

#### **Building bridges**

The art of crafting seamless partnerships between engineering, product, and design



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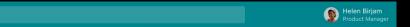
# Hello London!

#### Introductions

"The art of crafting seamless partnerships between engineering, product, and design"

"Isn't this just...?"

### Trifectas







PRODUCT LINES / CHANNELS / ONLINE / ONLINE EXPERIENCE / CHECKOUT PLATFORM

#### Shop Merchant Win back/ Opt In

We are looking to build and scale a program dedicated to driving merchant re-engagement with Shop and identifying new opt in opportunities.

What is it and why is it important to Shopify?

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What does success look like?

- · Close merchant frustration number 9 · Increase revenue

**Activity Feed** 

Write an update Make a decision

this week

How do we handle expiry date?

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Owner



Hanna Botosh Product Manager Decided on Jun 20, 2023 Show this decision Build

Phase started 5 weeks ago and will end in

Request move to Release

Releases

Upcoming releases

API release

Upcoming July 1, 2023 Category: early access

Upcoming July 15, 2023

Category: General Availability People

CHAMPION

Hanna Botosh

Product Manager

CONTRIBUTOR



Jakob George

Product designer

Feedback

**Projects** 

Unicorns

Owned By Vault Tools Last active Mar 5, 2019

## Getting alignment

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# What do you care about?

#### Vent time

# How do I influence you?



# Thank you