



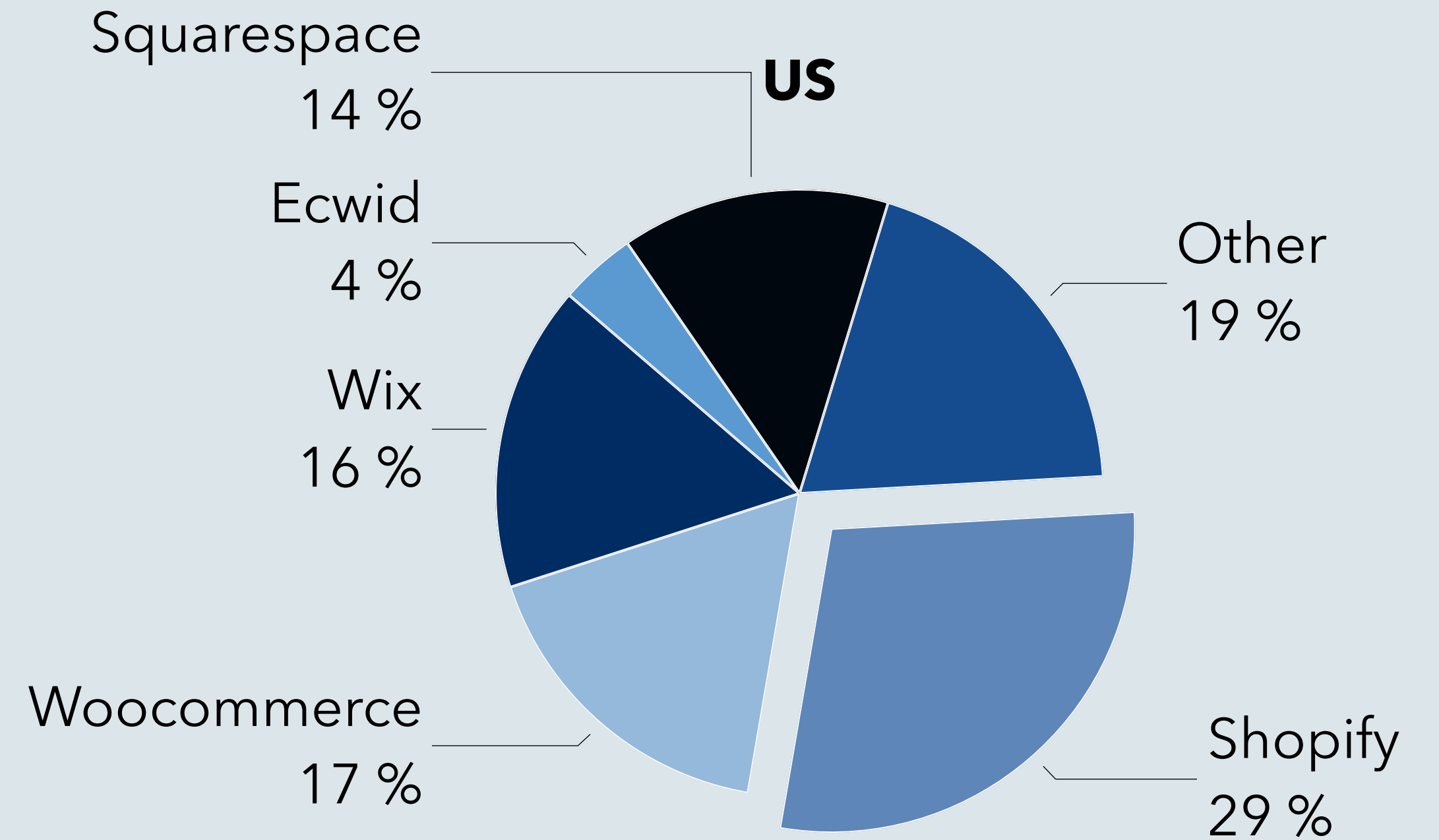
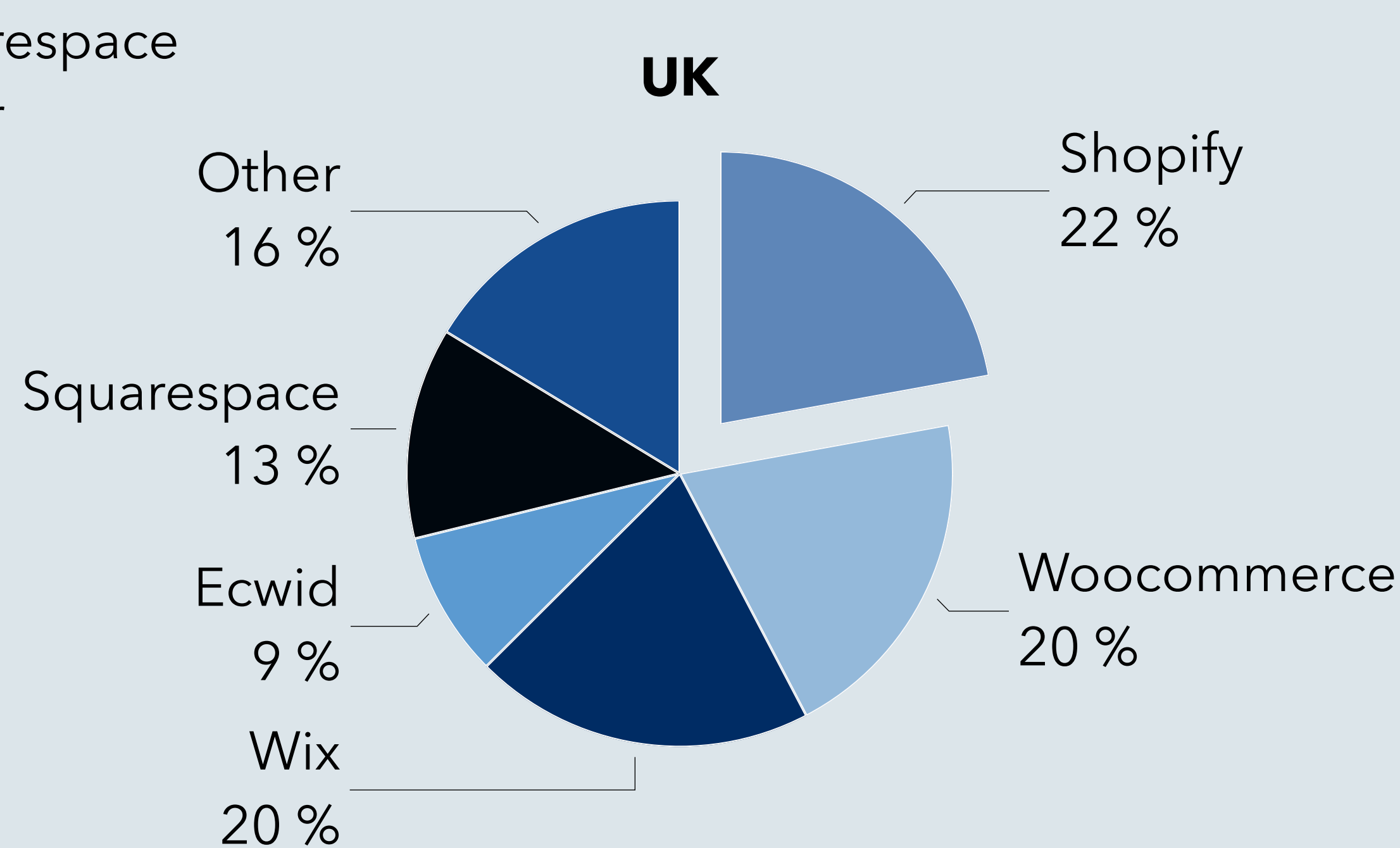
SHOPIFY

AND OTHER SaaS ECOMMERCE PLATFORMS IN 2024

INFOGRAPHY
BIRDIE BROWN
VISIONARYMARKETING.COM
MAY 2024

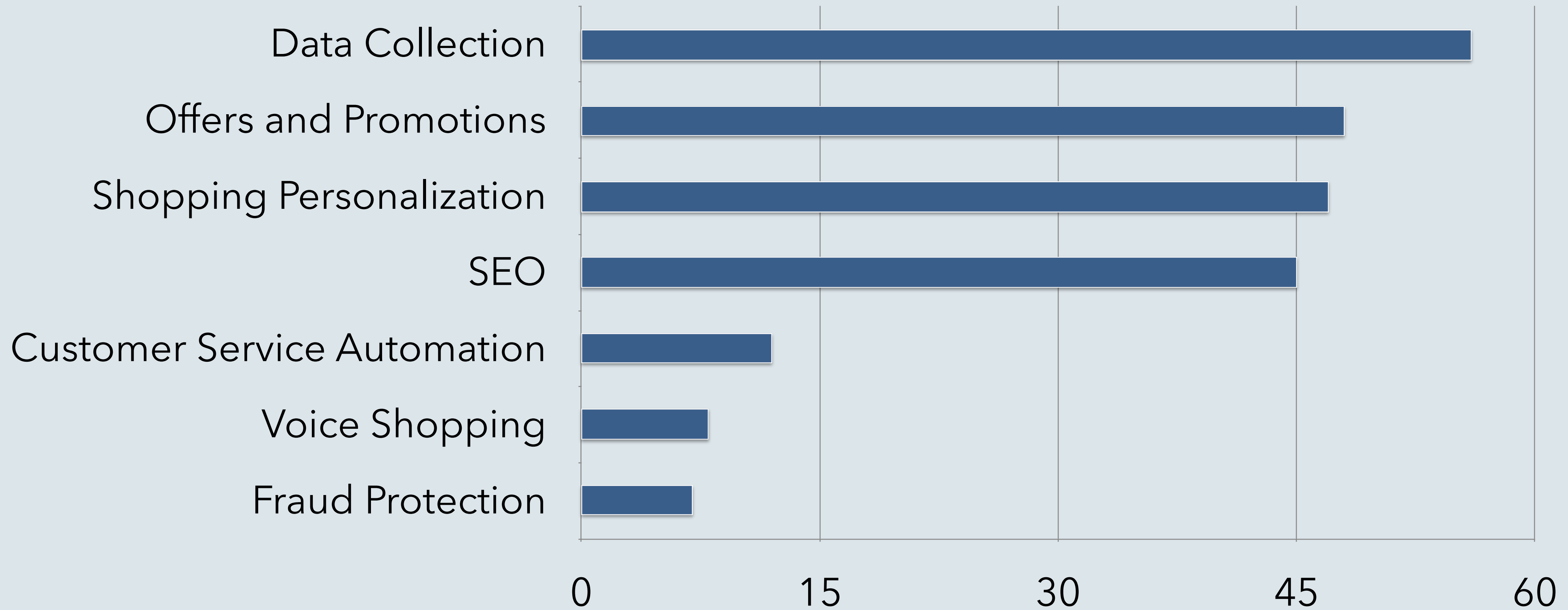
E-COMMERCE SAAS MARKETSHARE 2024

- Shopify
- Woocommerce
- Wix
- Ecwid
- Squarespace
- Other



56% OF SHOPIFY'S REVENUE COMES FROM NORTH AMERICA, THE REST FROM THE FOLLOWING:
EMEA-16% - APAC-10% - LATAM-1%

MAIN AI USES IN E-COMMERCE IN EUROPE 2023



AI FEATURES IN SHOPIFY

PROS

CONS

FRAUD PROTECTION

SHOPIFY APPS SUCH AS [KOUNT](#) ANALYZE HIGH RISK ORDERS, AUTOMATE AND APPROVE ORDERS, REFUNDS, AND CANCELLATIONS

AI HALLUCINATIONS

WITH GENERATIVE AI FEATURES SUCH AS [SHOPIFY MAGIC](#) AND CHATBOTS, THE PROGRAM HAS THE POTENTIAL TO SELF GENERATE IRRELEVANT ANSWERS

IMPROVED INVENTORY MANAGEMENT

THE AI SHOPIFY APP [MONOCLE](#) ANALYZES HISTORICAL DATA TO PREDICT FUTURE DEMAND AND COMMUNICATES WITH SUPPLIERS TO ENSURE STORE IS STOCKED

SHOPIFY CHATBOTS

[AI CHATBOTS](#) HAVE A POTENTIAL TO MISUNDERSTAND QUESTIONS AND LACK EMOTIONAL CONNECTION WITH ITS USERS, LEADING TO POOR CUSTOMER SERVICE

DYNAMIC PRICING

[DYNAMIC PRICING AI](#) CAN ANTICIPATE THE BEST TIMES TO DISCOUNT PRODUCTS AND ALLOWS MERCHANTS TO ADJUST PRICING BASED ON GLOBAL SUPPLY AND DEMAND

HYPER PERSONALIZATION

THE SHOPIFY APP [INTELLIMIZE AI PERSONALIZATION](#), COLLECTS USER DATA TO PERSONALIZE EACH CUSTOMERS LANDING PAGE, AND RECOMMENDS PRODUCTS POTENTIALLY LEADING TO CONSUMER MANIPULATION