



SHOPIFY PARTNER PROGRAM

SERVICE TRACK

2025 Program Guide

This version is valid from January 1 through March 31, 2025

Table of Contents

1. SHOPIFY PARTNER PROGRAM OVERVIEW

- [1.1 ABOUT THE PROGRAM](#)
- [1.2 ABOUT THIS GUIDE](#)
- [1.3 PROGRAM TRACKS](#)
- [1.4 PROGRAM TIERS](#)
- [1.5 PROGRAM YEAR](#)
- [1.6 PROGRAM COMPLIANCE](#)

2. TIER REQUIREMENTS

- [2.1 OVERVIEW](#)
- [2.2 TRACKING PERFORMANCE & PARTNER IDs](#)
- [2.3 DETAILED COMMERCIAL REQUIREMENTS](#)
 - [2.3.1 DIMENSION 1: Referral and Co-Sell Revenue](#)
 - [2.3.2 \[OR\] DIMENSION 2: Existing Merchant Revenue](#)
 - [2.3.3 \[AND\] DIMENSION 3: Deal Minimums](#)
- [2.4 DETAILED CREDENTIAL REQUIREMENTS](#)
 - [2.4.1 DIMENSION 1: Shopify Verified Skills](#)
 - [2.4.2 \[AND\] DIMENSION 2: People Minimums](#)
- [2.5 TIER AWARD METHODOLOGY](#)

3. TIER BENEFITS

- [3.1 BUSINESS DEVELOPMENT BENEFITS](#)
- [3.2 TRAINING & EDUCATION BENEFITS](#)
- [3.3 MARKETING BENEFITS](#)

1. SHOPIFY PARTNER PROGRAM OVERVIEW

1.1 ABOUT THE PROGRAM

Welcome to the Shopify Partner Program. This is an industry-setting, performance-based, go-to-market partner program where all partners have a home. Partners will know exactly what is required to move up tiers in the program and the benefits available at each tier.

There are two main tracks:

- Service Partner track (for agencies, consultancies, system integrators) - This is the right guide!
- Technology Partner track (for independent software vendors, app partners) - Please visit the [partner program guide for Technology Track partners](#).

The Shopify Partner Program was created for organizations that are aligned with Shopify's vision to make commerce better for everyone. It is Shopify's program for partners that want to refer and influence the sale of Shopify products and services along with their own offerings. This program is an evolution of the Plus Partner Program, but is available to partners of all sizes.

This evolution for go-to-market partners includes the following changes to Shopify program brands:

- The Plus Partner program will sunset effective December 2024.
- The Plus Certified App Program (PCAP) brand will sunset effective June 2025 in favor of the new Technology Track of the Shopify Partner Program.
- The Shopify Experts brand and corresponding Shopify Experts Marketplace was previously sunset in December 2023.

These program brands should not be used beyond the sunset dates above. Qualified partners will be able to use new Shopify Partner Program tier badges in their materials to help talk about their relationship with Shopify.

1.2 ABOUT THIS GUIDE

This program guide is intended to enhance the partner experience by explaining the Shopify Partner Program framework, including detail about program requirements and benefits. This guide describes the Shopify Partner Program, effective January 1, 2025.

Program members can expect subsequent quarterly versions to include additional information about the program, policies, and resources. Shopify intends to notify program members of material changes 30 days in advance. The Q2 2025 version of this guide will be available on March 1, 2025

and effective from April through June, 2025. The latest version of this guide can always be found on [Partner Dashboard](#) (login required) under the “Partner Docs” section.

To qualify for any tier status and be eligible for program benefits, all partners must remain in full compliance with the terms and conditions outlined in the [Shopify Partner Program Agreement](#) and in this program guide.

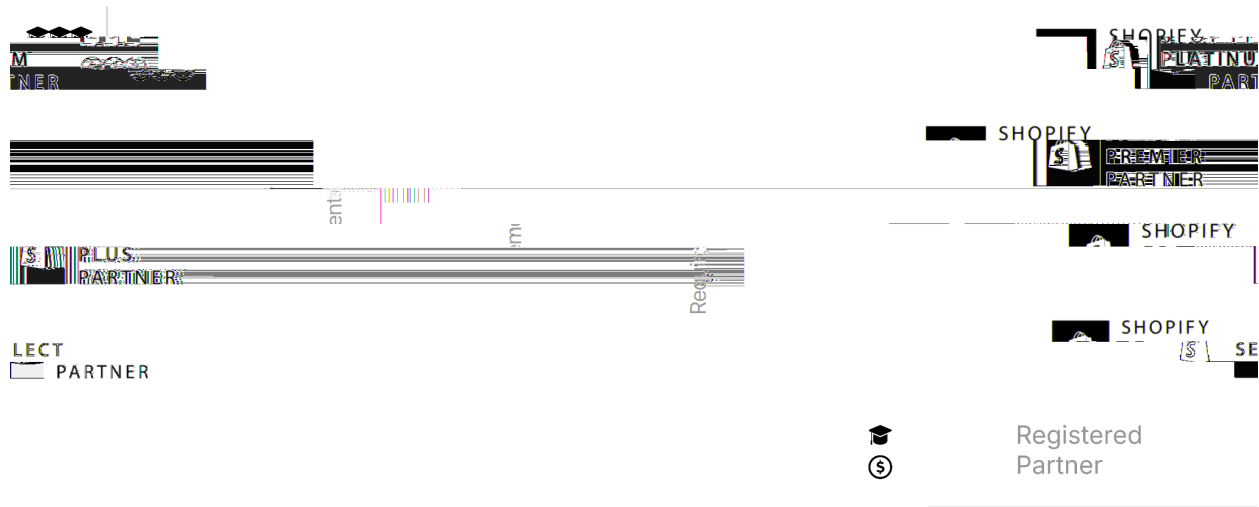
1.3 PROGRAM TRACKS

The Service Partner track of the Shopify Partner Program is designed for agencies, consultancies, and systems integrators looking to provide expert services that help merchants succeed on Shopify. Requirements for tiers in the Service Partner track are detailed in [Section 2](#) of this guide. Tiered benefits of the Service Partner track are detailed in [Section 3](#) of this guide.

The Technology Partner Track of the Shopify Partner Program is an invite-only program designed for Shopify's top independent software vendor (ISV) partners that want to go-to-market alongside Shopify in medium and larger accounts. This program is described in detail in the [partner program guide for Technology Track partners](#).

1.4 PROGRAM TIERS

There are five levels of the Shopify Partner Program for Service Track partners. The Registered level is not an official earned tier in the program. It is the baseline level for all new or growing partners. For Service Partners, Select, Plus, Premier, and Platinum tier levels are earned through commercial and credential achievement.



Size of Merchant

Service Partner Level	Tier Overview
Registered Partner	Upon entry to the program, all partners have basic access to resources and tooling to grow their impact in the Shopify ecosystem.
Shopify Select Partner	For partners with demonstrated expertise with small and medium business (SMB) merchants. Select partners are eligible for benefits including a tier badge and partner directory access.
Shopify Plus Partner	For partners that have demonstrated success with medium to large merchants on all Shopify plans. Plus tier partners are eligible for additional support and resources to accelerate growth.
Shopify Premier Partner	An exclusive tier for high-performing partners, Premier tier partners receive premium support, strategic collaboration, and priority access to Shopify events and people.
Shopify Platinum Partner	The top tier, reserved for global enterprise partners and Shopify's most successful partners, features personalized account management, bespoke growth opportunities, and industry recognition.

For the inaugural program year, January 1 to December 31, 2025, Shopify will place current, active 'Shopify Plus Program' partners and additional qualified partners into tiers. The Shopify Plus Program will be discontinued on December 31, 2024. Service partners placed into Select, Plus, Premier, and Platinum tiers will have the inaugural program year to maintain the commercial performance thresholds and meet the new credential standards of the partner program. Successful attainment of these levels will mean continued membership in the tier.

1.5 PROGRAM YEAR

2025 is the inaugural year of the new, go-to-market Shopify Partner Program. Program and tier standing will be evaluated on a quarterly basis as outlined in the following table:

Checkpoint Date	Approximate Performance Window	Checkpoint Type	Promotion (Demotion) Effective
Q1 2025	January 1, 2024 - December 31, 2024	Promotion Demotion (waived for 2025)	January 1, 2025
Q2 2025	April 1, 2024 - March 31, 2025	Promotion only	April 1, 2025
Q3 2025	July 1, 2024 - June 30, 2025	Promotion Demotion (waived for 2025)	July 1, 2025
Q4 2025	October 1, 2024 - September 30, 2025	Promotion only	October 1, 2025

What this means is that if an organization achieves the commercial and credential thresholds, they will be invited to move up on the next promotion date.

1.6 PROGRAM COMPLIANCE

At Shopify, we prioritize maintaining trust between merchants and our partners at all times. When merchants use apps from the Shopify App Store or hire partners to provide services, they rely on them to handle key responsibilities for their business. To ensure high operating standards within the Shopify partner ecosystem, all partners must adhere to the terms of the [Partner Program Agreement](#), [Shopify API License and Terms of Use](#), [Acceptable Use Policy](#), and any additional terms incorporated by reference.

To qualify for tier status and be eligible for program benefits, all partners must remain in full compliance with the terms and conditions outlined in the Shopify Partner Program Agreement and this program guide. Compliance is critical to maintaining your standing in the program and progressing through the tier structure, including any potential promotions. Failure to adhere to these terms may result in suspension of benefits or tier status altogether.

While actions vary depending on the impact of the violation, Shopify strives to provide education and a path to compliance wherever possible. Please review the [enforcement of Shopify's Partner Program policies](#) and how policy violations may impact eligibility for certain Programs.

It is essential to regularly review and comply with all partner terms and program requirements.

2. TIER REQUIREMENTS

2.1 OVERVIEW

Service Partners are eligible to attain one of five tier designations in the Shopify Partner Program; Registered, Select, Plus, Premier, or Platinum. Service Partner tier achievement beyond the Registered Partner level is based on two key categories: Commercial impact and credential attainment.

The table below provides a snapshot of program requirements by tier. Please read on to [Section 2.3 Detailed Commercial Requirements](#) and [2.4 Detailed Credential Requirements](#) for more information about definitions and thresholds. For the 2025 program year, partners will be placed into tiers based on trailing commercial impact. Partners will have until December 31, 2025 to maintain commercial impact requirements and also meet credential attainment requirements. Note that, although we aim for predictability and consistency in the program, Shopify may change requirements as it deems necessary to maintain the credibility of the program. All commercial requirements are listed in US Dollars (\$USD).

COMMERCIAL IMPACT <small>See Section 2.3 for more detail</small>	REGISTERED	SELECT	PLUS	PREMIER	PLATINUM
DIMENSION 1					
Referral and Co-Sell Revenue Annual Revenue (US Dollars) to Shopify from merchants acquired in the last 5 Years	–	≥ \$100k	≥ \$500k	≥ \$2M	≥ \$5M
[OR] DIMENSION 2					
Existing Merchant Revenue (Collaborator Account Access) Annual Revenue (US Dollars) to Shopify from merchants acquired in the last 5 Years	–	≥ \$500k	≥ \$2.5M	≥ \$10M	≥ \$25M
[AND] DIMENSION 3					
Deal Minimums Merchant shops acquired in a specific timeframe	–	≥ 1 Plus/Ent Or ≥ 10 Standard Over last 5 Years	≥ 2 Plus/Ent Or ≥ 40 Standard Over last 5 Years	≥ 4 Plus/Ent Over last 2 Years	≥ 6 Plus/Ent Over last 2 Years

CREDENTIAL ATTAINMENT <small>See Section 2.4 for more detail</small>	REGISTERED	SELECT	PLUS	PREMIER	PLATINUM
DIMENSION 1					
Verified Skills Aggregate credential attainment of all people at organization	–	3	10	30	80
[AND] DIMENSION 2					
People Minimums Minimum number of individuals at the partner organization earning Verified Skills	–	1 person min.	3 people min.	10 people min.	25 people min.

2.2 TRACKING PERFORMANCE & PARTNER IDs

A Shopify partner identification number (Partner ID) is assigned to all partners once they become a member of the Shopify Partner Program. All new partner program members are assigned 'Registered' partner status upon entry. To become a 'Registered' Shopify Partner Program member, Service partners are encouraged to follow the 'Become a partner' flow on the [Partner Program homepage](#). Once in the program, Shopify evaluates the commercial performance and credential attainment of all program members. Qualified partners will be invited to join Shopify partner program tiers on the next promotion date (see [1.5 Program Year](#)).

The performance of a partner organization, and its corresponding tier achievement, is attributed to a partner organization by its Shopify Partner ID, typically a 5 to 7 digit number. The Partner ID is listed on the [Partner Dashboard](#) under Settings, under Account Information. A partner organization's tier status will be visible in Partner Dashboard in January 2025. Over time in 2025, supporting data will become available in the Dashboard to show the performance against requirements.

Partners are encouraged to attain the highest tier possible through the impact of a single Partner ID or the cumulative impact across multiple Partner IDs. In the event a partner organization has multiple active Partner IDs, Shopify will make a reasonable effort to aggregate performance across Partner IDs as long as the multiple Partner IDs are in service of one go-to-market brand for the partner organization.

A partner organization's program tier will be displayed in its Partner Dashboard. For partner organizations with multiple partner IDs, the organization's program tier will be displayed against its

primary Partner ID (as determined by Shopify partner program operations). An organization's primary Partner ID is typically the most commercially active ID. If an organization's program tier does not appear on the expected Partner ID, please review other associated Partner IDs.

For questions, partners can contact Shopify Support through Partner Dashboard. Look for Support under Resources on the left navigation.

2.3 DETAILED COMMERCIAL REQUIREMENTS

The commercial impact category is measured by three dimensions: 1) Referral and Co-sell Revenue, OR 2) Existing Merchant Revenue, AND 3) Deal Minimums. These three dimensions establish a close relationship between the demonstrated experience of a partner (ie. working with Shopify customers on successful projects) and its tier level.

2.3.1 DIMENSION 1: Referral and Co-Sell Revenue

The most common path for partners to meet commercial impact requirements will be through three activities to help find or sell Shopify merchants. These activities are:

A. Development Store Transfer

This is when a partner finds a merchant (customer) opportunity, creates a development store and then transfers ownership to a merchant (customer) and the merchant (customer) begins paying Shopify. This is possible for both Shopify Standard plans (Basic, Shopify, Advanced plans) and the Shopify Plus plan.

B. Referral

For Shopify Plus or Enterprise deals, this is when a partner submits a referral form through the Partner Dashboard, has the referral confirmed (attributed to the partner) by Shopify, and the merchant (customer) starts paying for its plan. A successful referral partner is ultimately decided by Shopify. It is recommended to submit the lead as early as possible as merchants are often surrounded by multiple partners and Shopify sales people.

C. Co-Sell

For Plus or Enterprise deals, this is when a partner actively participates in the sales cycle along with Shopify sellers, has the co-sell confirmed (attributed to the partner) by Shopify, and the merchant (customer) starts paying for its plan. A successful co-sell partner is ultimately decided by Shopify.

Referral and co-sell revenue refers to the revenue that is accrued to Shopify. To clarify, it is not Gross Merchandise Value or Volume (GMV) or a forecast of potential future revenue. Partners will be given credit for the sum of all annual revenue accrued to Shopify by active (paying) merchants

(customers) in dimensions A, B, or C listed above where the partner is actively engaged with the merchant (customer). A partner is given credit for referral and co-sell revenue for each active merchant that has been acquired (attributed to the partner) in the previous 5 years. The 5 year time frame accounts for the long term performance (impact) of a partner.

Partners will note that referral and co-sell performance in pursuit of program tiers may differ from earning revenue share as a partner. Visit [Shopify Partner earnings](#) to learn more about how to earn with Shopify.

2.3.2 [OR] DIMENSION 2: Existing Merchant Revenue

While new business is important, so is keeping existing merchants (customers) happy and productive on Shopify solutions. Existing merchant revenue measures the revenue tied to collaborator relationships that a partner has with its merchants (customers). Partners use collaborator access for many activities like providing strategic consultation on store creation, implementation, and development. Visit the Shopify Help Center to learn more about [Collaborator Accounts](#). Note that we do not count "transactional" or limited-time log-ins, usually for the purposes of API set-ups, as collaborator relationships in this definition.

Similar to the timeframe for referral and co-sell revenue, a partner will be given credit for active merchant revenue for each merchant (customer) that has been acquired in the previous 5 years. The 5 year time frame accounts for the long term performance (impact) of a partner. Partners will be given credit for the sum of all annual revenue accrued to Shopify from active merchants (customers) that are associated to them through a value-added collaborator relationship during this timeframe.

2.3.3 [AND] DIMENSION 3: Deal Minimums

In addition to dimension 1 or 2 performance, partners must bring a minimum number of new business deals (new Shopify plans, exclusive of expansion stores) to Shopify for a given tier. A minimum number of new business deals assures existing and future merchants (customers) a minimum level of partner expertise. These deals are attributed to partners based on the same A, B, C definitions in 2.3.1.

Similar to the timeframe for dimensions 1 and 2 above, new business deals will only count toward tier performance for a specific period of time. For Select and Plus tiers, the count of newly acquired Merchant Shops, attributed to the partner, is restricted to a trailing 5 year period. For Premier and Platinum tiers, the count of newly acquired Merchant Shops, attributed to the partner, is restricted to a trailing 2 year period. Visit [Shopify Partner earnings](#) to learn more about how to earn with Shopify.

2.4 DETAILED CREDENTIAL REQUIREMENTS

The credential attainment category is the second of two tiered program requirement categories and is measured by two dimensions: 1) Shopify Verified Skills, AND 2) People minimums. These two dimensions establish a close relationship between the demonstrated experience of a partner (the team of people with Verified Skills related to Shopify products and solutions) and its tier level. People minimums, the second dimension, is a minimum bound meaning that skill attainment should be broadly distributed across a partner organization (not concentrated among a small handful of people). A minimum number of people at a partner organization must attain Verified Skills in order for the aggregate number of Verified Skills to count toward maintaining or achieving a new tier.

For the inaugural program year (2025)

- Partners placed into *Select, Plus, Premier, and Platinum* tiers have until December 31, 2025 to earn the required credentials.
- Partners that are entering 2025 as *Registered* partners need to meet all commercial and credential requirements before earning the *Select* tier.

2.4.1 DIMENSION 1: Shopify Verified Skills

Verified Skills are designed to deepen individual expertise and credibility in the market. Earning a Verified Skill badge(s) showcases an individual's ability to position, implement, and leverage the Shopify platform. The cumulative number of Shopify Verified Skills attained across all active employees at a partner organization count toward the tier attainment of the partner organization. Shopify may add additional credentials throughout the program year. For more information on how to earn Verified Skills, [visit Shopify Academy](#).

A Verified Skill is awarded only after the successful completion of the assessment (available online 24/7). Shopify suggests completing all corresponding courses and available exam guides prior to attempting a Verified Skills assessment. A passing score on a Verified Skill assessment will award the learner with an individual credential via a link to a badge which is administered by [Credly](#). The learner must create a Credly account to accept and use the digital badge.

Shopify Credential Expiration

- All earned credentials are valid for two years from the date of the passing score.

A Verified Skill badge is connected to an individual learner via the learner's unique email address. An individual learner must then associate their Verified Skill badge(s) with the organization's Shopify Partner ID in order for a learner's badge(s) to count towards the credential attainment of a partner organization. Individual learners connect to one partner organization (Partner ID) in the

Shopify Partner Dashboard. For partner organizations with multiple Partner IDs, individual learners need to connect to the Primary Partner ID (typically the ID that is most active commercially).

Credentials not associated with a partner organization will not be counted towards the tier achievement of the organization. If an individual is no longer an employee at a partner organization, the organization will no longer receive credit for the credential attainment by that employee. Follow [these instructions](#) to ensure that all employees have access to the primary Partner ID of the partner organization. If an individual leaves an organization, there is still time to earn or replace the Verified Skills as per the [program year schedule](#).

Visit the Shopify Academy [Credentials page](#) to view the catalog and purchase Verified Skills assessments. Exclusive discounts on bulk purchases of 10 or more assessments are available to Plus, Premier, and Platinum partners through their Partner Manager, and to all other partners on [Shopify Academy](#).

2.4.2 [AND] DIMENSION 2: People Minimums

In addition to attaining Verified Skills, a minimum number of people at a partner organization must attain Verified Skills in order for the aggregate number of Verified Skills to count toward maintaining or achieving a new tier. Individual Verified Skills attainment will only count toward the tier performance of the organization when a minimum number of people have attained at least one Verified Skill.

2.5 TIER AWARD METHODOLOGY

The tier awarded to Service Partners is based on the higher of 'Referral and Co-sell Revenue' OR 'Existing Merchant Revenue (Collaborations)', assuming Deal count and Verified Skill minimums are met for that tier. Let's evaluate the performance of a hypothetical Service Partner (Partner ABC) to illustrate the methodology.

'Partner ABC' meets the following tier requirement thresholds based on its performance over the last 12 months. Based on its performance from the trailing 12 months, 'Partner ABC' would be awarded the 'Plus' tier status in the Shopify Partner Program.

Commercial Impact*	Performance	Tier threshold met
Referral and Co-sell Revenue achievement (US Dollars)	\$700-800K	Plus
[OR] Existing Merchant Revenue achievement (US Dollars)	\$300-400K	Select
[AND] Deal Minimum achievement	3 Plus deals; 7 Standard deals in last 5 years	Plus
Credential Attainment		
Verified Skills achievement	31	Premier
[AND] People Minimum	8	Plus
TIER AWARD RESULT		Plus Tier

3. TIER BENEFITS

Basic access to Shopify Partner Program benefits are available to all partners upon acceptance of the Shopify Partner Program Agreement. Service Partners are eligible to earn into higher benefits by tier in the following three benefit categories: Business Development, Training & Education, and Marketing. Please note that additional benefits will appear over time!

3.1 BUSINESS DEVELOPMENT BENEFITS

Benefit	Registered	Select	Plus	Premier	Platinum
Shopify Partner Dashboard	✓	✓	✓	✓	✓
Referral & Co-sell Incentives	✓	✓	✓	✓	✓
Development environments	✓	✓	✓	✓	✓
24/7 Partner Support	✓	✓	✓	✓	✓
Named Partner Development Manager			By Invitation	✓	✓
Business Reviews			By Invitation	✓	✓
Account Mapping			By Invitation	✓	✓
Access to Partner Solutions Engineers			Eligible	✓	✓
Partners Featured to Internal Field Sales Teams			✓	✓	✓
Partner Development Fund			Eligible	✓	✓
Partner Advisory Council					By Invitation

Shopify Partner Dashboard: The Partner Dashboard is Shopify's partner portal, the central hub for a partner to manage its partnership with Shopify. It is designed to automate and streamline the process of submitting leads, viewing deals, managing Shopify stores, reviewing enablement materials related to sales, marketing and technical assets, and more. Access Partner Dashboard by [logging in](#) on the Shopify Partners homepage.

Referral & Co-sell Incentives: Shopify partners can unlock financial incentives through referral programs by bringing new merchants to Shopify and collaborating on joint sales efforts. These incentives are designed to reward partners for generating new business and enhancing Shopify's market presence. To take advantage of these opportunities, partners should register their leads in the Partner Dashboard as early as possible. Learn more about the potential earnings through the [Shopify Partner Earnings](#) resources.

Development Environments: Build full commerce solutions for prospective Shopify clients of all sizes and plan types with our free development environments. Build, test and deploy apps for unique client needs, or Shopify merchants at large. Go to Partner Dashboard as the starting point.

24/7 Partner Support: Shopify partners can access 24/7 support for both technical assistance and general inquiries related to the Shopify tools, resources, and programs. A team of on-demand support specialists are available to assist at any time. Partners can submit support requests through the Partner Dashboard, under Support in the left navigation, ensuring they receive the help they need whenever they need it.

Partner Development Manager: Plus tier partners and higher are eligible for direct access to a Partner Development Manager (PDM) who will provide strategic business planning, partnership guidance, and growth strategies, tailored to the partner organization. This personalized support helps partners to maximize the value of the Shopify partnership and achieve long-term success. PDMs will reach out to partners in priority sequence that are eligible for this benefit.

Business Reviews: Receive regular business reviews with your Partner Development Manager to evaluate performance, growth opportunities, and alignment with Shopify's strategic goals. These reviews provide actionable insights and recommendations to help optimize the partnership and scale a partner organization's business within the Shopify ecosystem.

Account Mapping: Account mapping is a collaborative activity between Partner Development Managers and their Partners where respective parties discuss mutual prospects and opportunities. The outputs from account mapping often lead to increased partner attachment to deals and helps sales teams from both parties co-sell more effectively.

Access to Partner Solutions Engineers: Collaborate with Shopify's Partner Solutions Engineers (PSE) to accelerate success through technical upskilling. PSEs conduct technical consultation sessions, discovery workshops, webinars, and a variety of other engagements to ensure our partners are equipped to be successful.

Partners Featured to Internal Field Sales Teams: Increase visibility with Shopify's global sales teams through various opportunities to be featured. This exposure helps align partner capabilities with new sales opportunities and client needs.

Partner Development Funds: Eligible partners can access development funds to co-invest in growth initiatives such as training, and customer acquisition efforts. These funds provide valuable support to help partners accelerate their business growth and increase their impact within the Shopify ecosystem. Partner Development Managers will reach out to partners in priority sequence that are eligible for this benefit.

Partner Advisory Council: Join an exclusive group of high-impact partners who provide feedback, strategic input, and market insights directly to Shopify's leadership team. Participation in the council gives partners a voice in shaping the future of Shopify products and services, fostering deeper collaboration and mutual success.

3.2 TRAINING & EDUCATION BENEFITS

Benefit	Registered	Select	Plus	Premier	Platinum
Invitations to Live Partner Webinars & On-demand Recordings	✓	✓	✓	✓	✓
Free Online Access to Shopify Academy Self-paced Courses	✓	✓	✓	✓	✓
Shopify Verified Skill badges, Prep Resources	✓	✓	✓	✓	✓
Access to News Articles, Newsletter, and Email Communications	✓	✓	✓	✓	✓

Invitations to Live Partner Webinars & On-demand Recordings: Stay updated on the latest Shopify insights, trends, and strategies with exclusive access to live partner webinars. These sessions provide actionable guidance from Shopify experts to help enhance the service offerings of a partner organization and grow its business.

Free Online Access to Shopify Academy Self-paced Courses: Gain free access to Shopify Academy's comprehensive self-paced courses, designed to help partners master Shopify's platform and grow their expertise. These courses cover everything from technical skills to business development, enabling partner organization members learn at their own pace.

Shopify Verified Skill Badges and Prep Resources: Showcase Shopify expertise with Shopify Verified Skill badges earned by completing prep resources and passing assessments. These badges help differentiate people (teams) at partner organizations by demonstrating proficiency in key areas of the Shopify platform.

Access to News Articles, Newsletter, and Email Communications: Stay informed with Shopify's latest updates, industry news, and partner-specific insights through regular news articles, newsletters, and email communications. These resources ensure partners are up-to-date on product releases, market trends, and opportunities within the Shopify ecosystem.

You will find the above items across [Shopify Academy](#) and [Partner Dashboard](#).

3.3 MARKETING BENEFITS

Shopify's Partner Marketing resources, tools and marketing funds are available to eligible partners to help generate new leads and grow their business. Advanced campaign and partner marketing support access is unlocked at top-tiers to accelerate joint marketing efforts. Eligible partners can access marketing benefits as follows:

Benefit	Registered	Select	Plus	Premier	Platinum
Self-Serve Partner Marketing Resources	✓	✓	✓	✓	✓
Use of Shopify Tier Badge		✓	✓	✓	✓
Partner Profile on Shopify Partner Directory		✓	✓	✓	✓
Partner Marketing Strategic Resources			✓	✓	✓
MDF Eligibility			Limited	✓	✓
Partner Marketing Planning & Support			Limited	✓	✓
VIP Partner Events				✓	✓
Shopify Event Sponsorship Eligible				✓	✓

Self-Serve Partner Marketing Resources: Partners can access self-serve tools and resources to independently plan and execute marketing strategies tailored to their business goals. Sales resources and best practice guides are available in the Partner Dashboard.

Use of Shopify Tier Badge: Display partnership status with an official Shopify Tier Badge, highlighting the expertise and credibility of a partner organization within the Shopify ecosystem. This badge helps differentiate partner organizations to potential clients and demonstrates commitment to Shopify's platform. Tiered partners will receive a digital badge corresponding to their earned tier that may be used on organization owned web properties and for other organization social and promotional purposes. Program tier logo usage guidelines are as follows:

- The Shopify Tier Logo (eg. Shopify Select Partner) must not be altered in any way.
- The logo must not be translated.

- The logo may ONLY be used upon official confirmation of Partner Program tier attainment, as communicated by Shopify.
- The logo must not be used before January 1, 2025.
- Upon tier promotion (or demotion), the corresponding tier logo must be updated within 48 hours.
- The Shopify Plus Partner Program will be discontinued on December 31, 2024. The Shopify Plus Partner Program brand and assets related to this brand will cease to be recognized as a Shopify partner status after that time.

Partner Profile on Shopify Partner Directory: Showcase service offerings and expertise with a dedicated profile on the Shopify Partner Directory, increasing visibility to potential clients and Shopify merchants worldwide. This directory listing allows merchants to easily discover, connect, and collaborate with tiered partners based on experience and skill. Note that the Partner Directory will be going through several updates over 2025 to incorporate more and more elements of the tiered program.

Partner Marketing Strategic Resources: The [Partner Marketing Center](#) includes ready-to-launch campaign components, email marketing automation and social automation platforms to aid in the execution of marketing campaigns to accelerate pipeline and engage merchants. Resources include co-brandable assets, customizable campaign assets, best practices guides, marketing automation, and social campaigns. Documents and campaigns that are eligible for co-branding may vary by region and partner tier. All partners may access marketing training courses in [Shopify Academy](#), marketing webinars and best practice guides to aid in the learning and development to execute successful marketing campaigns.

Marketing Development Fund (MDF) Eligibility: Eligible partners can access Marketing Development Funds (MDF) to aid in the development and execution of marketing plans to drive demand generation. Partners seeking support for their marketing initiatives can apply for MDF through the Partner Marketing Center. This program encourages and rewards creative, data-driven marketing initiatives that can include events, digital marketing campaigns, webinars, whitepapers, and more. MDF is paid after campaign completion and fulfillment of the reimbursement criteria. Marketing Development Funds operate on a six-month cycle to provide better funding predictability and campaign flexibility. Campaigns must start and end within a cycle period. The full list of eligible activities and how to request funding can be accessed in the [Marketing Development Funds Guide](#).

Partner Marketing Planning and Support: All partners have access to self-serve marketing planning templates, training and best practices guides to aid in the support of creating and executing marketing plans to drive growth. Partners within the Premier and Platinum tiers are eligible to engage with global or geographically-based marketing management resources to develop annual marketing plans with Shopify. Plan formats and requirements are defined by the assigned Shopify Partner Marketing Manager and must include goals, objectives and executable tactics to drive net new sales or revenue growth. Approved plans must include commitment for plan execution from Shopify and the partner prior to implementation. Service Partners within the

Plus tier are eligible for access to limited, consultative partner marketing support to aid in the development and execution of partner-led plans.

VIP Partner Events: Qualifying partners receive invitations to exclusive Shopify partner VIP events, providing premium networking opportunities with Shopify executives, industry leaders, and other top-tier partners. These events offer unparalleled access to insights, strategic discussions, and relationship-building opportunities.

Shopify Event Sponsorship: Increase brand visibility by sponsoring Shopify partner events and aligning with Shopify's premier industry gatherings. Event sponsorship offers a unique opportunity to connect with potential clients and partners while showcasing solutions and expertise.

Have questions?

- Reach out to *Partner Support* via [Partner Dashboard](#)
- Eligible Plus, Premier, and Platinum partners can reach out to their Partner Development Manager

Stay informed

- Level up on [Shopify Academy](#)
- Browse the [Shopify Help Center](#)
- Read the [Shopify Partner Blog](#)

Look for Shopify Partner Program updates in the Q2 Service Partner track program guide, coming March 2025!