

Shopify Rolls Out Ad Network for Millions of Merchants

Shopify is taking a big step forward in its much-watched advertising business.

The e-commerce firm is formally rolling out a product that allows its merchants to recommend products on other merchants' storefronts. The new feature, Product Network, expands Shopify's three-year-old ad format called Shop Campaigns that merchants use to acquire customers. Up until now, merchants have only been able to run Shop Campaigns within Shopify's consumer-facing Shop app and website. Now, those campaigns can appear in key places around merchants' own Shopify storefronts.

The idea is to use Shopify's size of more than two million merchants to increase conversions and keep buyers on merchants' sites, Amanda Engelman, director of advertising product at Shopify, told ADWEEK.

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