

MILWAUKEE, WI

2025

CHIPPLY BEST PRACTICES



INTRODUCTIONS



CRAIG ROBINS

Account Management Lead

4 years at Chipply

Former Elementary/Middle School Teacher

OUR OBJECTIVE

- Discover advanced functionalities to work smarter, not harder
- Foster collaborative dialogue that drives innovation and growth
- Discover unique methods to maximize store impact and user experience

WHAT WE'LL COVER . . .

New Releases in 2025 So Far

- Group Products
- Points-Based Pricing/E-Cert Lookup URL
- New Copy Store

Templates

- How to combat Tariffs
- Ramp up Store build Speeds
- Use as a sales tool

More Products = Larger Carts

- Consolidate vendors
- Minimize artwork variations

Inventory Thresholds

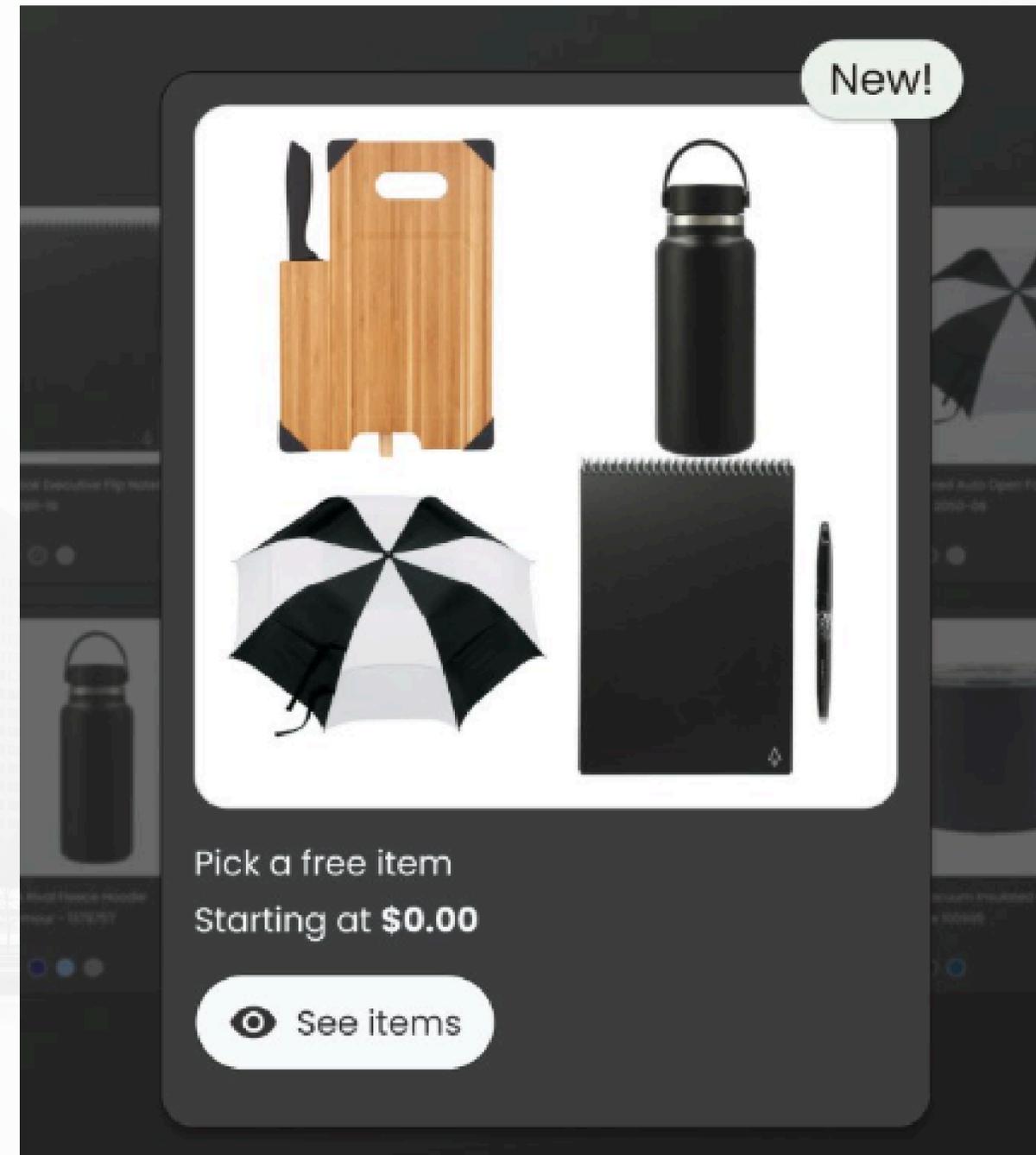
- Real world examples

Purchasing

- You need to be using

GROUP PRODUCTS

- Group products allows dealers to consolidate differing products in one place for customers to choose from. Along with the ability to restrict the quantity of those items if needed.
- Uniform Store Example
- Corporate Store Example



POINTS-BASED PRICING

- Points-based pricing allows users to display prices in points, dollars, or both, which allows for more control over how customers experience the store.
- This feature is especially helpful for stores using e-Certificates as part of employee rewards, team incentives, or seasonal promotions.
- We also generated a link allowing users to look up how many points they have at any given time.



Alpha Broder - DG20
Devon & Jones Crown Lux Perform Shirt
\$25.00 / 50 pts



Alpha Broder - 88184
Core 365 Men's Cruise Two-Layer Fleece
100 pts



New Chippy Feature

POINTS-BASED PRICING

Incentive programs, employee rewards, and redemption stores have never been easier.

COPY STORE

- Copy a store but leave products off
 - Why & When?

Dashboard My Account Organizations Stores Order Manager Reports Purchasing Help Sign Out

COPY STORE

New Store Name: Brookfield Central Lancerettes (30 / 250)

Select your store type as:

- Group**
- Template
- Requestor
- Catalog

51 / 51 PRODUCTS SELECTED

CANCEL ACCEPT

<input checked="" type="checkbox"/>	Image	Status	Product Name	Vendor & Style	Process	Category	Sell Price
<input checked="" type="checkbox"/>		Active	Gildan Softstyle® T-Shirt.	SanMar 64000	PAGE N - REQ SS	REQUIRED TEAM ITEMS	\$21.50
<input checked="" type="checkbox"/>		Active	Port & Company® - Core Fleece Pullover Hooded Sweatshirt	SanMar PC78H	PAGE E - REQ HOODIE	REQUIRED TEAM ITEMS	\$29.00
<input checked="" type="checkbox"/>		Active	Women's Nike Showtime Full Zip Hoodie	Nike FD1644	PAGE F - EMB REQ JACKET	REQUIRED TEAM ITEMS	\$83.00
<input checked="" type="checkbox"/>		Active	Tanjun Women's Shoes	Nike DJ6257	Blank Items	REQUIRED TEAM ITEMS	\$62.50
<input checked="" type="checkbox"/>		Active	JAZZ SHOES	None JAZZ	BLANK ITEMS - GROUP TO ORDER	REQUIRED TEAM ITEMS	\$38.00
<input checked="" type="checkbox"/>		Active	Capezio Women's Ultra Soft Transition Tight	None TIGHT	BLANK ITEMS - GROUP TO ORDER	REQUIRED TEAM ITEMS	\$20.00

TEMPLATES

- Copy store without products → Bring in new template
- Adjust prices in one spot to combat tariffs instead of each product on each store.
- Speed up your store builds by bringing in go to products
- Use Chippily as a sales tool. Have different store types pre built to show off what you could offer a potential lead and wow them.
 - Landscaping
 - Corporate
 - Team Spirit Wear
 - Hard Goods

INCREASE YOUR AOV WITH MORE PRODUCTS

More to Offer = More in the Cart

- Statistics show that giving customers more products to choose from leads to bigger sales.
- When stores increased their average product count, their average sales also increased.
- Reaching the ideal range of **25–30** products can boost store sales by around **80%**.



Inventory Thresholds

- Let Chippily manage which sizes/colors are offered to customers throughout the life of your store based on Vendor inventory

Dashboard My Account Organizations Stores Order Manager Reports \$ P

PRODUCTS

STORE-WI

<input type="checkbox"/>	Active	Sort ↑	Product Name	Vendor / Style	Sizes & Colors	Process
<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	Port Authority® Digi Heather Performc	SanMar K574	100%	2-Color Embroi... +4
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2	Port Authority® Men's Long Sleeve Sup	SanMar W808	100%	2-Color Embroi... +4
<input type="checkbox"/>	<input checked="" type="checkbox"/>	3	Port Authority® Interlock 1/4-Zip.	SanMar K807	100%	2-Color Embroi... +4
<input type="checkbox"/>	<input checked="" type="checkbox"/>	4	Nike Dri-FIT Micro Pique 2.0 Polo	SanMar NKDC1963	99%	1-Color Embroi... +4

Orders	Products	Item Sales Total	Item Combined ...	Average Order V...
391	848	\$24,834.26	\$24,182.76	\$63.51

PURCHASING

- Best Practices
 - Consolidating vendors
 - Combining stores (When necessary)
 - Pulling from stock or marking as purchased
- Adding a product at the first stage of purchasing instead of the end
 - Add a product at anytime and it will stay in the cart
- Add a Sales Order Note for additional added products so receiving team knows where it goes
- Shows who the “Purchaser” was to know who to speak to directly