actito Quable Qualifio raptor

Integration Jam

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Summit 2026

Building the Shopify Connector: A Case Study in App Store Culture

How we published and scaled a strategic connector using only dev tools available for external developers

Speaker: Sylvain Gourvil, Head of EcoSystem, Quable

Why We Built This ?

Context end of 2022 :

- Shopify (Plus) growth in mid-market / Enterprise was massive
- Competitors already had connectors
- Decision
  - We should be a connector-as-a-service provider, not a custom integration agency.
  - "Eat your own dog food"

3 Business Goals:

- **Acquisition** — Self-service activation/demo in minutes
- **Retention** — Reduce churn with native integration
- **Best-in-class** — Most complete Shopify connector

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What It Does & How We Maintain It

Connector **Capabilities**

- Multi-shop, Multi-market
- Multi-locale, Multi-Currency
- Locations & Inventory management
- Products, Variants, Assets (images, videos, PDFs, Youtube ...)
- Links & Metaobjects
- SEO

Publisher **Mindset**:

- **Proactive upgrades** — not waiting for customer requests
- New capabilities available **before customers ask**
- **Continuous** product development, not project-based
- Documentation & User **support** directly in the PIM, by the dedicated team

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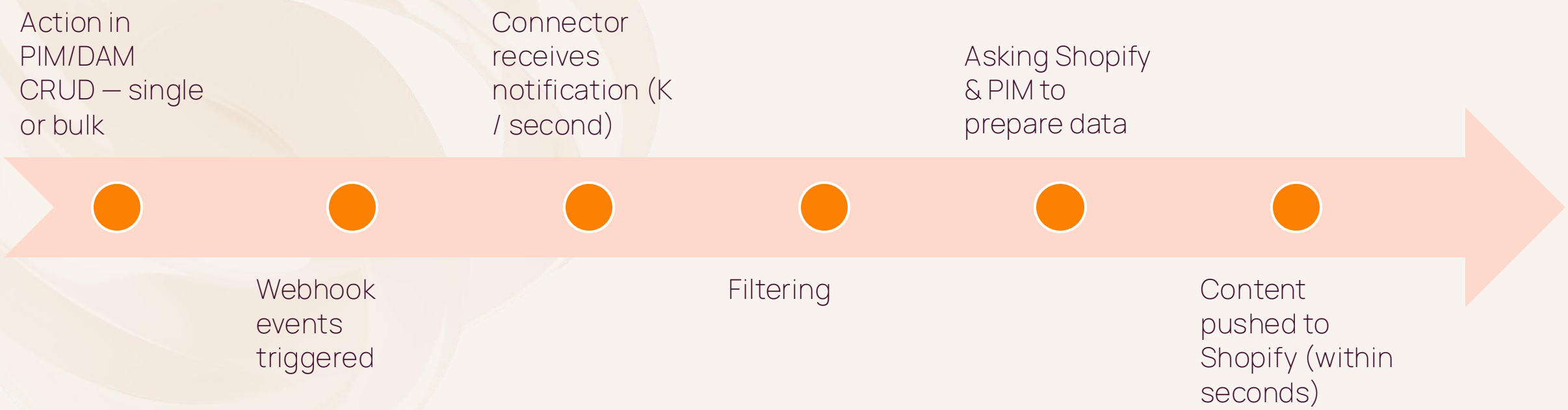
Real-Time Synchronization

Simplified Data Flow



No cron jobs. No scheduling. Live sync & resilient by design

Demo

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Quable
PART OF QNTN

Nice to see you again! Login

Google

Microsoft

OR

Username

Password

Forgot your password ?

Sign in

No account yet? Create an account

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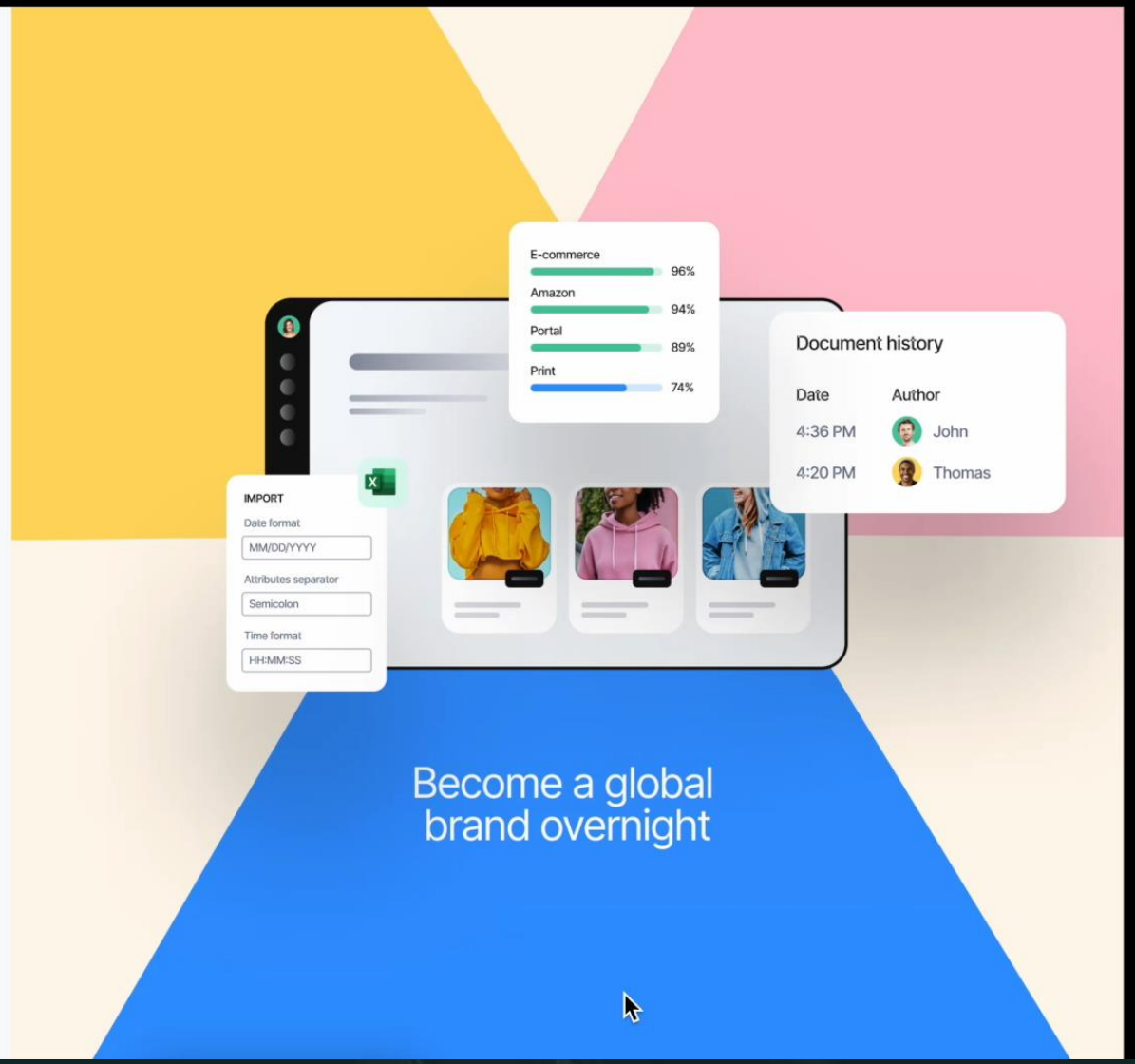

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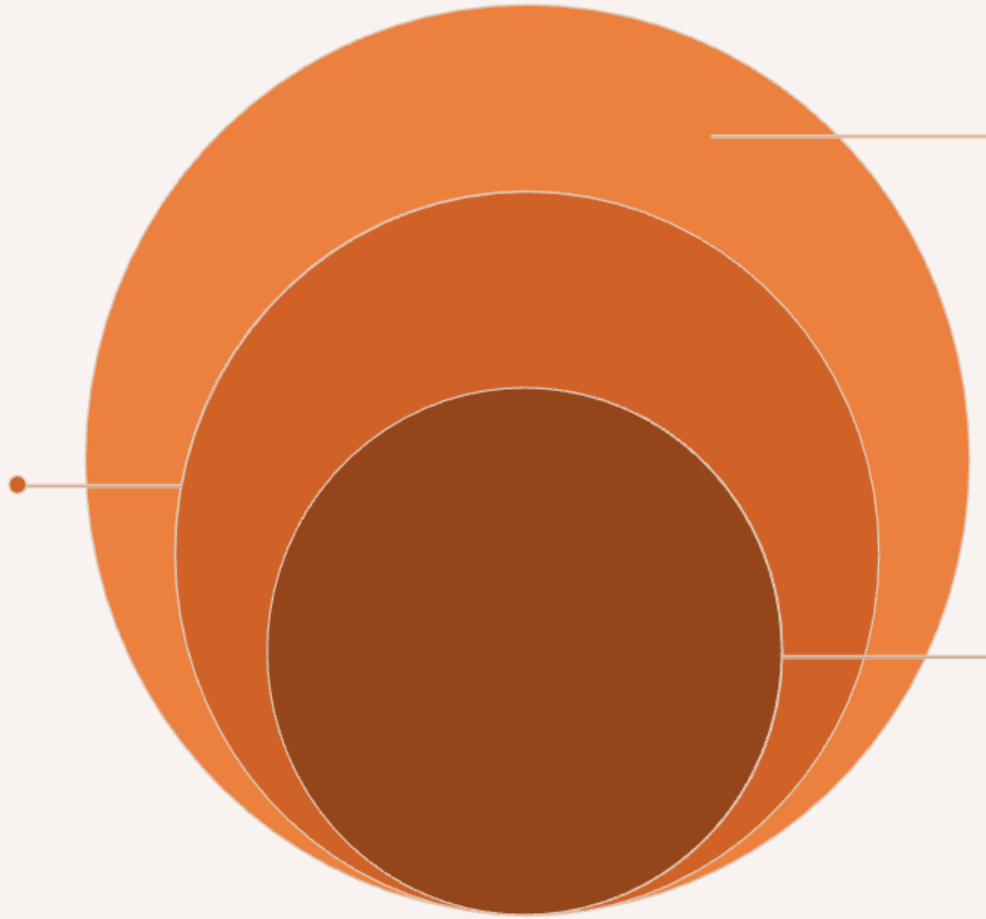
Proven at Scale



Performance

100K+ products/day, 60s median sync

Operational Scale

200K+ products, 300K+ assets synchronized

Platform Reach

40 customers live, 115 shops connected

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Proven at Scale

Remember the business goals ...

Lalique France

France

8 minutes d'utilisation de l'application

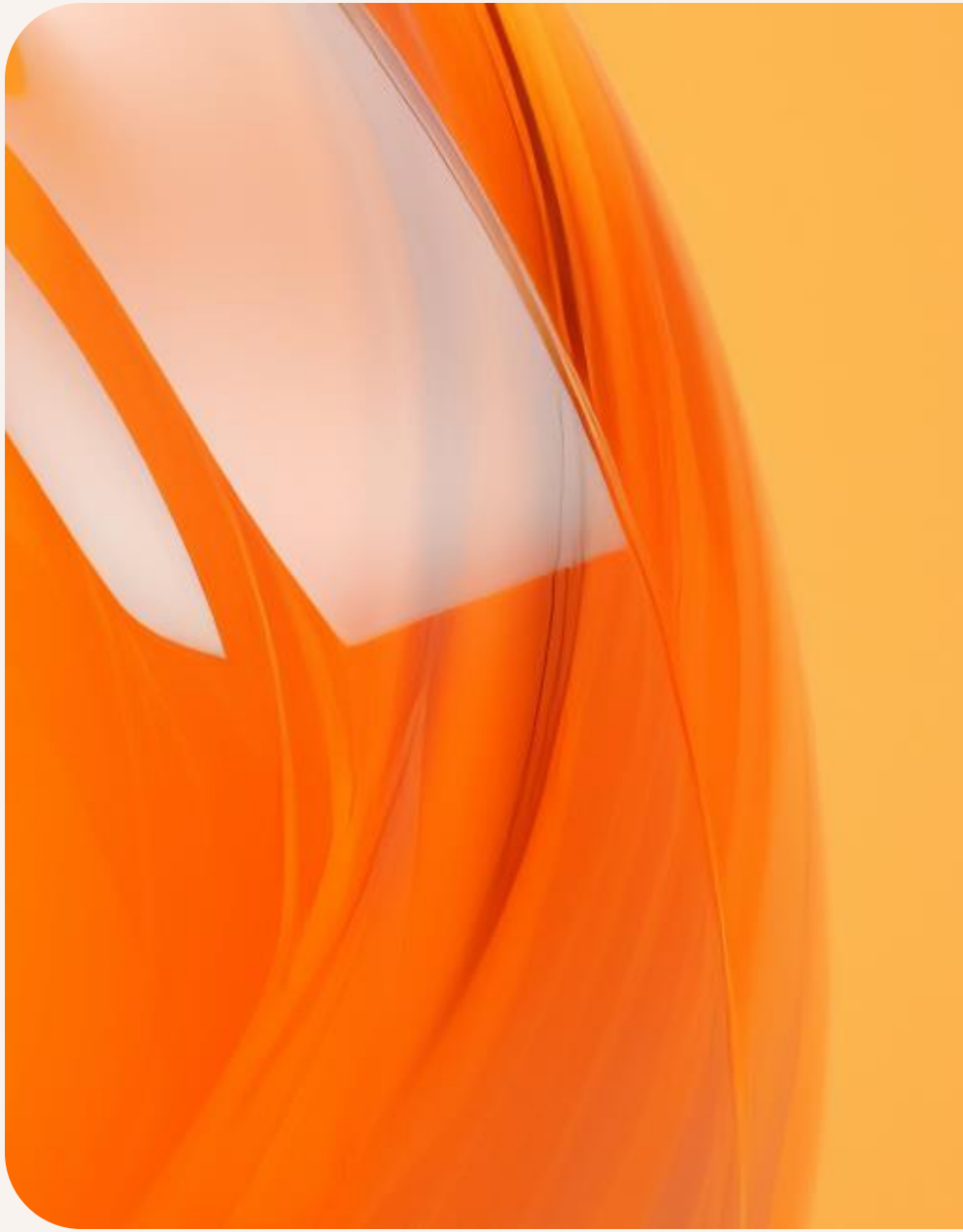
★★★★★

Great app!
To deploy Shopify in our 10 boutiques over 9 countries, syncing products from Quable is **just easy to plug with this app**.
Powerful filters allow us to push what we decide using Quable completeness, status on selected sales channels.
A magic option to copy all the settings from one Shopify store to another store **saves a lot of time**. Our ecommerce manager pilots all the attributes from Quable which helps us to **improve our data quality**.
The Quable support team is very responsive regarding new features and always provides good advices.
To extend other brands of our Group to the ecommerce market, **Quable is now seen as the best platform to build a new Shopify** .

So Why Am I Telling You This?

- The model works great
- We designed technically this service exactly as you would have or will.
- Partner apps are already participating in daily demonstrations.

If we can do it, you can do it.



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Join Us

Tomorrow 11:30
Dev Tools & SDK deep dive session

Sandbox available
Request access anytime

Support
We help you build your first app

Thank you

Sylvain Gourvil, Head of EcoSystem, Quable
sylvain.gourvil@quable.com
linkedin.com/in/sylvaingourvil

A personalized experience with Raptor and Actito integration

Speaker: Hussein Ali Hameed, Solution Architect, Raptor

A personalized experience
- Raptor x Actito integration

- Dynamic and personalized recommendations
- Trigger (automations/signals)
- Data sync between both systems
    - CDP audience
    - Persondata
    - Interaction data
    - Productfeed data

Improve metrics & drive sales

Recognize more

Track every behavior from visit to click

Real-time

Every interaction is processed and updated within milliseconds

Save manual resources

No manual product selection, use behavior to automatically choose products

Dynamic

As behavior changes, so does the content and products of the e-mail

Easy implementation

No need to change platform – Get up and running in no time

Tailored to your business

Tune and adjust your e-mail triggers to your specific business setup

Improve e-mail performance

Increase online revenue with behavioral triggers

Customizable solution

Triggers for every touchpoint in the customer journey

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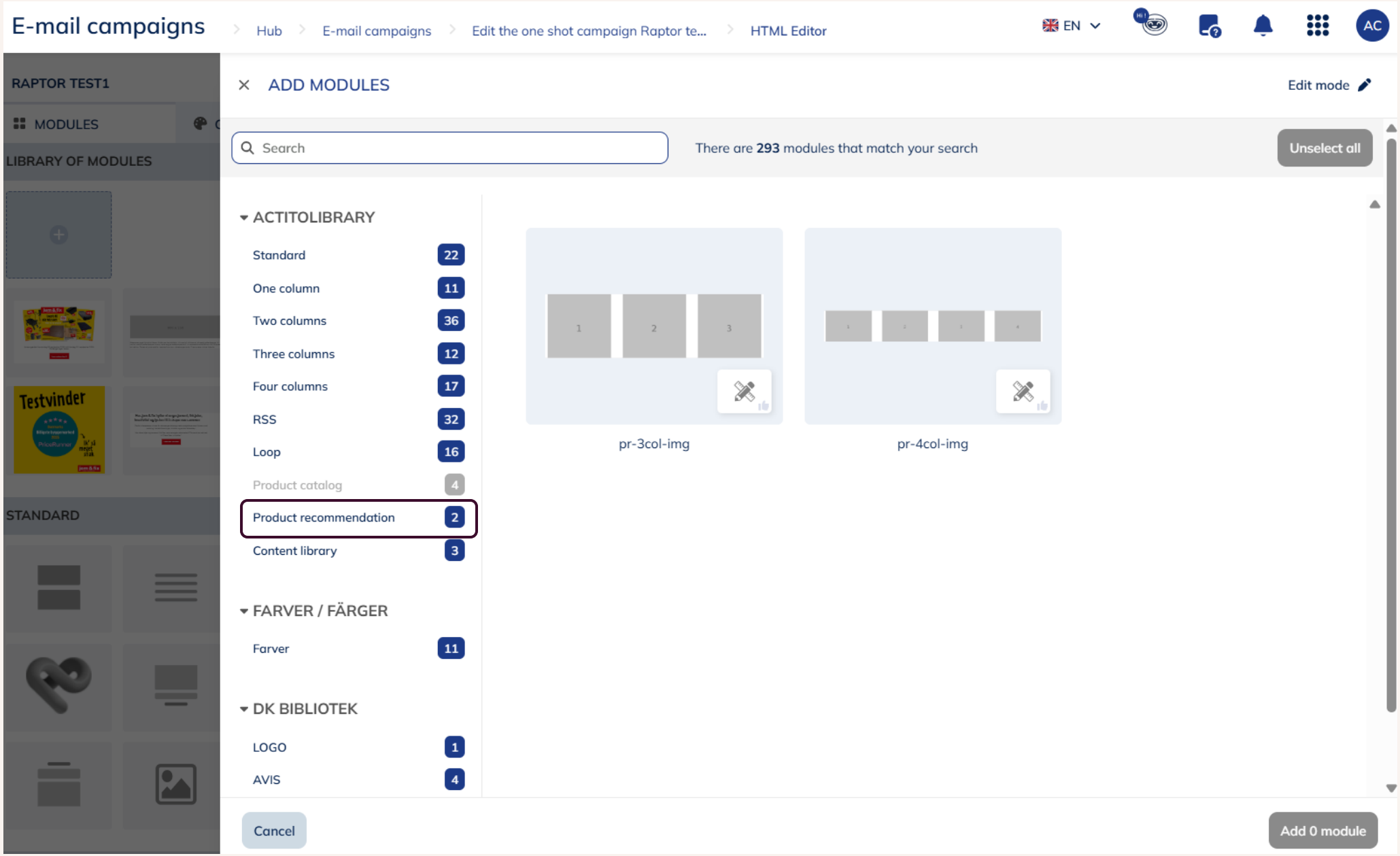
Raptor product recommendations in Actito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Two columns 36
Three columns 12
Four columns 17
RSS 32
Loop 16
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Product recommendation 2
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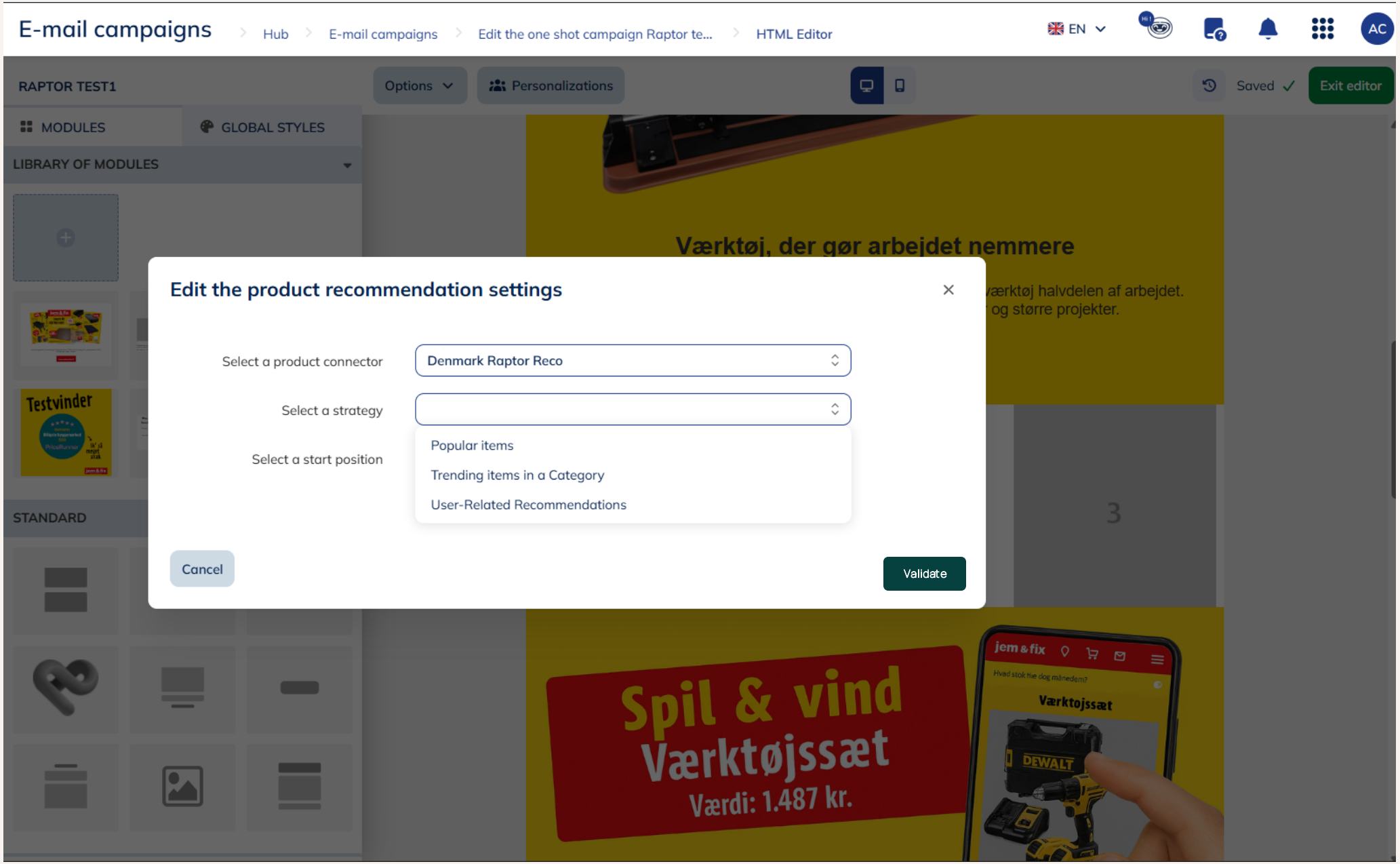
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Select a strategy
Select a start position
Popular items
Trending items in a Category
User-Related Recommendations
Cancel
Validate
Værktøj, der gør arbejdet nemmere
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Værdi: 1.487 kr.
jem & fix
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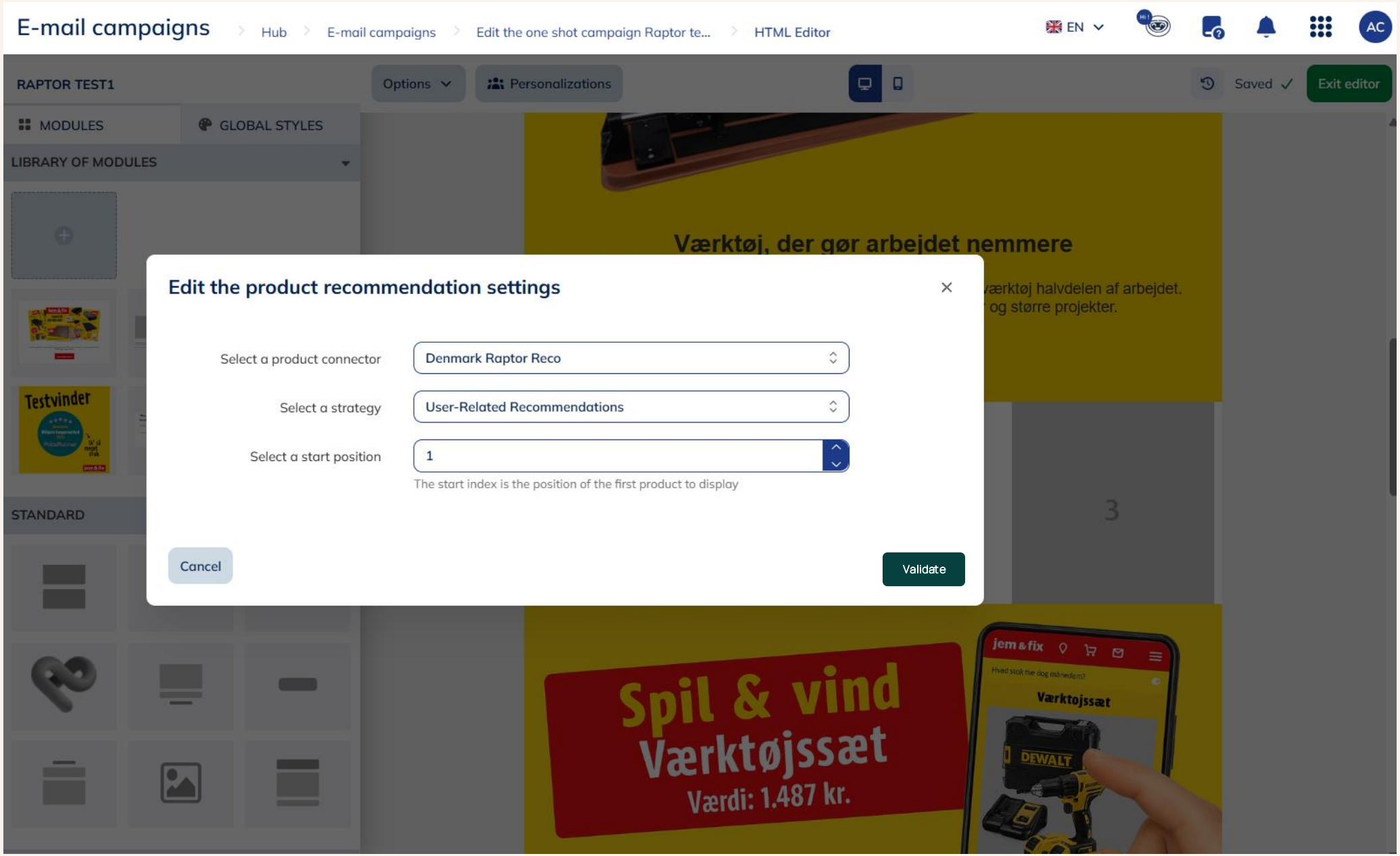
DEWALT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Edit the product recommendation settings
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Select a strategy
User-Related Recommendations
Select a start position
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The start index is the position of the first product to display
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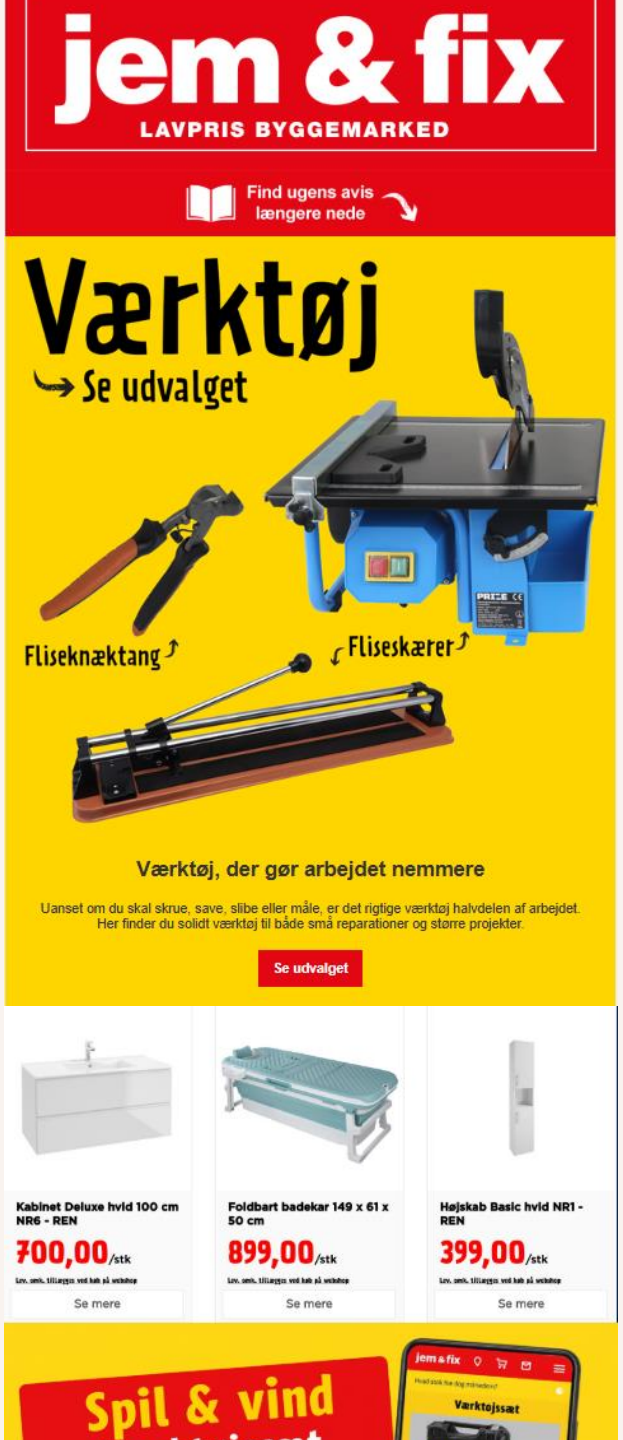
DEWALT

Personalized recommendations based on individual behaviour (online/offline)

Personalized recommendations based on individual behaviour (online/offline)



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Backfilling in all recommendations strategies – no customer activity last 30/60 days

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Default recommendations vs advanced settings

- Default settings based on best practices (tested by Raptor over the years)
- Based on visit events
- Backfilling based on category and brand level

- "Advanced" settings can easily be set (save and live few minutes after)
- Change between visit and buy
- Changed the look-back period from 7 to 14 or 30 days
- Backfilling settings can be changed to most popular, more focused on either category and brand
- Change the personalization weight

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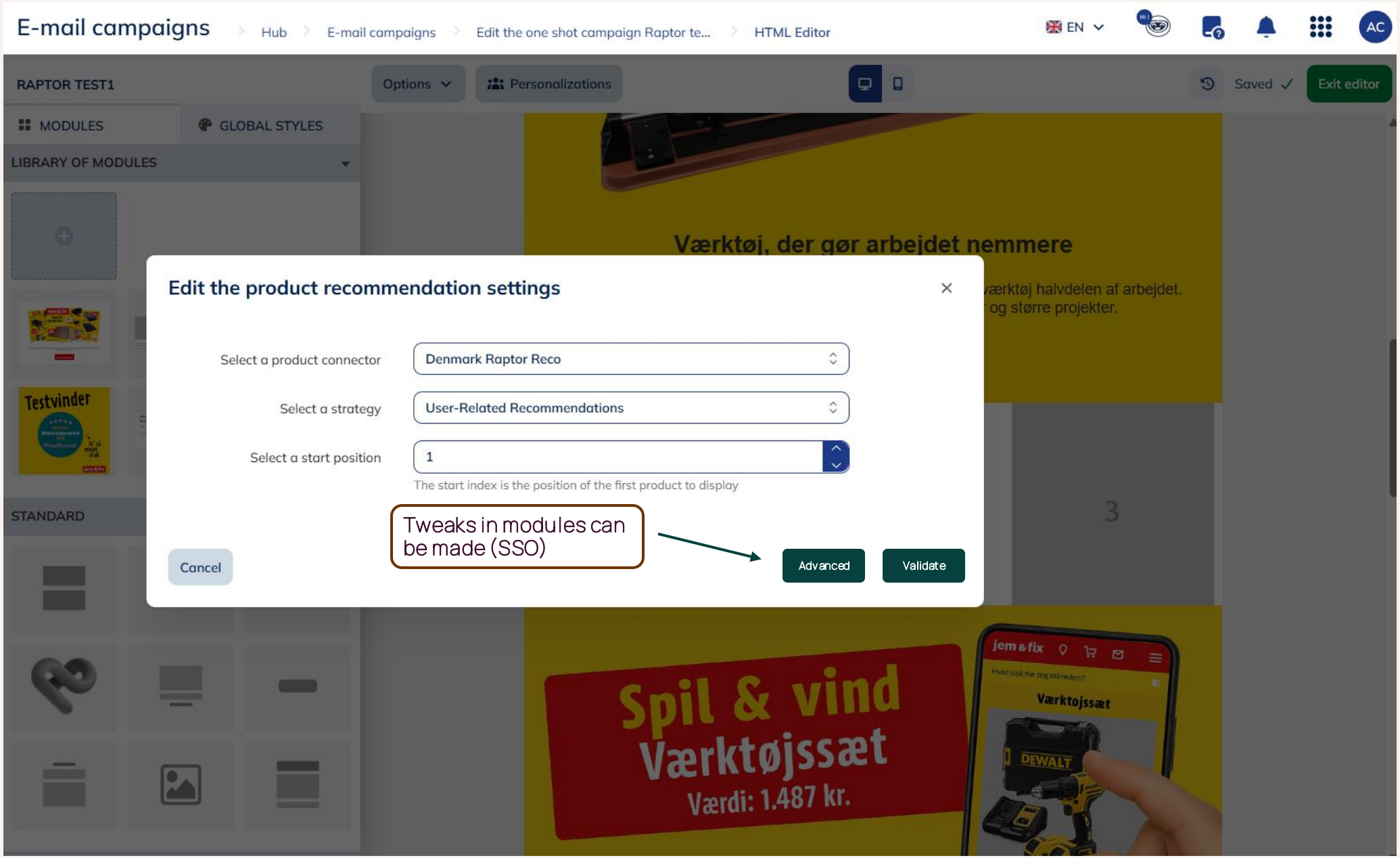
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The start index is the position of the first product to display
Tweaks in modules can be made (SSO)
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Værktøjssæt
DEWALT

5518
jem & fix (DK)

Help

MT

Most trending and popular items for mail

Edit • GetPopularItemsMail

Most popular or trending items across the website defined by the calculation type, int...

Settings

Candidate set strategy: popular items

Aggregation period

7

Aggregation event type

visit

Rerank opportunities: personalization

RUID (Raptor E-mail Marketing ID)

Cross-sell weight

6

-20 20

Look-alike weight

6

-20 20

Buy history weight

18

-20 20

Basket weight

Test | Save settings | Pick data from livestream

Preview | Execution info

E-mail layout preview

This is a preview of the module output, as it will appear in the e-mail

Number of rows 5 | Number of columns 4

Image 1

Træbriketter - ca. 10 kg

29,00/stk

Se mere

Copy into your solution

Image 2

Glød træpiller 6 mm 15 kg

42,00/stk

Se mere

Copy into your solution

Image 3

Pingo vejsalt 25 kg

48,75/stk

Se mere

Copy into your solution

Image 4

Akustikpanel Quanti oiled oak 18 × 520 × 2440 mm

215,00/stk

Se mere

Copy into your solution

Image 5

Image 6

Image 7

Image 8

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5518
jem & fix (DK)

Help

MT

Most trending and popular items for mail

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Image 1

Pejsebrænde birk og løvtræ, ovntørret

1999,00/stk

Lev. omk. tillægges ved køb på webshop

Se mere

Copy into your solution

Image 2

Pingo vejsalt - 42 sække a 25 kg

1999,00/stk

Lev. omk. tillægges ved køb på webshop

Se mere

Copy into your solution

Image 3

Gavekort til jem & fix

0,00/stk

Lev. omk. tillægges ved køb på webshop

Se mere

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Image 4

Pejsebrænde bøg, ovntørret

2569,00/stk

Lev. omk. tillægges ved køb på webshop

Se mere

Copy into your solution

Image 5

Image 6

Image 7

Image 8

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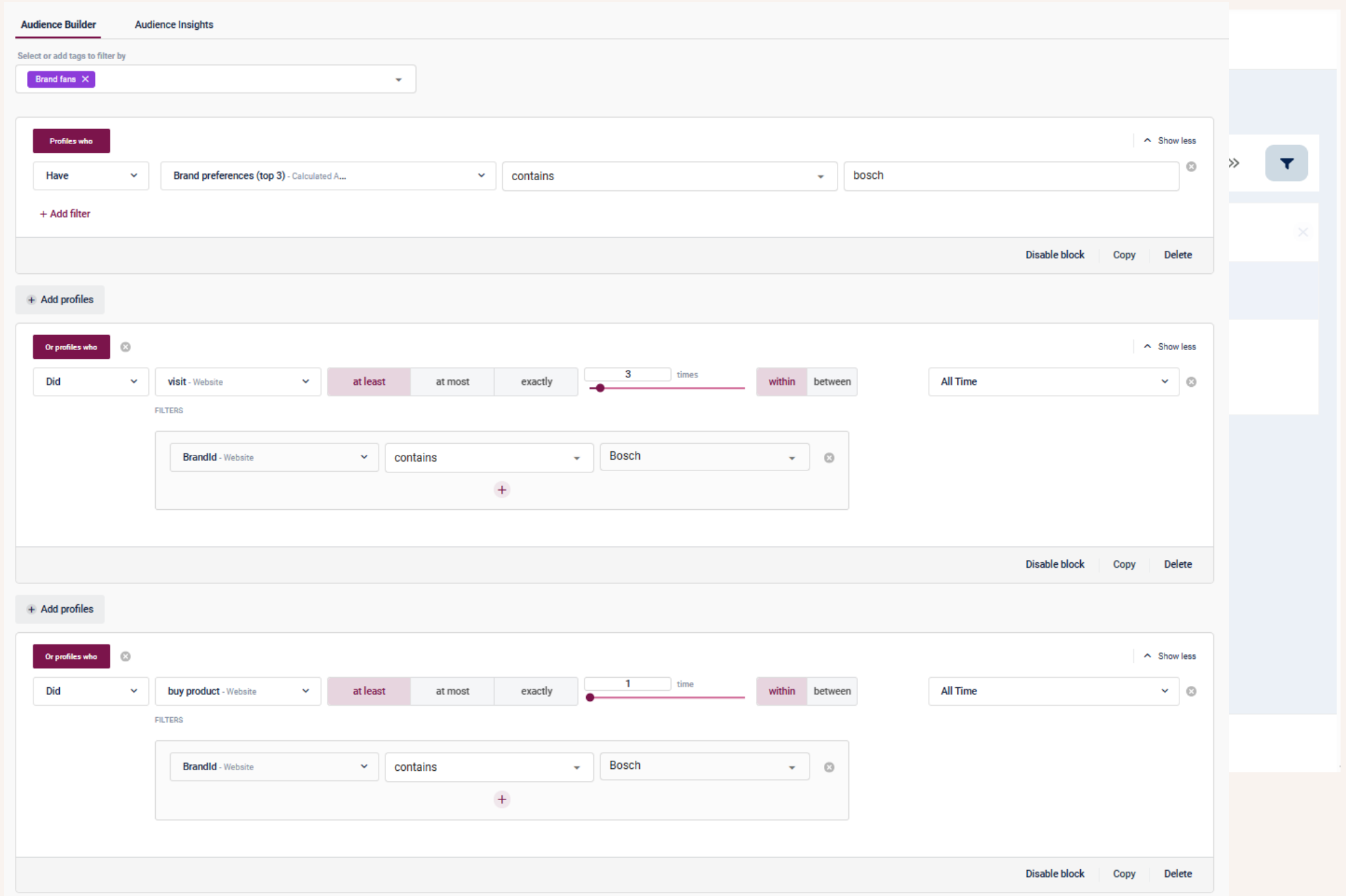
Combine CDP Audiences with recommendations in Actito

The Raptor CDP


Audience Builder
Audience Insights
Select or add tags to filter by
Brand fans
Profiles who
Show less
Have
Brand preferences (top 3) - Calculated A...
contains
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+ Add filter
Disable block
Copy
Delete
Add profiles
Or profiles who
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visit - Website
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CDP audience
combined
with recommendations

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CDP audience
combined
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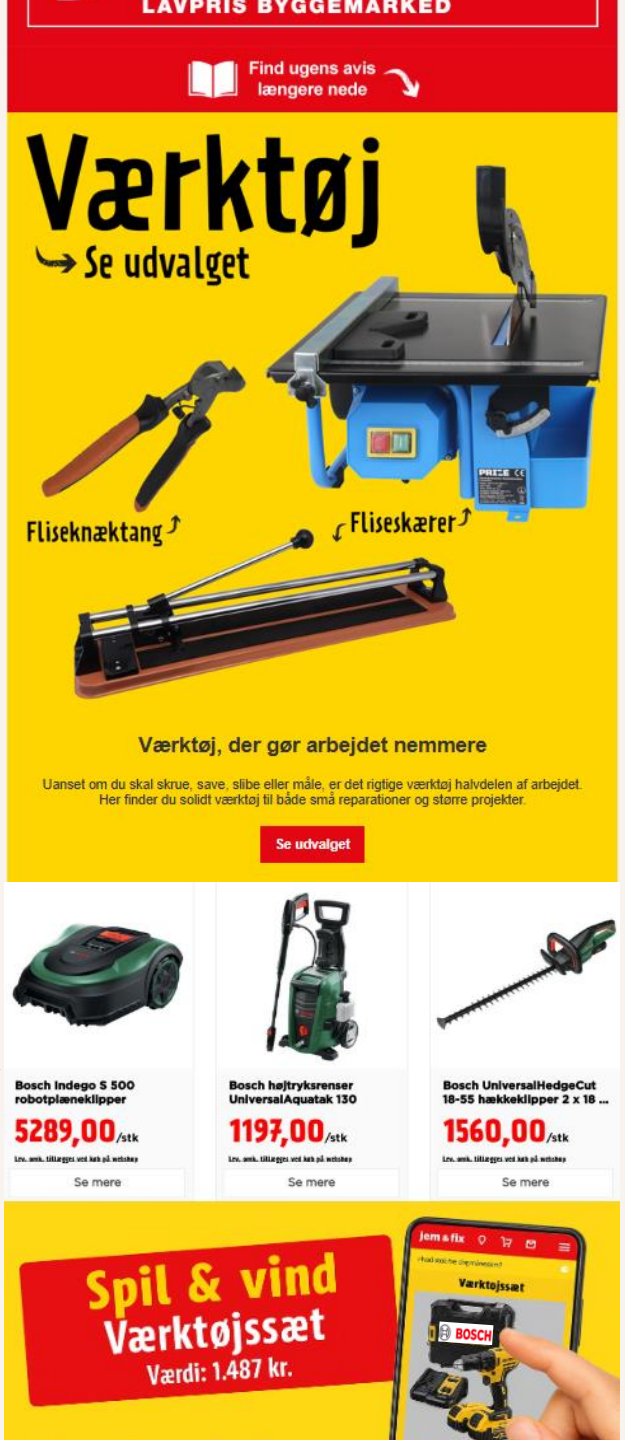

Use the gamification from Qualifio with the personalization in the same e-mail

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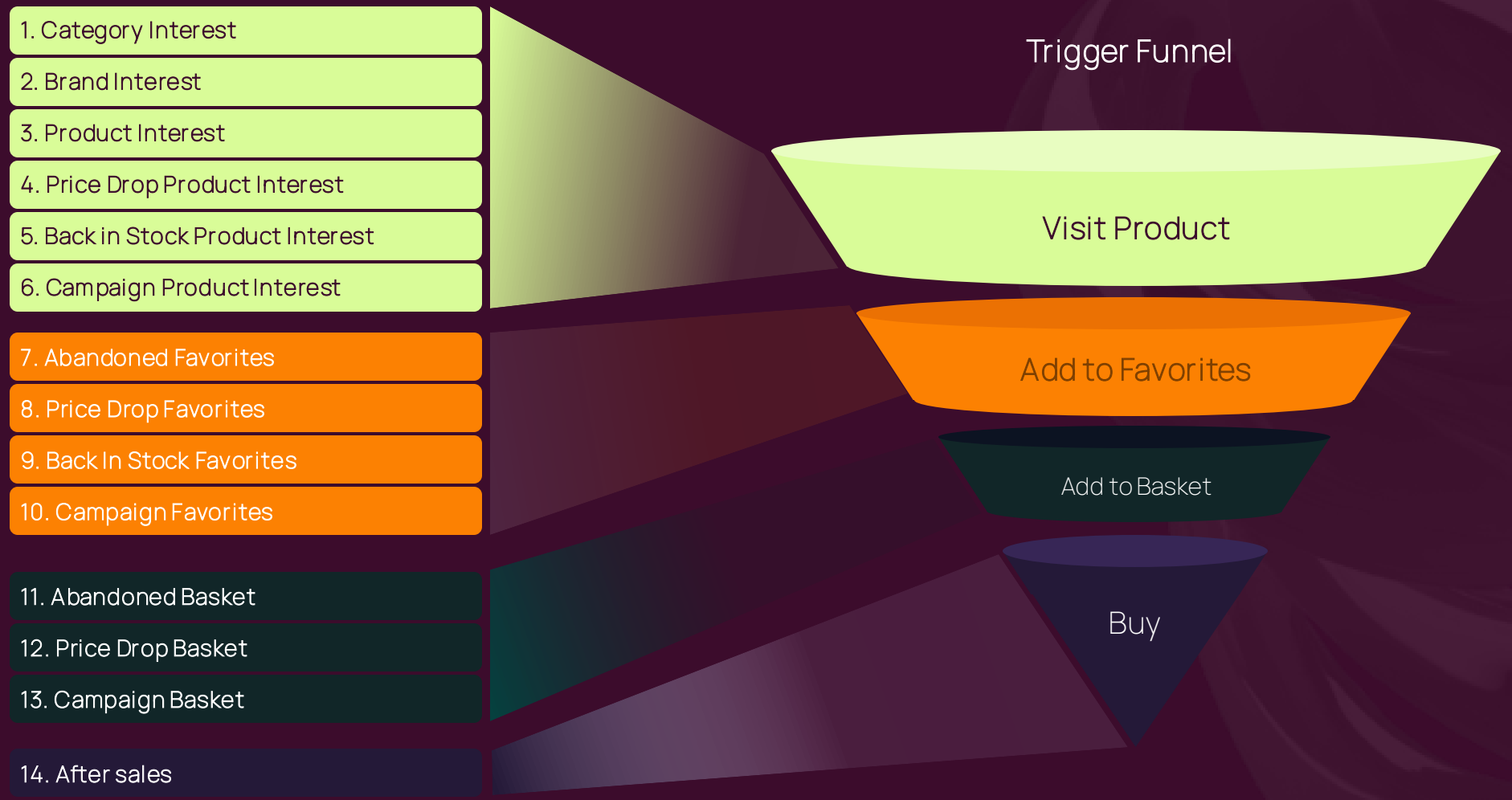
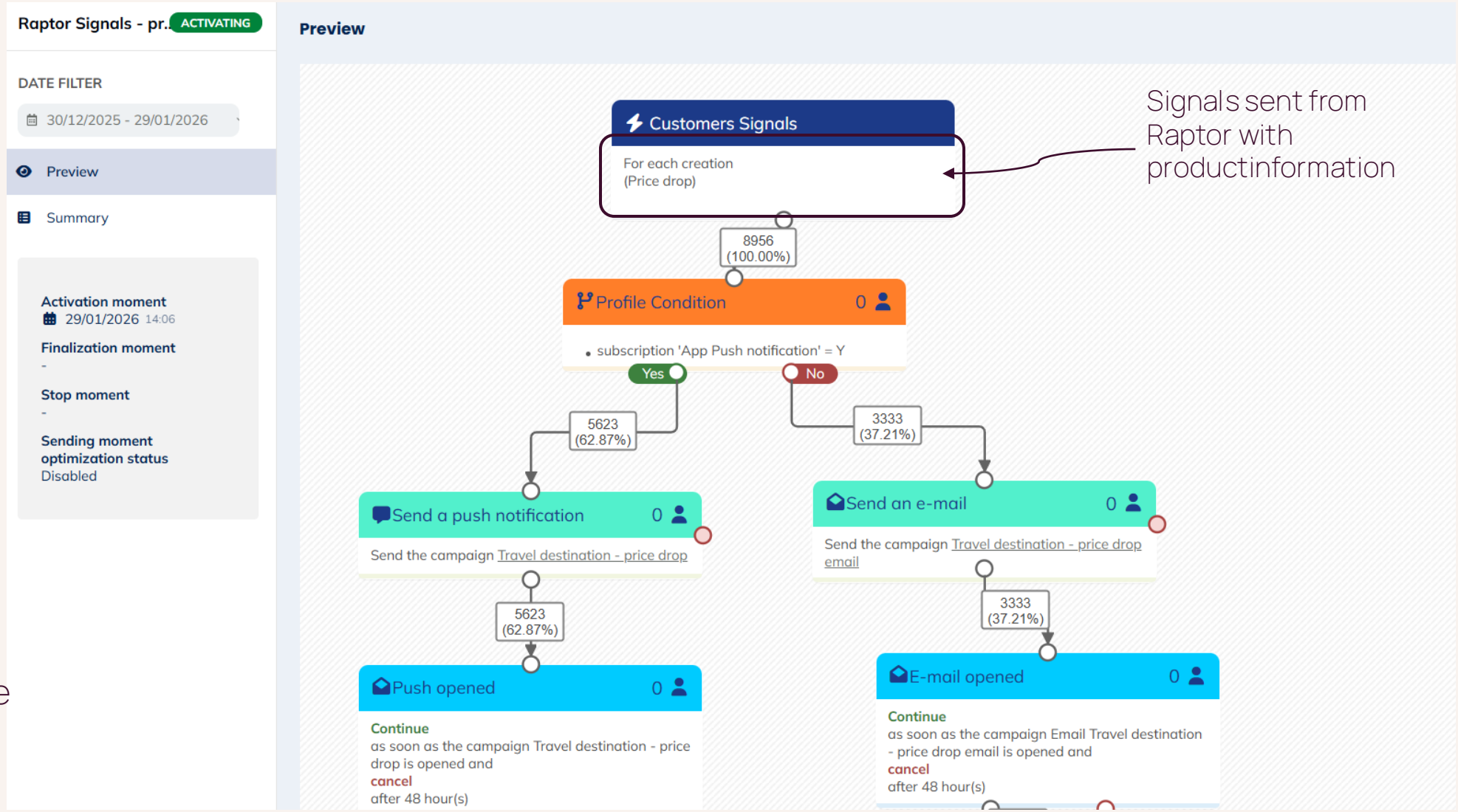

1. Category Interest
2. Brand Interest
3. Product Interest
4. Price Drop Product Interest
5. Back in Stock Product Interest
6. Campaign Product Interest
7. Abandoned Favorites
8. Price Drop Favorites
9. Back In Stock Favorites
10. Campaign Favorites
11. Abandoned Basket
12. Price Drop Basket
13. Campaign Basket
14. After sales
Trigger Funnel
Visit Product
Add to Favorites
Add to Basket
Buy

Signals in Actito (Price drop trigger example)

Example:
Customers have seen same product 3 times and not bought it

Products drops with 10% and customers gets notified in an e-mail with the exact product and the new price



Join Us

Tomorrow 10:00
Raptor in the age of AI agents
An ambassadors perspective with Adrian Kaule

Thank you

For demo requests, please reach out.

Hussein Ali Hameed, Solution Architect
Raptor Services
Mail: hah@raptor.dk

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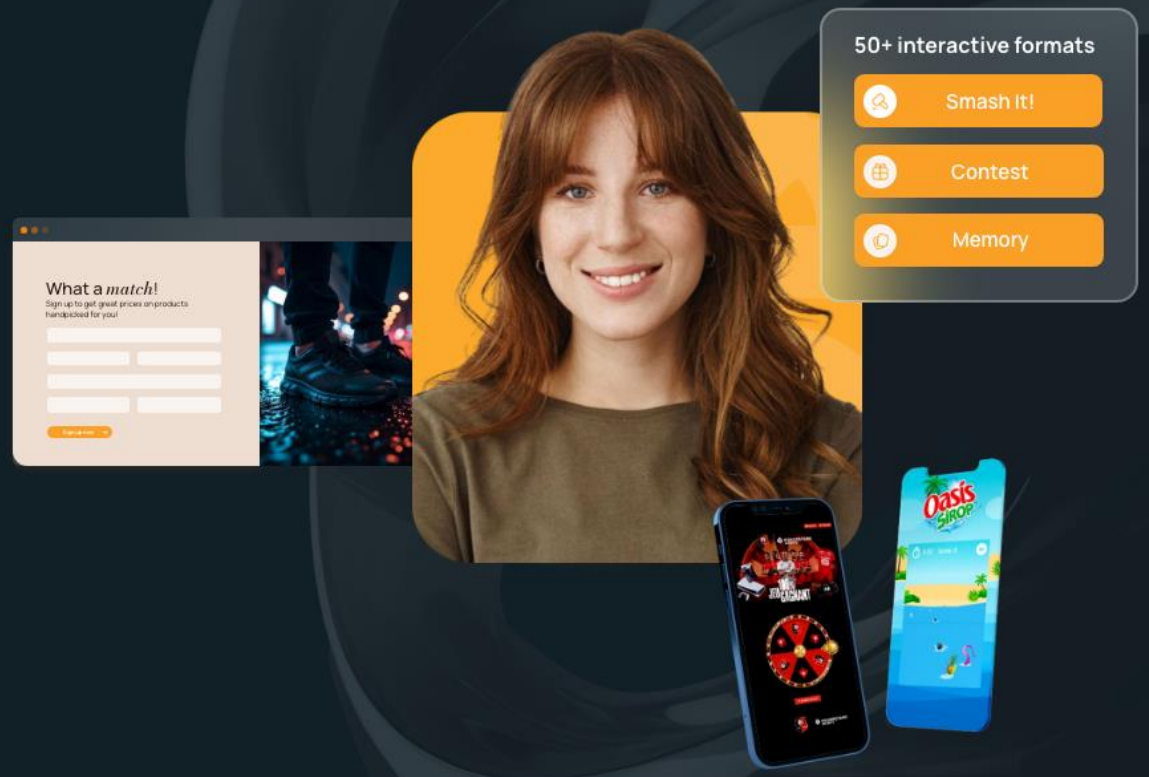
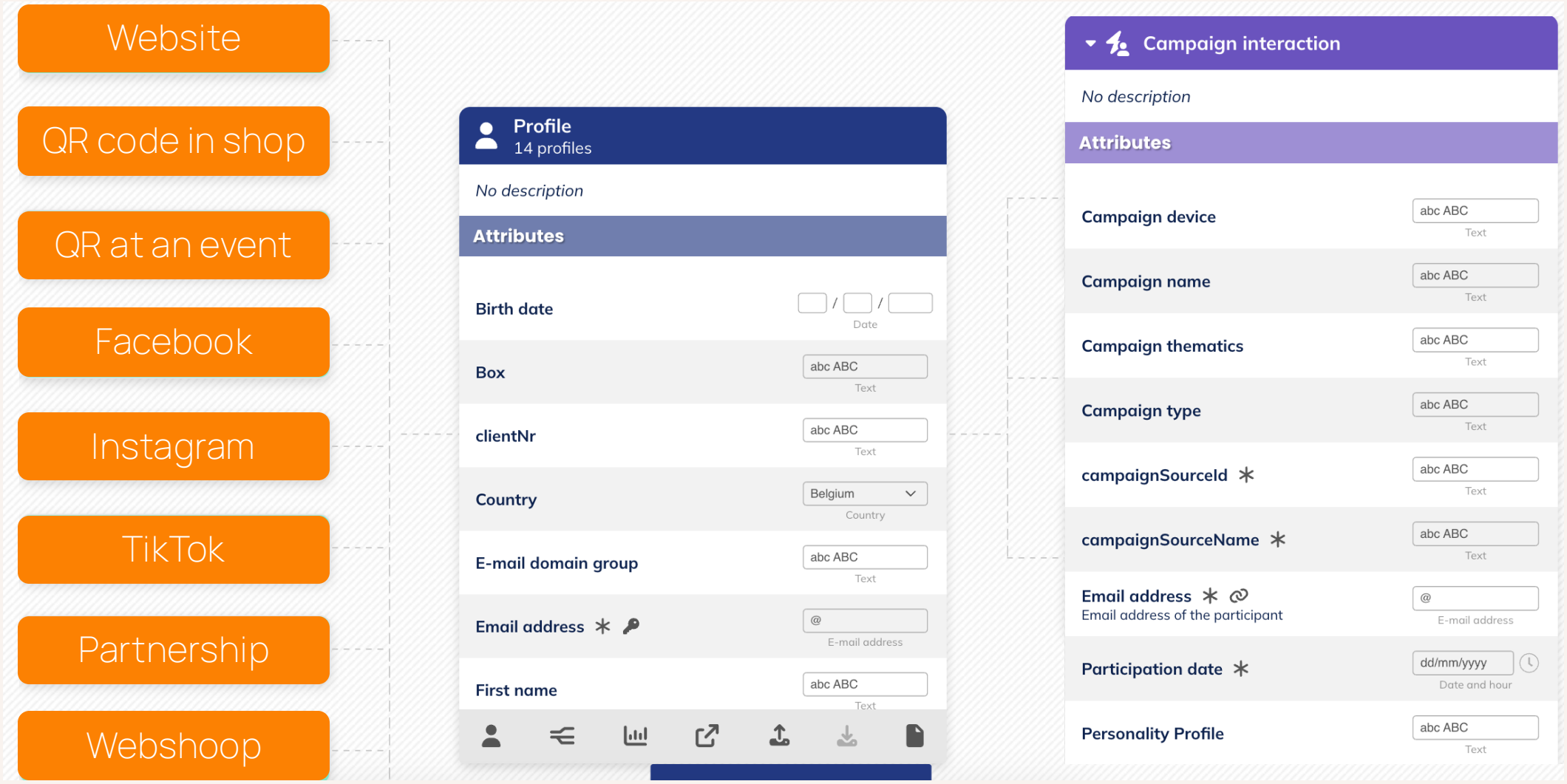
Qualifio


What a match!
50+ interactive formats
Smash it!
Contest
Memory
Oasis
SIROP

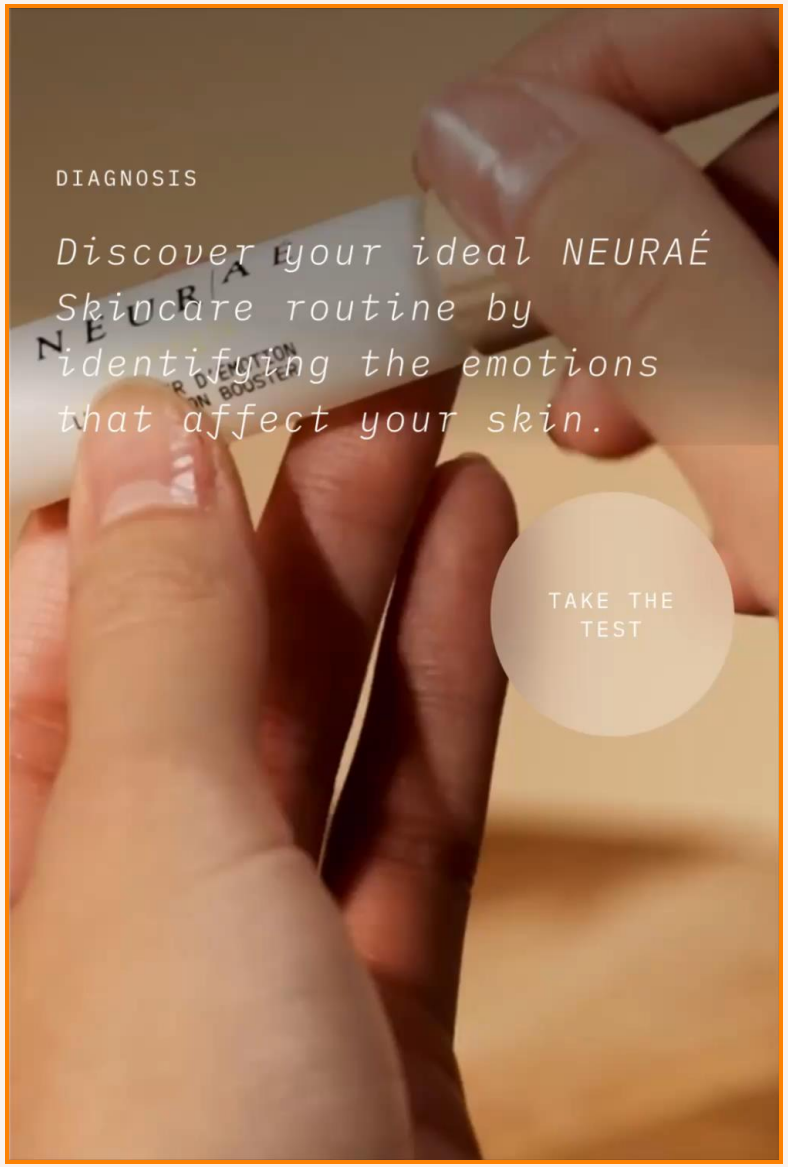
Native connector to cover every step of your customers' journey

Acquisition of new leads



Get to know your audience

- **60%** of consumers prefer engaging with a brand's that collects zero-party data due to increased trust.
- **58%** of companies leveraging customer data see substantial improvements in loyalty and retention rates
- **80%** of business leaders report that customers spend an average of 34% more when provided with personalized shopping experiences
- Tailored recommendations thanks to Quable PIM integration



Twilio Segment, The State of Personalization Report 2024

Progressively and smoothly qualify your audience

- Improve the customer experience by **prefilling the data you already have** about them
- Don't rush your qualification: **only ask data you don't have yet** at each step of the journey

1st participation

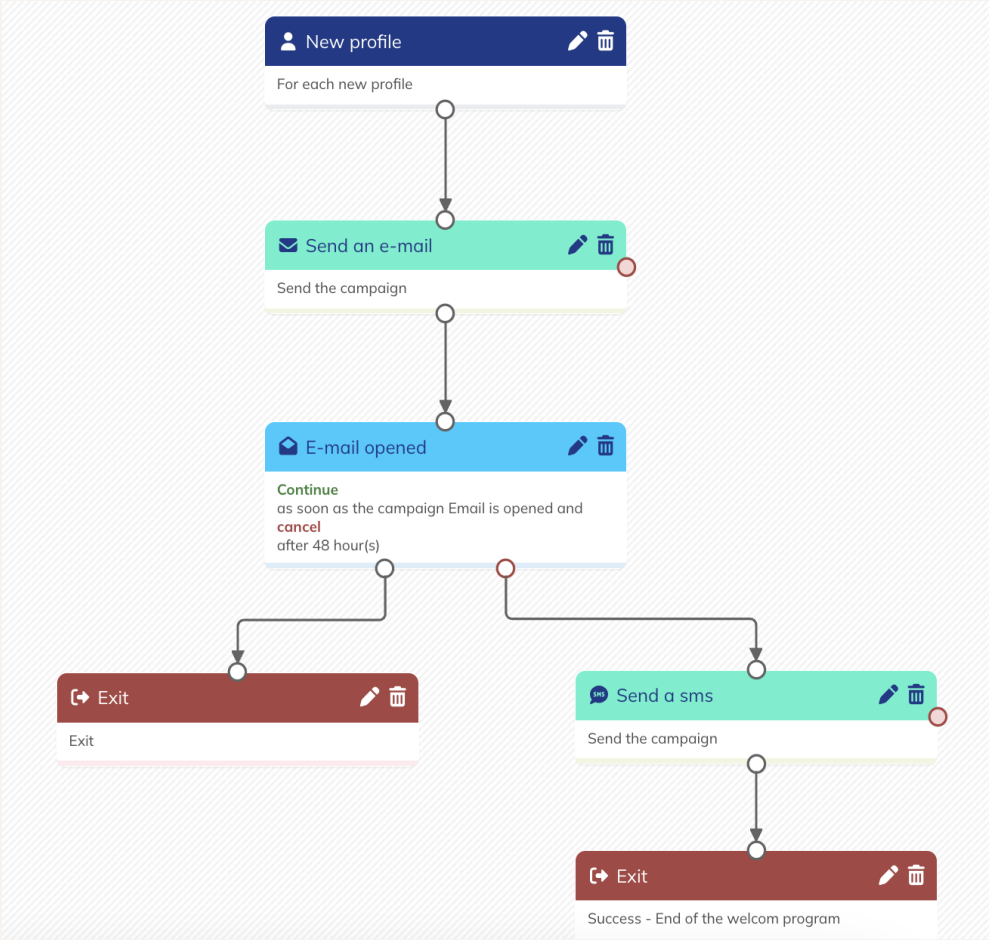
First name* Roger
Last name* Dupond
Email* roger@mail.com

2nd participation prefilled

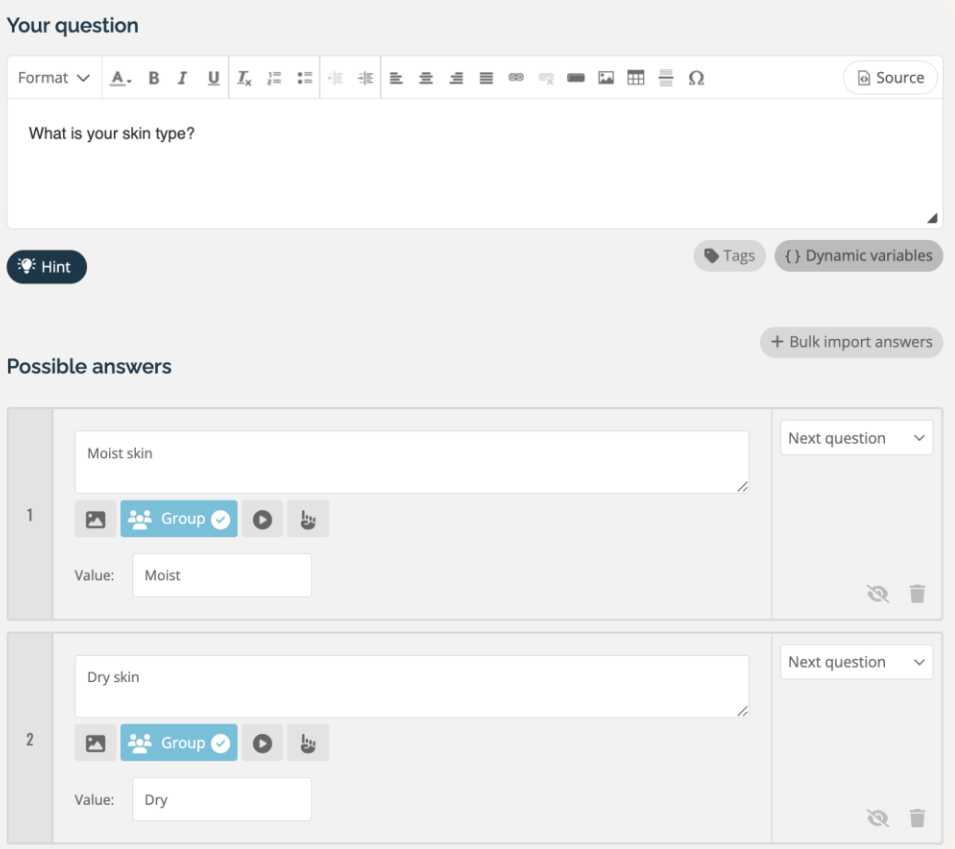
First name* Roger
Last name* Dupond
Email* roger@mail.com
Address*

2nd participation with hidden fields

Address*



Get to know your audience thanks to the automation

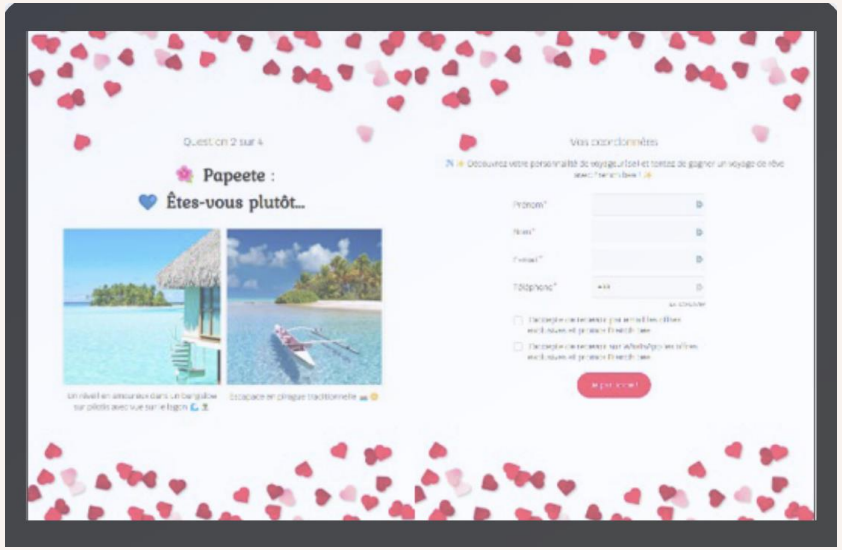


Create your question in Qualifio and link each answer to a mapping variable

Map each variable to its matching segment in Actito

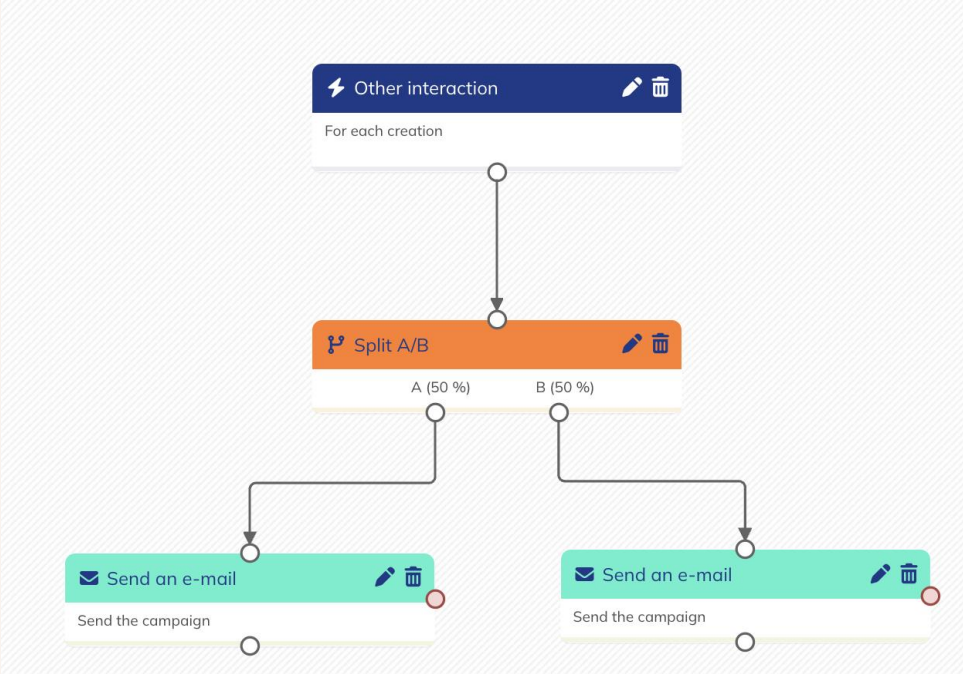
Conversion of a qualified audience

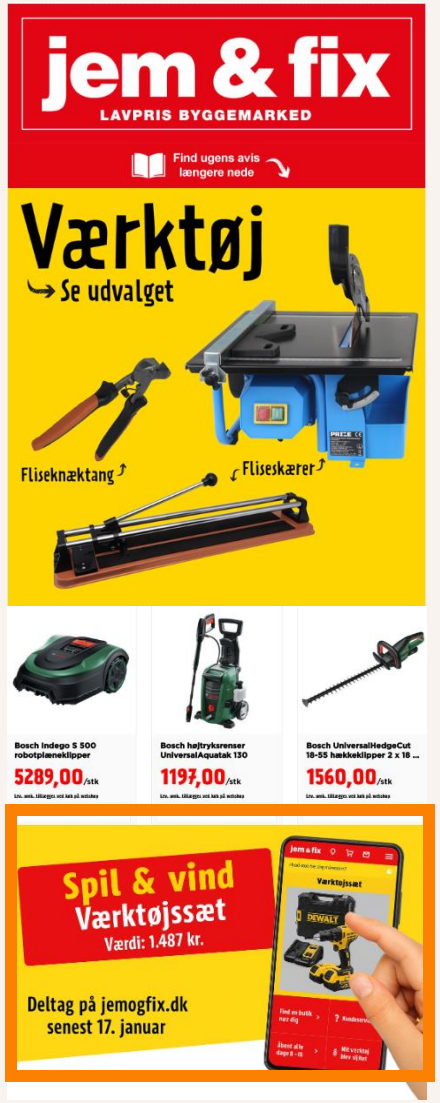
- Using gamified experiences **increases the redemption rate of your vouchers by up to 300%** compared to static offers.
- A gift card obtained through a game-based campaign leads to an **increase of 13% in basket value.**
- **Better control over your promotion costs.**
- Frenchbee created a Valentine's Day contest in just a few hours, using pre-built templates, which **generated 11,000 new qualified leads and €150,000 in revenue.**



Automatized conversion of your audience

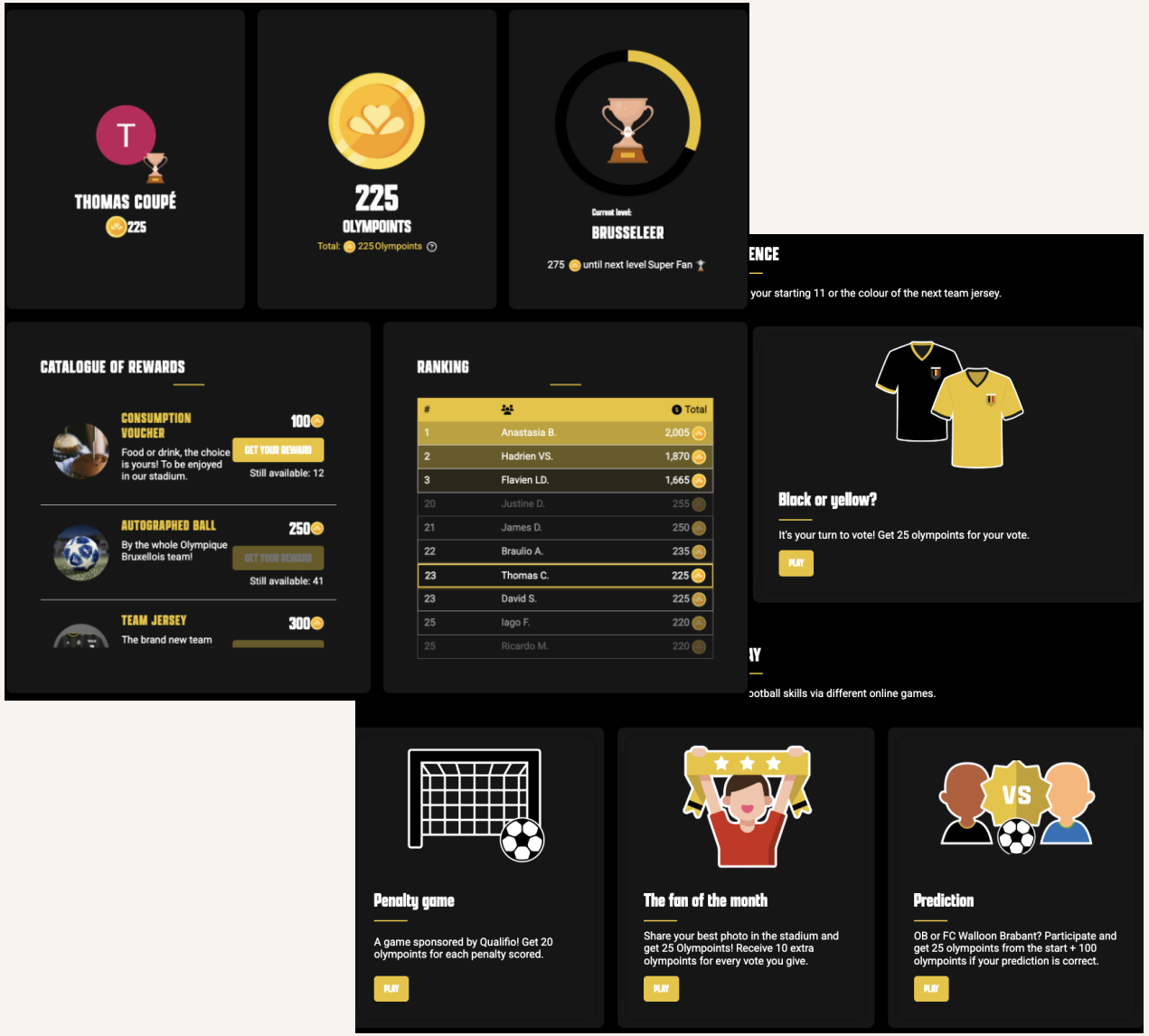
- A behavior is detected by Actito and/or Raptor
  - High interest for a certain product
  - Email and/or purchase inactivity
  - Hasn't converted yet





Drive the loyalty among your audience

- Welcome email
- New level unlocked
- Reward available
- Inactivity detected
- New contest/game



Thank you for your time!

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