

A large, light blue stylized 'G' logo is positioned on the left side of the slide. It consists of concentric circular segments forming a 'G' shape.

TFA x Shoptline

Ecommerce for the rest of us!

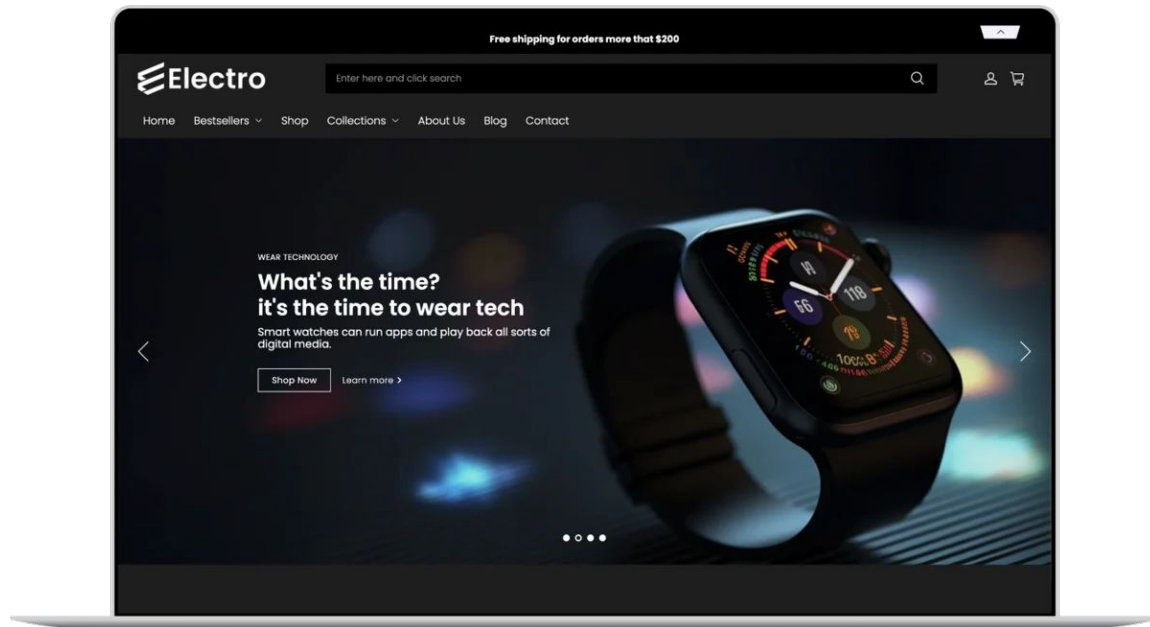
An innovative solution with Shopline and **TFA**

Ecommerce for the rest of us!

That Funny Agency and Shopline are pairing up to offer you a free migration to the most innovative ecommerce platform to hit... Well... Ever!

Stop Reading and **Apply Now**

SHOPLINE



Who we are



A privately-held digital agency founded with the ethos to **Make Digital More Human**. **TFA** is collaborative and performance-driven, and believes that retail clients deserve delightful relationships with their agency.

- Founded in 2021
- Over 30 employees across 5 continents, on track to grow to 200 FTEs by 2026
- HQ'd in Philly/NYC
- A collective century of experience at large global marketing firms

SHOPLINE

The largest publicly traded eCommerce company in Asia, positioned to take significant market share in the Americas and EMEA. Shipline provides innovative, easy-to-use eCommerce products for retailers scaling beyond brick-and-mortar to digital.

- Founded in 2013
- Over 2,000 employees, globally
- Over 600k merchants, globally
- HQ'd in Singapore
- Owned by a publicly traded company, JOYY

Company pro files

Our combined ecommerce record

SHOPLINE



Juliska

FILA

ANNE KLEIN

for all **7** mankind

MUJI
無印良品

HUNTER

FUJITSU

SHARP

PHILIPS
Domestic Appliances

POLARIS

ELEMIS
LONDON

LUSH
FRESH HANDMADE COSMETICS

durex

CAMELBAK

NATIONAL
GEOGRAPHIC

LEGO Certified Store Bricks WORLD

True Value

Herbalife

CREED
1760

STEALTH BELT®
GO ANYWHERE DO ANYTHING

FAHERTY



SCOUT SHOP
Official Retailer of the BSA



Baked by Melissa

SHOPLINE



How Ecommerce Hurts SMBs

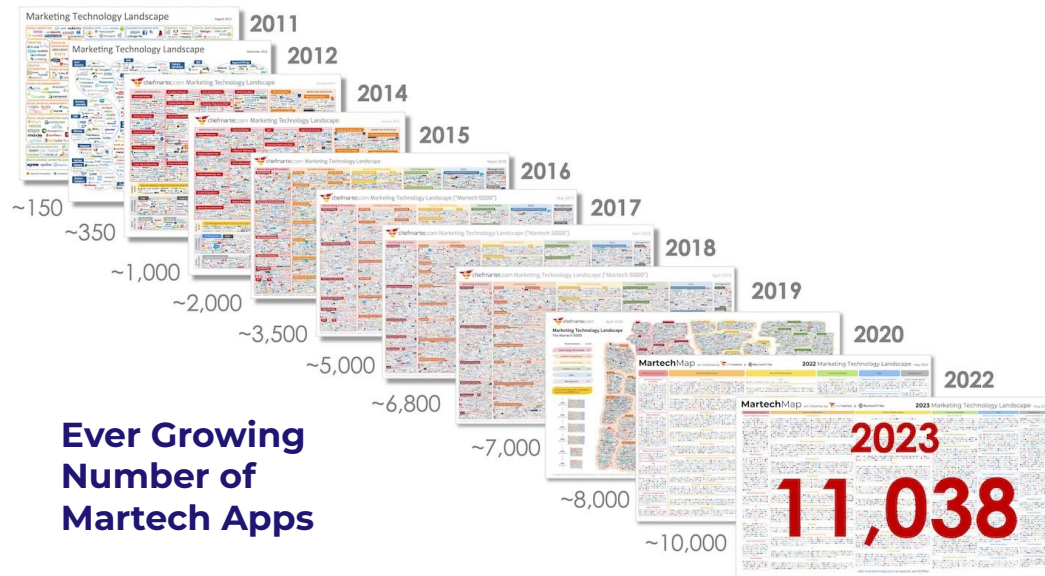
Partnership wreck!

Small to medium-sized businesses (SMBs) often struggle to find both a marketing partner and e-commerce platform that can scale with their needs, provide consistent ROI, and deliver seamless customer experiences. Even when those partners are supposed to work together, many face challenges like consistently fragmented data, limited customization options, lackluster customer service, and siloed marketing efforts that fail to drive meaningful results.

Martech Madness

Have you tried navigating through Shopify, Magento, BigCommerce, WooCommerce and so many others lately? It's worse than your phone's app stores. There's endless marketing tools that do one thing and one thing only that costs an arm or a leg or both adding onto your already ballooning monthly bill.

- Exponential Martech Complexity
- Limited Bandwidth for Martech Expertise
- Disparate Data Nightmares
- Ballooning Costs of Ownership



How Ecommerce Hurts SMBs



Check all that

Name	Problem	Impact
Fragmented Data	Data from various sources doesn't integrate well, creating a fragmented view.	Difficult to create effective, data-driven insights.
Limited Customizations	Limited customization options restrict tailored marketing efforts.	Missed opportunities for personalization; rigid marketing.
Siloed Marketing and Communication	Marketing and eCommerce teams don't fully sync, causing disjointed customer experiences.	Mixed messaging and missed cohesive experience opportunities.
Inconsistent Technology Integration	Tools and platforms aren't fully compatible, causing integration issues.	Lack of automation and operational inefficiencies.
Lackluster Customer Service and Support	Poor customer service from either partner leaves clients unsupported during issues.	Slow support response stalls campaigns and reduces trust.
Hidden Costs and Lack of Transparent Pricing	Additional fees are revealed for essential features, raising costs unexpectedly.	Budgets strained, leading to distrust in partnership.
Slow Implementation and Long Setup Times	Integrating strategies can take longer than expected, causing delays.	Revenue losses and client frustration due to delays.
Poor UX and Design Limitations	Limited design flexibility hinders user experience and brand identity.	High bounce rates and lower conversion due to poor UX.
Insufficient Scalability	The platform or marketing strategy struggles to handle growing business needs.	Limits growth, necessitating additional investment or platform switch.
Inflexible or Outdated Marketing Strategies	Marketing strategies may be generic and not aligned with business needs.	Low ROI and missed customer engagement opportunities.
Complicated or Nonexistent Reporting and Analytics	Limited or complex reporting features make data analysis challenging.	Hinders decision-making and requires extra manual work.
Data Privacy and Security Concerns	Privacy and security standards may not be up to date with regulations.	Risk of breaches, legal issues, and loss of customer trust.
Limited Support for International Expansion	Limited multi-language and multi-currency support for international growth.	Restricts global market reach, creating extra work.
Over-Reliance on Paid Channels	Heavy reliance on paid channels limits long-term, sustainable growth.	High acquisition costs and dependency on ad budgets.

How our alliance simplifies things

SHOPLINE



Our innovative solution

Both organizations stand at the forefront of empowering small and medium sized businesses to successfully compete in a saturated and technologically complex landscape. By working together, we're excited to enable brick-and-mortar stores to make the leap online and provide eCommerce businesses with fantastic savings and top-notch, personalized service.

Through this partnership, Shoptline and **TFA** are dedicated to providing a comprehensive solution that combines Shoptline's advanced eCommerce platform with **TFA's** expert web development, branding, shipping and marketing services. Our joint efforts are focused on delivering outstanding value, streamlining the move to digital, and enhancing overall business growth.

Together, we look forward to helping more businesses thrive in the digital space and achieve their full potential.

Shoptline is partnering with us to build you that space by allowing you to migrate over from your current instance on their dime.

Through this partnership, you will immediately save bottom line costs while working with us to earn more top line revenue in a more simpler, less dramatic way.

How our alliance simplifies things

SHOPLINE



A synergistic offering

Shoptline Products

- eCommerce Website CMS
- Social Commerce
- Native APP Store
- Point of Sale
- Customer Data Platform (CDP)



TFA Services

- Strategy + Planning
- UX Design
- Branding
- Messaging + Storytelling
- Web Development
- Full Service Marketing
- Measurement + Analytics



Complete Retail Solutions

Low cost, high quality, scalable solutions for retailers of all sizes and at all levels of digital maturity.

Why use Shopleveline?

Shopleveline offers an extensive range of features commonly used by eCommerce businesses, all included in a single monthly platform fee—unlike Shopify's model, which charges for each feature separately.

This approach significantly reduces the total cost of ownership, enhances site performance, and centralized data collection, simplifying marketing decisions.

Additionally, Shopleveline boasts some of the lowest transaction fees available, saving merchants substantial amounts of money. As users advance to the enterprise tier, they also benefit from even greater savings on the platform.

In summary, Shopleveline is a versatile and user-friendly eCommerce platform that offers a range of features to support online businesses, with a focus on affordability and an all-inclusive comprehensive feature set.

Current builds in progress:



Dr Greengood



dB

DANA BLAIR DESIGNS

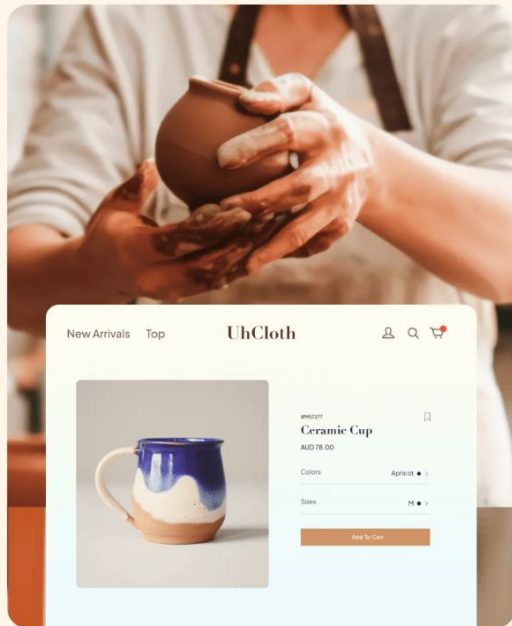
VIKING BEAUTY
SECRETS



Features

Everything you need for growth

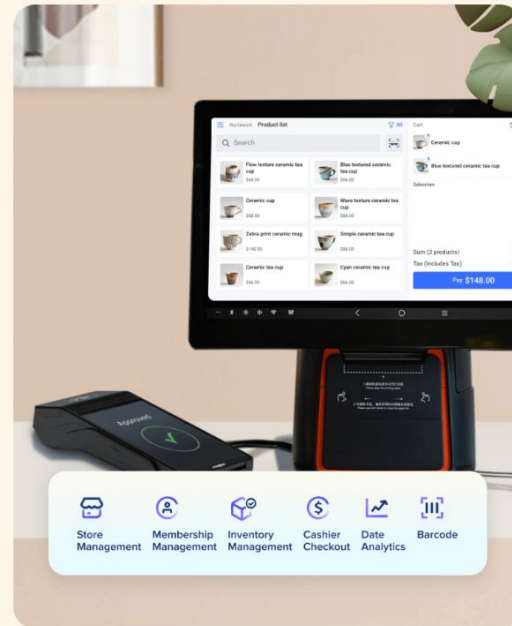
SHOPLINE



E-commerce



Social Commerce

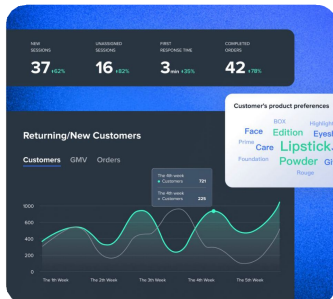


Point of Sale

Modern efficiency

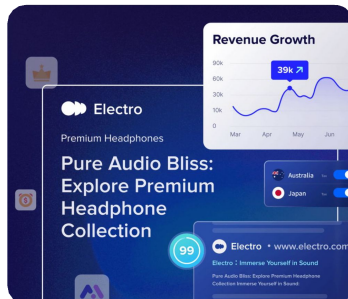
Product Innovation

Shopline provides **native solutions that boost efficiency by eliminating third-party dependencies**. Our upcoming Customer Data Platform (CDP) tackles media attribution challenges and precisely optimizes paid media performance.



Performance Efficiency

Shopline offers an **out-of-the-box solution** that minimizes reliance on numerous third-party apps. This reduces operational complexity and prevents signal loss, empowering you to make smarter investment decisions for growth.



Meta #1 Global Partner

Shopline is the first e-commerce platform to adopt comprehensive API integration, enhancing Meta's machine learning capabilities and **accelerating achievement of client's higher conversions**.

+30%
increase in purchase
action

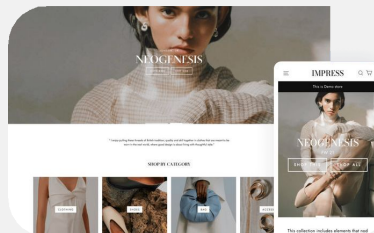


Core components

Themes

Stand out with World-class themes

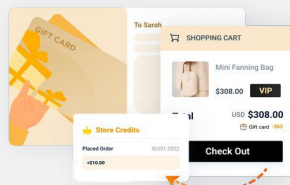
Built by leading designers to high coding standards, they are responsive, SEO friendly and made to boost sales across industries.



Membership & Loyalty

Build customer loyalty with a powerful CRM

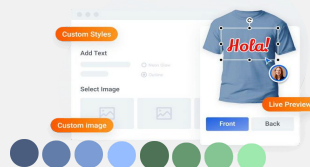
Diversify your loyalty scheme by providing multi-levelled benefits to your customers.



Product Customization

Personalise text, size and colour

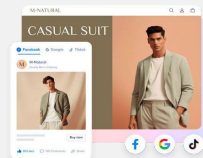
Diversify your loyalty scheme by providing multi-levelled benefits to your customers.



Marketing Suite

Easy marketing to maximize growth

Use marketing automation, affiliate marketing and email messaging tools to grow your brand and clinch sales.



B2B

Expand your business into B2B markets

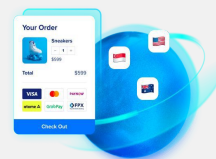
Manage bulk inquiries and offer tiered pricing or minimum order quantity



SHOPLINE Markets

Sell globally

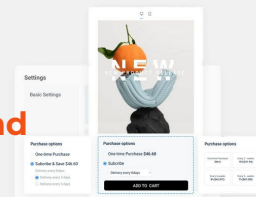
Pricing localization, currency conversion, language localization, local payment methods, duties and import taxes, etc.



Product Subscription

Increase recurring revenue and loyalty

Set subscription cycles, discounts, and frequency for different customers.



Features

Access 60+ bundled apps

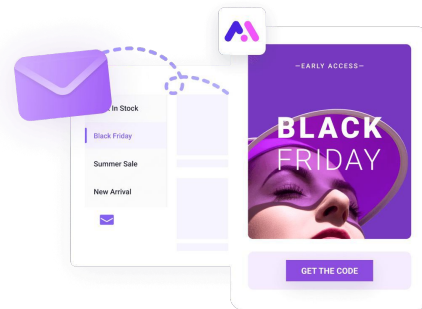
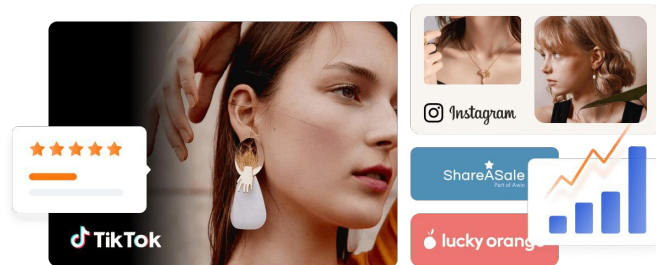
Simplify workflows with ready-made templates

Our extensive ecosystem of apps eliminates the need for integration and customization hassles, providing a one-stop solution for store design, marketing promotion, sales channels, and operational challenges, without any additional fees.

Add as you scale - Unified solution for every merchant

- Customize your storefront with Smart Landing Page, Mega Menu Builder, Instagram Feed, Advanced Component Library...and more!
- Drive traffic, engagement with all in one Marketing, Easyrank SEO, Smart Feed, Smart Push...etc..
"Smart Push is a powerful email and SMS marketing tools that leverage customer traffic to boost GMV growth. The Enterprise plan includes 10,000 emails per store each month."
- Boost sales through Product Upsells & Bundles, Countdown Timer, Product Recommendation... And more!
- Conquer operational challenges by Low stock notification, SKU generator... And more!

SHOPLINE



All-included native apps

Shoptline offers an extensive range of features that are available to merchants within the platform. While most are free, some require a low monthly fee. Certain plans, such as Enterprise, also unlock free features for customers.

Live Chat	Post Purchase Promos	Bundles	Segmentation
Loyalty/Rewards & Memberships	Advanced SEO	Upsells	Progress Bar
SmartPush ESP	Affiliate Program	Pre-Order	Advanced Filters/Swatches
Reviews	Advanced Promotions	Gift with Purchase	3D Models
Search	Live Selling	Cart Countdown	Gift Box
Subscriptions	Push Notifications	Customize Product	Product Recommendations
B2B	Buy with Prime	Mobile App	Flash Sales

Featured App

EasyRank SEO all-in-one app

SHOPLINE



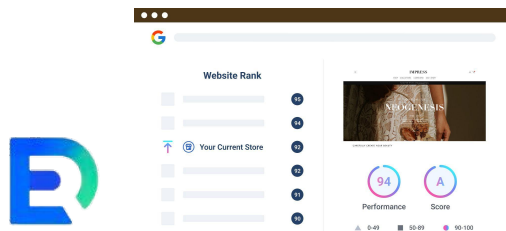
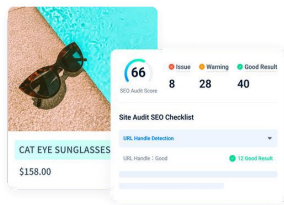
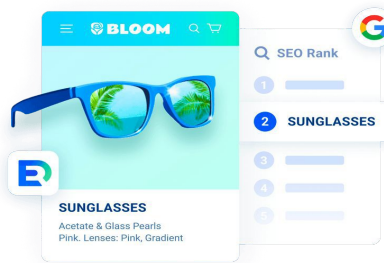
EasyRank SEO is an all-in-one SEO tool that integrates multiple third-party APIs to recommend niche keyword data and on-site SEO optimization. It helps you make informed SEO decisions, provides SEO reports and website rankings, and supports you in becoming an SEO experts

Automated SEO Diagnostics

Daily SEO reports with professional, targeted optimization suggestions.

One click SEO Optimization

- Broken Link Repair
- Meta Optimization
- Image ALT Optimization



Beauty Brand Sees Soaring SEO Traffic in Six Months, after migrating to SHOPLINE. Monthly SEO traffic increased to 34,450, with a growth rate of 29.7%. **The number of SEO keywords** increased to 10,088, with a growth rate of **149.5%**.

+30% Traffic surge in 6 months

SmartPush - email/sms

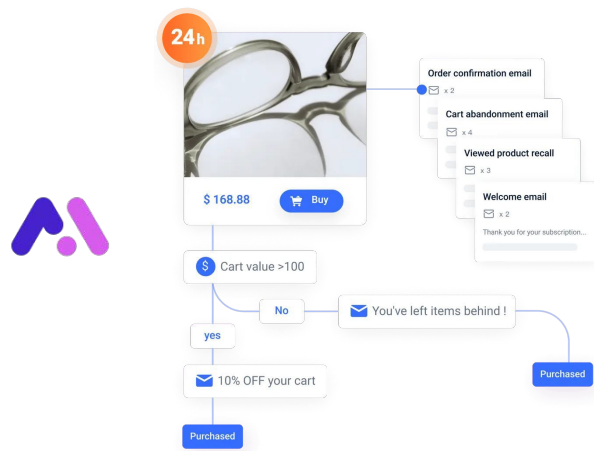
Leverage Marketing Automation and AI to Efficiently Recall Customers

Competitive Email Deliverability

- Achieved 99% of email deliverability by offering mailbox validation, to remove non-existent or potentially harmful mailboxes, protecting your domain's reputation.

Streamline Customer Recall with Marketing Automation

- Automatically send marketing messages when contacts meet certain conditions by leveraging built-in automation templates or customizing your own.
- Drive customers back more intelligently with customer lifecycle management. Automatically segment customers into different types and create email campaigns tailored to each group to increase conversion



+30% Repurchase Rate

Successfully recall customers with automated marketing campaigns, supported by holiday email templates and AI product recommendations.

Store analytics

Equip Your Business with Cutting-Edge Analytics and Insights

12

Report
Types

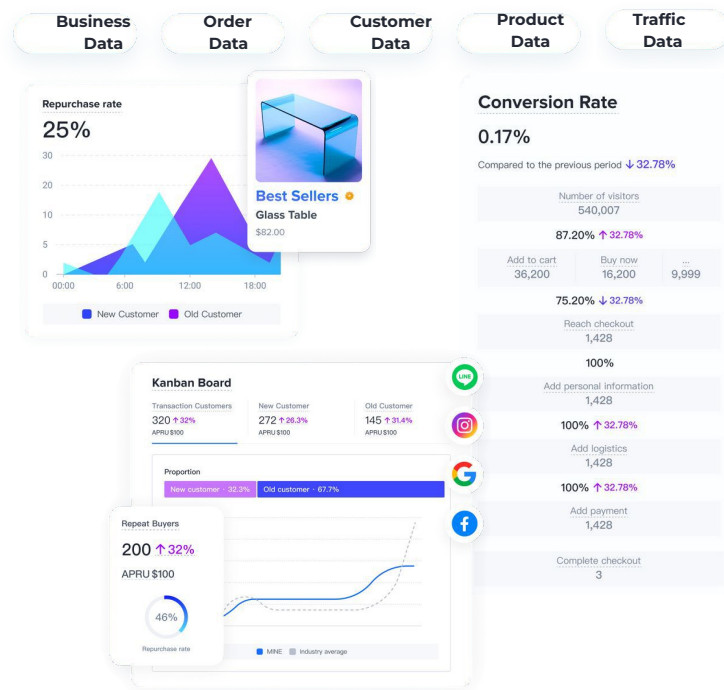
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Sub-Report
Dimensions

20

Custom
Reports

- Utilize powerful insights to enhance sales performance, optimize sales strategies, and increase ROI at any time.
- Monitor sales trends and inventory data for smarter business decisions (e.g best selling products, repurchase)
- Drive customer loyalty with membership analysis and strategic insights
- Analyze customer segmentation to gain insights into spending patterns and enable precise targeting.



Features

High conversion ads

Better conversion rate for Ads to achieve ROAS goals faster

Meta's #1 Global partnership

- Shopline is the **first e-commerce platform to adopt comprehensive API integration (Online, offline and message API)**
- Rich API integration enhances Meta's machine learning capabilities, **accelerating achievement of client's ROAS goal and higher conversions**

Increase event match quality

- Comprehensive event reporting covers both client-side and server-side data, such as **click_id**, **browser_id** and **external_id**, enabling precise targeting of users across devices

Seamless migration

- Exclusive feature to support migrating product_IDs from the previous platform, ensuring continuity in product promotion efforts post-migration.

SHOPLINE



SHOPLINE

Meta

On average, Shopline clients saw

28% x Lower Cost Per Acquisition

From using both Conversion API and Facebook pixel

Technical Overview

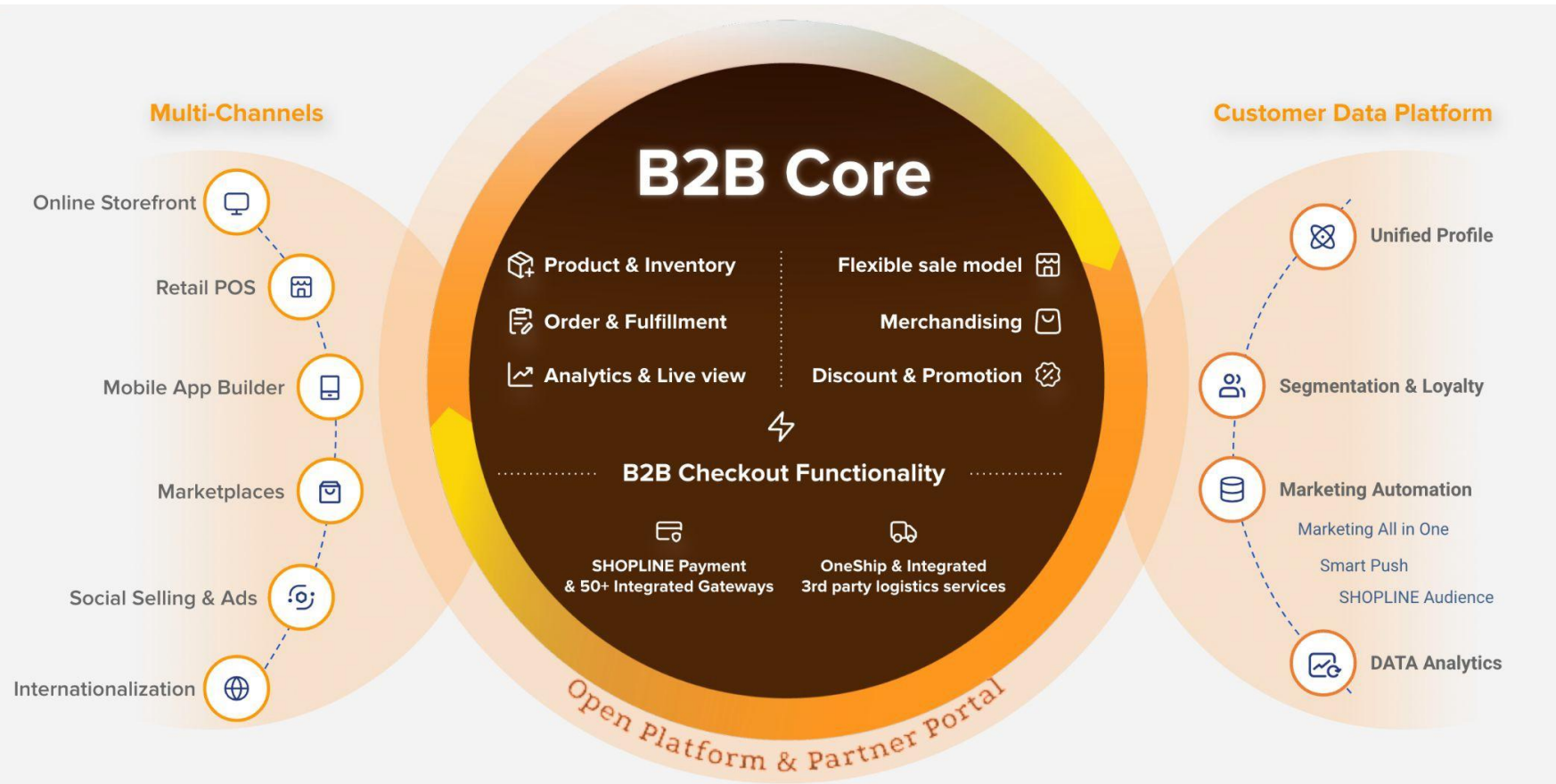
Product Architecture | Unified Commerce

With the return of physical commerce, investment priority shifted from new technology adoption to consolidation of multiple touchpoints throughout the buyer's journey, enrichment of the respective customer experience and stronger integration with legacy systems.

"Magic Quadrant for Digital Commerce." Gartner, Inc., 2023.



Technical Overview



Centralized Data

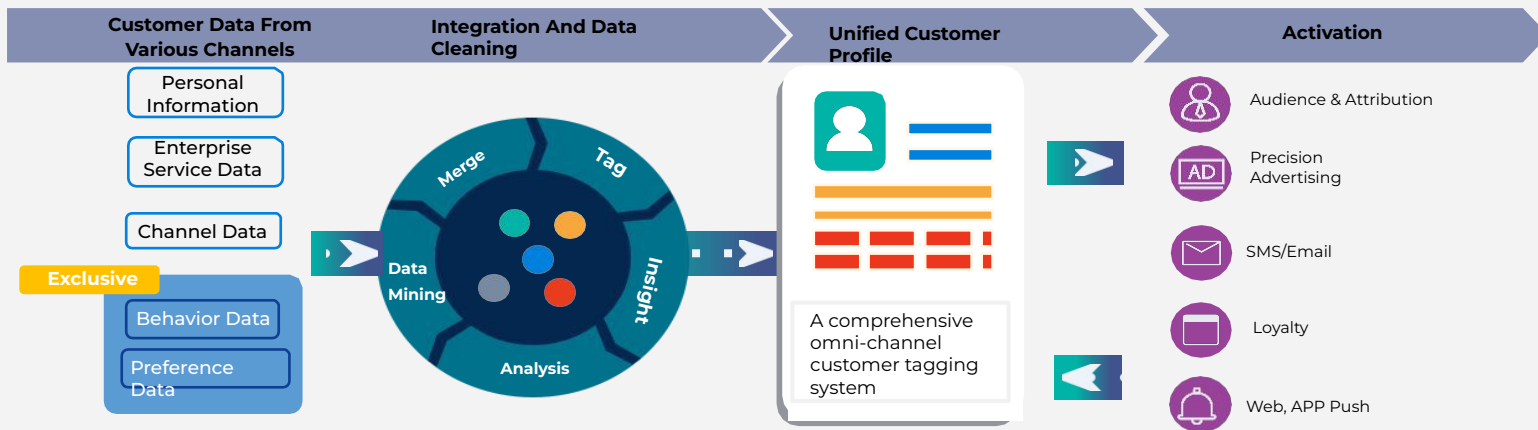
Pain Points

Data loss when another platform uses Javascript to pass customer data

High customer acquisition costs

User Growth has hit a bottleneck

Shopline CDP



Highlight

Only Shopline possesses **first-party data** for seamless integration across channels. Behavioral and preference data, including **page views, session duration, bounce rate, and device usage, cookies** are exclusive to store platforms.



Including retargeting, prospecting, lookalike group, **Audience expansions increase 100%, retargeting ROI up by 2.18 and prospecting ROI up by 1.91**



Smartpush reports data through **server-side integration**, reducing data loss by 10%-30% and effectively **boosting GMV by 10%-30%**



Member system support multiple ways to earn points and can set points rewards at every interaction to **repeat purchase rate by 52%**

SHOPLINE



Saving with Shopline

Savings comparison

Monthly pricing comparison

Shopline offers competitive pricing across different tiers, with an entry-level plan starting at \$24/month, positioning itself as an affordable alternative to BigCommerce and Shopify, which both start at \$29/month. At higher tiers, Shopline provides custom pricing for enterprise-level clients, while Shopify and BigCommerce maintain fixed prices. This flexibility makes Shopline an attractive choice for growing businesses seeking scalable pricing options.

SHOPLINE



Shopline Pricing

Starter Everything you need to create your store, ship products, and process payments. \$24 /mo	Essential Enhance your store's capacity to sell more effectively, quickly, and over a wider range. \$66 /mo	Premium Empower your team to efficiently and effectively globalize and scale the business. \$224 /mo	Enterprise Designed for well-developed or fast-growing enterprise, the ultimate solution for exponential growth. Contact sales for custom pricing
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BigCommerce Pricing

Standard For individuals and small brands. \$29 <small>Save 25%</small> <small>per month, billed annually</small>	Plus For ambitious small businesses. \$79 <small>Save 25%</small> <small>per month, billed annually</small>	Pro <small>Most Popular</small> For fast-growing businesses. \$299 <small>Save 25%</small> <small>per month, billed annually</small>	Enterprise For established businesses. Custom <small>pricing and terms</small>
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Shopify Pricing

Basic <small>Most Popular</small> For solo entrepreneurs \$29 <small>USD /month</small> <small>billed once yearly</small>	Shopify For small teams \$79 <small>USD /month</small> <small>billed once yearly</small>	Advanced As your business scales \$299 <small>USD /month</small> <small>billed once yearly</small>	Plus <small>Available on a 1- or 3-year term</small> For more complex businesses Starting at \$2,300 <small>USD /month</small> <small>on a 3-year term</small>
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Pricing Comparison: \$1M in Revenue (Annual - Premium/Advanced Plans)

Shopline	Shopify
Monthly Subscription Fee: \$269	Monthly Subscription Fee: \$399
Transaction Fees: starter plan 2%. Essential plan .80% Assuming an AOV of \$60, this amounts to 16,667 annual transactions. Total: \$8,000	Transaction Fees: 2.5% + \$.30/transaction. Assuming an AOV of \$60, this amounts to 16,667 annual transactions. Total: \$30,000
Apps: \$5,000 (Including ESP)	Apps: \$15,000 (Yotpo, Gorgias, Klaviyo, + 3 others)
Total: \$9K	Total: \$45K

Shopline vs Shopify

Reduced Cost of Ownership & Enhanced

Shopline slashes your total cost of ownership by 19% vs competition on average
Shopline delivers enhanced marketing performance across all channels (1.3x better on Meta)

SHOPLINE



Ave \$75k+ Annual Savings on Enterprise (\$10M+ GMV)		
Type	Shopline	Other
Platform Fee	\$0	\$25k+
Native/3P Apps	\$0	\$50k+
Top Shopline 3P market rates	Up to 25% saving	\$average
Ave \$7,500+ Annual Savings on Premium (\$1-5M GMV)		
Platform Fee	\$2,690	\$4,500+
Native/3P Apps	\$0	\$5,000+
Top Shopline 3P market rates	Up to 25% saving	\$average

Performance Efficiency & Improvement	
Integration & Tech	Shopline
Meta Partnership	1.3x CPA efficiency
TikTok & TikTok Shop Partnership	<ul style="list-style-type: none">10hrs+ per week time savingEnhanced ad performance
Native CDP	Enhanced paid, owned, earned marketing accuracy
Site Speed to Drive Conversion Rates	X sec faster than top competitor (Note: 1ms increase in speed = 1% improved site conversion rate)
Indicative savings only, all estimates subject to scope	

SHOPLINE



Summarizing the Offer

Why migrate now

Unmatched Cost Savings

- Free Migration: Unlock a migration process valued between \$25,000 and \$100,000, covered entirely by Shopline and TFA.
- Lower Total Cost of Ownership: Shopline consolidates essential features in one platform, reducing reliance on costly third-party tools and lowering transaction fees.

Performance and Efficiency Boost

- Improved Conversion Rates: Faster site speeds and advanced tools like Meta's integrated APIs deliver up to 1.3x better CPA efficiency.
- Simplified Operations: Unified features eliminate third-party dependencies, enhancing workflows and marketing precision.

Future-Proof Your Business

- Advanced Features Included: Access cutting-edge tools like native CDPs, loyalty programs, and customizable storefronts without additional costs.
- Global Expansion Ready: Easily localize pricing, payments, and language to expand into new markets.

Timing is Everything

Shopline's investment in new U.S. businesses makes this the perfect moment to elevate your eCommerce strategy—free of charge. Start saving now while gaining a partner committed to your growth.

What's Next? Start Your Adventure

1. **Schedule** your free migration assessment & map out your path with TFA.
2. Have a Q&A Session with TFA and Shoptline. We want you to understand the full offering and challenge why this makes sense for you.
3. Understand the TFA Shoptline offer - Right now Shoptline is investing in new businesses within the United States, which give you a great opportunity. In this phase TFA will work with you to bring your site to Shoptline free of charge!

Bottom line: The benefits of working with TFA and Shoptline

Shoptline's platform gives you unparalleled access to (Native Apps, Centralized Data, Pricing, Better Customer Service, and easy customization for all needs)

TFA does the work for you! We could also become your full-service agency with experts from ALL disciplines executing your unique marketing, creative, development, and strategy needs with a focus on ROI & ROAS.