

Global-e Pro Application for Shopify

User Guide

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About this Guide

This document describes how to set up the Global-e Pro application for Shopify.

Assumptions

- You have a Shopify admin account
- You have a Global-e Pro Merchant account

Overview

As the chosen partner of hundreds of global brands and retailers worldwide, Global-e is the leading provider of cutting-edge cross-border ecommerce solutions. Our comprehensive technology-based solutions make global brand expansion effective and risk-free for online merchants. By connecting people with brands worldwide, Global-e creates a boundless ecommerce world in which selling globally is as simple as selling locally.

The Global-e Pro application for Shopify allows you to start boosting your international sales within days. By implementing our Smart cross-border solution and giving shoppers a truly localised experience, Global-e Pro merchants see an immediate and continuous increase in conversion rates and international revenues.

Highlights

With our application installed and your Global-e Pro Merchant account set up, your store will enjoy these enhanced capabilities:

- Browsing and buying in local currencies - let shoppers browse and buy in their local currency; more than 95 supported
- Local pricing- display prices rounded and formatted according to local conventions, adjusted per country
- Local and alternative payment methods - allow shoppers to pay with their preferred local payment method; over 50 supported
- Duty and tax calculation - prevent unpleasant surprises upon delivery and allow shoppers to view and prepay all duties and taxes at checkout
- Multiple shipping options - offer a variety of international shipping methods at competitive rates
- Convenient returns portal - transparent and easy returns process; pre-paid returns option

New in this version of the app:

- Shareable discount links – with the new version of the app, your customers can apply to a discount code simply by opening a link in the browser that you can distribute as part of your campaign.
- Automatic discounts – the app supports now Shopify's new feature: Automatic discounts. This means that whenever the conditions are met and your customer gets an automatic discount, the discount information will be presented in Global-e's checkout page, as it would have been displayed on Shopify's native checkout.
- Improved API between Global-e's application and Shopify resulting in better and more accurate information that is displayed to your shoppers during the purchase process.

Installation

Installation Steps

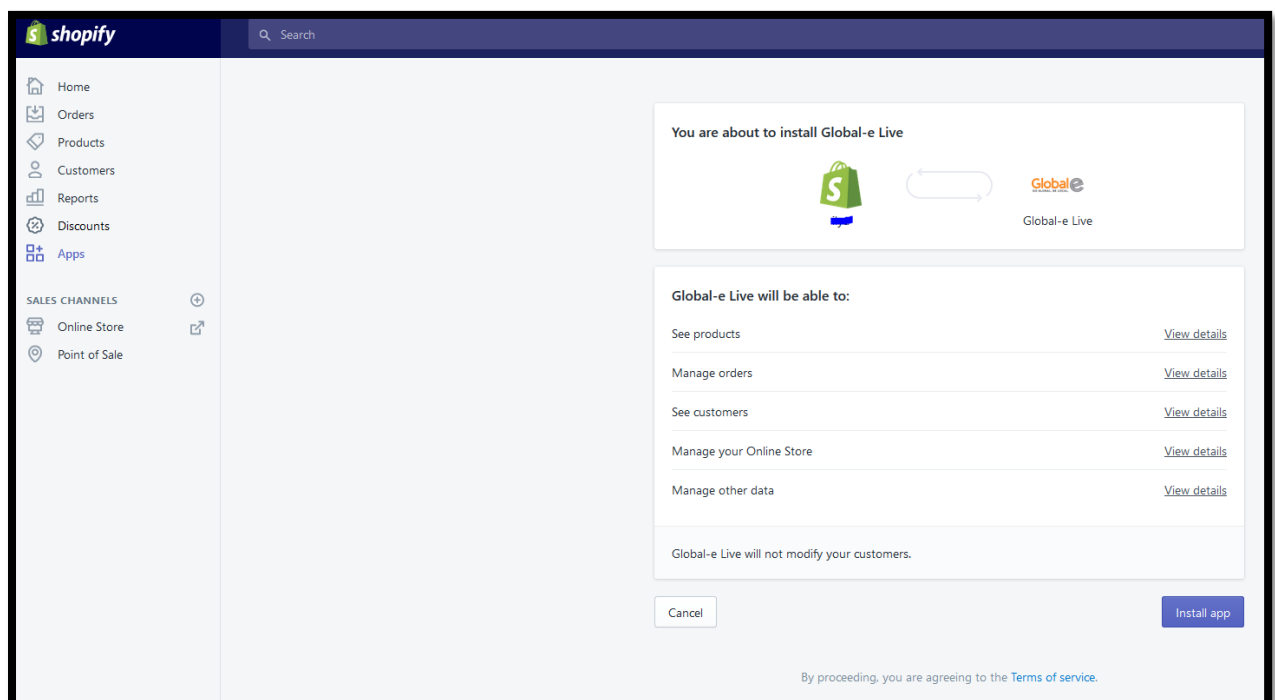
Global-e Shopify App is installed using the following URL:

https://<shopify_webstore_url>/admin/api/auth?api_key=4e76d05952a10d6850cac3fe70f90d18

<shopify_webstore_url> - URLs of the merchant's Shopify back office (provided by the merchant)

Global-e Shopify App has pre-production instance that is installed on the merchant's sandbox site.

The screen below will appear after clicking on the installation link

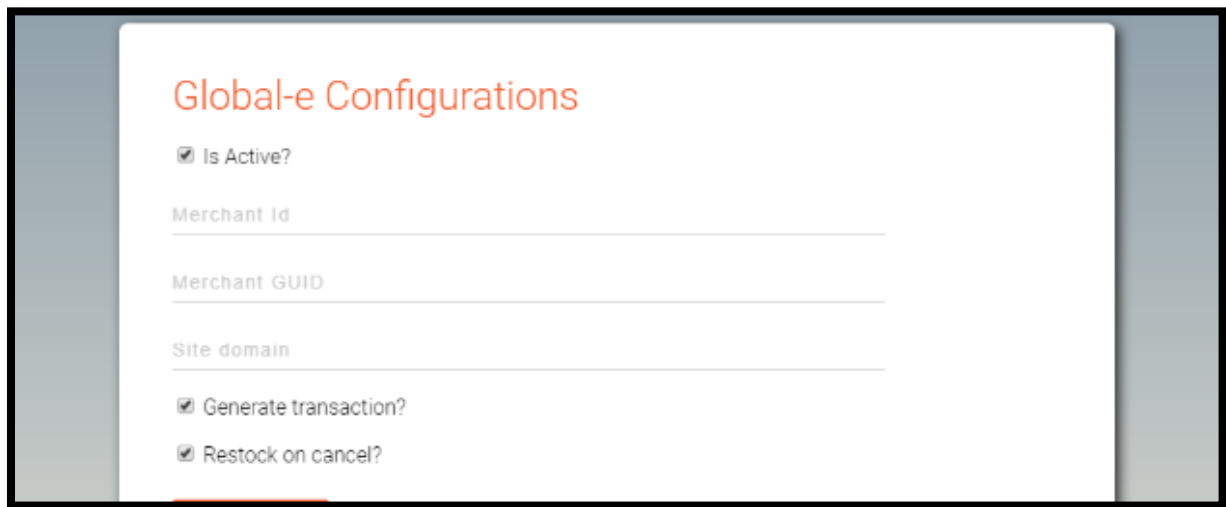


Once installed, Global-e Shopify App will appear in the list of installed applications:



Configuration

Global-e Shopify App provides configuration screen that allows activation of Global-e Integration on the Shopify web store:



- Merchant ID – will be provided by Global-e Pro integration team.
- Merchant GUID – will be provided by Global-e Pro integration team.
- Site domain: your site URL, without the "https://"

Main Functions

Once the app is installed and switched on and the Merchant Account is configured in the Global-e system, the following functionalities will be available.

International Checkout page powered by Global-e

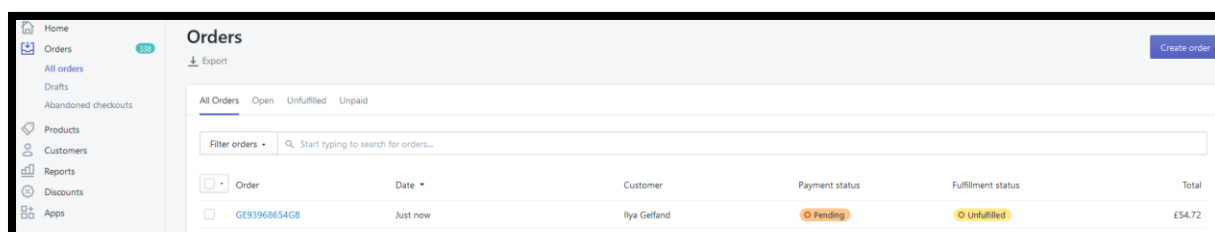
The checkout page is translated into 21 languages, provides an option to pay with more than 50 local payment methods in more than 95 currencies. Global-e checkout combines ultimate security with integration robustness, due to the fact that this integration method is independent on the structure and characteristics of the web store's cart page. Global-e Shopify App uses Checkout API and Shopify Ajax API to load the contents of the user's cart and to pass it securely to Global-e checkout by the means of a server-to-server RESTful API call.

View of international orders in Shopify

After the customer completes the checkout process in Global-e's checkout, the order, along with all the customer's data is placed on the merchant's platform via a dedicated API call. While generated by Global-e, this order contains all the relevant customer's attributes, thereby enabling the merchant to process the order using existing business processes, including stock-holding procedures, order fulfillment, customer service, etc.

Order placement is implemented as a two-step process. The order is first placed in a "Pending" status. Once Global-e's verification processes are completed, a second call is done to confirm the order and indicate that it can now be pushed to fulfillment ("Paid" status).

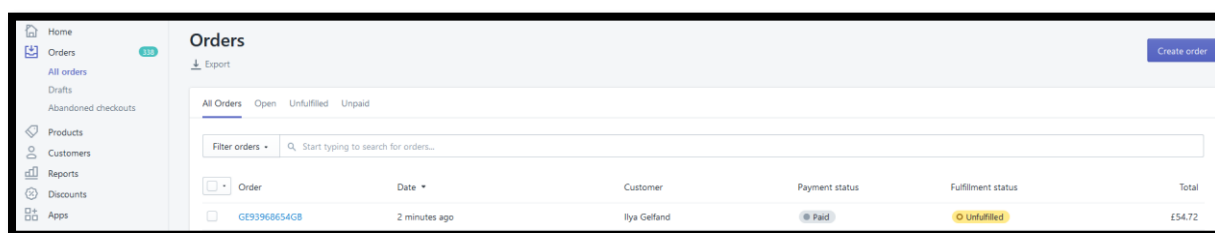
After order was created, but before fraud check was completed:



The screenshot shows the Shopify 'Orders' page. The left sidebar contains navigation links: Home, Orders (with a '3' badge), All orders, Drafts, Abandoned checkouts, Products, Customers, Reports, Discounts, and Apps. The main content area is titled 'Orders' and includes an 'Export' button. Below the title, there are tabs for 'All Orders', 'Open', 'Unfulfilled', and 'Unpaid'. A search bar is present with the placeholder text 'Filter orders' and 'Start typing to search for orders...'. A table lists the orders with columns: Order, Date, Customer, Payment status, Fulfillment status, and Total. One order is listed with ID 'GE93968654GB', dated 'Just now', customer 'Ilya Gelfand', payment status 'Pending' (in an orange box), fulfillment status 'Unfulfilled' (in a yellow box), and a total of '£54.72'.

Order	Date	Customer	Payment status	Fulfillment status	Total
GE93968654GB	Just now	Ilya Gelfand	Pending	Unfulfilled	£54.72

After order was approved by Global-e:



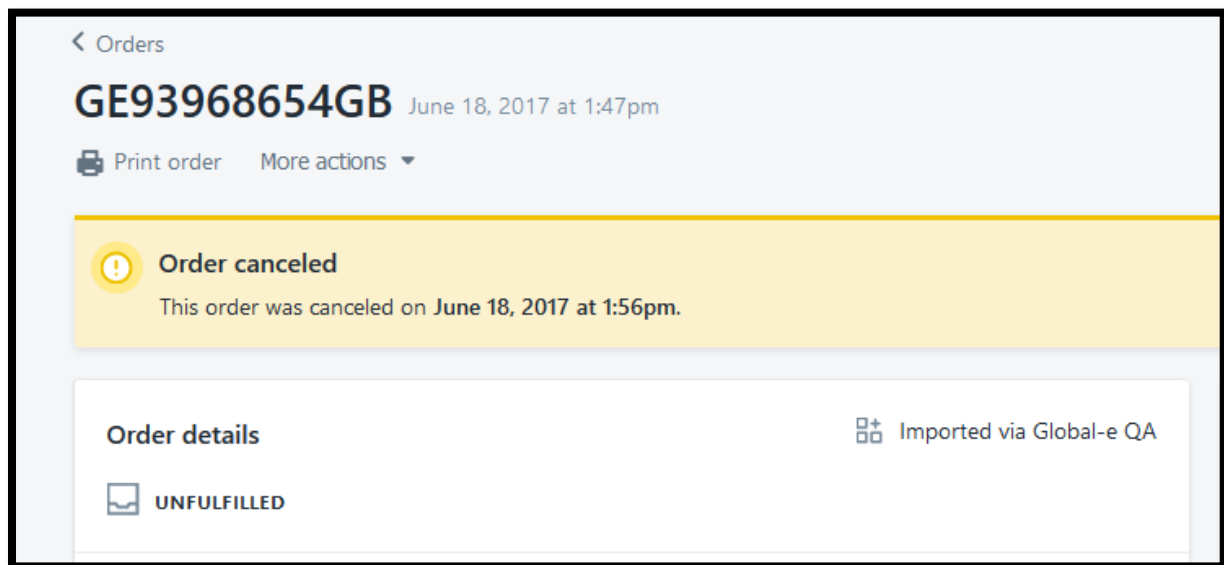
This screenshot is similar to the previous one, showing the same Shopify 'Orders' page. However, the payment status for the order 'GE93968654GB' has changed to 'Paid' (in a blue box). The date is now '2 minutes ago'. The fulfillment status remains 'Unfulfilled' (in a yellow box). The total remains '£54.72'.

Order	Date	Customer	Payment status	Fulfillment status	Total
GE93968654GB	2 minutes ago	Ilya Gelfand	Paid	Unfulfilled	£54.72

Order Cancellation by Global-e

When order is cancelled by Global-e (for example if fraudulent activity was detected), an API request will be sent by Global-e platform to Global-e Shopify App in order to change the order status in Shopify to "Canceled".

Such an order will appear as cancelled in Shopify:



Order cancellation by Merchant

Global-e Shopify App implements Shopify WebHook "orders/cancelled", so once order is canceled by the merchant in Shopify, the respective notification will be sent to Global-e API and the status of the order will be changed to "Canceled by Merchant" in Global-e platform.

Discounts

In order to allow Shopify's customers to use coupon codes created in Shopify platform in Global-e checkout flow, Global-e Shopify app provides an API endpoint that is called by Global-e platform when customer applies a coupon code in Global-e checkout. This coupon code is validated against all the discounts that exist in the particular Shopify store. The application pulls all discounts from Shopify using the Shopify API into the Global-e app's database, so the validation is performed inside the app.

NOTE: Due to limitations of Shopify API, Gift Cards are currently not supported and can't be used in international transactions processed via Global-e checkout.

Client side analytics

Global-e Module, along with the Global-e Client SDK, allows to easily integrate any analytics framework, e.g. Google Analytics. This is done by subscribing to an event that the Global-e checkout fires at the end of the checkout process. Global-e passes all order information to this event, allowing the merchants to take this information and push it to any analytics system of their choice.

As part of the integration, Global-e creates new snippet in the Shopify theme – globale-tracking.liquid, which has implementation of integration with Google Analytics:

```

globe-tracking.liquid Older versions | Liquid variable reference
1 <script>
2 var glegem = glegem || function() {(window["glegem"] || []).push(arguments)};
3 glegem("OnCheckoutStepLoaded",function(data){
4   switch(data.StepsId){
5     case data.Steps.LOADED:
6     case data.Steps.CONFIRMATION:
7       if (data.isSuccess){
8         // Start of GA Ecommerce
9         (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
10           (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
11           m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
12           })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
13
14         ga('create','UA-82274560-1','auto');
15         ga('require','ecommerce');
16         ga('ecommerce:addTransaction',{
17           'id': data.OrderId,
18           'affiliation': 'Global-E',
19           'revenue': data.details.totalProductsPrice,
20           'shipping': data.details.discountedShippingPrice,
21           'tax': data.details.totalVAT,
22           'currency': data.details.currency
23         });
24
25         for(i=0;i<data.details.products.length;i++){
26           ga('ecommerce:addItem',{
27             'id': data.OrderId,
28             'name': data.details.products[i].name,
29             'sku': data.details.products[i].sku,
30             'category': data.details.products[i].categories.length ? data.details.products[i].categories[0].name : '',
31             'price': data.details.products[i].price,
32             'quantity': data.details.products[i].quantity,
33             'currency': data.details.currency
34           });
35         }
36         ga('ecommerce:send');
37
38         // End of GA Ecommerce
39       }
40     }
41   });
42 </script>

```

Additional tracking can be added to the snippet by the merchant.

This snippet can be then included in the Global-e checkout container page in the following way:

```

cart.liquid Older versions | Liquid variable reference
1 <!-- Global-e tracking -->
2 {% include 'globe-tracking' %}
3 <!-- /Global-e tracking -->
4
5

```

For more information, please refer to the Global-e Client SDK documentation here:

<https://web.global-e.com/merchant/clientapi#ganaadd>