MILWAUKEE, WI

2025

CHIPPLY BEST PRACTICES

CHIPPLY SUMMIT

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

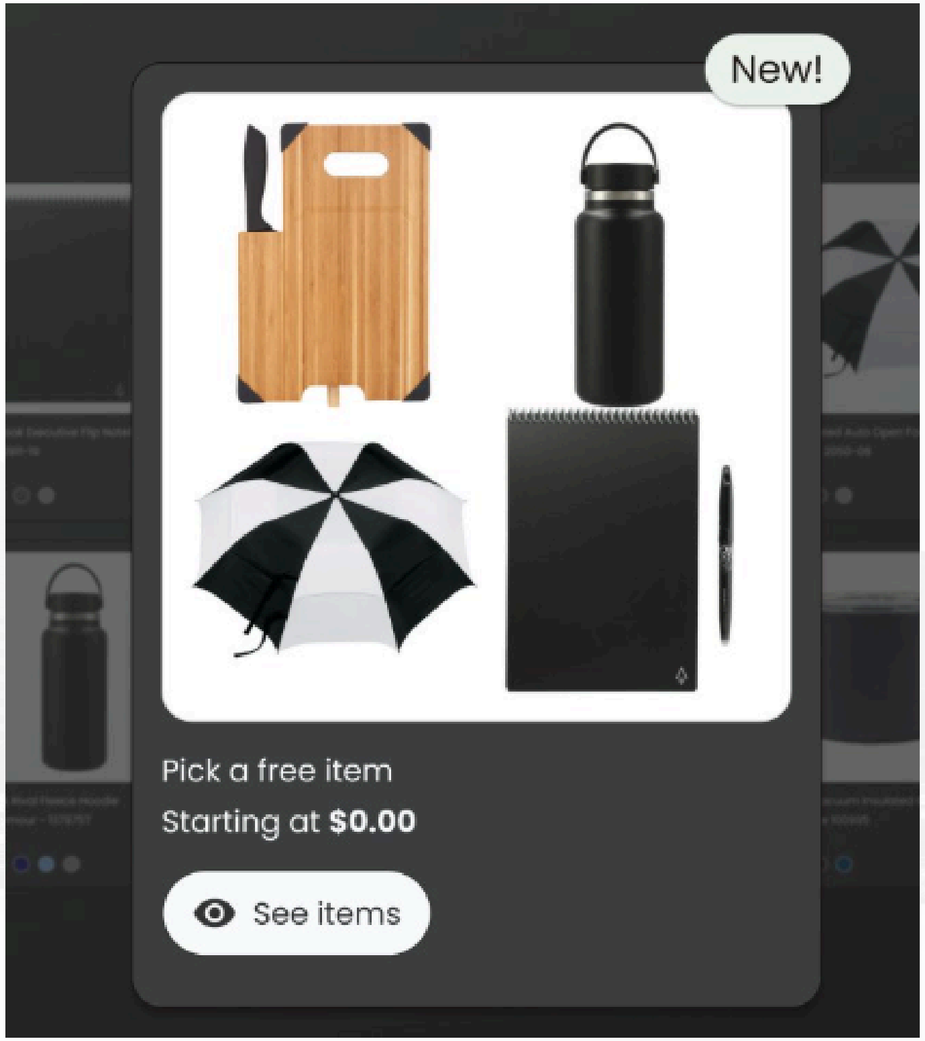
- You need to be using

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.

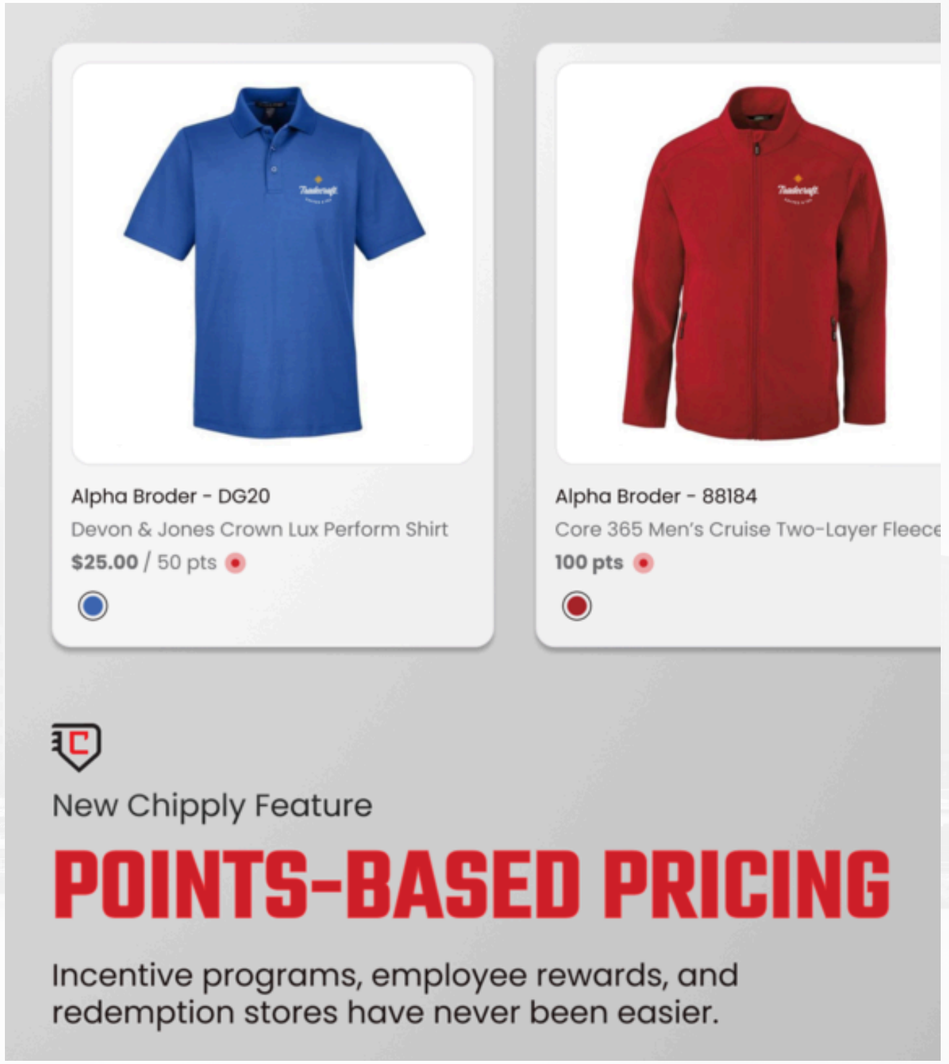
- Uniform Store Example

- Corporate Store Example



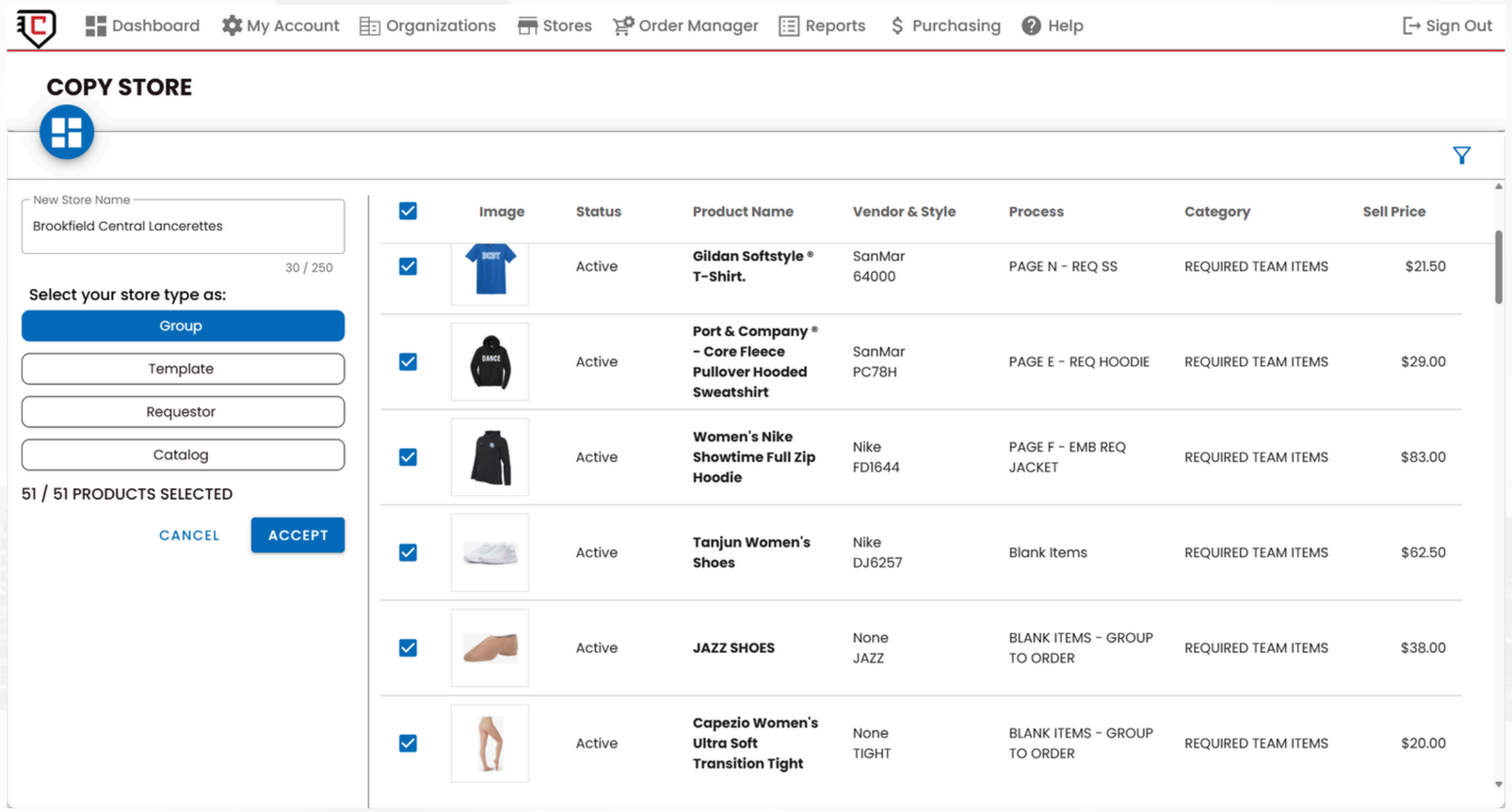
POINTS-BASED PRICING

- 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.



COPY STORE

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



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 Chipply 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

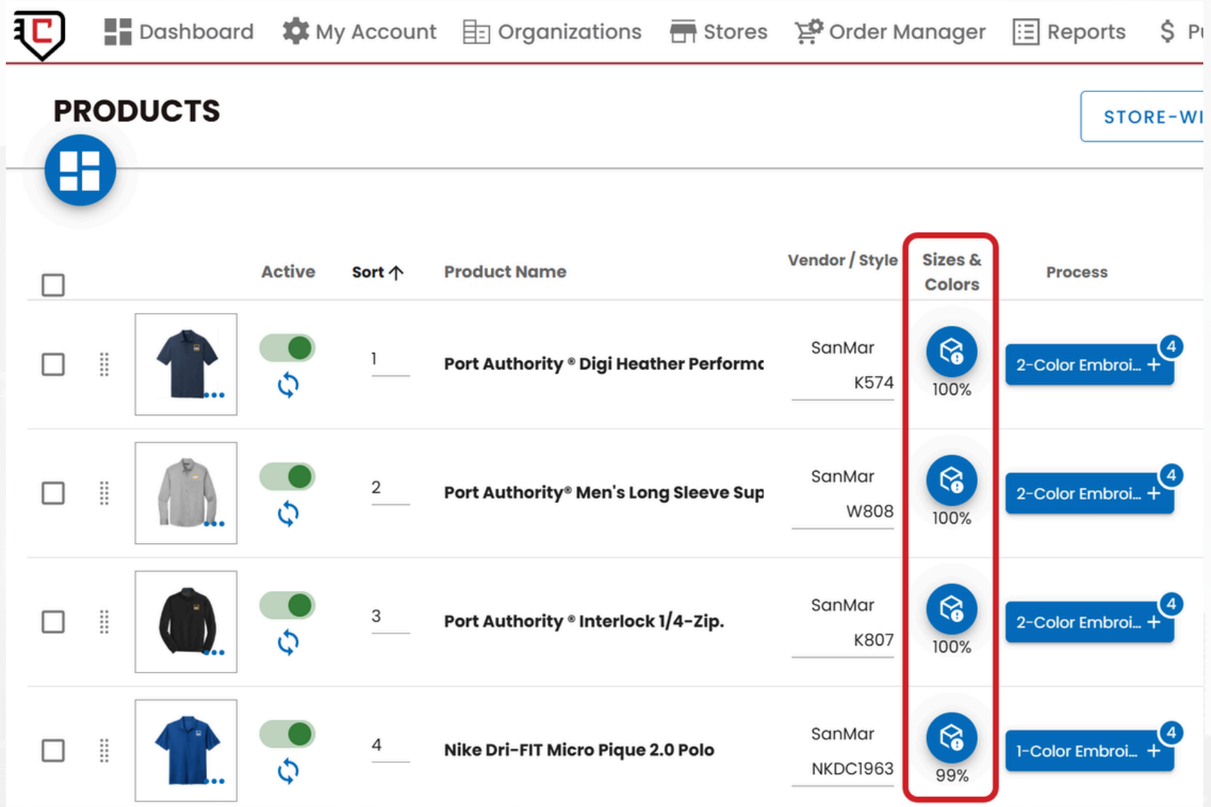
INCREASE YOUR AOV WITH MORE PRODUCTS

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



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