't more companies embraced interactivity?

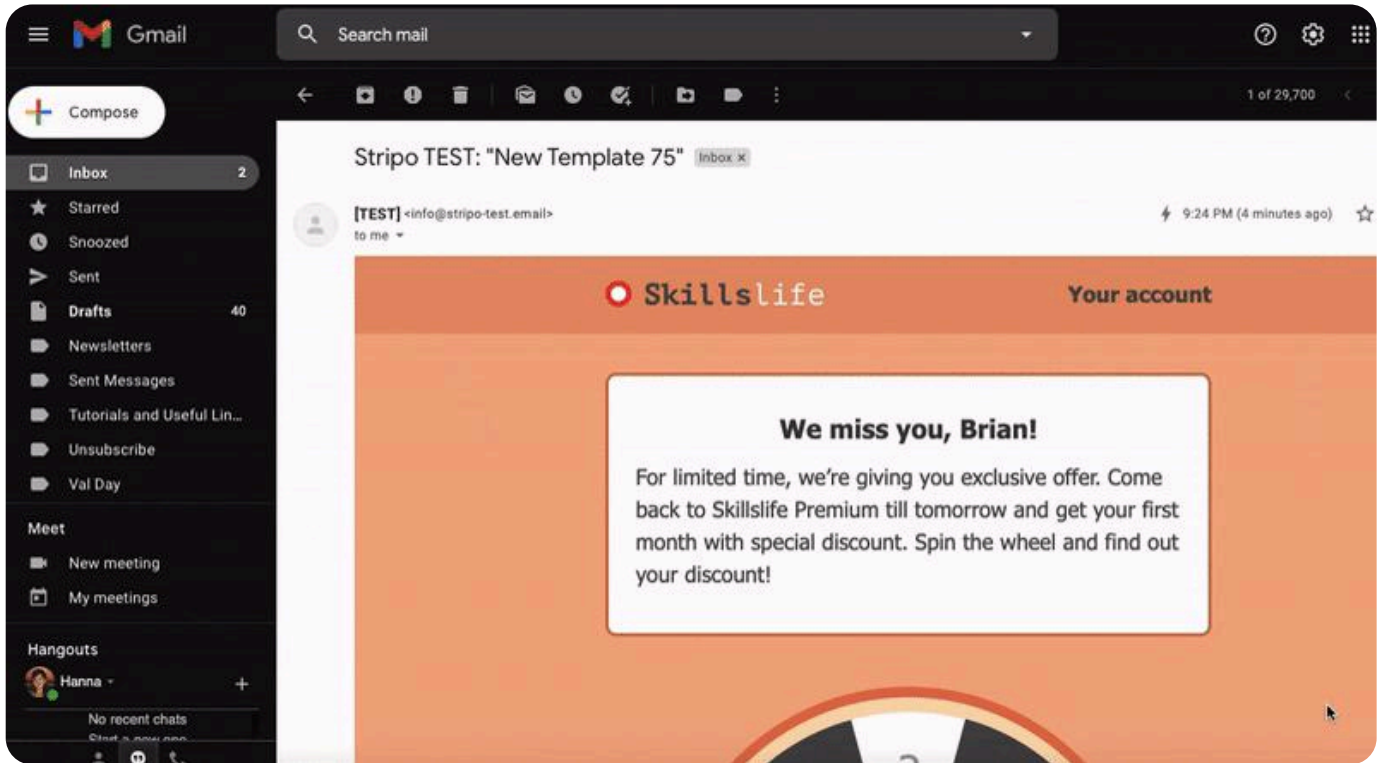
There are two main reasons:

1 Some believe building interactive emails is too complicated.

2 Others worry that games or playful elements might seem unprofessional or distract from the message.

The first concern used to be true, but not anymore, thanks to modern **no-code tools**. As for the second, brands that embrace interactivity often see the opposite: recipients enjoy these elements and are more likely to engage.

1. Why does interactivity perform well?



That's because interactive emails make it easier to take action. Instead of clicking through to a landing page or filling out a form on a website, subscribers can respond right inside the email.

Fewer steps mean less effort and more results. In fact, studies show that simplifying the user journey can increase **conversion rates by up to 5x**. From in-email surveys and expandable product cards to gamification, interactive elements have been shown to boost both engagement and retention.

2. What interactive elements should you try?

- ✓ In general, most interactive content falls into two categories: the kind that helps subscribers do something faster, and the kind that adds a moment of fun.

There are two main reasons:

Not every interactive email is about play — many are about helping you understand your customers better or help them do things faster.

These elements let subscribers interact with your brand in real time, without leaving the inbox.

- **Polls** — Learn what your audience wants or expects next
- **Surveys and rating scales** — Collect feedback and understand how people feel about your content, service, or product
- **In-email demo booking** — Make it easier to connect by reducing the number of clicks it takes to schedule a meeting
- **Expandable product cards or accordions** — Let recipients explore more without overwhelming them up front
- **Preference selectors** — Let subscribers share their interests, location, or professional background

Let's talk about you

Now that you know who we are, we'd love to get to know you better. Tell us more about yourself to help us understand what you like.

What is your occupation?


- Marketer
- Designer
- HTML coder

Do you work alone or on a team?

- I work alone
- I'm part of a team

Do you have any experience in email production?

- Yes, I know what I'm doing
- No, help me get started

 Submit your answers

Interactive elements that entertain

- ✓ We love to unlock, explore, win, and collect. Games create moments of surprise and satisfaction — emotions that traditional email formats rarely spark. They make the experience feel rewarding, not just informative. And that's the kind of connection that builds loyalty over time.

When your goal is to surprise, delight, or make the brand feel more human, try adding playful elements like:

Scratch cards

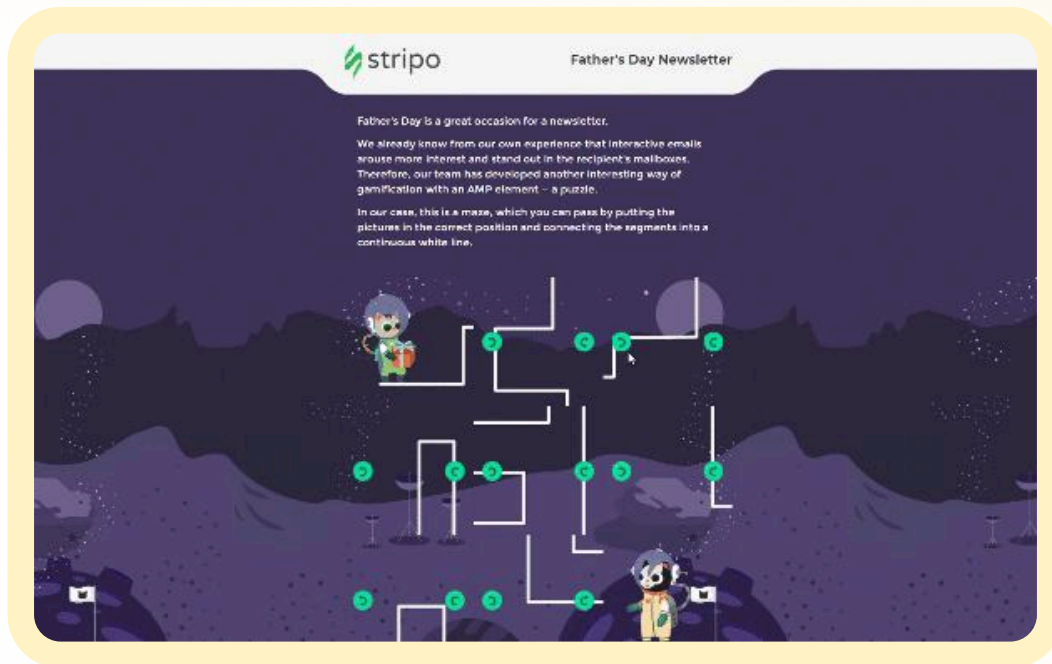
Wheels of fortune

Quizzes and trivia

Memory games

**Puzzles
and challenges**

- **Scratch cards** — Reveal hidden discounts or exclusive rewards
- **Wheels of fortune** — Add suspense and encourage clicks for time-limited promos
- **Quizzes and trivia** — Help subscribers learn and have fun at the same time
- **Memory games** — Reinforce product knowledge in a playful way
- **Puzzles and challenges** — Invite subscribers to find hidden clues (like numbers or icons) across emails or pages, solve riddles, or complete mazes



So no, interactive emails aren't just for show. They are a **smarter way** to engage, convert, and connect. The trick is using them with purpose.

Myth 3: Every email needs a new look

Some marketers believe that changing the design of each email keeps things fresh — and that this variety helps retain customers or reduce unsubscribes.

But it doesn't work that way.

1. The truth: familiarity builds trust

Switching up your email design too often can do more harm than good. When every email feels different, subscribers don't know what to expect. This creates friction — especially for readers who rely on visual memory to feel oriented in your content. In some cases, a drastic design change might even raise red flags. If the layout, fonts, or colors suddenly look unfamiliar, people may wonder if the email is a scam or phishing attempt — and choose not to engage at all.

2. Consistency doesn't mean boring

Using the same fonts, color palette, and layout pattern doesn't make your emails dull — it makes them recognizable. And once your brand styles are firmly in place, you're free to try new content formats, storytelling approaches, seasonal ideas, or even interactivity with gamification without confusing your audience.

In fact, updating emails while keeping the visual identity consistent has been shown to significantly improve engagement. A thoughtful refresh — built on brand consistency — can help you **boost email performance**.

3. So what should you do?

- Stick to your brand fonts, colors, and structure — people appreciate knowing what to expect.
- Use modular design to keep layouts consistent while making it easy to swap in new content.
- Save the experimentation for content and messaging, not for the overall visual identity.

When you do make a major visual change, let people know

- — especially in transactional or account-related emails — to avoid confusion or mistrust.

A new look every time doesn't build loyalty — it builds confusion. Consistency builds confidence. And confidence keeps people subscribed.



05

Inbox vs. promotions vs. spam: The real cost of poor hygiene

Inbox vs. promotions vs. spam: The real cost of poor hygiene

There's a popular belief in email marketing that if your content is great, your emails will land in the inbox.

Sounds logical. Feels true. But it's also one of the biggest misconceptions holding senders back.

The reality? Deliverability isn't just about what you write. It's about the invisible systems, signals, and hygiene practices that decide where your message ends up - inbox, promotions, or spam.

In this post, we're breaking down the most common myth around deliverability and showing what really gets your emails seen.



Radek Kaczynski

CEO



Myth 1: 'Deliverability is just about good content'

✓ **Truth:** Inbox placement isn't won with words alone.

We hear it all the time:

'But our emails are great, why aren't they landing in the inbox?'



You've perfected the copy, nailed the design, and crafted an irresistible CTA. But none of that matters if your emails get filtered into spam... or never arrive at all.

Deliverability is not a content problem. It's an infrastructure, hygiene, and data discipline problem.



1. The anatomy of inbox success

To consistently land in the inbox, multiple technical and behavioral factors have to align:

- ✓ **Authentication:** SPF, DKIM, and DMARC records prove you are a legitimate sender.
- ✓ **IP and domain reputation:** every campaign you send shapes your standing with mailbox providers.
- ✓ **Sending patterns:** sudden spikes or inconsistent volumes trigger spam filters.
- ✓ **Engagement signals:** Gmail, Outlook and others monitor opens, clicks, replies and use that to decide future placements.

2. The overlooked threat: poor list hygiene

Here's what many senders miss: poor list hygiene quietly destroys deliverability. A list cluttered with outdated, inactive, or risky contacts can:

Increase bounce rates - a major red flag for ISPs.

Trigger spam traps - damaging your reputation overnight.

Inflate list size with no ROI - costing you more for worse results.

How to fix it

Clean your list regularly:

use verification tools like Bouncer to remove invalid or risky addresses.



Set sunset policies:

suppress contacts who haven't engaged in 90+ days.

Run re-engagement campaigns:

invite inactive subscribers to stay and let go of those who don't respond.



3. The real lesson

Think of it this way:

Content
is your vehicle.

Deliverability
is the road.

List hygiene
is the tire pressure.



If the road is blocked or the tires are flat, you're not getting anywhere, no matter how impressive the car.

Great content matters. But first, make sure it has a clean, clear path to the inbox. **That's where results start.**

06

Aren't all email tools the same?

Spoiler: They're not.

And it matters in your selection

Aren't all **email tools** the same?

If I got a penny every time I heard that, I'd have... quite a few pennies. :D Spoiler alert: No they are definitely not the same, not by a long shot.

Jordie van Rijn is founder of MarTech selection group at [emailvendorselection](#) and [email marketing consultant](#) at emailmonday. Feel free to connect with him on [Linkedin](#) or send an email with all your MarTech and email marketing challenges.



Jordie van Rijn

Founder

**EMAIL VENDOR
SELECTION**

Myth 1: “Just pick any email tool” as all email platforms are basically the same

I have the joy to guide multiple ESP selections per year. And it's safe to say we see more supplier details and proposals per year than the average marketer sees in their entire career.

In a podcast, I heard the previous marketer at a pet food ecommerce company proudly said that they talked with 30 vendors over the length of 18 months, even before beginning the selection. That's just insane, haha. I understand that our team ends up talking with so many during a year, but no single marketer should waste that much time if they can avoid it.

Just having knowledge about the tools, however, doesn't make a good selection...

Every successful software selection has four elements to it:

1

Following a clear proven process

2

Knowing what you need

3

Evaluating the right set of platforms

4

I'll get to in a minute. ;)

 **But wait** “Aren't all email systems the same?”

“No, not all the vendors are the same, but they may look that way.”

To someone not so well-acquainted with email tools, vendors may look similar. Marketing copy all talks about the same topics like automation, testing, and conversion. And in ecommerce, specifically, they all have a part on their site about “Why we are best for ecommerce senders” all with almost only green checkmarks in their own column. It is the Dunning-Kruger Effect in full swing.

And they shouldn't be the same. You don't drive a Ferrari to the supermarket, or a Mini to go on a family vacation. All software fits specifically well with certain types of organizations. So if you know the platforms, you'll realize the similarity is only skin deep. And mostly because...

“Yes, software vendors will make it look like they can do it all.”

There are over 450 tools on the market, each with their own functionality, service and price tag. But software companies of course haven gotten quite good at selling their software; as a result it has become even more difficult for any marketer to clearly see what the differences are between the available tools.

“No, sales people are not consulting”

They may be very friendly, likable, and the best ones are helpful and somewhat modest. But even if they are called “sales consultants”, they are not your friends or consulting. Their job is to sell you their stuff. If there is a reasonable chance that you will pick their solution, then they will do their best to impress and best to hide or defuse objections.

And if you get unlucky, it is worse. There are many reports of major platforms pressuring and even starting to sell up the chain. (Contacting the higher ups in management, CEO, CFO, to overrule you)

Basically, everybody wants your business. That is the reason they look similar.

❓ *Ok, so what then?*

“Yes, simple small senders could do a “get started quick” approach.

That is what I see: small senders with just a newsletter often look for one tool that seems to fit, or compare two or three. The goal is to just get started. These “get started quick” platforms are fine if you just want to send a newsletter. That is totally understandable.

You may not have the best tooling, but speed matters, and in small senders (up to 30K – 50K subscribers). Most tools can perfectly send a simple newsletter.

It is not my favorite, but if you are a small sender (up to 30K – 50K subscribers and a simple set up) you can do it. But at least do it informed:

At a minimum check here for the [list of email marketing tools for shopify](#) suggestions for ecommerce email tools and their pros and cons, so you can get a first bit of info.

1 Get a trial account of your favorite or two.

2 Make a quick comparison; see which you like the most if it does what you expect.

3 And get started.

✓ **Note:** If you'd ask me to estimate, I'd put my finger in the air, and say around 30% of small senders may end up with a software that isn't ideal. That may be shocking, but then I also talk to a lot of companies on their second try.

“Yes, midmarket and enterprise senders need a better process.”

Once you get to a bigger midmarket or enterprise set up, the stakes are higher, so you want to do a solid selection. Let's be real, most marketers only buy email software once every few years - if ever - so they lack recent firsthand experience.

So they go into an RFP. In too many organizations, an RFP selection process ends up being lengthy, possibly even chaotic or frustrating. That is a shame because with a bit of help, it doesn't have to be.

You do need **a proven process** to make a selection run smoothly. If you have the budget and email is a sizable part of your business, get some help from someone who has done selections before.

Proven workflow:



So here are a few big challenges in selections I see over and over:

- 1** No proven process – so now you spend time discussing how to do the selection.
- 2** A lack of selection experience, or (email) software market knowledge. Wasting time.
- 3** Missing feedback and pushback on the wishes of the internal team.
- 4** Finding it hard to score the different solutions in an objective way that makes sense.
- 5** Being promised everything by the vendors, and finding it hard to validate those claims.

And as a bonus: potentially lots of gotchas in pricing and contracts and those kinds of things you'd like to avoid.

“Yes, you want to see meaningful, business-impacting differences”

Obviously “Can send out a triggered email” or “Has automation” isn't nearly detailed enough as a requirement. And if you only get “yes” as an answer, there is still no information to evaluate on. In our database we have about 350 different points that could matter. And then some edge cases. Obviously these are shorthand / categories to look at

- **Data & integration:** How does the platform handle ecommerce data (order data, product feeds, events). And how does it connect to your other parts of your Martech stack.
- **Segmentation & personalisation:** Real-time vs static lists, behavioral logic, how do you save selections and can you personalize.
- **Ease of use:** Email creation, and sending to fit with your process.
- **Automation depth & flexibility:** Customized journeys, conditional logic, A/B testing. Reporting of the automations.
- **Deliverability:** Mostly the support and control.
- **Statistics, reporting and attribution clarity.**
- **Scalability:** Does it work with your volumes and complexity?.
- **Pricing:** Pricing model quirks and costs. Is it clear? Does it fit with your budget?
- **Cultural fit:** Do you like the way they handle themselves and do you trust them with your business.

“Yes, your business is different from others”

Think about it, your business is very different from the inside, in organization and in products. And so the tooling should fit with that.

- Your team and their knowledge on email and technical part of Martech.
- Your budget and ecom shop size.
- Your ambitions.
- Your ecommerce platform and other MarTech tools.

- Your customer data.
- How sophisticated the automations will be.
- Specific ecommerce functions you want.

“Yes, in ecommerce small differences in your business make a big difference in fit”

How many languages do you send to? Is everything centrally organized? Your ecommerce platform, do you do SMS, person specific coupon codes, a loyalty system, product recommendation, product reviews, site tracking, how many SKU's. And so on and on; all of that good stuff.

Conclusion: As you see, on the surface tools may seem the same.

- ✓ And a selection may seem easy, until you are in the thick of it. Then the details start to matter.

Some resources:

[Ecommerce best practice guide](#)

[List of email marketing tools for shopify](#)

07

Common SEO myths and optimization strategies for Shopify stores

Common **SEO myths** and optimization strategies for **Shopify stores**

Usually, the negative attitude of SEO specialists and marketers towards websites built on constructors (especially Shopify) is due to a fundamental compromise: ease of use and speed of deployment are achieved at the expense of limited control and flexibility.

These limitations create obstacles for implementing advanced SEO strategies, optimizing user experience, and effectively measuring marketing efforts. While builders are suitable for basic needs, they often become a "growth ceiling" for businesses aiming for scalability. Let's have a closer look at the real facts in this piece of research.



Kateryna Hordiienko

AI Marketer



Myth 1: Shopify SEO “doesn’t matter”

1. Key pain points

The core belief is that "bloated code," a rigid URL structure, and limited customization over critical elements (robots.txt, canonical URLs, metadata, and Schema markup) can lead to inefficiency in a Shopify store's SEO.

Another problem is that the design rigidity and template-based structures can limit brand uniqueness and the ability to optimize user paths for conversions. Poor UX leads to high bounce rates, low conversions, and decreased user trust.

- ✓ Finally, difficulty adapting to constant search engine algorithm changes and new trends (e.g., AI-generated content) can reduce competitiveness.

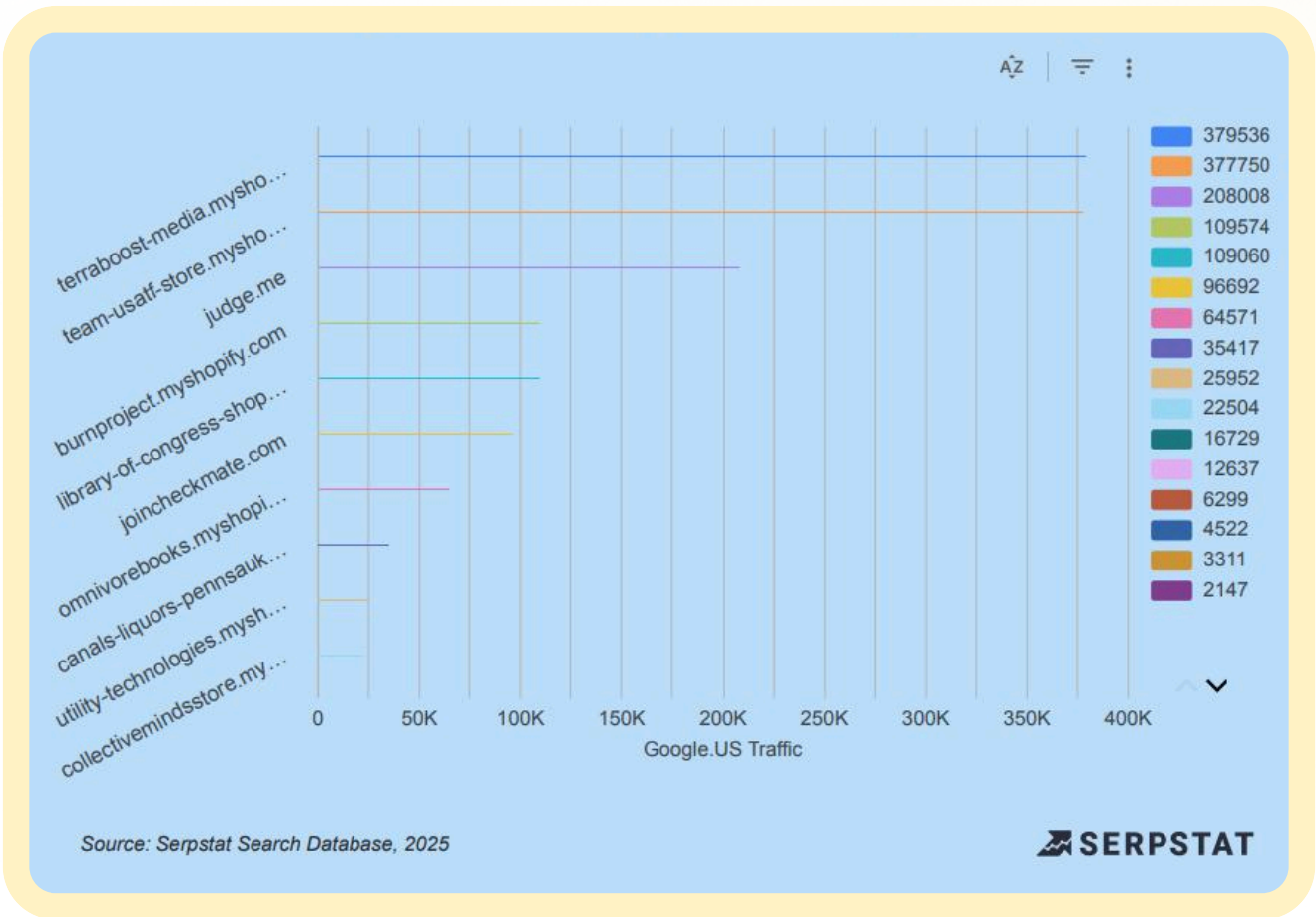
This guide is here to challenge that outdated perspective. Using data and proven strategies, we'll show you how to turn Shopify's platform into a powerful engine for SEO success.



2. Case study research on Shopify websites

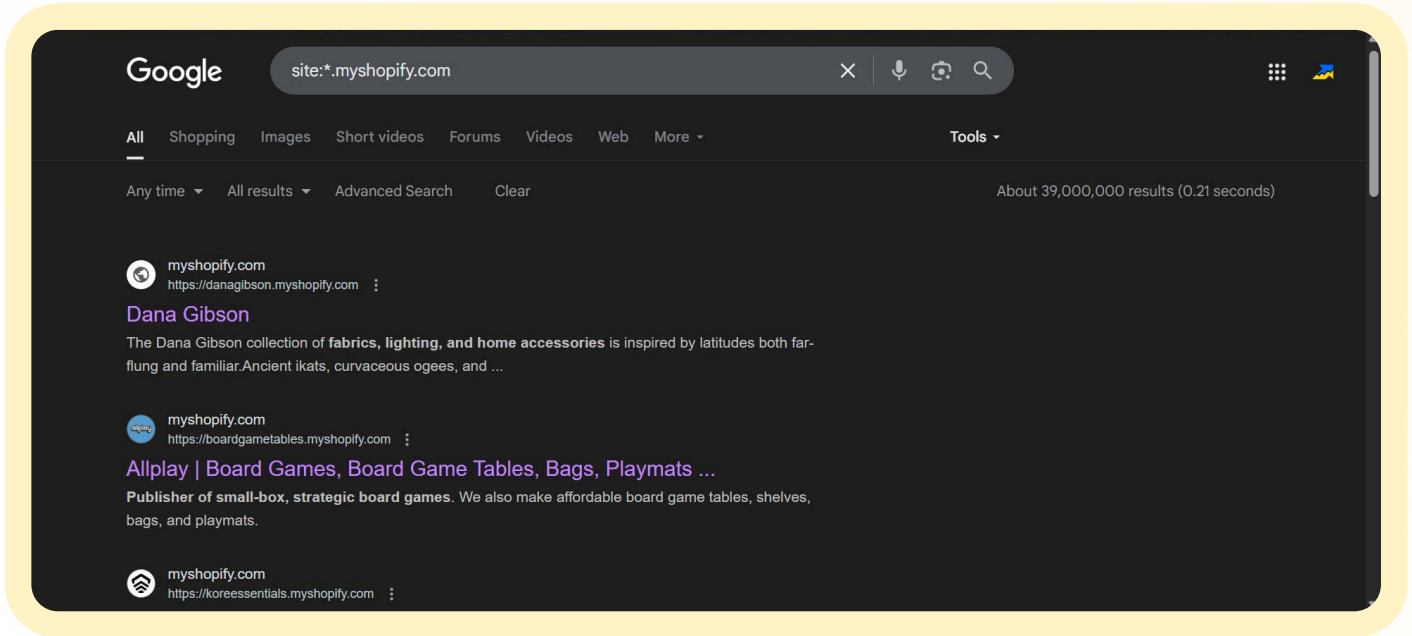
Serpstat’s search database tracks over **110,000 Shopify websites** in Google's US index alone, which grows daily as new stores launch and gain search visibility. These sites generate substantial organic traffic, with search performance metrics updated every **2-3 weeks** based on keyword rankings and click-through rates.

Organic Traffic of Shopify Websites, Google, the US



CHAPTER 7

- ✓ Using the search operator `site:*.myshopify.com`, we analyzed top-performing Shopify stores across various industries.

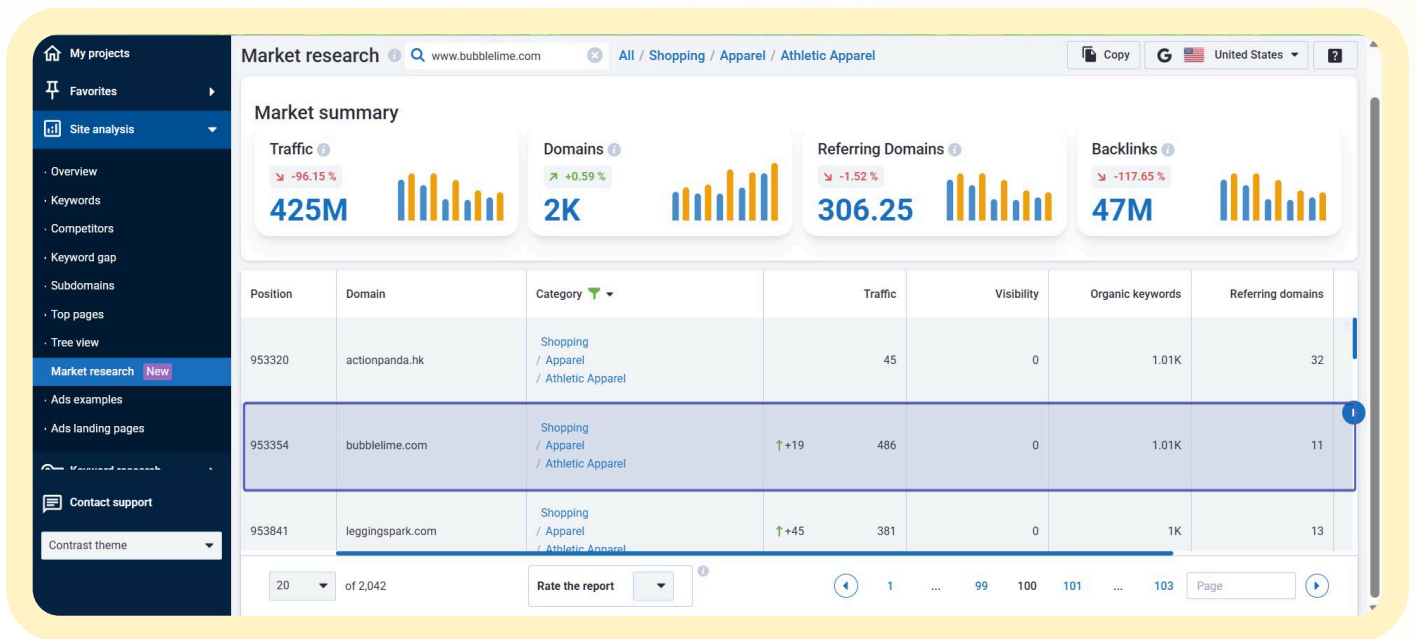


- ✓ The results consistently show strong organic visibility and traffic generation.

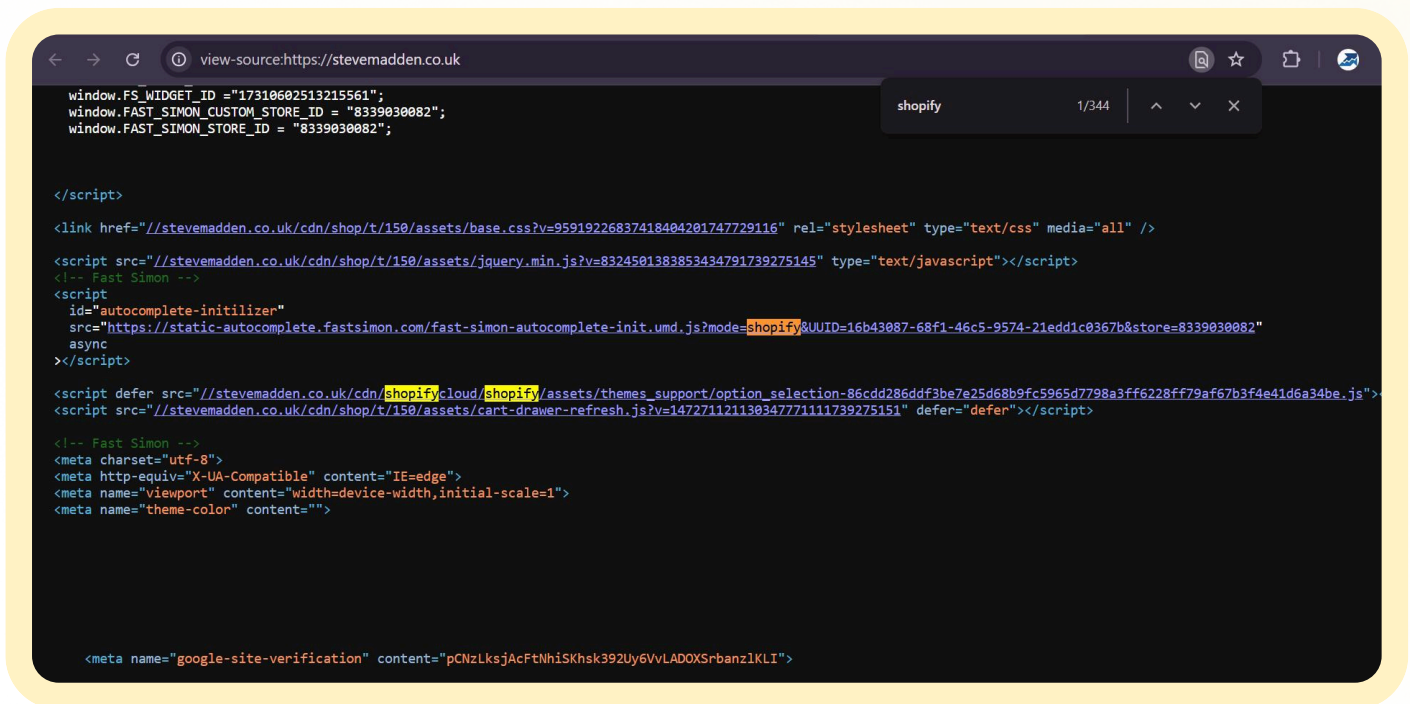
The screenshot shows the SERPSTAT dashboard with a batch analysis of 10 domains. The data is as follows:

#	Domain	Visibility		Traffic		Keywords	
		USA	Uni	USA	Uni	USA	Uni
1	allplay.com	1.25	224.9K	14.16K			
2	koreessentials.com	0.65	129.1K	23.23K			
3	thearmypainter.com	0.45	125.7K	25.14K			
4	cr7us.com	0.29	28.91K	1.49K			
5	mavenbuilt.com	0.28	55.72K	6.76K			
6	andyshhq.com	0.15	22.69K	19.25K			
7	www.danagibson.com	0.03	9.93K	3.13K			
8	www.sharkbanz.com	0.01	11.99K	2.26K			
9	slimeobsidian.com	0.01	7.01K	2.17K			
10	neo4ic.com	0	1.45K	1.1K			

- Take the competitive term **"yoga pants"** — a keyword with significant commercial intent. Shopify-powered bubblelime.com demonstrates good performance in this space, showing that the website can compete effectively in highly contested markets within the Athletic Apparel category.



- ✔ Even global brands like **Steve Madden (stevemadden.co.uk)** rely on Shopify for their e-commerce operations. This enterprise adoption proves that Shopify scales effectively for high-volume, international retail operations, debunking the one more myth that it's only suitable for small businesses.



```

view-source:https://stevemadden.co.uk

window.FS_WIDGET_ID = "17310602513215561";
window.FAST_SIMON_CUSTOM_STORE_ID = "8339030082";
window.FAST_SIMON_STORE_ID = "8339030082";

shopify 1/344

</script>
<link href="//stevemadden.co.uk/cdn/shop/t/150/assets/base.css?v=95919226837418404201747729116" rel="stylesheet" type="text/css" media="all" />
<script src="//stevemadden.co.uk/cdn/shop/t/150/assets/jquery.min.js?v=8324501383853434791739275145" type="text/javascript"></script>
<!-- Fast Simon -->
<script
  id="autocomplete-initializer"
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  async
></script>
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<!-- Fast Simon -->
<meta charset="utf-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width,initial-scale=1">
<meta name="theme-color" content="">

<meta name="google-site-verification" content="pCNzLksjAcFtNhiSKhsk392Uy6VvLADOXSrbanzIKLI">

```

This data-driven approach moves beyond speculation about Shopify's SEO capabilities and focuses on measurable strategies that drive sustainable e-commerce growth. It directly addresses the concern that Shopify's architecture inherently prevents top rankings, proving that with the right strategy, performance is not limited by the platform.

3. Platform-specific optimization tools

This leads us to another common myth: the lack of granular control. While Shopify's core platform has its structure, its true power lies in a vast ecosystem of apps and integrations. This is how modern Shopify stores overcome the old limitations of template-driven design and technical rigidity.

The most successful Shopify stores combine the platform's built-in SEO capabilities with strategic optimization and proper measurement. Focus on Shopify pros and implementing proven strategies that drive sustainable organic growth.

Shopify stores that invest in strategic SEO can get consistent, compound growth that reduces their dependency on paid advertising while building long-term brand visibility.

Different tools can help to deal with it:

Shopify app for **SEO monitoring and alerts.**

Smart SEO App for **automatic meta tag and alt tag generation**, specific to Shopify.

Booster SEO & Image Optimizer for **image search traffic.**

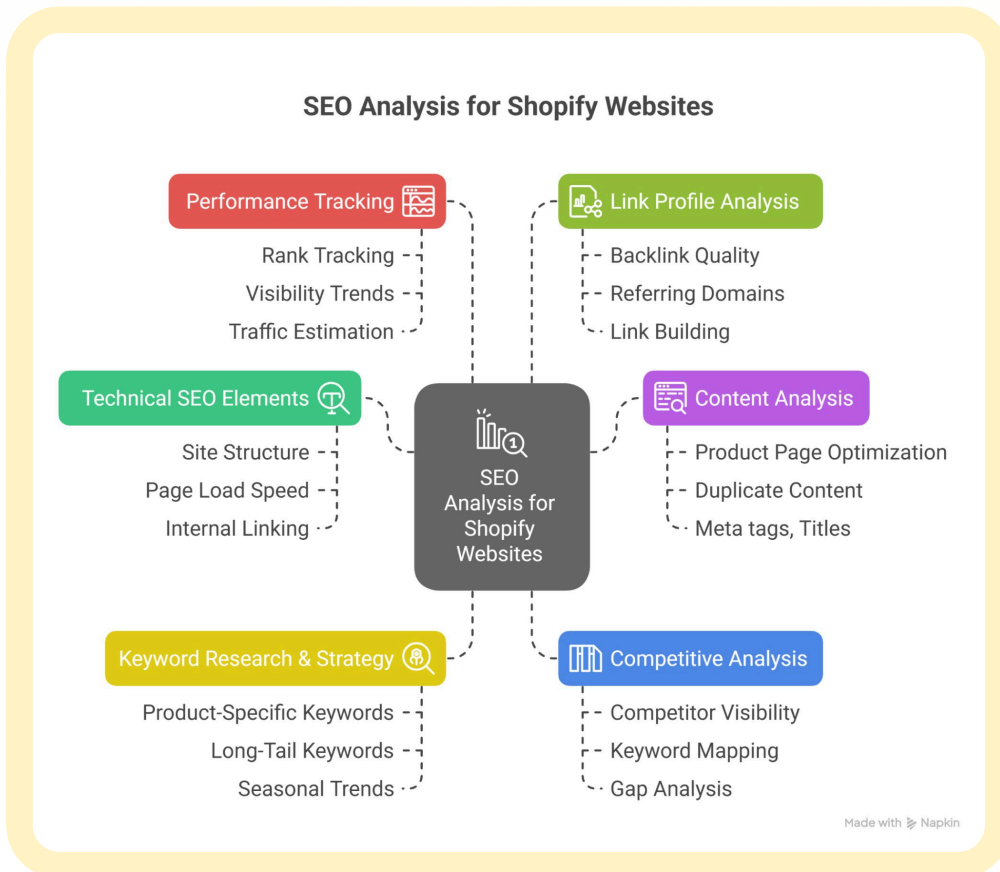
Yoast for **content analysis.**

Serpstat for **keyword and market research.**

Our platform specifically addresses Shopify's unique characteristics:

- 1** Product-specific keyword research tailored for e-commerce intent.
- 2** Competitor analysis that identifies successful Shopify stores in your market.
- 3** Technical auditing that understands Shopify's URL structure and app integrations.

SEO Analysis for Shopify Websites



4. SEO strategies for Shopify stores

Strategy 1:

Prioritize high-intent organic traffic over volume



Why this works:

The key lies in identifying purchase-intent keywords that align with your product catalog:

- Use keyword difficulty analysis to find commercial terms with realistic ranking potential.
- Identify seasonal keyword trends for strategic product planning and inventory management.
- Track competitor keywords to discover untapped high-intent opportunities.

#	Keywords	Volume	Volume trend	KW. difficulty	Cost	PPC compet
1	tattoo ink supplier	260	[Volume trend chart]	49	0.69	[PPC compet bar]
2	tattoo supplies ink	260	[Volume trend chart]	49	0.64	[PPC compet bar]
3	good tattoo supply websites	10	[Volume trend chart]	49	0.69	[PPC compet bar]
4	online tattoo supply store	30	[Volume trend chart]	49	0.75	[PPC compet bar]
5	buy tattoo supply	30	[Volume trend chart]	49	0.57	[PPC compet bar]
6	where to buy tattoo equipment	30	[Volume trend chart]	49	0.52	[PPC compet bar]
7	tattoo machine shop	30	[Volume trend chart]	38	0.42	[PPC compet bar]
8	tattooing ink supplies	260	[Volume trend chart]	49	0.64	[PPC compet bar]
9	shop tattoo supplies	10	[Volume trend chart]	49	0	[PPC compet bar]
10	tattoos supply online	390	[Volume trend chart]	49	0.71	[PPC compet bar]
11	tattoo supplies online	390	[Volume trend chart]	49	0.76	[PPC compet bar]
12	tattoo shop supply	30	[Volume trend chart]	49	0.47	[PPC compet bar]

Strategy 2:

Implement "quick win" technical SEO for immediate impact



The myth "SEO is too slow for e-commerce"

ignores the reality that technical optimizations can yield traffic improvements within weeks, not months.

- Optimize Core Web Vitals using Shopify's built-in performance features, specifically for mobile users (your primary audience).
- Implement proper internal linking between related products.
- Set up tracking for product demand through on-site search analysis.

Strategy 3:

Take advantage of Shopify's built-in SEO architecture



The myth of limited technical control.

Many of the features that require complex manual configuration on other platforms are natively handled by Shopify's architecture, solving common SEO headaches right out of the box.

Shopify's unique technical structure includes:

- Automatic sitemap generation and canonical tag implementation.
- Built-in SSL certificates and mobile-responsive themes.
Native structured data markup for products and collections — features
- that many custom e-commerce solutions require manual configuration to achieve.

Strategy 4:

Measure what matters for ecommerce SEO ROI

- Use search volume data to inform inventory and product development decisions (2-3 months before product launches).
- Monitor organic traffic conversion rates vs. paid channels.
- Track competitor visibility for your target keywords.
- Use search trend data and behavior patterns for campaign timing.
- Focus on "SEO-attributed revenue" rather than just rankings or traffic volume.

The conversation around Shopify SEO needs to evolve. The old myths of a "technical ceiling" and "**limited control**" often stem from an earlier era of website builders. Today, the platform's success is not a question of whether it can rank, but how you strategize to make it rank.

With the right strategy, tools, and measurement, Shopify offers a **powerful foundation** for SEO. We find that brands that prioritize high-intent traffic, implement fast-impact optimizations, and actively track what drives results consistently outperform their competitors, no matter which CMS they use.

08

AI and SEO for Shopify: Myths vs. what really works

AI and SEO for Shopify: Myths vs. what really works

Shopify store owners have a lot on their plates — and SEO just got more complicated. With AI tools like ChatGPT changing how people search, and Google introducing AI-generated summaries, the rules are shifting. But not everything you hear about ‘AI and SEO’ is accurate. Some of it’s helpful. Some of it’s marketing fluff.

In this piece, we’ll look at what’s actually happening, backed by recent data — and focus on what Shopify sellers can really do to grow. We’ll address the most common myths about AI and SEO and unpack what Shopify merchants really need to focus on, using fresh insights and data from SE Ranking’s latest research.

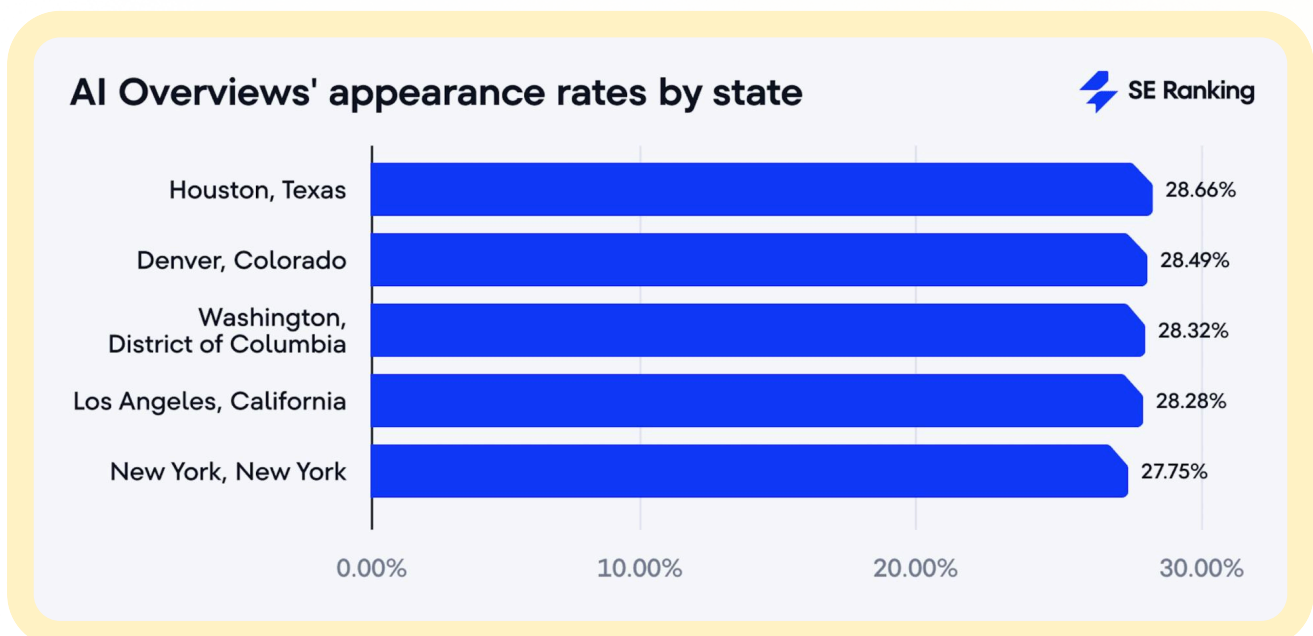
Marketing Team



Myth 1: 'AI-driven search will completely replace traditional SEO'

- ✓ **Reality check:** AI-powered search isn't here to kill SEO — it's here to reshape it. The fundamentals of SEO haven't disappeared. If anything, the basics now carry even more weight.

AI tools still need something solid to pull from — and that means your site's core SEO work matters. Backlinks from trusted sources, clear page titles and descriptions, and structured data that helps search engines make sense of your content... none of that has gone away. AI isn't replacing those foundations — it's building on top of them. According to our data, approximately **28.7%** of all queries in the USA now trigger AI Overviews.



That means nearly a third of searches are influenced by AI-generated responses — but they still rely on well-structured, authoritative sources to pull from.

Think about it this way: if you're running a Shopify store that sells eco-friendly yoga mats, and your product pages don't include things like FAQ sections or structured data, there's a good chance AI-driven search tools will miss them — no matter how well-written your content is. But if you include properly tagged FAQs like 'What's the difference between TPE and natural rubber mats?' you're not just helping customers — you're also making your content machine-readable, improving the odds that AI will include your brand in answers.



What you can do:

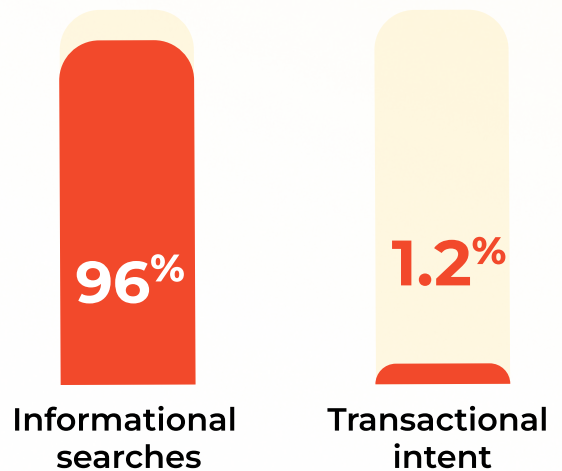
- Use schema markup for products, reviews, FAQs, and articles.
- Maintain strong foundational SEO: write helpful content, optimize metadata, and use internal linking wisely.
- Look for patterns in your AI presence: which types of content are most likely to appear? Where are you falling short?

Myth 2: 'AI-generated content eliminates the need for human input'

- ✓ **Reality check:** AI can be a powerful content assistant — but it's not your content manager.

Generative AI tools like ChatGPT can help with brainstorming, drafting and even refining ideas. But content is still king. Google's guidelines say content should be original, insightful and useful to the user and AI still struggles to deliver that without human guidance.

According to seoClarity Research, **96%** of AI Overviews appear in response to informational searches, while just **1.2%** are tied directly to transactional intent.



- ✓ So users will see AI generated answers when they ask educational or exploratory questions — like 'How to start a skincare routine' — rather than when they're looking for a specific product to buy.

For example, if you sell plant-based skincare on Shopify. An AI assistant might help you draft a post titled ‘Benefits of using vitamin C serum’. But if you want to actually rank and earn a spot in an AI Overview, the article needs more than surface-level fluff. Sometimes, a basic AI draft isn’t enough. You’ll still need to bring in your brand’s perspective — things like hands-on product comparisons, real examples, and a tone that actually sounds like you. It’s that human touch — the real insights, stories, and clarity — that makes content worth reading (and worth ranking).



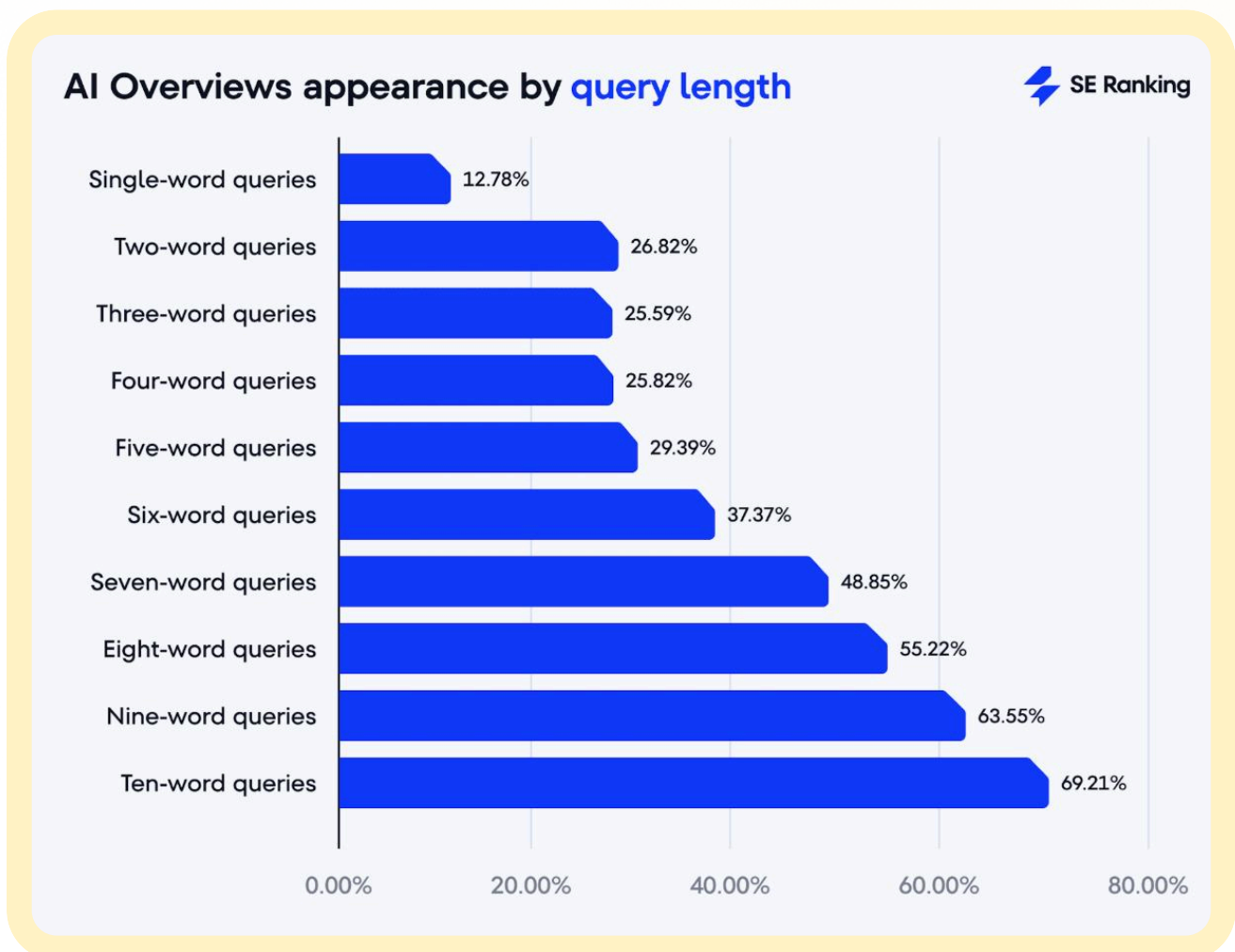
What you can do:

- Use AI tools to speed up keyword research, structure outlines, and draft content ideas — but don’t skip the human polish.
- Focus your AI-assisted content on informational intent. How-to guides, educational resources, and comparison posts are your best bets for AI visibility.
- Use SE Ranking’s **AI Overviews Tracker** to identify which keywords are generating AI responses — and adjust your content strategy accordingly.
- Always fact-check AI content and personalize it with insights, stories, or expert quotes.

Myth 3: 'AI search works the same as traditional SEO'

- ✓ **Reality check:** not exactly. There's some overlap, sure — but AI-powered search behaves differently in key ways. To stay visible, your SEO approach needs to evolve with it.

AI tools are designed to process and respond to natural, conversational language. We found that queries with 10 or more words are 5.4 times more likely to trigger AI Overviews compared to short-tail searches.



This means AI is more likely to generate an answer when users type full questions — think ‘what’s the best moisturizer for dry winter skin’ rather than ‘dry skin cream’.

For example, a Shopify store selling home decor might traditionally optimize for ‘wool throw blanket’. People rarely search using just one or two words anymore. They ask full questions — often the kind you’d say out loud. If your content responds to that natural language clearly and directly, it has a much better chance of being picked up by AI tools.



How to lean into this shift:

- Build rich FAQ sections on product pages that answer full-sentence questions shoppers might type into AI-powered search bars.
- Optimize product titles and descriptions using natural, conversational language. Try to mirror how your customers speak or search.
- Focus blog content on solving problems or answering common questions — not just describing product features.

Myth 4: 'AI-driven search results won't significantly affect Shopify stores

- ✔ **Reality check:** AI might not dominate transactional queries yet — but the landscape is changing fast. Shopify store owners who ignore AI risk being left behind.

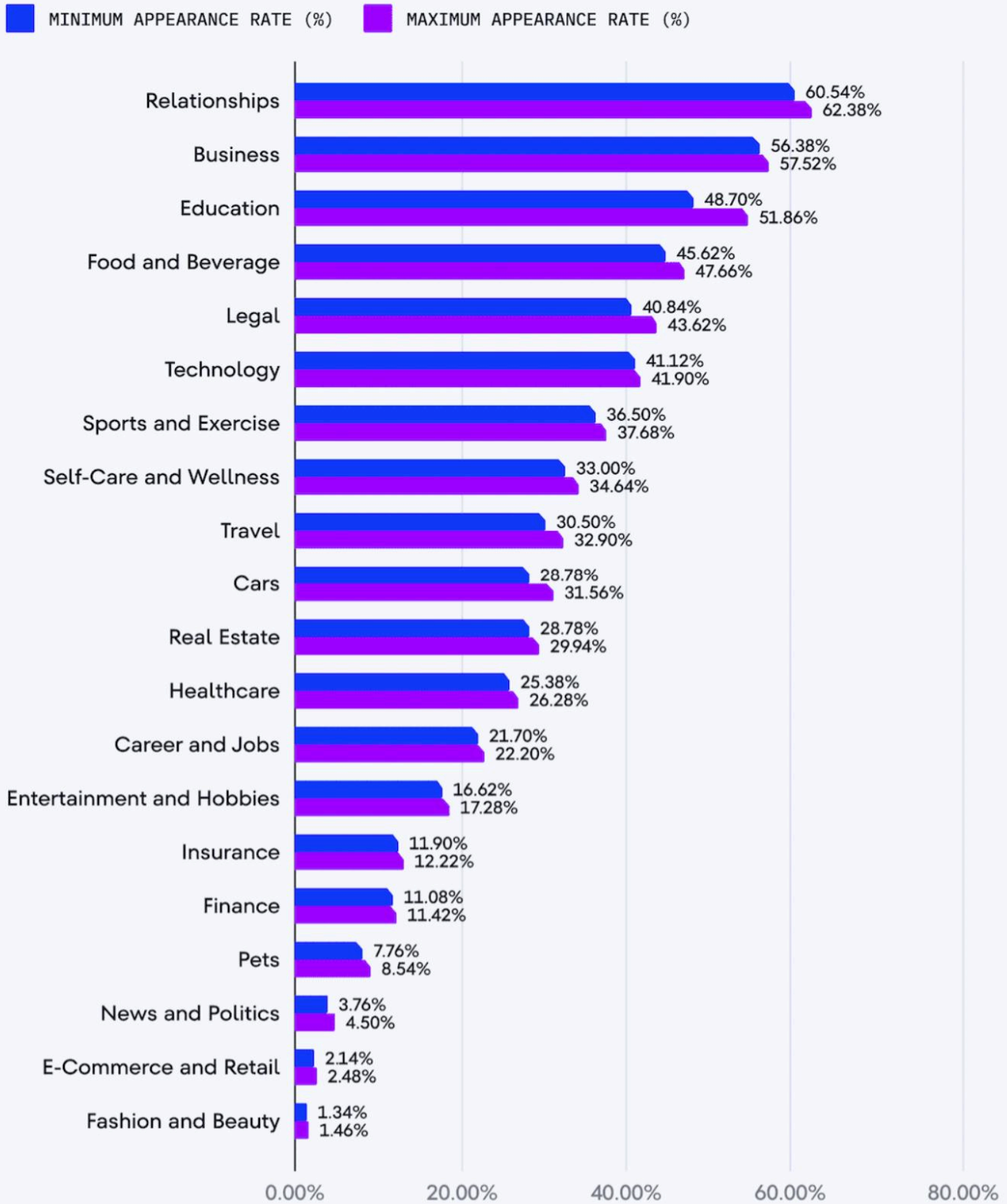


2.48%

of ecommerce-related queries trigger AI Overviews

Currently, only **2.48%** of ecommerce-related queries trigger AI Overviews. But as platforms become more sophisticated and trust in generative search grows, that number is expected to rise.

Niches with the highest and lowest AI Overviews' appearance rates



And here's the kicker: SE Ranking found that 99.25% of AI Overviews appear alongside other SERP features — like 'People Also Ask' sections, videos, or featured snippets. This means you don't need to win the AI Overview to benefit — you just need to structure your content to appear in adjacent elements that AI references or displays nearby.

For example, say you sell artisan candles. If someone asks 'what makes soy wax better than paraffin?' and your blog post appears as a featured snippet or PAA result, it might get pulled into an AI Overview — or at the very least, appear next to one. Either way, you're increasing visibility and authority.



Want to give your content the best shot? Try this:

- Structure your content for rich results by using clear headers, bullet points, and schema markup.
- Share real comparisons, explain how products work, or walk readers through a process. AI tools often grab content that goes deep, not just wide.
- Highlight what makes your brand unique right in your metadata — Google still pulls from title tags and meta descriptions for AI summaries.

Shopify SEO in the AI era: A **smarter checklist**

Here's a quick list to guide you when reviewing your content or updating your site:

- ✓ Structured data
- ✓ Long-tail language
- ✓ Content quality audits
- ✓ Featured snippet targeting
- ✓ Informational content focus

Succeeding in today's mix of classic SEO and AI-powered search takes more than keywords and links. You need a steady foundation — and some smart adjustments.

Structured data Ensure all product pages, blog posts, reviews, and FAQ sections include up-to-date schema markup. This helps both search engines and AI tools understand your content better.

Long-tail language Check if you're answering full, natural questions — the kind people actually type. Tools like SE Ranking can help you find them.

Content quality audits If you're using AI to generate content, build in a review process. Ask: Is this helpful? Is it original? Does it sound like us?

Featured snippet targeting Format content in question-answer style, include definitions, and use numbered steps or tables where possible. These formats often win snippets — and AI's attention.

Informational content focus Transactional content is important, but if you want to increase your visibility in AI search results, put time into educational articles and guides.

Embrace the shift, but stay grounded

AI is changing how people use search — and that includes how they find your store. But that doesn't mean you need to start from scratch. If your SEO is solid, you've already got a strong base. Now it's just about making small shifts to match how search is evolving. The next step is to layer in AI-aware strategies, like long-tail query targeting, structured content, and visibility tracking.

As **SE Ranking's research** shows, the early movers will have the advantage. And with the right tools and mindset, there's no reason your Shopify store can't be among them. Let AI guide your strategy — but let your brand's voice, vision, and value lead the way.

09

**A mobile website
is enough**

Myth 1: 'A mobile website is enough'

For years, eCommerce advice was clear: make sure your website works well on mobile. Responsive design, mobile-friendly checkout, and fast-loading pages became the gold standard. And for a time, that was enough to meet customer expectations.

But we're no longer in 2015.

Today, mobile-first shopping is the norm. Industry data shows that more than 70% of all eCommerce traffic now comes from smartphones, and in many sectors, mobile accounts for more than half of all purchases. Consumers expect instant, personalized, and frictionless experiences - and they are quick to abandon brands that cannot deliver them.

Yet despite these shifts, many store owners still say:

'I already have a mobile-friendly website. Why would I need an app?'

The answer is simple: a mobile website is good for visibility and discovery, but when it comes to retention, loyalty, and long-term profitability, a native mobile app delivers advantages that no website can match



Gabriel Stankov

Partnership Manager



BeyondCart

1. The changing nature of online shopping

To understand why this myth is outdated, we must examine how consumer behavior has evolved.

Shorter attention spans, higher expectations

1

Shoppers today make split-second decisions. If a page doesn't load instantly, or if the checkout process feels even slightly complicated, they move on. Apps, with their ability to store preferences and data locally, are often faster and smoother than mobile sites.

Shift from browsing to instant action

2

Mobile shoppers often know what they want. They expect to open an app, tap twice, and complete their purchase - no repeated logins, no re-entering shipping information.

Engagement is now proactive, not reactive

3

Waiting for a customer to revisit your website is passive. Proactive brands send timely, relevant reminders, offers, and updates - something a mobile website cannot do without an app.

2. Why mobile websites alone are not enough

A mobile-optimized website remains important - it's essential for SEO, discoverability, and serving customers who find you through search or ads. But when you rely solely on a website, you give up three major growth levers:

Direct communication

with customers without relying on email deliverability or social media algorithms.



Personalized experiences

based on user behavior, purchase history, and preferences.

Interactive engagement

that keeps customers coming back even when they're not actively shopping.



✔ This is where mobile apps excel.

3. The advantages of mobile apps over mobile websites

A mobile-optimized website remains important - it's essential for SEO, discoverability, and serving customers who find you through search or ads. But when you rely solely on a website, you give up three major growth levers:

1. **Push notifications:** immediate, guaranteed visibility

When you send an email, open rates often hover around 15-25%, and even then, your message can be delayed, filtered, or ignored. Social media posts are even less reliable, with organic reach shrinking year after year.



Push notifications, however, appear directly on a customer's device, by passing these barriers. They can be used for:

- **Flash sale announcements** - driving urgency and immediate traffic.
- **Abandoned cart reminders** - recovering sales that might otherwise be lost.
- **Order updates** - providing real-time tracking and keeping customers informed.
- **Personalized offers** - tailored to specific behaviors or purchase history.

Brands using push notifications strategically see engagement rates several times higher than email. The immediacy of a push notification can turn a passive browser into an active buyer within minutes.

2. **Segmentation:** speak to the right customer at the right time

One of the biggest weaknesses of a traditional mobile website is that it treats every visitor the same. While you can use cookies and personalization scripts, the experience is still limited by browser restrictions.



A mobile app allows you to collect rich data on how customers browse, what they buy, how often they engage, and even their location. With this data, you can create precise customer segments, such as:

VIP customers
who receive
exclusive offers first.

Seasonal shoppers
targeted with
timely promotions.

Dormant customers
re-engaged with
special incentives.

✔ Segmentation ensures that customers see content and offers that are relevant to them - which leads to higher conversions, less wasted marketing spend, and stronger brand loyalty.

3. **Gamification:** turning shopping into an experience

Shopping can be purely transactional, but the most successful brands make it enjoyable. **Gamification** - the use of game-like mechanics in non-game contexts - taps into this by creating anticipation, excitement, and reward.



A mobile app allows you to collect rich data on how customers browse, what they buy, how often they engage, and even their location. With this data, you can create precise customer segments, such as:

- ✓ **Spin-to-win wheels** offering discounts or freebies.
- ✓ **Scratch cards** reveal mystery rewards.
- ✓ **Points systems** that customers accumulate for purchases, reviews, or referrals.
- ✓ **Achievement badges** for milestones like repeat purchases.

Gamification works because it combines reward psychology with engagement. It encourages customers to interact with your app more often, even when they're not ready to buy. The more they engage, the stronger their relationship with your brand - and the more likely they are to return.

4. A permanent presence on the customer's device

A website lives in the browser. A mobile app lives on the home screen. That means every time a customer unlocks their phone, they see your brand's icon - a constant reminder that you're there when they're ready to shop.

This 'always there' presence can significantly increase repeat purchase rates. Instead of having to type your domain or search for you, the customer simply taps your app and starts shopping instantly.

4. The financial impact: retention vs. acquisition

Acquiring a new customer can cost five to seven times more than keeping an existing one. Yet many brands focus almost exclusively on acquisition through ads, influencers, and SEO - all of which get more expensive every year.

Mobile apps directly address the retention challenge by:

- ✔ Providing a channel for **low-cost, high-frequency communication**.
- ✔ Creating a more **personalized and enjoyable shopping experience**.
- ✔ Building a sense of exclusivity and community among app users.

For example, an apparel brand might see a **20%** repeat purchase rate among website-only customers, but a **40%** rate among app users who receive segmented push notifications and participate in loyalty programs. That kind of lift can transform the economics of your business.

5. Real-world examples

Flash sales that actually sell out

- 1 A beauty brand runs a 24-hour promotion and notifies app users via push notification. The result? The sale sells out in hours, with over 70% of purchases coming through the app.

Recovering lost carts at scale

- 2 An electronics store uses segmented push notifications to remind customers about items left in their carts, offering a small discount. Cart recovery rates double compared to email reminders.

Gamified loyalty that keeps people coming back

- 3 A sportswear brand introduces a 'scratch and win' feature in their app. Customers return weekly to check for new prizes, often making small impulse purchases along the way.

6. When is the right time to invest in a mobile app?

You might think a mobile app is only for big brands with massive budgets, but that's no longer true. If your store is seeing consistent sales, growing repeat traffic, or significant mobile usage, an app could multiply those results.

Signs you're ready include:

- ✔ More than 60% of your traffic comes from mobile devices.
- ✔ You have an established base of repeat customers.
- ✔ You want to reduce dependence on paid ads for repeat sales.
- ✔ You want to offer a more premium, personalized shopping experience.

7. The role of platforms like BeyondCart

Modern solutions like BeyondCart make it possible to launch a fully branded Shopify mobile app without custom coding or months-long development cycles. These platforms offer built-in:

1

Push notification systems

2

Customer segmentation tools

3

Gamification features like spin-to-win and scratch cards

4

Drag-and-drop customization to match your brand's design

- ✔ For brands serious about retention, these capabilities turn a mobile app from 'nice to have' into a revenue driver.

8. Conclusion: moving beyond the mobile website

A mobile-optimized website is the foundation of your online presence - but it's no longer the whole house. In today's e-commerce environment, owning the customer relationship is everything.

A mobile app gives you:

- ✔ Direct, instant communication through push notifications.
- ✔ Advanced segmentation for personalized marketing.
- ✔ Gamification that makes shopping fun and memorable.
- ✔ A permanent brand presence on your customer's device.

Relying solely on a mobile website leaves too much to chance. With a mobile app, you control the shopping experience, the communication channel, and the engagement cycle - all of which lead to higher retention, stronger loyalty, and increased lifetime value.



 **Claspo**

