BINARY Ecommerce Experts

The
Boring
Edition

150+ updates. Nothing new, everything improved.

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Top updates

- Draft orders work with [functions](#), [bundles](#), and [checkout extensions](#)
- Shopify POS works with [bundles](#), [retail customer segments](#), and [customer metafields](#)
- Shopify Search & Discovery works with [combined listings](#) and [category metafields](#)
- We've increased loading speeds across [cart and checkout](#) and [the admin](#)
- We're rolling out [Sidekick](#), [Markets](#), [new analytics](#), and [customer account extensions](#)

Online

[Configure combined listings for search](#)

Choose if parent or child products should appear in search and product recommendations with Shopify Search & Discovery.

[Smart collections based on taxonomy attributes](#)

Create smart collections based on product attributes in Shopify's product taxonomy, such as material and color.

[Custom metafields for product categories](#)

Assign your own metafields to only apply to specific product categories to extend the standard attributes in Shopify's taxonomy to better fit your store.

[Category filter ordering](#)

Choose the exact order your category filter values appear in using Shopify Search & Discovery.

[Filter by category metafields](#)

Now you can filter by category metafields using Shopify Search & Discovery, enabling more relevant filters on your storefront.

[Metaobjects everywhere](#)

Easily access metaobjects, like featured reviews and brand ambassadors, across your entire theme using the dynamic source picker in the theme editor.

[Edit subscriptions inline](#)

Edit, remove, or add subscriptions directly from the product details page in the admin, not just the Shopify Subscriptions app.

[Oversell protection for subscription renewals](#)

Shopify Subscriptions now respects your inventory settings when renewing subscriptions, restricting new orders if products are out of stock.

[Buy X Get Y works with subscriptions](#)

You can now offer Buy X Get Y discounts for subscriptions, such as offering customers a free gift when they subscribe.

[More automatic discounts](#)

Offer more app-based automatic discounts, with the limit increased from 5 to 25.

[Markets rolling out soon](#)

Markets will be available to all merchants over the coming months, enabling custom buyer experiences for retail, B2B, and international.

[Reporting for bundles](#)

Get more insight into how your product bundles are performing with metrics in the new analytics.

[A clearer view of bundles](#)

Product bundles and their components are now represented more consistently across emails, the order details page, and more.

[Accurate bundle inventory](#)

Show customers if a product bundle is out of stock before checkout when using Managed Markets or fulfillable inventory.

[Streamlined theme editor settings](#)

The theme editor features a more compact settings sidebar so you can easily find what you're looking for.

[Custom search filters on Shop](#)

Search and collection filters that you set up in your online store now are available on Shop improving how customers browse in the app.

[Returns in Shop](#)

Customers can now initiate returns and exchanges directly from the order management page in the Shop app.

Retail

Unverified retail returns

Enable your retail staff to process returns without a receipt or order number and refund to a gift card.

Split screen search

The Shopify POS home screen now displays the cart alongside search results and lets you easily add searched items with just a tap.

Bundles work with POS

Shopify POS now supports Shopify Bundles. Set bundles up in the app and publish to POS via the product details page.

A more customer-focused POS

Retail customers will now see product thumbnails, more prominent buttons, and the option to select more than one type of receipt in the POS Terminal.

Condensed POS display

The app layout for Shopify POS is now more compact and includes modal views, helping staff get to the most relevant info faster.

Offline payments

Accept in-person card payments even if your network is down. Payment information is saved and processed when your POS is back online.

Tap to Pay on Android and iPhone

Accept contactless payments on your phone with Tap to Pay available in even more countries on iPhone and now on Android.

Retail customer segments

Use new location-based filters in customer segments to create personalized marketing campaigns that reach nearby customers.

Customer metafields on POS

View and edit customer metafields on Shopify POS, improving the in-store customer experience while collecting customer info.

Shopify POS in France

Merchants in France can now accept in-person payments, streamline operations, and unify offline and online sales with Shopify POS.

Checkout

Checkout Blocks on more pages

All plans can now make simple customizations on the thank you and order status pages with the free Checkout Blocks app, no coding required.

Chat apps in checkout

Add a helpful chat app to the thank you page using checkout extensions, or if you're on Plus, to any checkout page.

Smoother checkout loading

Customers can start interacting with the checkout page more than one second sooner with new animations and asynchronous loading of customizations.

Faster cart and checkout

Cart loading speeds have increased by up to 50%, for a faster cart and checkout experience for your customers.

Faster accelerated checkout buttons

Accelerated checkout buttons now load up to 58.8% faster on the product details page, and support functions and bundles.

Accelerated checkout preview

See an exact preview of all accelerated checkout buttons like Shop Pay, PayPal, Apple Pay, and more in the checkout and accounts editor.

Extensions work with draft orders

Now any checkout customizations that were built with UI extensions will also load in your draft order checkouts. Exclusive to Plus.

Functions work with draft orders

Checkout customizations that were made using Shopify Functions now also apply to draft orders, ensuring a more consistent experience.

Draft order price locking

Guarantee prices quoted in draft orders by locking the price until the order is complete, even when prices change in your catalog.

Restrict gift card payments

Conditionally disable gift cards in checkout using apps, with updates to the Payment Customization Function API.

Extended cart expiration

The cart's lifetime has been increased to boost customer conversion.

Split shipping now available

All merchants can offer split shipping in checkout, which is now compatible with third-party fulfillment apps like ShipStation, ShipBob, and more.

Installments for Shop Pay Component

US-based enterprise businesses using Shop Pay Component can now offer customers the option to pay over time with Shop Pay Installments.

Boring t-shirt

This high-quality, reliable shirt seamlessly works with everything to get the job done.

Marketing

Personalize customer accounts without code using apps, like you do in checkout. Add powerful functionality like order management, returns, subscriptions, and more.

Customer accounts menu links

Tailor the customer accounts header menu by adding or removing pages, directing customers exactly where they need to go.

Branded login pages

Make your login page pop by incorporating your store's checkout and customer accounts branding, including everything from typography to brand colors.

Custom UTMs for email

You can now set custom UTM parameters for Shopify Email campaigns that will apply to all links in an email and work with third-party reporting tools.

Compare email ROI

See how your Shopify Email campaigns are performing with spend and ROI metrics now built into your marketing analytics dashboard.

Edit your email images using the same editing tools available elsewhere in the admin, like crop and resize, without leaving Shopify Email.

Holiday email templates

Send holiday emails with new templates in Shopify Email, and add urgency with a countdown timer section for sales and shipping windows.

Effortless product emails

Quickly send out Shopify Email campaigns featuring specific products right from the product details page or product index.

Higher-converting sign in

We've improved the experience for customers signing in to your online store with Shop boosting the sign in conversion rate by more than 16%.

Marketing automation with segments

You can now trigger automations when customers join or leave a segment with Shopify Flow.

Flow marketing automations

All marketing automation templates are now powered by Shopify Flow and are available in the template library.

Suggested replies now available

You can now quickly answer customer questions with AI-generated suggested replies in Shopify Inbox. English only.

Shoppable ads on Roku

Turn your TV ads into shoppable experiences with Actions Ads on Roku, with no additional fees or minimums, and analyze your ROI within Shopify.

Inbox photos and filters

Add a profile photo for more personal chats with customers, and more easily manage your spam, with Shopify Inbox.

Metafield controls for forms

Select which fields in Shopify Forms map to customer metafields, providing more control over what information is added to customer profiles.

Exclude more existing customers from ads

Shopify Audiences lets you exclude 40% more existing customers from your ads on average with the new Existing Customers Plus audience. Exclusive to Plus.

Acquire new customers and scale paid advertising efforts on Google, Meta, and more with low-lift, risk-free Shop Campaigns available on all plans in the US and Canada.

Winback campaigns

Target and convert lapsed customers based on their last transaction date with Shop Campaigns. Available in the US and Canada.

Google Shopping ads

Expand the reach of your Shop Campaigns to Google Shopping with one click. Available in the US and Canada.

Segments in Google Ads

Run campaigns on Google Ads that use your Shopify customer segments to more easily reach the right audience.

A more engaging Shop feed

Shop now showcases your brand colors, videos, and images in the feed, and features personalized recommendations to engage app customers.

Wholesale

Better draft orders for B2B

We've upgraded draft orders so you can lock product prices and offer bundles. If you're on Plus you can also collect deposits and view and charge vaulted cards.

Extensions work with draft orders

Customize draft order checkouts with checkout UI extensions. For example, add a shipping message just for B2B customers. Exclusive to Plus.

Functions work with draft orders

Checkout customizations you make with Shopify Functions now also apply to drafts, for a more consistent experience for sales staff.

Customize B2B customer accounts

Customer account extensions are now available. Use apps to add features for B2B customers like quoting workflows, downloadable PDF invoices, and more.

Self-serve returns for B2B

Allow B2B customers to initiate returns directly through their customer account, just like DTC. Exclusive to Plus.

Automate new account setup

Let new customers place orders ASAP by automating the assignment of catalogs, permissions, and sales staff to company locations with Shopify Flow. Exclusive to Plus.

Custom identity providers

Offer B2B customers a consistent login experience across all your current platforms by enabling your existing identity provider. Exclusive to Plus.

Your store's checkout and accounts branding now also applies to your login page.

[Tax exemptions for companies](#)

Apply a general tax exemption to all or specific company locations, ensuring no tax is collected for B2B orders. Exclusive to Plus.

Tailor your reports to focus entirely on B2B orders and customers, and exclude DTC, for more effective performance tracking. Exclusive to Plus.

[New B2B-compatible apps](#)

Enhance your store with line sheets, CSV order uploads, preorders, B2B-specific analytics, and more with 18 more apps now compatible with B2B.

Save time managing your [Shopify Collective](#) listings with rules to automatically import, update, and delete products.

[Collective return automation](#)

Automate Shopify Collective returns, with or without 3P apps, for a more efficient and scalable way to return orders to suppliers.

Create and customize product automations and returns policies for groups of suppliers in [Shopify Collective.](#)

[Collective order risk assessment](#)

Automated flows now flag high-risk Shopify Collective orders, allowing you to cancel them before they ship.

Global

[Natural search in more languages](#)

Customers around the globe can now search using everyday language with Semantic Search.

[A more localized Shopify](#)

Shopify now offers merchants in Europe and Japan better translations in the admin and a more regional experience.

[VAT invoices with Shopify Tax](#)

Easily generate, store, and display VAT invoices for both B2B and DTC customers in the EU and UK with [Shopify Tax.](#)

[Increased shipping insurance](#)

Managed Markets shipping labels cover against loss, damage, or theft for up to $200, with the option to purchase up to $5K, for the Shopify plan and above.

[Duties included in prices](#)

All Managed Markets merchants can now reduce surprises at checkout by including international duties and taxes as part of the product price.

[Buy labels with Shipbob](#)

Buy and print Managed Markets shipping labels from Shipbob.

[Order editing works with Managed Markets](#)

Managed Markets now lets you easily update existing orders to better support international customers.

[New payment options for Managed Markets](#)

Managed Markets offers more local payment methods, including Bancontact, GrabPay, KCP, MobilePay, Przelewy24, Twint, and Vipps.

[Klarna in more countries](#)

Customers in Italy, the Netherlands, Spain, and the UK can buy now and pay later with Klarna on [Shopify Payments.](#)

[Automated privacy settings](#)

Improve compliance with privacy settings that automatically update when you sell in new markets or make changes to your store.

Shipping

[Unified fulfillment logic](#)

Your order routing and fulfillment settings are applied across subscriptions, draft order invoices, and imported orders to prevent overselling.

[Ship to store now available](#)

Allow customers to buy items online and have them shipped to their preferred store for pickup by enabling store transfers. Now available on all plans.

[Better UPS rates for small items](#)

Now merchants can enjoy larger discounts on their smaller-sized packages with UPS® Ground and UPS® Ground Saver.

[Consolidated view for delivery methods](#)

See all delivery methods per location in one view, allowing you to easily activate, deactivate, or configure your delivery methods.

[New shipping carriers in Europe](#)

Buy labels from shipping carriers in more countries including DHL Paket in Germany and Yodel in the UK.

[Streamline bulk label creation](#)

Customize your columns in the shipping labels page, add fields for order tags and notes, and filter by date to make it easier to purchase labels in bulk.

File shipping claims in Shopify

Save time by filing damaged or missing Shopify Shipping insurance claims directly from the admin.

Improved shipping refunds

Refund shipping in one click, get a clear timeline of past refunds, and see accurate post-refund shipping amounts on the order details page.

Custom metafields can now inform order routing rules, offering a more dynamic and scalable way to define where orders are fulfilled from.

Multiple fulfillment holds

A single order can now have multiple holds, offering more clarity into the reasons why it's on hold and reducing errors in your automation workflows.

You now have more options for how to handle inventory stored at a 3PL- or app-managed location when uninstalling a fulfillment app.

Address validation everywhere

Addresses are now validated across the admin including draft orders, shipping labels, customer profiles, B2B company locations, and more.

Get fast access to your POS location settings using improved filters and search, and easily view or change your default fulfillment location.

Operations

Organizations for all plans

Now everyone can group stores into a single organization to more efficiently manage staff in one place, and consolidate to a single bill.

Permissions for files

Assign staff permissions for managing files, allowing specific people to create, delete, edit, or view.

Staff access by role

Role-based access controls are now rolling out, so you can easily and securely give staff access by assigning them one or multiple roles.

Sidekick rolling out

Your personal AI-powered assistant Sidekick is rolling out in English to merchants around the globe.

Faster-loading admin

The admin is the fastest it's ever been, with initial page load speeds increased by 25% and page-to-page navigation 12.5% faster.

New analytics rolling out

Get more customized insights using the metrics and dimensions you choose with the new analytics, now rolling out to everyone.

Custom queries for analytics

The new analytics lets you query your data directly from a report in real time using ShopifyQL, for more dynamic and customizable reporting.

RFM analysis report

Understand your customer segments and decide how to best re-engage each of them with the Recency, Frequency, and Monetary report in the new analytics.

Store credit insights

All store credit transactions can now be viewed in one report by event type and used to build customer segments for your marketing.

Powerful search everywhere

Search is smarter across Shopify, including the Shopify app and the variable picker in Shopify Flow.

Find the best theme

Find new themes featured on the Shopify Theme Store home page. Reviews and ratings are also more prominent to make it easier to browse.

Relevant metrics on mobile

Customize the metrics on your Shopify app home screen for more relevant, at-a-glance insights on the go with the new analytics.

Automate more tasks in Flow

Shopify Flow can now automate workflows without custom HTTP calls, with the Send Admin API request supporting nearly all Admin API actions and returns data.

Search Flow runs in the admin

Quickly find Shopify Flow runs right from the admin page you're on—like order and product pages.

Metaobject triggers in Flow

Shopify Flow can now trigger workflows, like automating a thank you email after a form submission, on new metaobject entries.

Flow run troubleshooting

Your workflow runs now provide more information in the Shopify Flow runs list view, so you can more effectively troubleshoot any issues.

Clear guidance in Flow templates

Build more reliable workflows with improved visibility of errors when configuring new templates and workflows in Shopify Flow.

Return automation in Flow

Save time by automating returns and exchanges with Shopify Flow now featuring new return triggers, actions, and templates.

Sync catalogs with custom IDs

Maintain and sync product catalogs and customer data across multiple systems and stores with custom IDs and upsert API support.

Standardized reauthentication

Our secure reauthentication flow now supports any type of account and login method from SAML to passkeys for a frictionless experience in the admin.

Finance

More easily view and manage all your business's finances from the admin or the Shopify app with a new, comprehensive finance home.

Batch, combined, and recurring payments are now available. Pay how you want—by credit card, debit card, bank transfer, or Balance. US only.

Shopify Tax automates the preparation, filing, and remittance of your sales tax returns in the US. Streamline compliance and save time and money.

Shopify Capital now lets you submit required application documents directly within the admin and accepts more types of files.

Shopify Balance for Plus

Shopify Balance now gives Plus merchants in the US features like a competitive APY reward, up to $1M transfer limits, and payouts in as soon as one business day.

More ways to pay with Shopify Credit

Shopify Credit now lets you pay statements from your daily sales over 10 months for a fee, or pay in full in the first month for no fees. US only.

Shopify Tax in the EU & UK

Shopify Tax is now available in the EU and UK, simplifying VAT compliance with automated calculations, liability tracking, reporting, and VAT invoicing.

Top updates <developer>

- Functions work with carts of up to 200 items and 25 automatic discounts
- Hydrogen works with optimistic variants, gift cards, sitemaps, and custom environment files
- GraphQL replaces REST with new endpoint mappings to find equivalent operations
- The Theme CLI is faster and GitHub-based theme editing is possible in VS Code

Storefronts <developer>

Theme Blocks now live

Define a block once within a theme and reuse it across sections. Nest blocks up to 8 levels deep and pass context to child blocks with dynamic sources.

Metaobject theme setting

You can now create sections and blocks that require metaobjects of a specific type with a new theme setting for metaobjects.

More content in GraphQL APIs

You can now programmatically access menus, pages, articles, and blogs using the GraphQL Admin API.

Accelerated Liquid workflows

The Theme CLI is faster, and GitHub-based theme editing is now possible in VS Code for web, with Intellisense recognizing every file in your project.

Low inventory cart warnings

Inventory errors are now available in a new return field in the Storefront API, showing warnings to manage items in the cart or display information to the buyer.

Enhanced accelerated checkout buttons

Accelerated checkout buttons can be customized to match storefront themes, and support Shopify Functions and bundles on cart and product pages.

50% faster cart requests

Carts now load up to 50% faster and with reduced query latency on storefronts across the globe.

Hydrogen supports gift cards

Enable customers to apply gift cards directly to their carts on Hydrogen stores with a new feature on the cart handler and starter template.

Localized consent on Hydrogen

Display consent requests in multiple languages, improving the user experience and compliance across different regions.

Hydrogen custom environment files

Easily work on multiple stores from a single codebase using different .env files for each store, with the support of custom environment files.

Hydrogen OptimisticVariant hook

Hydrogen now provides optimistic variant support that makes switching between variants instantaneous.

Sitemaps API for Hydrogen

Easily build even the largest sitemaps for Hydrogen stores with the new Sitemaps API.

Extensions <developer>

You can now build return apps and flows for customers using the Customer Accounts Return API.

Action extensions across POS

You can now use action extensions to build unique experiences on the products, customer, and order index surfaces of the POS.

Block extensions on POS

Easily surface additional inline information on the products, customer, and order index surfaces of the POS with new block extensions.

Extension-only discount apps

Build discount apps using admin extensions with Shopify-hosted UI, reducing the need to build, maintain, or host unnecessary code.

Functions work with 25 automatic discounts

Discount functions can now power up to 25 automatic discounts, with improvements to input query performance.

Extensions work with draft orders

Checkout extensions now load in draft order checkouts when using API version 2024-07 or later. Exclusive to Plus.

Functions work with draft orders

All functions now work in draft order checkouts, with additional workflows available for draft orders in admin.

Function execution limits now scale with carts that have over 200 lines to better support larger carts.

Disable gift cards in checkout

Conditionally disable Shopify gift card usage based on logic you define with the Payment Customization Function API.

Chat apps in checkout

Build and embed your chat app into checkout and thank you pages using the Chat UI component, and query information about the checkout and store.

Conditional rendering for UI extensions

Hide action extensions and minimize blocks so that elements are only shown to the relevant merchants.

Improvements to purchase options UI extensions

Build a single extension that allows merchants to more easily create and manage purchase options such as subscriptions or pre-orders.

Continuous cart authentication

Carry customer logins on the storefront into checkout using a customerAccessToken and the Storefront API.

Customize line items appearance

Set product thumbnail aspect ratios and customize how quantity badges in the order summary appear with the Checkout Branding API. Exclusive to Plus.

Fulfillment orders can now only be modified by their assigned fulfillment app, ensuring that the correct app handles and reroutes each order.

Extended fulfillment constraints

Fulfillment constraints can be specified across all delivery methods, including local delivery, in-store pickup, and pickup points.

The Shopify Subscriptions Reference app

The Shopify Subscriptions Reference app is now public, serving as an example app or starting point for building a custom subscriptions app.

Pixels support B2B context

Customize web pixels for B2B and DTC to easily identify and track different customer types. Exclusive to Plus.

Pixels support checkout alerts

Send new events to web pixels that represent checkout alerts and extension errors for a more complete view of the customer's journey.

Resource picker for app-specific objects

Quickly create pickers for app-specific custom data to enhance experiences across embedded apps and admin UI extensions.

Segment join/leave events via API

Build custom segments and subscribe to webhooks to be notified when customers join or leave a segment.

Print extensions now support rendering as a PDF, HTML, or image to seamlessly integrate with order and product print flows.

Subscription oversell protection

Recurring subscription orders created using the Selling Plans API now respect a merchant's inventory settings, restricting new orders if products are out of stock.

Metadata for delivery options

Enhance delivery options like shipping and pickup with custom metadata and display it in checkout with app blocks.

Cookie banner metafields

Cookie banners can now store custom data that persists from the storefront to the checkout using the Customer Privacy JS API.

GraphQL orderCreate API

The orderCreate API is now on GraphQL, allowing you to use a single, consistent interface instead of maintaining a separate REST integration.

Session recordings with pixels

Use pixels to build compliant session recording solutions that help merchants pinpoint effective areas of the buyer journey and areas of friction.

Growth <developer>

Managed app pricing now lets you set private plans for individual shops.

[Ad campaigns with ecommerce events](#)

Effectively track and optimize your [Shopify App Store](#) ad campaigns using detailed ecommerce events.

[Click dates for ad attribution](#)

More easily identify which app installs resulted from a [Shopify App Store](#) ad campaign with click dates now included in the partners export feature.

Use suggested bid ranges when running homepage and category ads to increase the likelihood that your ad will be displayed to merchants.

[Simpler Built for Shopify documentation](#)

We've updated the criteria checklist and our developer documentation to help you clearly understand and meet new Built for Shopify requirements.

[Built for Shopify requirements](#)

We're introducing new design, category, and embedded requirements to the [Built for Shopify](#) program starting July 2025.

Link the support button to your preferred help surface to send merchants to your live chat, support form, help desk, and more.

[Highlighted brand search results](#)

Apps that are closely matched to brand term searches now appear prominently at the top of search results.

[Better in-admin app visibility](#)

More discovery points and contextual recommendations make finding apps, including third-party, easier for merchants in the admin.

Merchants can find more relevant apps by using feature-based search and comparison in the [Shopify App Store.](#)

[Improved theme discoverability](#)

Theme cards and listing pages prominently feature reviews and ratings. The ranking algorithm and "new themes" section also make themes easier to find.

[Automate Collective returns](#)

Make your returns app compatible with the new Shopify Collective automated returns flow by using the "returns/close" webhook.

Tools <developer>

[More powerful .dev Assistant](#)

The .dev Assistant now supports threads for better context sharing and query refinement and supports more REST to GraphQL use cases.

[All in on GraphQL](#)

GraphQL is the definitive API for Shopify, with efficient data access, a strongly typed schema, and first-class tooling and documentation.

[Better GraphQL guidance](#)

GraphQL references now feature more examples, detailed query filters, and an intuitive design.

[REST to GraphQL mappings](#)

Use new endpoint mappings within REST to easily find equivalent operations in GraphQL.

[Webhook compliance insights](#)

Easily monitor your mandatory compliance webhook subscriptions in the partner dashboard.

[Optional access scopes](#)

Declare certain scopes as optional in your app's TOML file to boost install and update speeds, simplifying configuration and improving the merchant experience.

[New developer community forum](#)

Introducing a dedicated forum for developers to support each other and connect with Shopify's product team.

[Functions logs in the CLI](#)

Build and debug Shopify Functions faster with function logs and replay now available in the Shopify CLI.

[Increased function input limit](#)

The input size limit for Shopify Functions has doubled to 128kb, preventing issues before you reach the 200 line item scaling factor.

[Faster-loading apps on mobile](#)

Embedded apps now perform faster on the [Shopify app](#) leveraging the extensibility host for direct API access.

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