Long Ideas | Services | Canada

Shopify: High Growth Doesn't Come Without Risks

Jun. 9, 2020 10:00 AM ET | 154 comments | 9 Likes | About: Shopify Inc. (SHOP)

Mark Roussin Marketplace

High Yield Landlord

Become a "Passive Landlord" with our 8% Yielding Real Estate Portfolio.

Follow

(6,246 followers)

Summary

- Shopify has been one of the best performing stocks in 2020.
- Stay at home restrictions have propelled Shopify's growth to new levels, but valuation is looking frothy.
- At these levels, near-term upside potential is minimal, but as e-commerce continues to grow, Shopify will benefit greatly.
- *I do much more than just articles at High Yield Landlord: Members get access to model portfolios, regular updates, a chat room, and more. Get started today »*

Shares of Shopify Inc. (SHOP) have soared 85% in 2020, making them one of the best performing stocks of the year. This is coming off a year in which *SHOP saw the stock increase 187% in 2019.* To say the stock is firing on all cylinders is an understatement.

The company continued solid growth through the first two months of 2020, with SHOP shares up 16%, but since the time the market bottomed on March 23rd, shares of SHOP have rocketed 112% in a little over two months.

E-commerce continues to grow at a healthy clip, but the current pandemic should push the timeline to enhance their online presence up, making for a growth catalyst for Shopify. *With shares up nearly 400% in the past two years, is the near-term upside worth the risk?*

Photo Credit

Shopify Is A Game Changer For E-Commerce

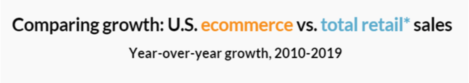
Shopify has now nearly triple the market cap of eBay Inc. (EBAY), making them the *second largest platform in the world in terms of sales volume* behind Amazon (AMZN). Last month the company released Q1 earnings that showed *revenue growth of 47% from prior year.*

The company's Q1 ended March 31, which is around the time stay at home restrictions largely were put in place around the country. From March 13 to April 24, the company saw *new store growth of 62% compared to the six weeks prior.* This stat showed the strength of the platform and the priority companies are making to enhance e-commerce.

Many companies have planned to enhance their online offerings, but the COVID-19 pandemic further pushed up those plans. It is no doubt that e-commerce is largely part of many businesses' future plans, but with the majority of businesses forced to work from home, business owners were forced to bring those future e-commerce plans into fruition more quickly than planned. This greatly boosted Shopify and will become evident in the Q2 earnings release.

In late May, the company announced a partnership with Facebook (NASDAQ:FB) called Shops, which is FB's biggest push yet into e-commerce. Shops is intended to help small businesses set up online stores on the platform and utilize Shopify as the back-end technology platform. This is a huge growth driver for both FB and SHOP in a time with many businesses needing the ability to work remotely and enhance online offerings.

This partnership with FB can be a major catalyst for the company moving forward. Revenue growth has slowed over the years, but this could keep things growing at an impeccable clip for longer than expected.

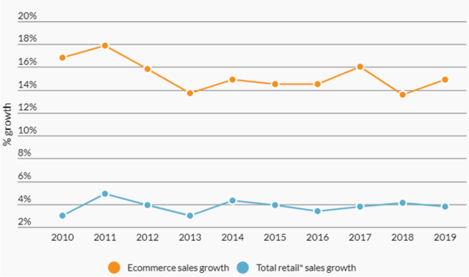


Depot

Add symbol | Edit

VRNT	43.74	8.27%
ACN	201.59	2.88%
SHOP	742.58	2.41%
FB	228.58	1.85%
GILD	73.20	1.44%
BABA	217.64	1.11%
CHTR	522.57	1.04%
AAPL	338.80	0.86%
GOOGL	1,412.92	0.79%
NVO	64.61	0.29%
AMZN	2,545.02	-0.51%
CHD	73.08	-1.80%
DG	184.00	-2.27%

Expand Portfolio



Source

E-commerce sales continue to grow at a strong clip, growing 15% from prior year in 2019. E-commerce sales in 2019 "accounted or 56.9% of all gains in the retail market last year, which was the largest share of growth for online spending since 2008." In terms of total sales, e-commerce still only represents a small fraction, 16%, which still poses a large opportunity, one that should increase due to the ongoing pandemic.

Current Valuations Offer More Risk Than Reward In The Near-Term

As I have mentioned, shares of Shopify have been on quite the tear in the past few years, which was put in overdrive the past few months as they have been identified as a major winner during the stay at home restrictions. As more and more businesses have been moved remotely, Shopify clearly has much to gain.

As it currently sits, shares of SHOP trade at a P/E of 1,500, which during these growth stages this early is not a very useful metric. As such, let's take a look at Price to Sales. *The company currently trades at a P/S of 49x,* which has traded close to an average of 20x the past four years. In 2018, a year that saw revenue growth near 50% and shares increase close to 200%, the company traded at a P/S of 31x.

As e-commerce continues to grow, so does the company. Investments are necessary to handle the increased customer base, but paying close to 50x P/S is very pricey in a market that is completely disconnected with the economy, which poses higher risk potential at current levels.

Investor Takeaway

Shopify has been firing on all cylinders the past few years and the current COVID-19 pandemic has continued to fuel those cylinders further. E-commerce continues to grow at a strong clip, but with more companies looking to enhance their online presence combined with the FB partnership, it is a huge growth catalyst for investors.

Though the future prospects are bright for the company, current valuations of 49x P/S make it extremely difficult to initiate a position in the name at such frothy levels. Though I am extremely high on the name moving forward, I am happy to wait for a better entry point.

Note: *I hope you all enjoyed the article and found it informative. As always, I look forward to reading and responding to your comments below and feel free to leave any feedback. Happy Investing!*

Historic Market Opportunity! Act Now!

The recent market crash has created exceptional opportunities. Many high-quality REITs are now offered at >10% sustainable dividend yields and have 100-200% upside potential in a recovery.

At **High Yield Landlord**, we are loading up on these discounted opportunities and share all our **Top Ideas** with our 1,700 members in real-time.

Start your **2-Week Free Trial** today and get instant access to all our Top Picks, 3 Model Portfolios, Course to REIT investing, Tracking tools, and much more.

> ***We are offering a Limited-Time 28% discount for new members!***
>
> > ***Get Started Today!***

HIGH YIELD LANDLORD
FREE
TWO-WEEK
TRIAL

Disclosure: I/we have no positions in any stocks mentioned, and no plans to initiate any positions within the next 72 hours. I wrote this article myself, and it expresses my own opinions. I am not receiving compensation for it (other than from Seeking Alpha). I have no business relationship with any company whose stock is mentioned in this article.

Additional disclosure: Author's Disclaimer: This article is intended to provide information to interested

parties. I have no knowledge of your individual goals as an investor, and I ask that you complete your own due diligence before purchasing any stocks mentioned or recommended.

Like this article 9 Likes

Follow Mark Roussin and get email alerts

Follow

Recommended for you:

Don't Get Too Comfortable: The Next Wave Is Coming

Victor Dergunov • Jun. 5, 2020 1:56 AM ET

The Breakout: 4 Dow Dogs To Hold Forever (And One To Write-Off)

Fredrik Arnold • Apr. 24, 2020 8:57 PM ET

Stocks To Watch: Spotlight On EVs, Shipping And Hertz (NASDAQ:AAPL)

SA Stocks To Watch • Jun. 13, 2020 2:55 PM ET

16 Amazing Blue-Chip Bargains I Just Bought For My Retirement Portfolio

Dividend Sensei • Jun. 10, 2020 11:59 PM ET

Comments (154)

+ Track comments • Sort by Newest

Tony Montana Munich

Add Your Comment: (NEW! Use @ to tag a user)

Share your comment: ☐ ☐ ☐ Publish

Tall Seller

Comments (7386) | + Follow

🎉MASSIVE ACCELERATION in growth for Shopify...

Did you hear Adobes CEO say YESTERDAY in their earnings call in relation to Magento and e-commerce:

“Usage as certainly gone up, it is almost like you’re having Black Friday or Cyber Monday every day”
👉 seekingalpha.com/...

This PROVES again that Shopify’s CTO’s statement that Shopify is seeing traffic similar to Black Friday Cyber Monday EVERY DAY now that’s soon to see DOUBLE that traffic (here: twitter.com/...), and beyond, IS correlated to GMV.

And, don’t forget, Shopify has SIGNIFICANTLY more market share in the top e-commerce sites than Magento (seen here: trends.builtwith.com/...), and Shopify is the TOP RATED e-commerce site (seen here: www.g2.com/...), where Magento doesn’t even make the top 20 e-commerce sites.

Therefore, if Magento is seeing such big increases, then Shopify is obviously seeing MASSIVE increases!

🎉BUY AND HOLD🎉

12 Jun 2020, 01:50 PM Like 3 Reply

alemarcapital2

Comments (766) | + Follow

Magento you mean the one with more gmv than shopify?

12 Jun 2020, 02:26 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

I mean the Magento with CRASHING merchant count, seen here:
trends.builtwith.com/...

Which is in stark contrast to Shopify’s ACCELERATING merchant count:
trends.builtwith.com/...

It was funny, Adobe did NOT even mention Magento at all in their news release for their earnings call yesterday, they did not even mention Magento in their entire opening statements, and only mentioned them in the at the very end of their earnings call from a question from Bank of Montreal.

With the ACCELERATING in growth from Shopify and with them losing TONS of merchants to Shopify, its understandable that they don’t bring up Magento on their own.

12 Jun 2020, 02:52 PM Like 1 Reply

alemarcapital2

Comments (766) | + Follow

which shows that magento is irrelevant for them as their core business is way more juicy...

12 Jun 2020, 11:21 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

It’s the best thing about adobes results and that’s pretty good for a shitty e-commerce provider.

13 Jun 2020, 05:46 AM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

The graph/chart shows Magento is LOSING MANY merchants in the top tier categories and Shopify WINNING MANY in the top tier categories. Go ahead and take your Magento. It's all yours. Hahahha! 😂😂😂

13 Jun 2020, 05:59 AM Like 1 Reply

Tall Seller

Comments (7386) | + Follow

Not a chance in hell I'd sell one Shopify share now, especially leading up to their upcoming MASSIVE Q2 results. E-commerce is SURGING for them since COVID.

11 Jun 2020, 01:45 PM Like 1 Reply

fm.dividend

Comments (103) | + Follow

I want it to drop more, so I can buy more

11 Jun 2020, 03:18 PM Like 1 Reply

FranksandBeans

Comments (1) | + Follow

You are fighting the last war, using pe's and such, I remember nobody would buy Amazon for years as the pros screamed "but the pe, but the valuation". if you really hate your money that much then buy value stocks like oil and financials - really reasonable pe's but also awful growth

11 Jun 2020, 08:38 AM Like 4 Reply

bobcajun55

Comments (80) | + Follow

In a couple of weeks Shopify will be in a position to announce preliminary Q2 that show a giant rise in GMV and subscriptions , basically to where they thought they'd be in 2025+. FB partnership widens the funnel, more subscriptions, more GMV, and can only boost DTC and B2B.

11 Jun 2020, 07:10 AM Like 5 Reply

mararun

Comments (217) | + Follow

So the author's tagline says, "Become a "Passive Landlord" with our 8% Yielding Real Estate Portfolio."

And he's opining on Shopify??? Okayyyyy..... I guess anyone can look at SHOP and say "this is really an expensive stock!" Why would one expect to get any meaningful insight on an ecommerce software company from a real estate guy?

Not much ground covered here, just a pitch for the author's expensive service.....that apparently relates to commercial real estate investing? This is all so confusing. I never should have taken the clickbait.

10 Jun 2020, 05:44 PM Like 2 Reply

Mark Roussin

Contributor PREMIUM Marketplace

Comments (1179) | + Follow

Author's reply » That tagline is part of the Marketplace I partner with, but that does not mean I only opine on REITs. I maintain a well-diversified portfolio. Not sure how the title is click bait, but to each there own.

10 Jun 2020, 07:07 PM Like 1 Reply

mararun

Comments (217) | + Follow

I'm a CPA. I think I'll go write an article about HVAC maintenance. Makes about as much sense as real estate and ecommerce.

11 Jun 2020, 03:20 PM Like 0 Reply

hawk007

Comments (1265) | + Follow

I don't mind someone opinion, even if it is not directly related to his field.....especially if it is free....if it makes sense then everybody benefits....

13 Jun 2020, 09:42 AM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

In MasterCard's 8-K filing YESTERDAY (here: 👉 www.sec.gov/...), they're Exhibit 99.1 (here: www.sec.gov/...), they say for on Cross-Border Volume:
✔️Card not present growth (yellow line) has been more resilient than card present growth.
✔️We continue to see strong growth in card not present volumes, excluding online travel related spend (green line).

Visa also said last week in their 8-K filing in the chart at the bottom titled US Payments Volume Growth:
✔️US payments volume growth for "card not present, excluding travel" is up FORTY PERCENT between March 8th and the end of May.
👉 d18rn0p25nwr6d.cloudfront.net/...

E-commerce is still SURGING people, even as COVID restrictions ease, and these two sources PROVE this to be FACT!!!

BUY and HOLD Shopify for me. Their next Q2 earnings is going to be MASSIVE. 📈📈🚀🚀🔜💰🎉

10 Jun 2020, 01:23 PM Like 0 Reply

ArnieW

Comments (13677) | + Follow

Growth potential outweighs conventional price to sales ratios. This is still a stay at home new normal economy as described.

10 Jun 2020, 04:52 AM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Check out this BEHEMOTH if a new Shopify merchant:

🎉Impossible Foods🎉

Impossible does between $100-200 million per year in revenue, and has raised around $1.3BILLION in around 12 rounds.

Here is a recent Tech Crunch article about Impossible Foods:
👉 www.google.com/...

Check out the GM of Shopify Plus' announcement today welcoming Impossible Foods to Shopify Plus:
👉 twitter.com/...

Check out their Impossible Foods new Shopify site:
👉 https://impossiblefoods.com/

Impossible Foods will be processing MASSIVE amounts of GMV through Shopify, and paying for all those high margin Shopify solution offerings along the way.

GROW Shopify GROW!
📈📈🚀🔜💰💰

09 Jun 2020, 10:08 PM Like 4 Reply

Long Gamer
Comments (3) | + Follow

The direct to consumer trend is taking off for big brands. Expect this to continue way past Covid as brands look to capture meaningful consumer data and fully control their brand experience. I have no doubt that Shopify will deliver an integrated logistics solution to enable a cross-brand shopping cart etc.that delivers a differentiated balance of brand experience with consumer convenience compared to Amazon.

10 Jun 2020, 12:00 AM Like 2 Reply

Tall Seller
Comments (7386) | + Follow

Shopify already does so, and they are best in the world at it, with the REAL PARTNESHIPS that Shopify has with Big Tech channel partners and big box online stores.

It's call direct-to-consumer (and B2B) OMNICHANNEL e-commerce and here is an article that explains how extremely powerful it is for Shopify merchants to use:
👉 www.shopify.com/...

10 Jun 2020, 12:44 AM Like 1 Reply

ArnieW
Comments (13677) | + Follow

What is Shopify plus?

10 Jun 2020, 04:55 AM Like 0 Reply

ArnieW
Comments (13677) | + Follow

Bricks and clicks baby.

10 Jun 2020, 04:56 AM Like 0 Reply

tommyfmu
Comments (47) | + Follow

Plus is Shopify's PaaS for larger enterprises such as Impossible Foods, Levi's, Heinz.

10 Jun 2020, 05:45 AM Like 0 Reply

vancouvervic
Comments (169) | + Follow

Article appearing on BNN Canada, for the British reader.

www.bnnbloomberg.ca/...

09 Jun 2020, 08:40 PM Like 0 Reply

salnaz641
Comments (84) | + Follow

No need to over think the investment. SHOP will continue to deliver. No one has ever said it was priced well so go and buy. Sure you can wait for a 10% pull back but really when you have the potential to make 10x your investment from here is a 10% pullback going to matter? Buy and hold - you will be happier in 10 years

09 Jun 2020, 05:57 PM Like 4 Reply

Tall Seller
Comments (7386) | + Follow

Exactly.

And with Shopify's growth significantly ACCELERATING due to COVID, it's riskier to wait for a pullback than to just get in and ride out whatever whoopdidoo volatility may or may not occur, as their share price is going to SURGE soon enough, at the very latest at their next earnings call, and then years/decades beyond that.

09 Jun 2020, 06:02 PM Like 3 Reply

Tall Seller
Comments (7386) | + Follow

ZUCKERBERG can NEVER do OMNICHANNEL like Shopify and WATCH the video below for at the 16:55 mark where he says....

"The reality here is that there is A LOT MORE TO RUNNING A BUSINESS too and while you could run your own business with just our tools, if you wanted, WE THINK THE BETTER STRATEGY is to support a strong open ecosystem of business tools. Now, in some of our earlier efforts to help with commerce, we required small businesses to go all in with our tools and to create a full end to end experience umm in order to even get started, so that made it harder for us to serve many small businesses at THE SCALE that we would have wanted. So, now we have changed our approach somewhat in order to partner more closely with the other business tool companies in the ECOSYSTEM to make it really easy for small businesses to use the parts of our tools they want and to use other tools for other parts of the value chain that frankly other companies serve better, like ✓INVENTORY MANAGEMENT, ✓MULTICHANNEL PRESENCE managing, ✓SHIPPING, ✓RETURNS, and other kinds of ✓LOGISTICS. So, rather than trying to own this whole process end to end ourselves, we think we are going to serve small businesses better by helping to build our a whole commerce ecosystem. We

are going to offer our tools but ultimately it's going to be up to businesses to decide what they want to use and what level of integration they want. And I think this is going to lead to better experiences for people and better results for small businesses as well. Now, one of the nice effects of this approach is we've got to work A LOT MORE CLOSELY with other organizations that are doing great work in this space like SHOPIFY❤️..."
👉 news.shopify.com/...

Sounds like Zuckerberg is IN LOVE with Shopifys OMNICHANNEL/MULTICHANNEL (see here: www.shopify.com/...) and other offerings that Shopify is BEST IN THE WORLD AT (see here for Shopify's TOP RATING: www.g2.com/...).

The Facebook/Shopify PARTNERSHIP is going to be MASSIVE for Shopify. Zuck said they have 150,000,000 businesses in their platform...think how many will use Shopify to set up a OMNICHANNEL/MULTICHANNEL solution with both Facebook and Shopify.

BUY AND HOLD Shopify baby!
📈📈📈🚀🚀🚀

09 Jun 2020, 05:53 PM Like 4 Reply

---

alemarcapital2

Comments (766) | + Follow

Good company, bloated stock. might never get to the price i would be willing to buy but FOMO is an investors worst enemy.

Consistency is key and my game is to get a hit every day vs a grand slam and many strike outs.

09 Jun 2020, 05:29 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

You've been saying that since $50/share though. Kindly explain when is the right time for people to take that advice, as it turned into a 15 BAGGER while you were discouraging people.

And Shopify's growth is ACCELERATING now, since COVID.

09 Jun 2020, 05:46 PM Like 2 Reply

TheHornet

Comments (2724) | + Follow

Ex-post raw returns are not a very important metric to determine the validity of an investment thesis. A stock one decides not to invest in based on ex-ante risk adjusted projection might very well double overnight without this meaning the decision was wrong. Otherwise, every night there are plenty of negative expected return bets at a casino that produce raw ex-post 100% returns in a matter of minutes. Does not mean they were sensible investments ex-ante.

A few weeks ago I purchased OXY calls and the ex-post return has been stellar. Does not change the fact that it was a pretty poor ex-ante proposition on a risk adjusted basis, since it had a significant probability of yielding a negative 100% in a matter of months. The fact that it turned out differently does not change this.

In my opinion SHOP will be higher years from now. It will also incur significant volatility along the path to get there. If the projected return compensates for this volatility is a personal choice, based on the available alternatives and risk preferences.

The *right* moment to pull the trigger on any stock is when its valuation fits one's individual requirements. That will mean that for some investors, for some stocks, that time might be never.

10 Jun 2020, 07:19 AM Like 3 Reply

Tall Seller

Comments (7386) | + Follow

😴😴😴
Ya, the shorts have been saying to hold off Buying Shopify shares since $50 per share. How is that good advice?? NOT!

With Shopify's ACCELERATING growth now, since COVID, precision now is the time to Buy regardless of any short term volatility that may or may not occur. With ACCELERATING growth, its inevitable that their share price will SKYROCKET, likely at their Q2 earnings call, and never look back at this range again then.

10 Jun 2020, 01:17 PM Like 0 Reply

TheHornet

Comments (2724) | + Follow

Not being long is not the same as being short.

As I said, it does not matter how well a stock has performed ex-post. Investment decisions are taken ex-ante. SHOP 5-year beta is 1.59.

There are a lot of investors who would not consider a stock even just based on this. For others, a high beta might be desirable. It all depends on each individual's strategy, needs, time horizon, portfolio composition, etcetera. No stock is good for all investors indiscriminately. Not a single one. (edited)

10 Jun 2020, 05:18 PM Like 1 Reply

Tall Seller

Comments (7386) | + Follow

Of course. Either way, it's extremely probable to the point it's essentially a foregone conclusion that Shopify has MASSIVE growth coming, barring a nuclear war or the equivalent, where all investments will be toast if that happens anyway, so who cares.

10 Jun 2020, 05:44 PM Like 1 Reply

---

hawk007

Comments (1265) | + Follow

.....he should admit that Shop is a good buy (even at these levels) so why does he not do that?......15 bagger? Who would not want to get in on that? It could "rest" for a while, but I see MASSIVE growth ahead.....this aggression from China can still work for us....

11 Jun 2020, 10:43 PM Like 0 Reply

hawk007

Comments (1265) | + Follow

...I understand your way of thinking....and I respect that...I just don't happen to agree....STILL you are MUCH BETTER THAT SOME WHO JUST SAY sell now for no reason.....Even Ramy wants to agree that Shop is stellar ....someday he will come around but only after he misses out.....

11 Jun 2020, 10:48 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Check out how UK restaurant chain Leon, who has 61 locations, pivoted during COVID and opened a Shopify site called Feed Britain (HERE: https://feedbritain.com), where they have SKYROCKETED their sales using Shopify:

👉 www.shopify.com/...

Shopify is helping MANY businesses SKYROCKET their sales through COVID. 📈📈📈📈

09 Jun 2020, 05:10 PM Like 2 Reply

Kirby Muxloe

Comments (746) | + Follow

Is it really the second largest eCommerce platform by volume in the world? In North America yes but in the world? I’ve never heard that claim. Ali Baba and JD might have something to say about that. (And I’m a Shopify holder).

09 Jun 2020, 04:29 PM Like 1 Reply

otalv

PREMIUM

Comments (234) | + Follow

Alibaba has over $1 trillion in GMV - shopify is nowhere close to that.

09 Jun 2020, 04:44 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

The statement of FACT is: the aggregation of all of Shopify’s merchants sales in the USA puts Shopify as the equivalent of the 2nd largest online retailer in the USA!

09 Jun 2020, 04:48 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

By the way, Shopify merchants can integrate everywhere worthwhile online, including baba’s TMall, JD, and even Wechat.

09 Jun 2020, 04:49 PM Like 0 Reply

Kirby Muxloe

Comments (746) | + Follow

US yes world no.

09 Jun 2020, 05:18 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Tell me how any REAL BUSINESS who chooses to sell on one lonely channel will ever succeed more than Shopify merchants who use Shopify’s industry leading OMNICHANNEL e-commerce (and their other such competitor CRUSHING solutions), than this Shopify merchant who uses Shopify’s OMNICHANNEL.....

HOW does one channel ever win again OMNICHANNEL?? HOW??

Shopify merchant Flow Alkaline Hydration (https://flowhydration.ca) closed a $45 million funding round, backed by a group of investors that includes pop star Post Malone [twitter.com/...] and former MLB champion Chase Utley [instagram.com/...] to scale distribution/production, and DOUBLE its consumer base.

DOUBLE!

⬇️⬇️⬇️
👉 www.bevnet.com/...
⬆️⬆️⬆️

Shopify’s OMNICHANNEL (www.shopify.com/...) is helping them SKYROCKET....during Covid!!!

These are some of their Shopify channel profiles I could find and there are many more advertising &amp; sales channels that they use (google them):

- Facebook: www.facebook.com/...
- Twitter: twitter.com/...
- Pinterest: www.pinterest.ca/...
- Instgram: www.instagram.com/...
- YouTube: www.youtube.com/...
- Microsoft: www.linkedin.com/...
- Amazon: www.amazon.com/...
- Costco: www.costco.ca/...
- Loblaws: www.realcanadiansuperstore.ca/...
- Staples: www.staples.ca/...
- Kroger: www.kroger.com/...
- MANY MORE!

Even “Gwyneth Paltrow Wants People To Start Drinking ‘Flow’ Alkaline Water”😂
👉 www.google.com/...

Shopify’s OMNICHANNEL is what helps businesses SUCCEED MOST!! One channel is a LOSER strategy for real businesses.

Shopify’s growth is ACCELERATING since COVID.
📈📈📈📈📈📈

09 Jun 2020, 03:45 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

o.k. Finally got it:

So, FB will allow merchants from BigCommerce, Shopify and the other "partners" (software providers) to create the FB Shop and list their products for free. This would be equivalent to placing an ad with FB, except that there will be no advertising fees. Instead, these merchants will be paying an extra 5% to FB for completed sales.

I think this is brilliant from FB.

However, I see a major risk for the software providers. If these merchants sales are mostly with FB and one other marketplace (say Amazon), it would be more economical for them to quit e-commerce software provider, and list their products directly with FB and Amazon; This way, they would cut the monthly subscription and avoid the additional 2% they pay the software providers.

I am still really confused how some people consider this as a positive thing for the software providers.

09 Jun 2020, 03:29 PM Like 1 Reply

Tall Seller

Comments (7386) | + Follow

NO it DOES NOT cost anything for Shopify merchants to integrate and sell on Facebook Shops. Zuckerberg said it's FREE!

At the 8:00 Mark Zuckerberg says:

"Now it's [Facebook Shop] FREE and it's simple to set up a Shop. Our business model here is ads, so rather than charge businesses for Shops, we know if Shops are valuable for businesses, they are in general going to want to pay for more ads and we are going to eventually make money that way."

ITS FREE, just like Shopify's first-to-PARTNER with Google Shopping partner, who offered free product listing for Shopify merchants recently, is FREE too, here: blog.google/...

Zuckerberg said it's FREE for Shopify merchants to integrate and sell. FREE!!!!!

SEE HERE: news.shopify.com/...

09 Jun 2020, 03:47 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

"NO it DOES NOT cost anything for Shopify merchants to integrate and sell on Facebook Shops. Zuckerberg said it's FREE!"

My understanding is that it is free to post, but still FB gets 5% on every sale.

I could be wrong, and would really like to know. Can someone provide a reference that FB receives nothing upon the execution of the sale? The link that @Tall Seller provided does not clarify that. Everything that I have read indicates that, but I have been wrong before, and I might be wrong here as well...

Please help?

09 Jun 2020, 04:44 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Why don't you just listen to the video where I quoted Zuckerberg VERBATIM above. He said it's FREE, and he says his ONLY INTEREST is charging for ads...where he says "eventually".

It's FREE, like Zuckerberg said, here:
👉 news.shopify.com/...

09 Jun 2020, 04:54 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

Of course, it is free to post... No argument here.

Where does he say that FB will not get its 5% cut from the e-commerce partners sales? I could not hear it, and can find no link to it...

09 Jun 2020, 05:45 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Zuckerberg said livestream that it's FREE for Shopify merchants to integrate and use the service...

WATCH THE VIDEO: news.shopify.com/...

He said ALL HE WANTS IS "eventually" get ad revenue from successful merchants.

09 Jun 2020, 05:54 PM Like 0 Reply

tommyfmu

Comments (47) | + Follow

Confirmed via Goldman Sachs research that Facebook Shops is offered free of charge although has a sales fee of 5% per shipment ($0.40 flat fee for shipments of $8 or less). I can not post their private link for obvious reasons.

10 Jun 2020, 06:02 AM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

@tommyfmu , is this 5% regardless of whether the user is a Shopify customer or not?

10 Jun 2020, 10:09 AM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

It's FREE for Shopify merchants to integrate onto Facebook Shops and to make sales there. Why don't you actually ask Shopify and do your own research on this!!!?

I double checked AGAIN, and they confirmed what I'm saying. Shopify merchants do NOT pay Facebook $1 or any amount to integrate and make sales on Facebook Shops

It's FREE!!! 😂😂😂

10 Jun 2020, 01:22 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Those charges that Tommy mentioned are for Facebook Shops users who set up on their own directly on Facebook Shops. Shopify merchants integrate onto Facebook Shops and make sales their FOR FREE!!!!

10 Jun 2020, 01:54 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

If this is the case, and e-commerce software users can set up their shops on FB, thereby avoiding the advertisements, and not paying FB anything, then I should turn bullish on these software providers, including Shopify.

Thanks @Tall Seller for clarifying this. I just hope you are correct. Can anyone who has a shop of FB collaborate what Tall is saying?

10 Jun 2020, 01:59 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

It's NOT FREE for busineses to set up on Facebook Shops themself directly.

It is FREE for Shopify merchants to integrate onto Facebook Shops and it is FREE for Shopify merchants to make every sale there.

- Zuckerberg said livestream it's FREE for Shopify integrators
- all the Shopify and Facebook documentation I see do not show any fees at all in any way for Shopify integrators to make integrate and make sales
- I asked Shopify questions around this a couple different ways where this is quoted from part of our conversation:

ME: "Thanks. So, just to confirm/clarify, if I have a paid for Shopify e-commerce plan, and I want to integrate into Facebook Shops from Shopify, and I sell things there, Facebook will NOT charge me anything to be integrated there, nor will they ask for a percentage of my sales?"

Shopify: "Yes, that is correct. - Aria"

Facebook Shops is FREE for Shopify merchants to integrate and to sell there. FREE!

10 Jun 2020, 02:46 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

If this is the case, I stand corrected then, and the FB Shops is a positive development for Shopify...

I am missing what is in it for FB? And, is there a possibility that FB can revoke this approach and start charging for sales?

What about credit card fees? Who charges for them? Shopify or FB? Remember, credit card fees are recorded on the top line for Shopify as "merchant services"...

Thanks @Tall Seller for the clarification and research... Much appreciated... You are starting to turn me bullish on Shopify...

10 Jun 2020, 03:13 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Holy Shit! Bullish? It's a miracle! 😂

It's FREE! So, Shopify gets all the same fees for merchant solutions and subscription solutions as if Facebook doesn't exist. This should answer your question about what Facebook will get out of it:

🎉SEE BELOW🎉

At the 8:00 Mark Zuckerberg says:

"Now it's [Facebook Shop] FREE and it's simple to set up a Shop. Our business model here is ads, so rather than charge businesses for Shops, we know if Shops are valuable for businesses, they are in general going to want to PAY FOR MORE ADS and we are going to EVENTUALLY make money that way."
👉 news.shopify.com/...

Why would any business integrate directly to Facebook then, when they can use Shopify's OMNICHANNEL solutions to be everywhere and get Facebook for FREE while doing so??? RIGHT?

Shopify is going to SKYROCKET!
📈📈📈📈

10 Jun 2020, 03:25 PM Like 2 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

Of course. Miracles do happen. All we have to do is believe. Prayer and fasting would not hurt either...

o.k. So, FB will make its money through ads for these products. Makes sense...

Now, more questions for you @Tall Seller , as you seem to be able to get the verified answers (no fanfare please, just the answers, it is much more effective):

When a transaction is done through FB Shops, is it directed back to Shopify site, or is it executed on FB Shops? If it is directed to the Shopify site, then what you are saying makes perfect sense.

If it is executed on the FB Shop, I am still missing the logistics of how the credit card fees that FB will charge would be transferred to Shopify to record on its top line. Can you please help me understand?

I am getting more and more positive on the prospects of FB Shop for the e-commerce software vendors, including Shopify... Thanks again (and again, please no fanfare)...

10 Jun 2020, 03:39 PM Like 0 Reply

fm.dividend

Comments (103) | + Follow

@Tall Seller You have officially converted @Ramy Taraboulsi, CFA from a bear to a puppy bull (not quite a grown-@SS bull yet)

10 Jun 2020, 03:41 PM Like 3 Reply

alemarcapital2

Comments (766) | + Follow

ads is where the money is....

10 Jun 2020, 03:42 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Shopify and Facebook have been partners for 5 years and their integrations through this time until today still work the same way. The transaction gets processed through Shopify, when a merchant integrated onto Facebook through their Shopify account.

10 Jun 2020, 04:02 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Alemar

Add revenue may be lucrative but OMNICHANNEL helps businesses succeed MOST by allowing them many benefits of being EVERYWHERE worthwhile online, which also gives them the ability to PIVOT if one channel has issues or becomes more expensive. It’s LUDICROUS for a business to set up on one channel and be at the mercy of that one channel.

OMNICHANNEL gives merchants POWER and Zuckerberg is allowing them to have that POWER still because he knows OMNICHANNEL is best for businesses which is the kind of businesses he wants on his platform, as they will be the successful ones who are more likely to pay for ads. He SAID THIS (in effect) livestream in the link above.

10 Jun 2020, 04:07 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

Still waiting for your answer @Tall Seller ; Please help me here... I need to make a decision on whether I will sell some put options on Shopify or not...

10 Jun 2020, 04:50 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

I already answered. When a Shopify merchants INTEGRATES from their Shopify site to Facebook Shops FOR FREE, of course all transactions on Facebook Shops get processed through their Shopify site and Shopify apps.

10 Jun 2020, 05:02 PM Like 0 Reply

alemarcapital2

Comments (766) | + Follow

i am talking about making money here...thats what matters. valuation is not based on omnichannel multiple...

i dont care about omni channel, i care about business model and margins

10 Jun 2020, 05:13 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Shopify has EXTREMELY high margins that range from 30-90% for their different solutions. And they can monetize their SKYROCKET merchant cohorts a hell of a lot more than just a one channel ad platform can.

I’ll take EVERY DAY the solution that EMPOWERS businesess to SKYROCKET everywhere online, and how that will cause a TIDAL WAVE of merchants to flood to using Shopify’s platform for years, decades even, over a one whoopdidoo ad channel.

Facebook NEEDS Shopify and that’s EXACTLY what Zuckerberg ceded to livestream. He said they had to change their approach because OMNICHANNEL and Shopifys krherbbackend tools are BEST FOR BUSINESSES.
😂😂😂😂

Watch Zuckerberg say it yourself as his words are INDISPUTABLE, no matter how much anyone hates it:
👉 news.shopify.com/...
😘

10 Jun 2020, 05:40 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

"When a Shopify merchants INTEGRATES from their Shopify site to Facebook Shops FOR FREE, of course all transactions on Facebook Shops get processed through their Shopify site and Shopify apps."

I am missing something here Tall. FB would then allow Shopify merchants to post their products on FB Shops for free instead of buying advertisements from FB.

Are you 100% sure that the transactions through FB Shops are processed through Shopify?

If this is the case, then it looks like FB is really stupid with this business model: They are providing free instead of paid advertisement to Shopify merchants with the "hope" that it would get more advertisements in the future.

Is FB this stupid?

10 Jun 2020, 06:51 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

It is NOT stupid. Zuckeberg wants the most successful merchants in his platform and those will ALWAYS be the merchants who choose Shopify's OMNICHANNEL e-commerce solutions (and other backend solutions). Those are the MOST SUCCESSFUL brands. Look at Shopify DOUBLE market share of its next biggest competitor in the TOP 100K e-commerce sites. It's because Shopify helps businesses SUCCEED MOST. Same with on Amazon; amazons 3rd party integrators (aka Shopify merchants) are the most successful and largest cohort on Amazon. Why do you think Google also lets Shopify merchants post listings for FREE?

My new conversation with Shopify for you TODAY:

Me: Hi there,
Another question on this topic please:

When a transaction is done through FB Shops (from a Shopify merchant who has integrated from their Shopify account to Facebook Shops), is it directed back to Shopify site, or is it executed on FB Shops?

Shopify: Hey, there. That's a great question! The transactions from a Facebook Shops will be directed to Shopify's checkout. If you'd like more information on the customer experience using Facebook Shops, we have a guide for that right over here (https://bit.ly/2zrl7qU). Let me know if this is what you're looking for? -Elias

Are you LONG YET? 😂😂😂

Shopify is going up 10-20 TIMES in value for many reasons, with this being one.
📈📈📈

10 Jun 2020, 07:43 PM Like 0 Reply

Ramy Taraboulsi, CFA
Contributor

Comments (1835) | + Follow

Thanks @Tall Seller ; You objectively answered my question. I still believe that FB is not smart with this approach; it is good for Shopify though...

So, my understanding is that the FB Shop is basically the same as creating a FB page that is automatically populated from the e-commerce software provider site. They still need to buy advertisement to point the buyers to these pages. Unless FB is providing a marketplace.

Is FB providing a free directory or marketplace to these products on FB Shop?

"Are you LONG YET?"

I am currently investing using Options that give me both long and short positions at the same time. The only time I would lose is if the stock remains stagnant for a very long time, which is not likely with cult stocks like Shopify.

So, to answer your question, yes, I have a long position on Shopify in addition to my short position...

10 Jun 2020, 08:36 PM Like 1 Reply

Tall Seller

Comments (7386) | + Follow

Well....MANY Shopify merchants who have follower counts that are tens of thousands, hundreds of thousands, millions, tens of millions and even hundreds of millions may NEVER need to spend $1 adverting there.

When you have a million followers there, for example, and you post a photo with an item for sale in it and use an e-commerce tag to steer people to your Facebook Shop and Shopify e-commerce site, you could get, for example 100,000 people click on it and maybe 25,000 sales instantly, without spending $1 adverting.

For this FREE Facebook Shops integration/partnership, and for many other reasons, Shopify is going to SKYROCKET!

10 Jun 2020, 08:55 PM Like 0 Reply

teckie

Comments (43) | + Follow

Ramy, good to hear from you that you are turning bullish on Shopify!
Good job Tall

11 Jun 2020, 12:49 AM Like 0 Reply

You like this

Tall Seller

Comments (7386) | + Follow

My Shopify SCREAMING BUY signals list leading into their Q2 earnings call:
👇👇👇

✔Google, President of Commerce said "With physical stores shuttered, digital commerce has become a lifeline for retailers. And as consumers increasingly shop online..." in this press release here for Shopify merchants to use Google Shopping FOR FREE:
👉 blog.google/...

✔Miles Roberts is the CEO of DS Smith, who offers a broad range of packaging to all major e-commerce companies, said on Bloomberg things like:
👉"We are seeing a huge increase in e-commerce"
👉"Etailers sales have grown substantially"
👉"E-commerce is DOUBLE in some markets."

✔Shopify's CTO said they are seeing traffic near DOUBLE their normally busiest weekend of the year (Black Friday Cyber Monday) now EVERY DAY:
👉 mobile.twitter.com/...
Do the math on this; if "traffic" correlates to GMV, it suggests between a 350%-750% in growth quarter over quarter = GROWTH ACCELERATION🚀📈.

✔The CEO of UPS said there are now "more e-commerce residential deliveries across the industry":

👉🏻 www.bloomberg.com/...

✔Amazon Execs. during their recent earnings call said their 3rd party sellers (aka Shopify merchants) are seeing SURGING sales since COVID:
👉🏻 seekingalpha.com/...

✔Facebook Execs. during their recent earnings call said their 3rd party integrators (aka Shopify merchants) are seeing SURGING sales and that their advertisers looking for sales conversions are seeing cheaper ad costs and SURGING sales. Zuckerberg even used the word “SPIKE” when referring to e-commerce:
👉🏻 seekingalpha.com/...

✔Shopify’s CEO was RECENTLY quoted by Fortune Magazine saying:
🗣”Shopify chief executive Tobi Lütke says his company’s clients have experienced a SURGE in e-commerce orders...”
🗣”In the six weeks between the start of lockdowns and April 24, the number of new stores using Shopify’s e-commerce platform rose 62% compared with the six prior weeks.”
👉🏻 fortune.com/...

✔ Loren Padelford, GM of Shopify Plus, has had a SURGE in inquiries from PLUS sized enterprises RECENTLY:
🗣”I've had more conversations with large retailer executives using legacy platforms in the last 4 weeks than I've had in the last 4 years. Retailers need better partners and better outcomes. The end is nigh for the old enterprise mafia, it's time to upgrade.”
👉🏻 twitter.com/...

✔ Even Salesforce’s CEO said recently on their earnings call that their weekly order volume for their Commerce Cloud is UP 100% since February 1st, at the 10:13 mark here :
👉🏻 event.on24.com/...

✔UPS and FedEx are so insanely busy with e-commerce they added holiday surcharges for Amazon and other big box stores for the first time ever outside of a real hoodie season:
👉🏻 www.foxbusiness.com/...

✔ Visa just filed an 8-K with the SEC, where one of the charts at the bottom titled ‘US Payments Volume Growth’, where this chart says US payments volume growth for ‘card not present, excluding travel’ is 📈UP FORTY PERCENT since March.
👉🏻 d18rn0p25nwr6d.cloudfront.net/...

Visa’s CFO says:
🗣“the benefits of e-commerce are significant on multiple fronts and this is a LONG-TERM SECULAR TREND, as you know, that is being ACCELERATED by what we are seeing. So for example, if you look at our numbers that we just released, in the U.S., card-not-present ex-travel in the last week of May was approaching almost 40% growth. And the growth trajectory has CONTINUED TO IMPROVE even as card-present has improved.”
👉🏻 seekingalpha.com/...

✔Visa's CEO said LAST WEEK:
🗣”The last point I'd make Chris's it wouldn't surprise me if we have seen FOUR YEARS, or we will see three to four years of ACCELERATION of e-commerce adoption in a SIX MONTH PERIOD because of what happened in COVID. I mean, we've seen HUGE INCREASES in the number of first time e-commerce around the world, we had 13 million people in Latin America, activate an e-commerce transaction for the first time last quarter. We have seen 30% increases in the United States in terms of people who are active in e-commerce.
So it's a very exciting development that I think has got some PERMANENCE to it in terms of upside for the industry and for Visa."
👉🏻 seekingalpha.com/...

BUY AND HOLD Shopify. Massive growth happening!
📈📈🚀🔜💰💰

09 Jun 2020, 12:40 PM　　👍Like 6　Reply

StatQuo
Comments (17) | + Follow

Hey Tall Seller. You might as well contact Shopify to become their IR representative haha you're doing a fabulous job informing all current events of Shop!

09 Jun 2020, 02:06 PM　　👍Like 6　Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author’s reply » Wow @Tall Seller that is quite the response. Like @StatQuo mentioned, you are a dream associate for SHOPs IR team. Best of luck!

09 Jun 2020, 02:15 PM　　👍Like 2　Reply

flashboy
Comments (26) | + Follow

Tall Seller
What percentage of Shopify sales are coming from Facebook?
Because the problem with Facebook shop is that it is taking a big part of Shopify revenue (merchant solutions) away and keeping it for itself by controlling the payments on Facebook

10 Jun 2020, 12:43 AM　　👍Like 0　Reply

flashboy
Comments (26) | + Follow

So by doing this Shopify is no longer benefiting from the upside of the businesses on their platform that are most successful. Facebook is taking the upside for themselves

10 Jun 2020, 12:45 AM　　👍Like 0　Reply

Tall Seller
Comments (7386) | + Follow

Facebook shops is FREE for Shopify merchants to integrate to and to sell there.

Users who set up directly themself on Facebook Shops have to PAY.

And Shopify’s OMNICHANNEL is a tactic that REAL BUSINESSES with real sales will ALWAYS choose first because it helps helps them be EVERYWHERE worthwhile online, to sell more, to build their brand better, to interact directly with customers better, attain higher margins, and attain a Higher Lifetime Value per customer.

If you don't understand how extremely POWERFUL Shopify's OMNICHANNEL e-commerce is, you should READ THIS: www.shopify.com/...

No real business will chose to sell only on Facebook when they can be EVERYWHERE with Shopify. Zuckerberg even admits this livestream HERE: news.shopify.com/...

10 Jun 2020, 02:49 PM Like 0 Reply

StatQuo
Comments (17) | + Follow

Wealth doesn't come without risk

09 Jun 2020, 11:38 AM Like 3 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » It is best to maintain a well balanced portfolio with high growth/high risk and lower risk more stable dividend payers. All the best, Mark!

09 Jun 2020, 02:16 PM Like 1 Reply

fm.dividend
Comments (103) | + Follow

Completely agree with Mark. I have some growth stocks while leaning more heavily towards dividend stocks.

While growth stocks are glamorous, I don't want to be facing retirement and it turns out my picks are the GEs of the world, the Fords, or the Hertz's.

09 Jun 2020, 02:23 PM Like 0 Reply

StatQuo
Comments (17) | + Follow

You just listed three non high growth stocks? I am too young to think about retirement :)

09 Jun 2020, 02:38 PM Like 0 Reply

StatQuo
Comments (17) | + Follow

I do agree an optimal balance is ideal as Mark mentioned

09 Jun 2020, 02:39 PM Like 0 Reply

hawk007
Comments (1265) | + Follow

all in all a very balanced piece....good job!....but what you lack is the one thing you can't say....but you do hint at it!!!....I will wait for a better entry point (paraphrase) BUT YOU NEVER TOLD US WHAT THAT WAS!!!.......or even a range....thanks!

09 Jun 2020, 02:55 PM Like 0 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » @fm.dividend the robinhood traders like those stocks, for now haha ;) They are saying "This stock trading thing is easy." Once I started getting random text messages for investing advice, I knew the time was near to begin trimming.

09 Jun 2020, 03:37 PM Like 1 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » Thank you @hawk007 for the comment. From a technical standpoint, it seems like $650/$660 would provide some strong support. From a more fundamental standpoint, P/S mupltiple would still be 40x+, which is still high, but I would be more willing to take the risk. Again, I would love to see those levels or lower, but not sure we will considering the momentum the stock continues to see. Best of luck and stay safe!

09 Jun 2020, 03:41 PM Like 1 Reply

Tall Seller
Comments (7386) | + Follow

What happens when I the indicators and statements of FACTS that I posted above from CEO's, CTO's, CFO's, Execs, etc, from 3 FAANG and other companies including Shopify are confirmed at Shopify's upcoming Q2, where those Q2 results say Shopify's merchant update and merchants sales of have very significantly SURGED since COVID??

It's easy to deduce from those quotes and data sources that Shopify's merchant count may easily DOUBLE this year and their merchants sales could DOUBLE/TRIPLE/QUADRUPLE.

If anything in this range proves true at Shopify's Q2, what do you think their share price will do then??? DOUBLE this year? TRIPLE? or?

09 Jun 2020, 04:36 PM Like 0 Reply

Nicho197
Comments (2) | + Follow

So you think stock will drop even with increased sales and revenue moving forward AND the increase due to Facebook Shops? Is this going to happen soon you think (dropping)? And what kind of drop do you believe will happen?

09 Jun 2020, 10:36 AM Like 4 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » @Nicho197 I do not have a crystal ball and your guess is as good as mine in today's market. The FB partnership was a positive, but SHOP is not the ONLY platform to be used, instead they are an option, but a good one at that. No doubt revenues are growing at a strong clip, but valuation wise has gotten way ahead of itself for me right now. I am hoping to buy in the mid $600s, but may not get the opportunity, we will certainly see.

09 Jun 2020, 02:18 PM Like 2 Reply

---

otalv
PREMIUM
Comments (234) | + Follow

@Mark Roussin do you see any potential conflict given FB are effectively replicating Shopify's storefront offering for merchants?

09 Jun 2020, 02:55 PM Like 0 Reply

---

hawk007
Comments (1265) | + Follow

....Ah, thank you I did not read all the posts just what you wrote....mid 600's that gives me a guideline.....so why that figure? Why not high 500's ....Shine up your crystal ball....

09 Jun 2020, 02:58 PM Like 0 Reply

Tall Seller
Comments (7386) | + Follow

Facebook can NEVER offer Shopify's OMNICHANNEL e-commerce solutions which helps businesses SUCCEED MOST (read why here: www.shopify.com/...).

It's a quandary that Facebook can't get around because REAL BUSINESSES will ALWAYS choose the tactic that helps them succeed most and differentiates them from their competitors.

Shopify's OMNICHANNEL will always be BETTER for businesses that any business who chooses just one lonely channel (which is a LOSER/LOSING e-commerce strategy).

09 Jun 2020, 03:02 PM Like 0 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » Currently trying to dust off the crystal ball for you, haha

09 Jun 2020, 03:42 PM Like 1 Reply

---

flashboy
Comments (26) | + Follow

Yes. But my question was isn't most of the Shopify omni channel sales due to Facebook anyway. And if Facebook takes payments away from Shopify then Shopify misses out on the growth of their merchants

11 Jun 2020, 12:09 PM Like 0 Reply

---

alemarcapital2
Comments (766) | + Follow

facebook captures growth with even lower risk. when merchants advertise they pay and there is no risk in sales... shopify does not have to sell for fb to make money..

11 Jun 2020, 12:12 PM Like 0 Reply

Tall Seller
Comments (7386) | + Follow

Facebook Shops is FREE for Shopify merchants to integrate to and to sell on. Who benefits most from FREE? 😂😂

Shopify and Shopify's merchants benefit most!!!!

Facebook only benefits when ultra-successful Shopify merchants start to pay for ads on Facebook different platforms and a big part of those platforms do NOT needs ads at all for merchants to be able to make sales. Many Shopify businesses who integrate onto Facebook and Instagram have many thousand and even many millions of followers where those businesses don't have to spend $1 advertising to their followers to make sales. NOT $1 in ads.

Shopify is going to SKYROCKET from this partnership and for many other reasons.

11 Jun 2020, 11:57 PM Like 0 Reply

---

alemarcapital2
Comments (766) | + Follow

Counterintuitive:

If I am a well known business that doesn't need to spend on ads, what is the value of facebook shop if customers know my brand and can go to my website?? Facebook shops targets small businesses, not large ones that are known and people know where to get the stuff.

Most of shopify's merchants are SMALL.. which means that most need to spend ad money, facebook knows this. This will bring a lot of additional ad revenue to facebook.

Shopify's base is mostly small merchants with unknown brand...

12 Jun 2020, 12:47 AM Like 1 Reply

Tall Seller
Comments (7386) | + Follow

Do you use Instagram? 😂😂

I guess NOT!!!

Because, if you did, You wouldn't need to ask that question and you'd already know the answer.

MANY MANY MANY MANY MANY businesses have tens of tbojsednad of followers there, hundreds of thousand, millions, tens of millions, ETC., where that channel is an effective part of Shopify's OMNICHANNEL solutions, where it's FREE for Shopify merchants to interate there, just like it's FREE for Shopify merchants to post product listing on Google, where each of those such channels, AND MANY MORE, become a part of a great Shopify OMNICHANNEL strategy.

And when you have millions of followers on Instagram (aka your target

market FOLLOWS YOU), you can sell TONS to your followers by just posting photos FOR FREE.
😂😂😂😂

12 Jun 2020, 02:39 AM Like 1 Reply

Tall Seller

Comments (7386) | + Follow

And Shopify has MANY MANY MANY MANY MANY MANY merchants of ALL SIZES. They have DOUBLE the market share of the top 100K e-commerce sites because THEY ARE BEST IN THE WORLD FOR REAL BUSINESSES...BIG BUSINESSES...ENTERPRISE businesses. 😂😂😂

It just so happens that they are also best for small and medium businesses too.

About 90% of the businesses I follow on Instagram are Shopify merchants and MANY MANY MANY of them of tens of thousands of followers, to tens of millions of followers.....

👉 www.instagram.com/...

12 Jun 2020, 02:40 AM Like 1 Reply

---

alemarcapital2

Comments (766) | + Follow

of course but this applies to well known brands only like I said. The majority of Shopify's merchants are paying for the cheapest tiered plan. The majority of shopify's merchants have very little in sales...

12 Jun 2020, 09:00 AM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

But % wise, less than 10% of their merchants are large established brands.

Do you follow the millions of merchants in shopify?? no. so it is anecdotal evidence.....

Most shopify merchants have to spend on Ads to get recognized this is a fact. ...

Out of the 1m merchants about 100k are relevant, there rest is irrelevant and this large portion will spend on ads.

12 Jun 2020, 09:00 AM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

trends.builtwith.com/...

Look how many are in the top 1M, 29k....

where are the rest??? they need to spend on ads

12 Jun 2020, 09:01 AM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

WRONG!!!! There are TONS of lesser known brands that still have BIG followings on Instagram you obviously don’t use Instagram. And don’t use e-commerce.

12 Jun 2020, 12:24 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

That’s TOTALLY incorrect. MANY small/medium Shopify brands and businesses can still have big followings on Instagram and the big brands/busineses can have massive following.

The point is, each businesess. TARGET MARKET chooses to follow them there, and so any photos they post can lead to many many sales FREE of ad charges. 😂

😂FREE😂

12 Jun 2020, 12:32 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

and they spend a lot of money on ads....

12 Jun 2020, 12:43 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

still, they spend money on ads!! this is where the money is..

12 Jun 2020, 12:48 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

There are always sales free of charge this is obvious... so how does facebook generate 70b in revenue??? about 35x what shopify does?

does it come from the sky

12 Jun 2020, 12:50 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

please learn about facebook business model and come back with better answer.

Ads include post boosting.

12 Jun 2020, 12:50 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

NOT TRUE. I follow many small, medium and large Shopify businesses/brands and 90% of the posts I see in my timeline are NOT paid for.

Shopify merchants can post there for FREE and make many sales their for FREE because of it.
😂😂😂

12 Jun 2020, 12:50 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

there are tons. tons is not the majority...

same as your comment of 30-90% margins.. .

the majority of shopify merchants need to spend on ads to make money. MAJORITY

12 Jun 2020, 12:51 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Unsubstantiated assertion.
🤣🤣

The reality is, I follow 90-95% Shopify merchants OF ALL SIZES...on only 10% of the posts I see in my timeline are ads. And the rest are FREE.

😂FREE😂

12 Jun 2020, 12:57 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Boosted posts still show as “sponsored” and therefore its easy to track paid for versus not paid for posts.

90% of the posts in my timeline are from Shopify merchants (as I follow almost entirely Shopify merchants), and those posts are FREE for them.

😂FREE😂

12 Jun 2020, 01:05 PM Like 0 Reply

Ramy Taraboulsi, CFA

Contributor

Comments (1835) | + Follow

"I follow 90-95% Shopify merchants OF ALL SIZES"

Wow @Tall Seller ; Despite all the respect that I have for you I cannot let this go by: You are following 900,000 merchants? I will assume that you spend **just 3 second** on each one of them every month; anything less than that would not be reasonable.

You will then end up spending 750 hours a month, or 25 hours per day...

The only way to do that is to increase the gravitational constant and slow down the rotation of the earth around itself, thereby getting more than 24 hours in a day.

Hmmmm.... Don't think you can do that. Good as you might be you are not God to change the gravitational constant...

Love pulling your leg Tall...

12 Jun 2020, 01:18 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

and how does facebook generate 70b in revenue...

exactly, the ones you see!! what about all the posts you don't seee!!

they post a lot of things that will not show up.

12 Jun 2020, 01:31 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

your evidence is anecdotal... my evidence is based on financial statements, facebook generates 70b of revenue a year....

35x that of shopify..... higher margin business...

12 Jun 2020, 01:31 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

It’s NOT the point.

The POINT is how Instagram works. It’s FREE for Shopify merchants to post pictures with images that simply remind their FOLLOWERS of them and their brand, and also with e-commerce tags in them whenever they want too. And 90% of a users timeline shows NOT PAID FOR posts like these, where BOTH ads and boosted posts show up as “Sponsored” so this STATEMENT OF FACT is easy to track.

Therefore, MANY MANY MANY busineses and brands can stir up a lot of business (sales) and build their brands further for FREE with Instagram through Shopify’s industry leading OMNICHANNEL solutions.

😂FREE!!😂

12 Jun 2020, 01:34 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

always anecdotal....

He follows some and then uses the small sample size ... but it is not a random sample...

he says margins are 30-90%.... what does this even mean...

This is like saying the company generates margin doesnt even make sense.

tall seller sell before it dumps more

12 Jun 2020, 01:38 PM Like 0 Reply

---

alemarcapital2

Comments (766) | + Follow

90% of YOUR timeline!!!! Most merchants do spend on ads!!! and that is a fact!!

.... The fact is that Facebook Stores will help increase facebook user base (eyeballs) + increase ad revenue....

so this is a win for facebook.

12 Jun 2020, 01:50 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Why don't you do your homework.🤪

"When you boost a post, it'll show up in your audience's Facebook News Feed as an ad."

SEE HERE from Facebook: www.facebook.com/...

Instgram is FREE for Shopify merchants to make TONS TONS TONS TONS of sales. 😂😂😂

12 Jun 2020, 01:52 PM Like 0 Reply

alemarcapital2

Comments (766) | + Follow

This is not what I am saying of course it is free. What I am saying is that the shops wil generate them a significant amount of revenue, more than the incremental GMV it will generate shopify merchants.

Facebook revenue is more than the shopify gMV per year....

THink about that.

12 Jun 2020, 02:25 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Who cares? That's not what we were talking about.

We were talking about Instagram being FREE for Shopify merchants and IT IS set up that posts will organically shops up in followers timelines. You imply users see 100% ads in their timelines which is NOT TRUE; only a small percentage of ads show up on a users timeline, which means Shopify merchants of all sizes get FREE exposure and therefore FREE sales on their Shopify Instagram channel integration.

🎉FREE🎉

And Shopify's OMNICHANNEL solutions (plus other solutions) that zuckeberg SPECIFICALLY MENTIONED (should I repeat them?) help REAL BUSINESSES succeed most (hence their have double the market share in the top 100K e-commerce sites than their next biggest competitor), so Facebook/Instagram are important channels but they are JUST ONE CHANEL of Malay for Shopify merchants.

I'll take the businesses who attracts all the businesses EVERY DAY versus any one ad channel.

Zuckerberg's literally said OMNICHANNEL is best for businesses, and he can't EVER offer that kind of solution. REAL BUSINESSES will therefore ALWAYS start/choose Shopify first and integrate to Facebook/instgram and/or wherever else that's best at any point in time, where tomorrow regulators could SMASH Facebook/instgram, where Shopify merchants can simply/easily pivot to the flavor of the day.

🎉BUY AND HOLD Shopify🎉

12 Jun 2020, 02:54 PM Like 0 Reply

alemarcapital2

Comments (766) | + Follow

only a small percentage of ads show up on a users timeline, which means Shopify merchants of all sizes get FREE exposure and therefore FREE sales on their Shopify Instagram channel integration.

they get free exposure but most will pay for adds...

Ill take a business that makes 70b a year and is still growing at 24% per year with a blended grosss margin of 80%

8 x Sales

vs one with 2b growing at 40% with a blended gross margin of 50%...

with 50x Sales....

another huger disconnect....

Facebook stores is a huge win for FACEBOOK, think of all the ad bidding there will be from all new business selling there!

Huge for Facebook

12 Jun 2020, 03:23 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

That's an unsubstantiated assertion. You have NO WAY TO PROVE THAT.

Many brands will attract lots of users because people LOVE THOSE BRANDS, and love those local businesses. And those companies do not necessarily need to do a lot of advertising or any.

Either way, once brands have thousands and millions of followers, they can post FOR FREE, and make sales for FREE on Instagram.

🎉FREE🎉

12 Jun 2020, 03:33 PM Like 0 Reply

alemarcapital2

Comments (766) | + Follow

i have a way to prove that, how does facebook generate 70b in ad revenue every year....... 35x what shopify generates....

who pays for those ads?? a ghost??

12 Jun 2020, 04:05 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

If you listened to their last earnings call, they said a MASSIVE part of their ad revenue from brand focused advertisers was down but they also said e-commerce sales in their platform was SURGING where Zuckerberg used the word "SPIKED" even when referring to e-commerce sales from integrators (aka Shopify merchants).

Either way, once a business has many thousand and millions of followers, they can simple post photos for FREE to further build their brand, as those photos will organically show in their FOLLOWERS timelines, and therefore make sales for FREE from an advertising perspective.

🎉FREE🎉

Example, do you really think Shopify merchant Stihl spends tons on advertising on Instagram? They have hundreds of thousands of FOLLOWERS in a bunch of different profiles there, which extremely likely MOSTLY came from people simply knowing their brand. They can post photos on each of their profiles there for FREE to build their brand further with their followers and also make sales for FREE from an advertising perspective.

👉 https://stihloutfitters.ca

👉 https://shop.stihl.co.uk

🎉FREE🎉

I can show you tons of businesses and brands of every size and shape that get FREE sales and advertising on Instagram.

I don't care about what money Facebook makes anyway. At this point, e-commerce is in its infancy globally (CEO of visa confirmed this yesterday), and this FREE integration for Shopify unequivocally equates to contributing to Shopify's MASSIVE and very long term growth.

Shopify is going to SKYROCKET from here and that's all that matters with this conversation.

12 Jun 2020, 04:28 PM Like 0 Reply

alemarcapital2

Comments (766) | + Follow

I can show you tons of businesses and brands of every size and shape that get FREE sales and advertising on Instagram.

There are people that use ads and people that dont use ads. Overall more business use than they don't...

The point is that this Facebook Shop is going to be huge for Facebook and small for Shopify.

12 Jun 2020, 04:57 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

LOL. 😂😂😂😂

Shopify has higher market share in the top 100K sites than any other e-commerce provider and those REAL BUSINESSES with REAL GMV can advertise and sell for FREE on Facebook/Instagram.

I'll take the e-commerce enabler that helps businesses SUCCEED MOST across every worthwhile Big Tech channel and big box online store than one lonely and proportionally TINY channel. It's a good channel of course but it's ONE, and REAL BUSINESSES start with Shopify and have the POWER to pivot if Instagram becomes problematic or becomes less desirable for some reasons.

It's the flavor of the day today but doesn't mean it will tomorrow and, in the meantime, Shopify is attracting all the REAL BUSINESS with REAL GMV to enable them wherever and whenever.

We can agree to disagree on this one but, in my opinion, Shopify's going to go up 10-20 TIMES IN VALUE from here for many reasons including this FREE integration for their merchants on Facebook/Instagram.

BUY AND HOLD baby.

12 Jun 2020, 05:21 PM Like 0 Reply

sirtradealot

Comments (30) | + Follow

I agree except I think there's a lot of risk in the future growth projections as well. This is becoming a crowded market and there's no guarantee that SHOP will continue to outperform the others. Also, the FB deal is not exclusive with SHOP. FB said they are working with several back-end providers in order to give their customers choice. What if FB decides to acquire one of these smaller providers and then provide an integrated offering themselves. This would cut SHOP out of the picture. Not saying this is happening but it's just one of the many risks out there which is not being factored into the stock price at 49x sales. Given that the growth rate has slowed down from the 90s to the high 40s, and the risk profile has increased, I think 25-30x sales is more appropriate, which equates to a stock price in the 300's. That's where I would be looking to initiate a new long position.

09 Jun 2020, 10:26 AM Like 1 Reply

Up and Away

Comments (2713) | + Follow

How many said this about Amazon? Where are they now? They are a competitor of Amazon's even if not as well known. Amazon is the 800 lb gorilla but there is always room for competition. I think they made a mistake going with FB but that is just me. As a stand alone they were doing just fine and while they were 'resting' they jumped the gun imo. Online shopping keeps growing and they will also. Give it time and don't miss the boat.

09 Jun 2020, 10:35 AM Like 0 Reply

Nicho197

Comments (2) | + Follow

how is making a deal with FB a mistake? It only adds to their revenue. It doesnt limit them from getting revenue from elsewhere.

09 Jun 2020, 10:42 AM Like 6 Reply

Up and Away

Comments (2713) | + Follow

Anyone can open shop on FB so why pay Shopify to open shop?
It may draw more customer to FB but, in the end FB would still get a cut of the business. (I know, 5%. Still better than nothing.)

09 Jun 2020, 11:02 AM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Because businesses who choose Shopify's OMNICHANNEL e-commerce solutions (Seen here: www.shopify.com/...) and other such competitor crushing solutions, DOMINCATE AND DECIMATE those that don't.

Do you think businesses are going to magically not want an e-commerce website any more and not want to ingrate all over the place?

Facebook NEEDS Shopify. 😂😂😂

09 Jun 2020, 12:40 PM Like 1 Reply

Tall Seller

Comments (7386) | + Follow

Even if Facebook acquires one of the other integrators, Facebook can NEVER NEVER NEVER become an OMNICHANNEL leader because other Big Tech will NEVER let them integrate and have access to data like they allow Shopify, and REGULATORS will never allow it either. It costs oligopolies instantly.

Shopify is protected, as they are a politically correct agnostic hub connector between all big tech with the sole objective of helping as many businesses as possible navigate, survive, and dominate between all Big Tech.

09 Jun 2020, 12:53 PM Like 1 Reply

---

sirtradealot

Comments (30) | + Follow

Yes, but Amazon grew to it's current valuation over 30 years and they were truly the first multi-category eCommerce company on earth. But if you want to compare the two, AMZN's EV/Sales multiple is 4 while SHOP's is 50. This just shows how grossly overvalued SHOP is. And AMZN is profitable and has a more diversified business model with AWS, etc. This is not rocket science, it's simple math - SHOP is wildly overvalued and at some point that will matter. As its sales growth continues to slow (on a % basis) due to the law of larger numbers, the multiples will contract and it has a long way to drop when this starts happening because the multiples are so high. Again, I'm not saying anything bad about the company, it's great, it's well positioned, ecommerce is growing, blah, blah, blah... But, the stock price has gotten so far ahead of itself that, as an investment, it just doesn't make sense. It's probably a great stock to day trade because of the volitility but it's not a buy and hold at these levels. One piece of bad news and it could drop 200-300 points in a day.

Oh, and by the way, I didn't miss the boat. I bought SHOP at $42 (1500 shares) and sold at $780. So I got out before the boat sank. (edited)

09 Jun 2020, 02:06 PM Like 1 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » @sirtradealot thank you for the comment. I certainly would not complain about a 25-30x sales multiple, but may not see that for awhile given the current market and the strong growth they are showing. Great input on the FB partnership. All the best, Mark!

09 Jun 2020, 02:20 PM Like 0 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » @Up and Away there are very few AMZN type stories. Don't think ever ultra-growth tech stock will be AMZN.

09 Jun 2020, 02:21 PM Like 0 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author's reply » @sirtradealot GREAT profits right there!

09 Jun 2020, 02:22 PM Like 0 Reply

Tall Seller

Comments (7386) | + Follow

Amazon is one TINY channel of many for Shopify to integrate to. Do you think it's better for a business to integrate into one TINY channel like Facebook or amazon...or use ALL/MANY of Shopify's OMNICHANNEL channels, like these:

- amazon
- all google products
- Facebook
- Instagram
- Pinterest
- Snapchat
- Kik
- Wish
- Bonanza
- Fruugo
- Catch
- Tophatter
- Rakuten
- Sophie
- Sears
- Newegg
- Jet
- Reverb
- Xero
- DPD

- PowerBuy
- Buy Button
- Ddiscount
- MyDeal
- Wanelo
- Messenger
- GOTit
- Jioukuo
- linkr
- Lyst
- Apple chat
- Microsoft products
- Best Buy
- Walmart
- TikTok
- JD
- TMall
- wechat
- Etsy
- Bing
- eBay
- Houzz
- buzzfeed
- some video games
- ETC ETC

09 Jun 2020, 02:22 PM Like 0 Reply

hawk007

Comments (1265) | + Follow

true, except Shop is best of the breed and facebook know that!

09 Jun 2020, 03:00 PM Like 0 Reply

hawk007

Comments (1265) | + Follow

....well said

09 Jun 2020, 03:02 PM Like 0 Reply

hawk007

Comments (1265) | + Follow

...the boat is not even leaking let alone sinking.....really!

09 Jun 2020, 03:04 PM Like 0 Reply

flashboy

Comments (26) | + Follow

It does not necessarily add to their revenue. Merchant service revenue is mainly from payments. Payments are being siphoned by Facebook in this deal. How is this good for Shopify?

10 Jun 2020, 12:49 AM Like 0 Reply

applyberry

PREMIUM

Comments (490) | + Follow

I have both Amazon and shopify. Same product same prices. Amazon is 99 percent and shop is 1 percent. I wish shop was the 99 percent because shop takes 1 percent and Amazon takes 40 percent. Problem is shop is no more the a tranctional web site provider. It's doesn't actually help grow your sales. I could have done the same thing myself but for 500 a year I don't bother. Shop does everything. I just don't think it's worth anything more then 20 billion. That's the problem
Tall seller thinks that shop is the next amazon. It never will be. They don't sell or even help sell your product. I know I have both

10 Jun 2020, 06:54 AM Like 2 Reply

Tall Seller

Comments (7386) | + Follow

NO ITS NOT!!!

It's FREE for Shopify merchants to integrate onto Facebook Shops and to make sales there. It's FREE!!!

Facebook only charges businesses who set up themself directly. For Shopify merchants, Facebook Shops is FREE!!!!!

10 Jun 2020, 02:57 PM Like 1 Reply

Tall Seller

Comments (7386) | + Follow

@appleberry

Are you saying that a company who only uses amazon or only uses Facebook, will do better than this company who effectively uses Shopify's OMNICHANNEL e-commerce solutions?? NO!!!! 😂

Flow Alkaline Hydration (https://flowhydration.ca) close a $45 million funding round, backed by a group of investors that includes pop star Post Malone [twitter.com/...] and former MLB champion Chase Utley [instagram.com/...] to scale distribution and production, and DOUBLE its consumer base.

DOUBLE!

⬇⬇⬇
💥 www.bevnet.com/...
⬆⬆⬆

Shopify's OMNICHANNEL (www.shopify.com/...) is helping them SKYROCKET....during Covid!!!

These are some of their Shopify channel profiles I could find and there are many more advertising &amp; sales channels that they use (google them):

- Facebook: www.facebook.com/...
- Twitter: twitter.com/...
- Pinterest: www.pinterest.ca/...
- Instgram: www.instagram.com/...
- YouTube: www.youtube.com/...
- Microsoft: www.linkedin.com/...
- Amazon: www.amazon.com/...
- Costco: www.costco.ca/...
- Loblaws: www.realcanadiansuperstore.ca/...

- Staples: www.staples.ca/...
- Kroger: www.kroger.com/...
- MANY MORE!

Even “Gwyneth Paltrow Wants People To Start Drinking ‘Flow’ Alkaline Water”😂
💥 www.google.com/...

There is NO WAY a company would chooses just amazon to sell on or just Facebook to sell on would ever be able to compete with Flow. Shopify’s OMNICHANNEL helps businesses CRUSH their competitors and SUCCEED most.

Shopify is just getting started.
📈📈📈📈

10 Jun 2020, 02:58 PM Like 0 Reply

Legal McCloud
PREMIUM
Comments (39) | + Follow

Agree, great company but overpriced in the 700s. Waiting for drop to 550 to start nibbling.

09 Jun 2020, 10:05 AM Like 1 Reply

Rainer-63
Comments (695) | + Follow

I don’t think you’ll get this chance once more. Every time Shop slides 4-5% they go back up in a few days. That means a lot.

09 Jun 2020, 11:39 AM Like 3 Reply

You like this

Tall Seller
Comments (7386) | + Follow

Who cares if Shopify is over priced today, which it’s not. It’s Growth has significantly ACCELERATED since COVID, and we all know what it’s share price will do when this FACT is revealed at their Q2 earnings call.
📈📈📈📈🚀🚀🚀

09 Jun 2020, 12:42 PM Like 3 Reply

fm.dividend
Comments (103) | + Follow

@Rainer-63 is right. Every time there is a decent slide, people jump into it, and it just goes back up the next day.

Shop can't really go down.

09 Jun 2020, 01:43 PM Like 0 Reply

djrmp
Comments (6) | + Follow

SHOP can really go down but based on precedent it is quick to rebound. In the past 11 trading days there has been some consolidation with declining volumes. There is support in and around the $700USD level and I think we're ready to see the next pop back to $800 sooner than later.

09 Jun 2020, 02:08 PM Like 3 Reply

Tall Seller
Comments (7386) | + Follow

With all the massive indicators from FAANG and other Big Tech that says e-commerce and Shopify specificity is SURGING, Shopify’s share price is extremely likely going to SKYROCKET at their next Q2 earnings call.

09 Jun 2020, 02:22 PM Like 2 Reply

Mark Roussin
Contributor PREMIUM Marketplace
Comments (1179) | + Follow

Author’s reply » $700 has proved to be a strong support level.

09 Jun 2020, 02:23 PM Like 2 Reply

hawk007
Comments (1265) | + Follow

....and stay down? I agree, but it can and will go down....but going up is the normal and their growth is and will continue to be MASSIVE....(I do like that word) LOL

09 Jun 2020, 03:13 PM Like 1 Reply

flashboy
Comments (26) | + Follow

I think it depends on how truly omni channel Shopify is today. If Facebook is their dominant channel then Facebook shop is a concern

10 Jun 2020, 12:51 AM Like 0 Reply

Tall Seller
Comments (7386) | + Follow

How is it a concern? Facebook Shops is FREE for Shopify merchants to integrate to and FREE for Shopify merchants to make sales there.

10 Jun 2020, 03:07 PM Like 0 Reply

teckie
Comments (43) | + Follow

Hey Tall, just curious to know if you sell on Shop. If you do, I would like to know a few things if you don’t mind (edited)

13 Jun 2020, 12:19 AM Like 0 Reply

flashboy
Comments (26) | + Follow

But it’s not free. FB is taking the payments in house and charging for payment
That’s not free.

13 Jun 2020, 02:57 PM Like 0 Reply

Add a comment

Disagree with this article? Submit your own.
To report a factual error in this article, click here.
Your feedback matters to us!