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## THINGS TO LOOK FOR IN A SHOPIFY APP

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Perzonalization



# WHAT IS A SHOPIFY APP



Shopify apps are small applications that the Shopify store owners could download and use on their online stores. The apps are listed under  
Shopify App Store.

# CHOOSING A SHOPIFY APP FOR YOUR ONLINE STORE

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Using a Shopify app might save you time and money. When you visit Shopify's app store, you'll find several alternatives even under the least popular categories.

Don't worry, you're among a few thousands of Shopify store owners experiencing the same problem.



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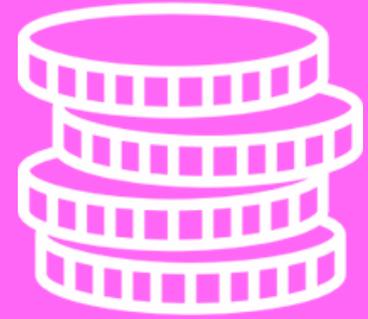
Things to consider while  
choosing a Shopify App for your  
online store



# HELP WITH ONE OF THE BUSINESS OBJECTIVES

- The most important thing you can do is to develop a list of business objectives.
- Is your main intention to increase repeat sales?
- Are you looking for ways to attract more traffic to your store?
- Do you feel like your store's brand awareness on social media is low?

When you decide on a few objectives, it will speed up the Shopify app selection process for you. You will instantly focus on the apps that can deliver good results and help you reach your main objective.



# VALUE FOR MONEY

Calculating the return on investment of a Shopify app in categories other than sales and marketing may be hard but still you could get a sense of the app's return on your business.

Most of the apps offer a trial period during which you could sense whether or not the app's price justifies its outcomes.



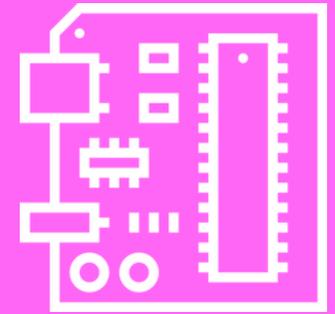
# GOOD CUSTOMER SUPPORT

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One important factor in choosing a Shopify app should be the level of support you receive.

Are you getting timely responses to your support inquiries or is the support process easy and transparent?

If you're not happy with the support, you may want to try another app from the same category to see if it meets your expectations from a support team.



# SIMPLIFY PROCESSES

While evaluating an app you may need to ask yourself two important questions;

- Does the app simplify some critical business processes for you?
- Has your productivity increased with the help of the app?

If you feel that the app itself is functioning like a support department in your office, then it means that you're good to go with that Shopify app.



## AFTER CHOOSING YOUR SHOPIFY APP

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Keep in mind that even if you choose a great Shopify app, it may not pay off right away.

You will need to play with the app's features to make the most out of it.

Take it easy and keep monitoring the app's performance. If you're not happy with it, you may always contact the app owners for help.

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