



SHOPIFY PARTNER PROGRAM

TECHNOLOGY 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 MARKET INFLUENCE](#)
- [2.3 COMMERCIAL IMPACT](#)
- [2.4 INTEGRATION CREDENTIALS](#)

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. It 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 refer and influence the sale of Shopify products and services along with their own offerings. This new go-to-market program is an evolution of the Plus Certified App (PCAP) and Plus Partner Programs.

There are two main tracks:

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

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

- The Plus Partner program will be discontinued effective December 31, 2024 in favor of the new Service Track of the Shopify Partner Program.
- The Plus Certified App Partner (PCAP) program brand will be discontinued effective June 30, 2025 in favor of the new Technology Track of the Shopify Partner Program.
- The Shopify Experts brand and corresponding Shopify Experts Marketplace was previously discontinued in December 2023.

These program brands should not be used beyond the dates of discontinuation above. Qualified partners will be able to use new Shopify Partner Program tier badges in their materials, starting in January 2025, 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 the Shopify [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 **Technology Partner** track of the Shopify Partner Program is invite-only for 2025, tailored for independent software vendors (ISV), application developers (Apps), enterprise resource planning (ERP) providers, and global technology companies looking to both integrate solutions with Shopify and go-to-market with Shopify. This program track is the new home for Plus Certified Application Partners (PCAP).

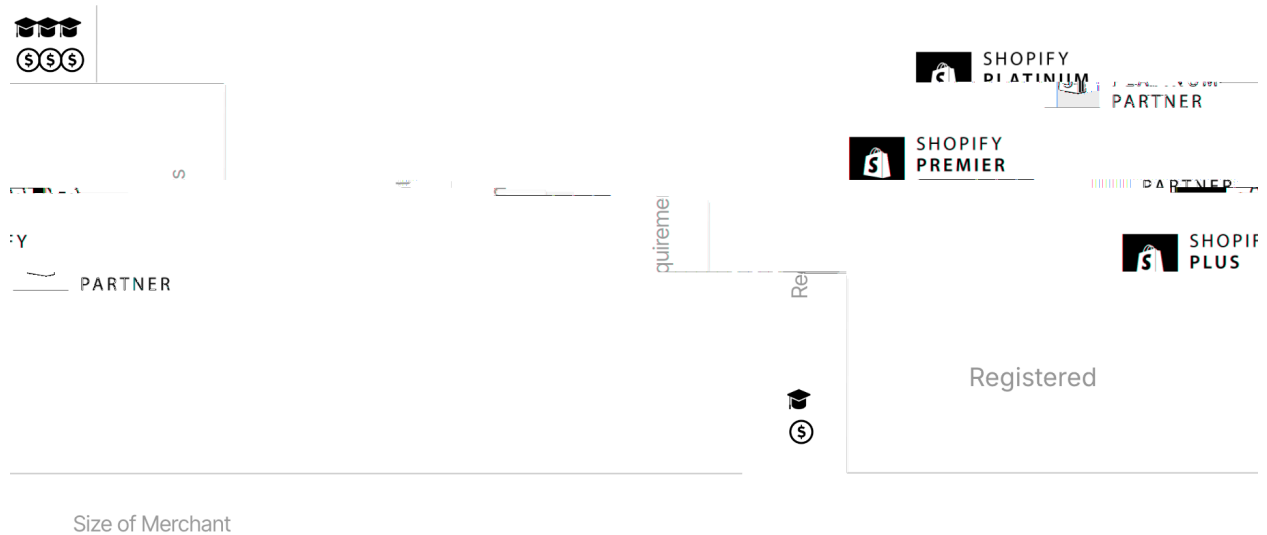
Theme Store partners can continue to take advantage of listing on the [Shopify Theme Store](#). Theme store partners with a services arm (ie. agency) may also participate in the tiered Service Track of the Shopify Partner Program.

The [Shopify App Store](#) continues to be the best place for Shopify merchants to find apps to help build their business. App developers can [create apps for the Shopify App Store](#) to reach millions of entrepreneurs around the world. In addition, app developers can earn additional App Store and enablement benefits by achieving [Built for Shopify](#) status, Shopify's quality standard for apps. Requirements for tiers in the Technology Partner track are described in [Section 2](#) of this guide. Tiered benefits of the Technology Partner track are detailed in [Section 3](#) of this guide.

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. This track is described in detail in the [Partner program guide for Service Track partners](#).

1.4 PROGRAM TIERS

There are four levels of the Shopify Partner Program for Technology Track partners: Registered, Plus, Premier, and Platinum. The Registered level is not an official earned tier in the program. It is the baseline level for all new or growing partners. Plus, Premier, and Platinum tier status is by invitation only, based on market influence, commercial impact, and the adoption of Integration credentials.



Technology Partner Level	Tier Overview
Registered Partner	<p>This entry-level tier ensures that all partners have basic access to resources and tooling to grow their impact in the Shopify ecosystem.</p> <p>Technology partners targeting SMB merchants can continue to sell through the Shopify App Store and achieve the Built for Shopify (BFS) quality standard to grow.</p>
Shopify Plus Partner	<p>For partners that have demonstrated success with medium to large merchants on Shopify. Plus tier partners are eligible for additional partnership and solutions support to accelerate growth.</p>
Shopify Premier Partner	<p>An exclusive tier for partners that originate and/or co-sell significant business to Shopify, Premier Tier partners receive dedicated partnership and solutions support, strategic product collaboration, and priority access to Shopify events and people.</p>
Shopify Platinum Partner	<p>The top tier, reserved for global enterprise partners, features personalized account management, bespoke growth opportunities, and industry recognition.</p>

For the inaugural program year, January 1 to December 31, 2025, Shopify will place current, active 'PCAP' partners and additional qualified partners into tiers. PCAP Program branding will be discontinued on June 30, 2025. Technology partners placed into Plus, Premier, and Platinum tiers will have the inaugural program year to maintain the market influence, commercial impact, and integration credential standards of the Partner Program.

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 regular basis. All existing Plus Certified App Partners will receive more information on their Shopify Partner Program cohort and checkpoint date based on their current renewal 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

Basic access to the Shopify Partner Program remains available to all partners at the Registered Partner level. Registered Technology partners can distribute their technology through the [Shopify App Store](#) and achieve the [Built for Shopify](#) (BFS) quality standard to grow. To become a 'Registered' Shopify Partner Program member, 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 integration credential attainment of all program members and will invite qualified partners to join program tiers on a case-by-case basis.

Tier achievement above the Registered Partner level is by invitation only, for partners that have demonstrated success with large and enterprise merchants. Technology partners that serve these segments may be invited into one of three tier designations – Plus, Premier, or Platinum – based on three categories of requirements:

- Market Influence
- Commercial Impact
- Integration Credentials

2.2 MARKET INFLUENCE

To meet the 'Market Influence' criteria for tier status and program benefits, partners must demonstrate significant influence and a proven track record with complex, high-volume merchants. The criteria below are correlated with a partner's ability to meet the needs of larger merchants and their influence and engagement within the ecosystem. Tiered program members have a number of the following dimensions in common:

- Significant market share on and off Shopify
- High volume of installs (total and average size)
- Recognized leader in respective technology category
- History of adopting Shopify's latest APIs and products
- Dedicated sales team targeting mid-market, large, or enterprise accounts
- Dedicated alliance and partner marketing resources
- Influence across large agencies and global systems integrators (GSI)
- Relationships with key merchant accounts and prospects
- Strong presence at industry trade shows and events

2.3 COMMERCIAL IMPACT

To meet the 'Commercial Impact' criteria for tier status and program benefits, Premier and Platinum partners must demonstrate contribution to Shopify's growth through partner originated and/or co-sold deals. Originated deals refer to new merchant opportunities sourced by the partner, while co-sold deals involve successfully converting merchant leads into active Shopify customers. Meeting these deal criteria ensures that partners are actively driving new business and delivering tangible results that contribute to Shopify's commercial success.

Plus tier partners are not subject to commercial impact requirements, but may qualify for a higher program tier based on the above commercial criteria.

2.4 INTEGRATION CREDENTIALS

To meet the 'Integration Credentials' criteria for tier status and program benefits, all tiered Technology partners must demonstrate technical expertise and alignment with Shopify's ecosystem. The following two technology credential categories certify a partner's ability to deliver high-quality support, secure, reliable, and scalable solutions tailored to Shopify's platform.

[Built for Shopify](#) (BFS) - BFS is a set of quality standards that enable app developers to deliver high-quality apps to merchants: apps that are easy to use, safe, and perform consistently, and help solve merchant problems. All Public Listed applications must meet category specific BFS requirements by June 30, 2025. BFS standards will be reviewed and updated up to twice per year thereafter.

[Quality Standards](#) - Included in the program are additional quality and performance requirements focused on the following: demonstrated usefulness, infrastructure, performance, scalability, support, security, and privacy. Meeting these requirements ensures that an application is optimized for large and enterprise merchants on Shopify.

3. TIER BENEFITS

Technology track partners are eligible for the following benefits upon acceptance of their invitation (which includes agreeing to the applicable additional terms of the Shopify Partner Program Agreement): Business Development, Training & Education, and Marketing. Please note that additional benefits will appear over time.

3.1 BUSINESS DEVELOPMENT BENEFITS

Benefit	Registered	Plus	Premier	Platinum
Shopify Partner Dashboard	✓	✓	✓	✓
Referral & Co-sell Incentives	✓	✓	✓	✓
Development environments	✓	✓	✓	✓
24/7 Partner Support	✓	✓	✓	✓
Partners Featured to Internal Field Sales Teams		✓	✓	✓
Partner Management		Eligible	✓	✓
Partner Solutions Architect and Engineers		Eligible	✓	✓
Account Mapping			✓	✓
Business Reviews			✓	✓
Partner Advisory Council			By Invitation	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. Visit your 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.

Partners Featured to Internal Field Sales Teams: Increase visibility with Shopify's global sales and merchant success teams through featured partner profiles, enabling more collaboration on leads, projects, and customer engagements. This exposure helps align partner capabilities with new sales opportunities and client needs.

Partner Management: Plus tier partners are eligible for access to a Partner Manager as-needed. Premier and Platinum tier partners receive a dedicated Partner Manager. Partner Managers will provide strategic business planning, partnership guidance, and growth strategies, tailored specifically to your organization. This personalized support helps you maximize the value of your Shopify partnership and achieve long-term success.

Partner Solutions Architect and Engineers: Plus tier partners are eligible for as-needed, as-available, access to Solutions Architecture and Engineering teams. Premier and Platinum tier partners receive dedicated support from Solutions Architecture and Engineering teams. Collaborate with Shopify's Partner Solutions teams to tackle complex technical challenges, develop custom solutions, and optimize your clients' Shopify implementations. Their expertise will help you deliver exceptional value and ensure the success of large-scale and advanced projects.

Account Mapping: Premier and Platinum tier partners are eligible to collaborate with internal Shopify revenue teams to discuss mutual prospects and joint selling opportunities. The outputs

from account mapping often lead to increased partner attachment to deals and help sales teams from both parties co-sell more effectively.

Business Reviews: Premier and Platinum tier partners receive regular business reviews to evaluate partner performance, growth opportunities, and alignment with Shopify's strategic goals. These reviews provide actionable insights and personalized recommendations to help partners optimize their partnership and scale their business within the Shopify ecosystem.

Partner Advisory Council: Eligible partners are invited to join an exclusive group to 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	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	Plus	Premier	Platinum
Self-Serve Partner Marketing Resources	✓	✓	✓	✓
Use of Shopify Tier Badge		✓	✓	✓
Partner Profile on Shopify Partner Directory		✓	✓	✓
Partner Marketing Strategic Resources		✓	✓	✓
VIP Partner Events		Eligible	✓	✓
Shopify Event Sponsorship		Eligible	✓	✓
Partner Marketing Planning & Support			Eligible	✓
MDF Eligibility			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 (e.g. Shopify Plus Partner), 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 Plus 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 PCAP Partner Program branding will be discontinued on June 30, 2025. The PCAP 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 solutions 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 offerings and compatibility. 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.

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.

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.

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](#).

Have questions?

- Reach out to *Partner Support* via [Partner Dashboard](#)
- Eligible Plus, Premier, and Platinum partners can reach out to their Partnership 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 Technology Track partner program guide, coming March 2025!