

Pepperjam Simplifies Retailers' eCommerce Business with Shopify Integration

New live integration between leading performance marketing and ecommerce platforms speeds time-to-market and improves ROI for brands

WILKES-BARRE, Pa. and LAS VEGAS – March 17, 2017 – [Pepperjam](#), a full service performance marketing company, today announced its integration with [Shopify Inc.](#), the leading cloud-based, multi-channel commerce platform designed for small and medium-sized businesses.

New ecommerce integration reduces time and risk to launch an affiliate program

As a major affiliate network integrated with Shopify, Pepperjam empowers brands using Shopify's ecommerce platform with an effortless way to launch and manage a comprehensive and quality-controlled affiliate marketing program. This serves as an effective way for retailers to establish new revenue streams driving up to [15 percent of new online revenue](#).

"With all of the challenges faced by the retail world today, we feel confident in working with a performance marketing partner like Pepperjam to know we have a reliable way to drive revenue to our business," said Dustin Stollberg, Director of Paid Acquisition, [Parachute](#). "The latest integration with Shopify means we can automate the majority of the tedious and time-intensive tasks so that we can spend more time focusing on our customers and delivering the type of innovative services and support they need."

With the new [Pepperjam integration with Shopify](#), merchants of all sizes are able to maximize valuable time and resources. Automated access to the Pepperjam Network via the platform also reduces the need for lengthy IT support to manually add and configure the Pepperjam code to the retailer's order confirmation page. By dramatically shortening the time required for coding, brands and retailers can get programs to market quickly and focus on what's most important to them – creating seamless customer experiences from first-click to conversion.

"All retailers, no matter their size, should have access to world-class ecommerce solutions," said [Greg Shepard, chief strategy officer, Pepperjam](#). "As commerce technology continues to evolve at a rapid pace, innovators like Pepperjam and Shopify make it possible for retailers large and small to have access to advanced, yet easy-to-use, technology to drive new revenue opportunities."

Strategic partnerships & technology integrations maximize value to retailers

Pepperjam's integration with Shopify demonstrates its ongoing commitment to collaborate with world leading ecommerce platforms, including [WooCommerce](#) and [Magento](#), and advanced technology service providers.

Among the latest integrations within the Pepperjam Network, the company has partnered with [Oplytic](#) to enable brands and retailers to track app-to-app, mobile-web to app, and in-app events within the Pepperjam Network. With mobile commerce growing at a pace of at least 30 percent year-over-year, it is imperative for brands to have a simple and effective way to manage app-to-app and mobile purchases. With this integration, advertisers have a simple way to conduct media buys through Oplytic to increase exposure, installs, and, more importantly, revenue.

Pepperjam also recently launched a new feature that removes the burden to create a product feed with 99 percent accuracy, and helps merchants realize additional sales of about 5 percent. This solution instantly creates a product feed for brands, or can significantly improve an existing one, without the manual process or time required to do so.

To learn more about revenue-driving opportunities or Pepperjam's latest updates, check out its blog: <https://www.pepperjam.com/blog>

About Pepperjam

Pepperjam provides brands and retailers with the resources and confidence needed to promote their brand and grow their business. With products and services supported by decades of commerce experience, and the leading affiliate network in the world, it connects data and analytics across all performance channels and devices to generate creative solutions. Headquartered in Wilkes-Barre, Pa., Pepperjam is a global provider with offices in London, New York, Philadelphia, Santa Cruz, Tempe, and Toronto. Pepperjam is a portfolio company of Banneker Partners and the Permira Funds.

Contacts

Hotwire PR for Pepperjam
Jennifer Sricharoenchaikit, 646-738-8960
pepperjamus@hotwirepr.com