

Digivizer Joins Shopify Partner Program To Help On-line Retail Businesses Grow

Digivizer expands end-to-end support of digital stores - adding insights into data-driven content to improve program performance and ROI of digital and social marketing spend

Sydney, 12 November 2019: Digivizer has joined the global online platform Shopify, as part of the Shopify Partner Program, expanding its established partner program that already includes being Ad and Data Partners of Facebook, Instagram, Twitter, YouTube, LinkedIn and Google, and partnerships with start-up investors Investible and Remarkable.

By joining the Shopify Partner Program, Digivizer has access to Shopify's developer API, and to partner programs that include training, documentation, Shopify's product roadmap, previews of upcoming features, and priority partner support.

"Businesses can really only thrive by understanding everything their customers do as a single, consistent customer journey - across their digital offering, social media engagement, website and store," said Emma Lo Russo, CEO and co-founder of Digivizer. "It's only by having this single view that retailers can maximize customer demand and conversion.

"So this is an exciting addition to our expanding list of technology platforms that offer Digivizer solutions, and that we support. And it's another value point to our promise to help businesses of all sizes grow and improve their returns on their digital investment.

"Businesses are looking for exactly the type of digital marketing programs, supported by analytics, that Digivizer delivers through our SaaS platform and our added-value digital marketing agency and content services. Joining the Shopify Partner Program puts our platform in front of a very large number of potential new customers. Shopify has more than 800,000 businesses in 175 countries, including a number of existing Digivizer users.

"Online businesses want to invest precious marketing dollars where they will work best. Digivizer gives them the insights they need to drive the performance of their paid, owned and earned marketing across all the main search and social platforms in real-time. By adding Shopify, Digivizer extends how we help businesses make informed decisions about content, channels and offers - and see a comprehensive view of what is working to drive sales."

Digivizer offers real-time digital marketing analytics and additional data-driven agency services. Businesses seeking to generate a powerful ecommerce site through Shopify, to enhance existing sites, or to increase conversions off web traffic, should contact Digivizer at digivizer.com/shopify

ENDS

About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics company. Digivizer helps businesses measure the performance of their digital and social marketing investment across owned, earned and paid media. Businesses can then use these insights to make better business decisions and improve their marketing ROI.

Digivizer delivers its digital analytics platform as Software as a Service (SaaS), also supported by optional content, creative and media services. Digivizer starts at US\$89 per month, and offers the past 30 days of data immediately, and the first 30 days free.

Digivizer is an ad partner, development partner and technology partner to the major social and search platforms including Facebook (incorporating Instagram), Twitter, LinkedIn, Google (incorporating YouTube and Display), Investible, Remarkable and Shopify.

Contacts

Digivizer is at:

Twitter: <https://twitter.com/Digivizer>

Facebook: <https://www.facebook.com/Digivizer>
LinkedIn: <https://au.linkedin.com/company/digivizer>
Instagram: <https://www.instagram.com/Digivizer>
Web: www.digivizer.com

For more information:

Alan Smith, Head of Strategic Business Communications, Digivizer.
Phone: +61 404 432 700. Email: alan.smith@digivizer.com. Twitter: [@alansmithoz](https://twitter.com/alansmithoz)

Contacts

Alan Smith
+61404432700
[mailto: alan.smith@digivizer.com](mailto:alan.smith@digivizer.com)