



# Shopify Integration: Guaranteed Success for Cross-Channel Sales

What Makes the  
Virtual Channel a  
**One-Stop Shop?**

“That has been  
very, very  
functional to us”



**Dennis Brady**  
VP of Sales, Incrediwear





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“UCXmarket allows me to get the traceability I need for my business, about every transaction and every distributor I have, and I can do that as an administrator without getting my team involved. From an accounting and simplicity perspective, that has been very, very functional to us.”

## ➤ **About the ebook:**

We kept it simple.

This ebook is a straightforward guide to show how integrating your Shopify store with the UCX Virtual Channel creates the ideal multi-channel ecosystem for your reseller management. You'll get a simple and accurate list of the benefits, including visual cues.

We want to facilitate your eCommerce journey and help you sell more, better, faster. If you want that too, read on.

## ➤ Table of Contents

- Introduction .....	4
- What Makes the Virtual Channel a One-Stop-Shop? .....	5
- Shopify Integration + Virtual Channel = ka-ching .....	8
- Integrate Shopify to your Virtual Channel - The Technical Stuff.....	11
- Simpler Process. Wider Reach .....	12
- Useful Online Resources .....	14

## ➤ Introduction

Online sales reached an all-time high in 2020. Boosted by the pandemic, eCommerce became a new window of hope and opportunity for businesses.

Online sales scored a record of \$3.9 trillion in 2020 and this number is expected to increase to \$4.5 trillion in 2021.

In short, the eCommerce industry is evolving super fast. Naturally, online sales platforms and businesses need to adapt quickly if they want to keep up. So, except for the basic online selling features, an ideal eCommerce solution should also enable you to:

- Easily onboard your team.
- Learn its ins and outs fast.
- Scale it with a few clicks.
- Multiply your sales channels with ease.

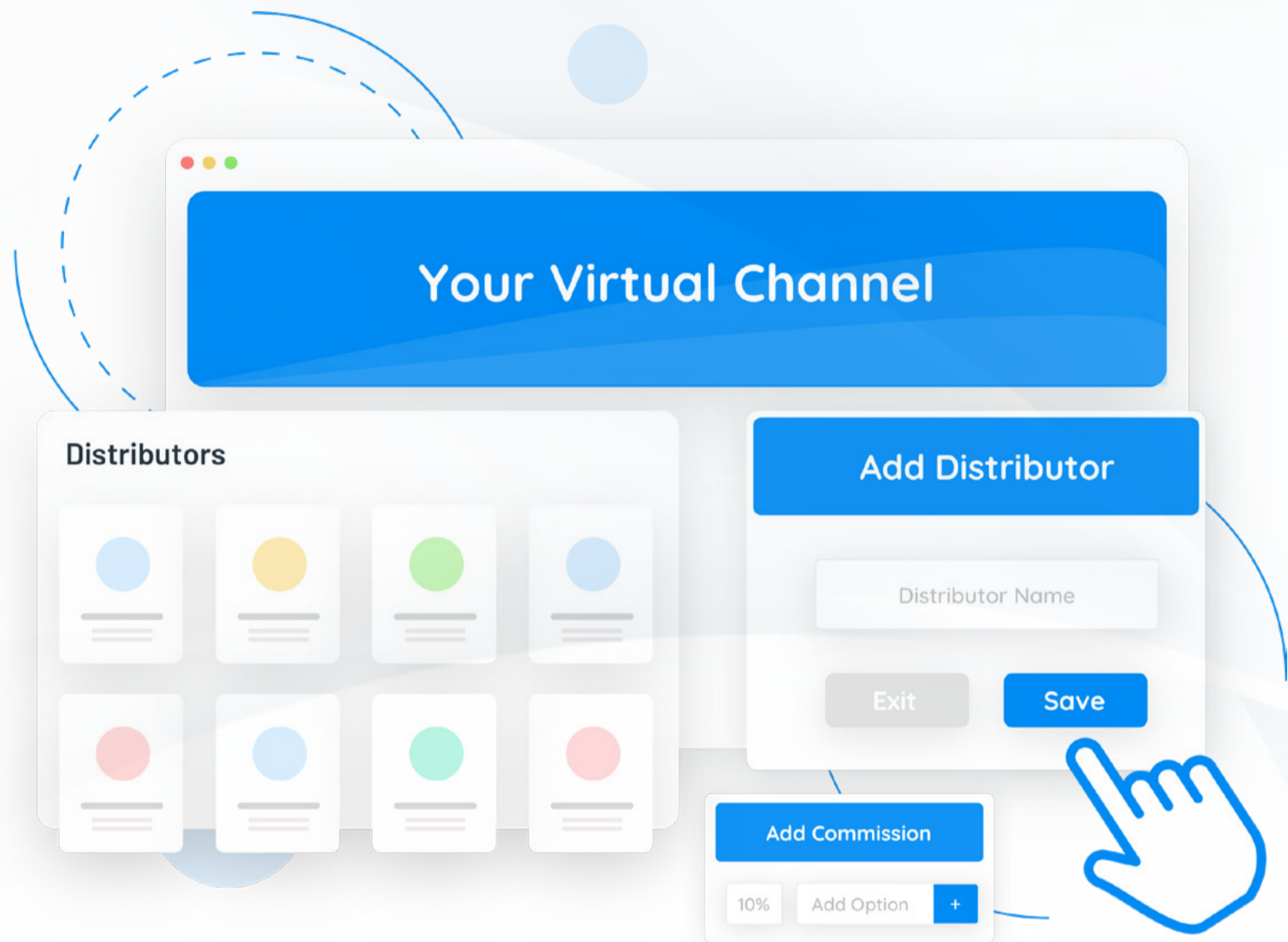
The more resellers you have, the harder it can be to monitor and manage them and their individual orders, sales, and refunds, especially if you have more than one online sales channel. Through the Shopify Integration, the UCX Virtual Channel consolidates all channel sales and automates reseller management.

Learn how this multi-channel ecosystem for your online sales works, starting with the UCXmarket Virtual Channel.





## ➤ What Makes the Virtual Channel a One-Stop Shop?



The best eCommerce solutions are easy to use, solve more than one of your business challenges, and have built-in features to empower you in your online sales journey.

The Virtual Channel is a plug-and-play solution designed to give you control of your channel sales. It allows you to sell quickly, track your sales, and experience visible sustainable growth at a fast pace.

As a versatile platform, the Virtual Channel comes with an intuitive interface, making it easy to navigate whether you are tech-savvy or not.

**If the Virtual Channel fits...**

## ➤ Price Books & Commission to Simplify Reseller Management

The Virtual Channel is all about making reseller management efficient. What helps you greatly is the ability to create price books and assign them to your resellers and distributors. By default, your price books include the **Base Price, Retail Price, MSRP, and Wholesale Price.**

Besides assigning different product prices to different resellers, you can also assign commissions, set different profit margins, and discounts for your distributors and resellers. Additionally, through the Avalara AvaTax integration, you automatically calculate and collect sales taxes for your products, for any geolocation.

Let's see how the "Creative Light Bulb LLC." integrated the Virtual Channel with their Shopify store to seamlessly manage their channel sales.

### **The Creative Light Bulb LLC.**

- The Creative Light Bulb LLC. (CLB LLC.) has over 100 resellers across their online sales channels. Among those resellers are Hummingbird IT and Silver Line. CLB has been working with Hummingbird IT for years and has only recently added Silver Line as a reseller.
- By integrating Shopify to their Virtual Channel, CLB LLC. consolidated all their product sales to their Shopify store. Now they manage all resellers and their orders from one centralized location.
- Both Hummingbird IT and Silver Line list the products they want to sell in their online stores. With access to the virtual product stock, they sell products seamlessly with a click. Inventory, orders, and delivery are managed by CLB LLC.
- CLB LLC. creates price books and assigns them to resellers individually. They assign different retail prices for Hummingbird IT and Silver Line, depending on the relationship they have developed so far with these resellers.
- All sales are consolidated and easily managed by CLB LLC. Commission is calculated automatically for all resellers.

The Virtual Channel's unique features and tools take away the complexity of channel sales management.

- **Consolidate channel sales** to your Shopify account with the **Shopify Integration**.
- **Automate tax calculation** for compliant rate changes at every address.
- **Enable direct payments** for a quick no-contact buying experience.



**No More**  
Spreadsheets for  
Inventory Management

**No More**  
Lengthy In-person  
Sales Meetings

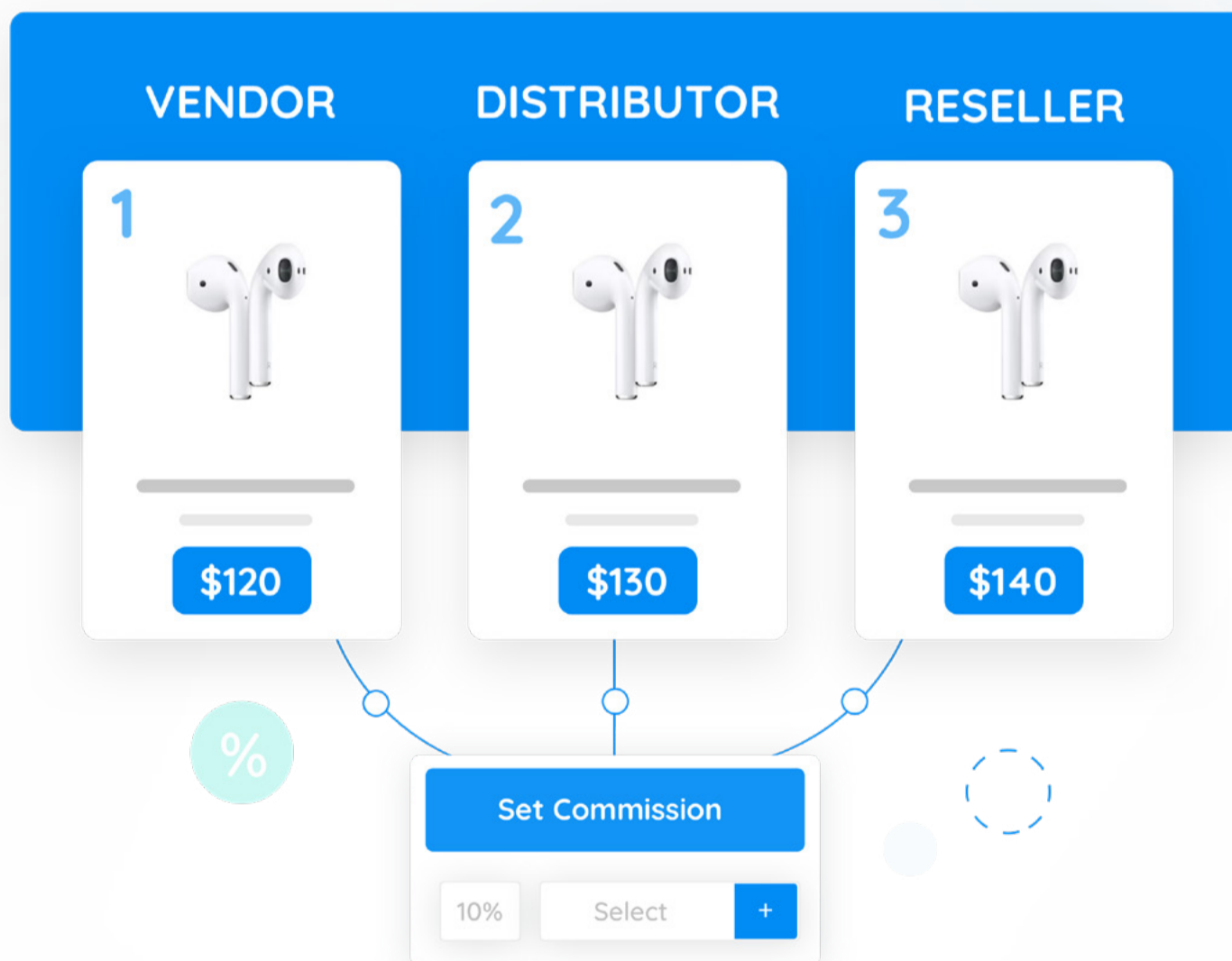
**No More**  
Back-and-Forth Emails,  
Fax, and Phone Calls

To overcome the challenges of creating an eCommerce store, we've created a unique customer journey. We tackle issues that come up with setting your eCommerce on your own, such as high cost, long timelines, technical difficulties, and more. We provide you instead with everything you need: platform, people and support.

The Virtual Channel can be branded 100% to your wishes, allows you to create custom stores for your network of agents, resellers, and distributors, import all of your existing products and create new products on-demand.

Other ways in which you can benefit from the Virtual Channel support services are:

- Help with recruiting qualified and credible resellers for your products.
- Marketing collateral to promote your Virtual Channel.
- Creative email campaigns to engage with the right people.



No matter what industry you're in, you can get your growth in hyper mode by using the Virtual Channel.

[Explore Virtual Channel](#)

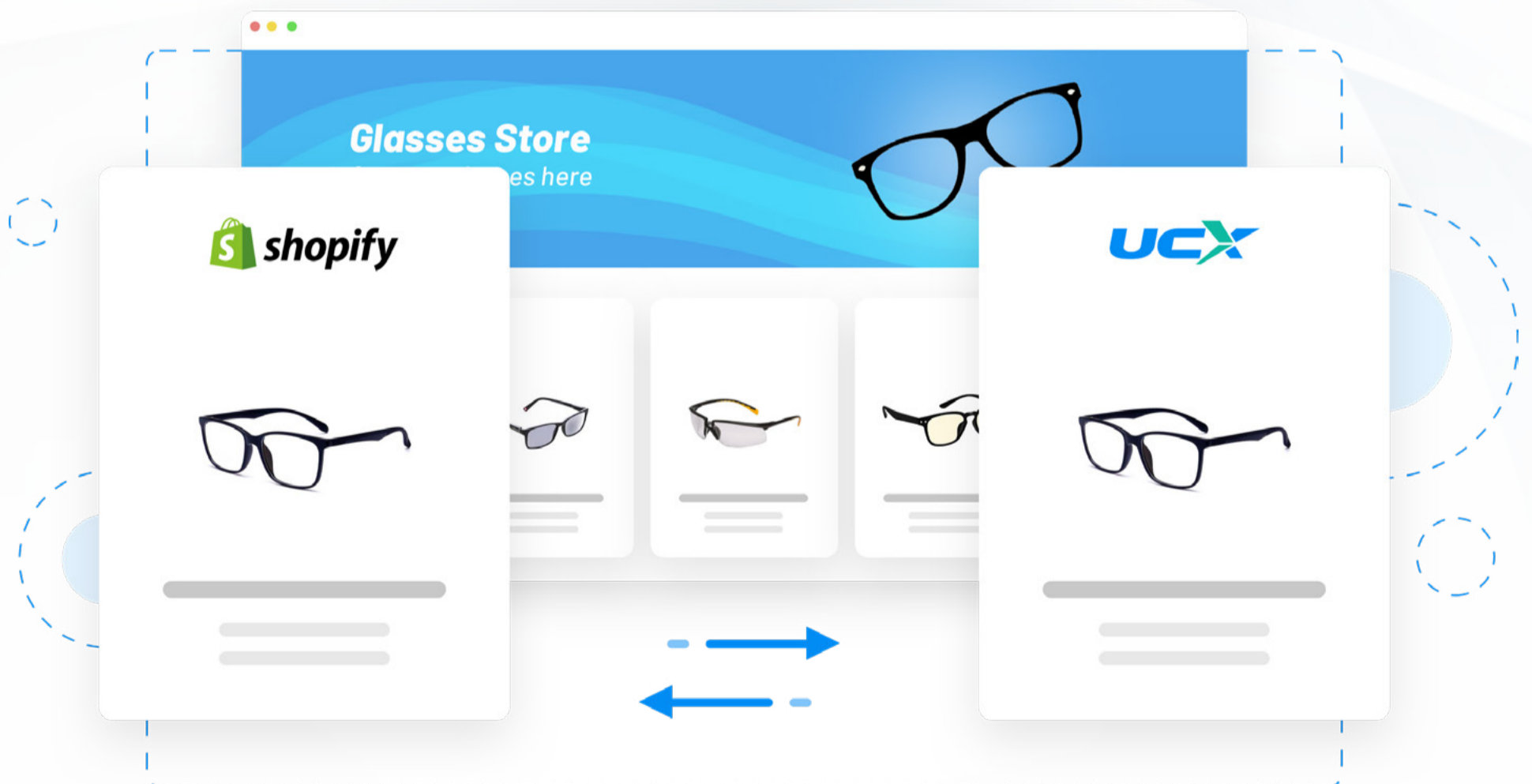


## ➤ Shopify Integration + Virtual Channel = ka-ching

The Shopify Integration consolidates sales through the Virtual Channel.

With the Shopify Integration you:

- **Streamline** your reseller management workflow
- **Consolidate** channel sales directly to your Shopify account
- **Capture** and collect orders from your channel and send them directly to Shopify.
- **Prevent** overselling and inventory errors.
- **Unify** order management, processing, and fulfillment.

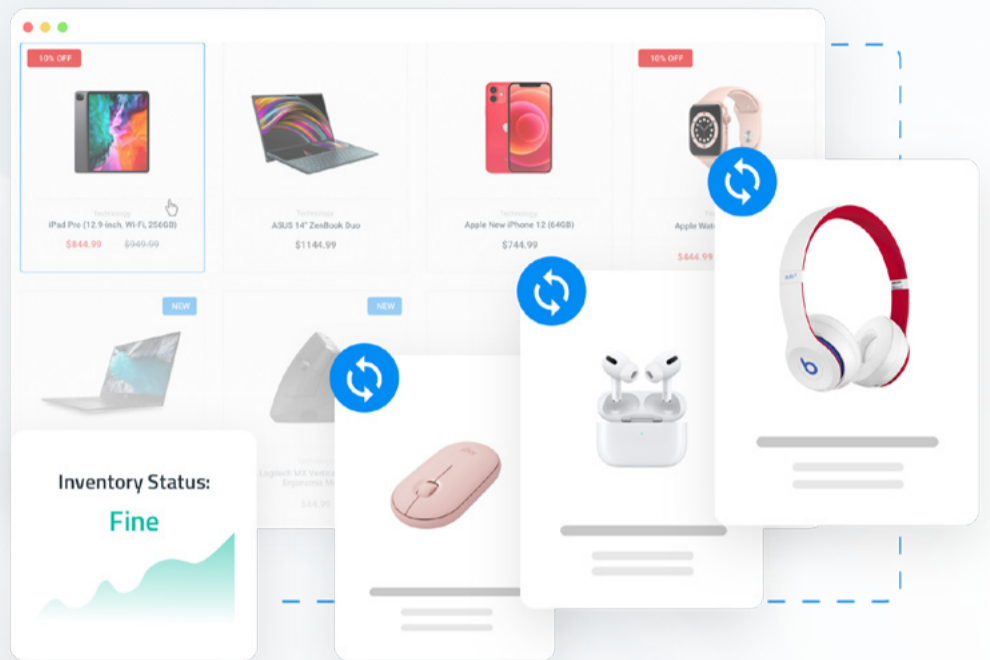


**The idea behind this multi-channel ecosystem is to make it easier for you to run your eCommerce business and turn your Shopify account into a reselling command center.**

## ➤ Speed Up Sales Through Automation

You are able to maintain accurate inventory levels and issue refunds without having your resellers go back and forth with buyers.

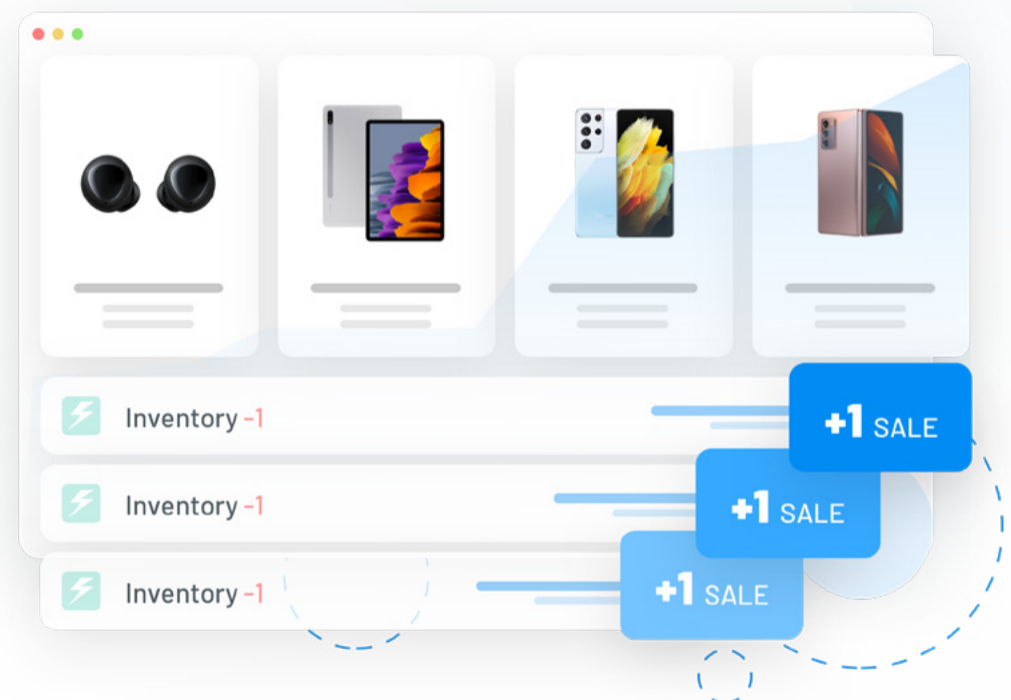
Automate ordering, fulfillment, shipping, invoicing, and more for a straightforward selling process.



## ➤ Power Up Your Business

Connecting your Shopify store and Virtual Channel allows your resellers to quickly pull orders, reduce delivery time, and expedite the overall sales process with just a few clicks.

As soon as an order is placed on either channel it is automatically pushed to your fulfillment operations.



**See the Shopify Integration in Action.**

[Book a Demo](#)

## ➤ Quick and Streamlined Order Fulfillment

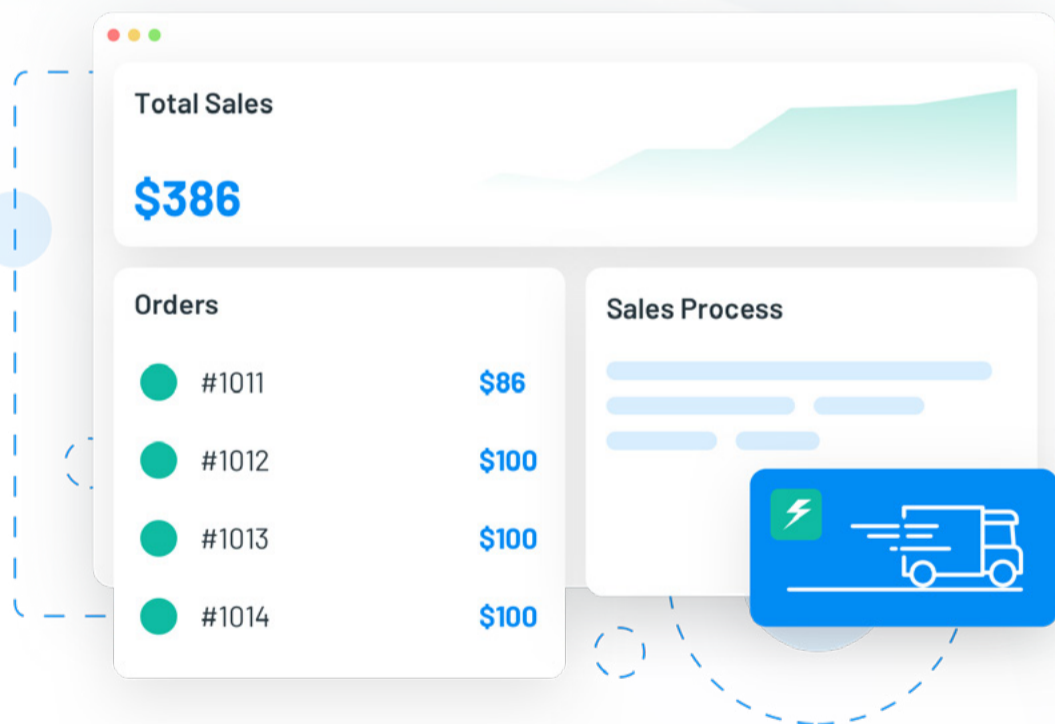
With the Shopify Integration you expedite order fulfillment by synchronizing orders and product stock across channels. You also are able to manage order fulfillment, refunds, commissions, resellers, and more for both your eCommerce platforms in one place.

- **Remove errors** caused by manual processes.
- **Save time** by automating order placement.
- Increase **customer satisfaction**.
- Make **customer service** a breeze.

## ➤ Order management made easy

Your customers can buy products both from your Virtual Channel and Shopify.

- The order is placed in the Virtual Channel or Shopify store.
- The number of available products in stock is updated and shows in all places where the product is listed for sale.
- The product order placement is registered in real-time and tracked for further processing.
- You can manage refunds, commission payments, and more through your Virtual Channel.
- You can see sales performance in real-time and for individual resellers.



“Even though our resellers may be non-technical people who understand nothing about technology, with the UCX Virtual Channel they see how easy it is to buy and manage orders. Many of our resellers are excited to use the platform when they see how simple it is to use.”



Elias Shoes

## ➤ Integrate Shopify to your Virtual Channel - The Technical Stuff

We won't get too technical. The Virtual Channel itself has a simple process of integrating Shopify and synchronizing your products, orders, refunds, and inventories.

### The three most important steps you need to know:

1. Create a Seller account if you don't already have one.
2. Create and activate a User for the Seller.
3. Click on the 'Add Shopify Account' & enter the API Key, Password, and the Website URL.

Add Shopify Account ×

---

Api Key

Password

Website Url

Cancel

“ I was impressed with the idea of selling products online. I already was selling different products for my patients, but now I am able to sell even more since I sell online through the Regenexx online store and I don't have to worry about product stock. ”



Dr. Michael Jackson (Regenexx)



## ➤ **Simpler Process. Wider Reach.**

Adding the Shopify Integration to your Virtual Channel allows you to maximize sales, using the strongest features from both platforms.

## ➤ **Use Case**

Subtitle

1

The Creative Light Bulb (CLB LLC.) has both a Shopify Account and a Virtual Channel.

2

CLB LLC. kept track of reseller sales individually, manually updating product stock changes across channels. Sales reporting was not unified.

3

Sales errors occurred often, it took a lot of time to keep track of reseller sales manually through spreadsheets, and managing refunds and commission payments was a drag.

4

By integrating Shopify to the Virtual Channel CLB consolidated channel sales in one centralized location and synced products across both channels.

5

Whenever a sale is made through the Virtual Channel or Shopify, it reflects on the number of products available. CLB is now able to increase customer satisfaction, speed up cross-channel sales, and manage distributors and resellers with ease.



We're already trusted by over 2500 businesses who are leveraging our platform to create new revenue streams and achieve their business goals. You could be doing the same.



No matter what industry you're in, you can get your growth in hyper mode by using the Virtual Channel.

[Get in Touch](#)

“We are very happy with our UCX stores. It allows our visitors to easily connect with us and purchase the products we offer. The UCX platform has allowed me to manage the orders for all five US Cryotherapy locations, which makes my daily job a lot easier”

★★★★★  
US Cryotherapy

## **Useful Online Resources**

Here are some resources we thought might come in handy:

### **Getting Started with the Virtual Channel:**

<https://ucxmarket.com/virtual-channel/>

### **Virtual Channel Use Cases:**

<https://ucxmarket.com/virtual-channel/use-case/>

### **The Shopify Integration:**

<https://ucxmarket.com/shopify/>

### **How to Integrate Shopify to the Virtual Channel, full guide:**

<https://support.ucxmarket.com/article/128-shopify-integration>

### **The Avalara Integration:**

<https://ucxmarket.com/avalara/>