

ibexa



actito



Quable



Qualifio



raptor



Integration Jam

ibexa
—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

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

Real-Time Synchronization

Simplified Data Flow

Action in
PIM/DAM
CRUD – single
or bulk

Connector
receives
notification (K
/ second)

Asking Shopify
& PIM to
prepare data



Webhook
events
triggered

Filtering

Content
pushed to
Shopify (within
seconds)

Demo



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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E-commerce
96%
Amazon
94%
Portal
89%
Print
74%

Document history

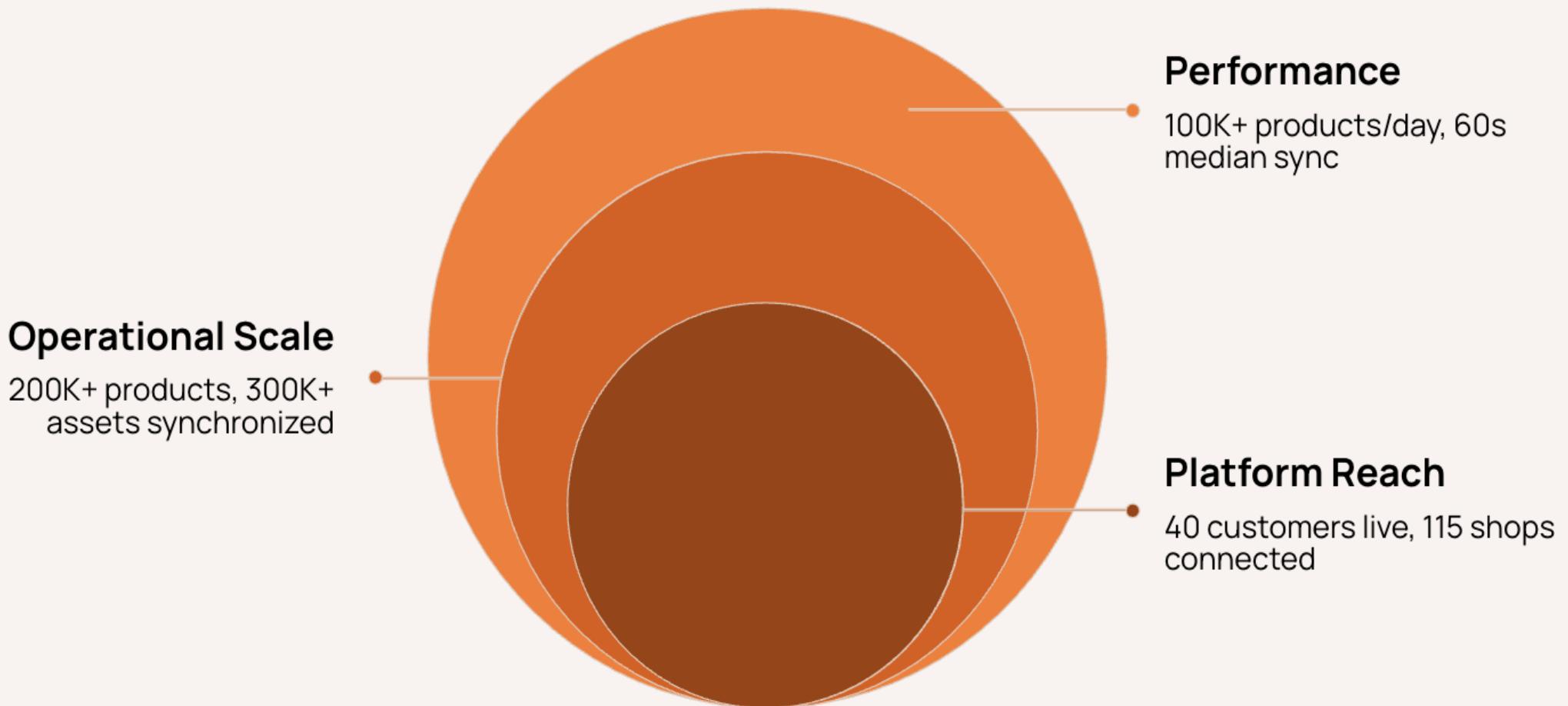
Date	Author
4:36 PM	John
4:20 PM	Thomas

IMPORT

Date format: MM/DD/YYYY
Attributes separator: Semicolon
Time format: HHMM:SS

Become a global brand overnight

Proven at Scale



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.**

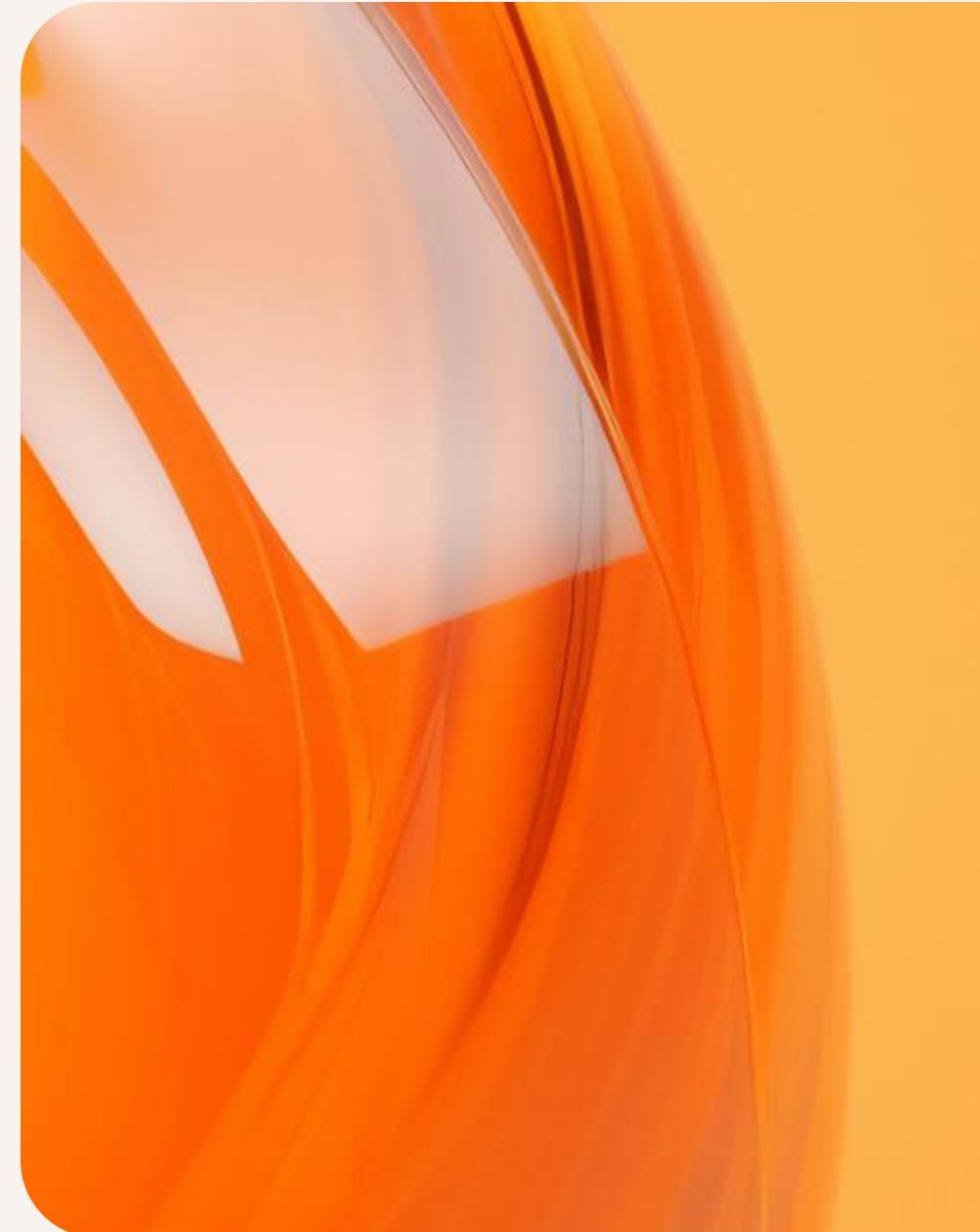
The Quable support team is very responsive regarding new features and always provides good advices.

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.



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

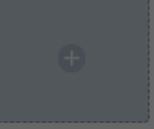
Triggers for every touchpoint in the customer journey

Raptor product recommendations in Actito

RAPTOR TEST1

MODULES

LIBRARY OF MODULES



Testvinder

STANDARD



ADD MODULES

Edit mode

Search

There are 293 modules that match your search

Unselect all

ACTITOLIBRARY

Standard

22

One column

11

Two columns

36

Three columns

12

Four columns

17

RSS

32

Loop

16

Product catalog

4

Product recommendation

2

Content library

3

FARVER / FÄRGER

Farver

11

DK BIBLIOTEK

LOGO

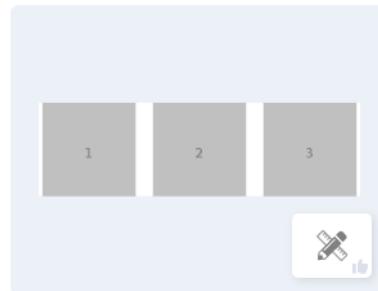
1

AVIS

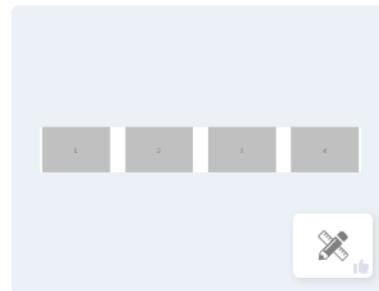
4

Cancel

Add 0 module



pr-3col-img



pr-4col-img

RAPTOR TEST1

Options

Personalizations



Saved ✓

Exit editor

MODULES

GLOBAL STYLES

LIBRARY OF MODULES



Edit the product recommendation settings

Værktøj, der gør arbejdet nemmere
værktøj halvdelen af arbejdet.
og større projekter.

Select a product connector

Denmark Raptor Reco

Select a strategy

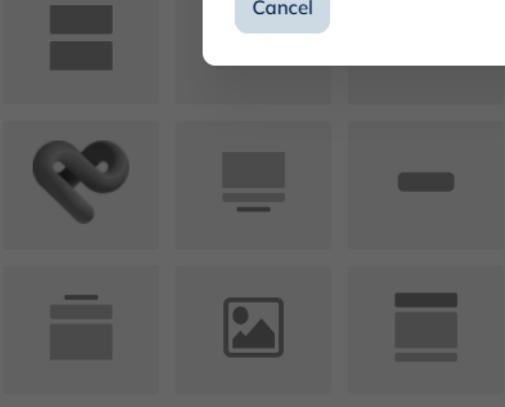
Select a start position

- Popular items
- Trending items in a Category
- User-Related Recommendations

Cancel

Validate

STANDARD



Spil & vind
Værktøjssæt
Værdi: 1.487 kr.



RAPTOR TEST1

Options

Personalizations



Saved

Exit editor

MODULES

GLOBAL STYLES

LIBRARY OF MODULES

Edit the product recommendation settings

værktøj halvdelen af arbejdet.
og større projekter.

Select a product connector

Denmark Raptor Reco

Select a strategy

User-Related Recommendations

Select a start position

1

The start index is the position of the first product to display

Cancel

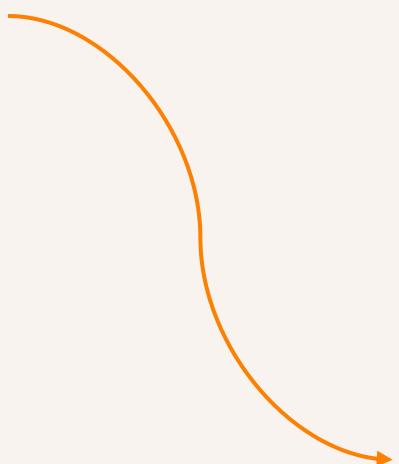
Validate

Spil & vind
Værktøjssæt
Værdi: 1.487 kr.





Personalized
recommendations
based on individual
behaviour
(online/offline)



jem & fix
LAVPRIS BYGGE MARKED

Find ugens avis
længere nede

Værktøj

→ Se udvalget

Fliseknæktang →
Fliseskærer →

Værktøj, der gør arbejdet nemmere

Uanset om du skal skru, save, slibe eller måle, er det rigtige værktøj halvdelen af arbejdet.
Her finder du solidt værktøj til både små reparationer og større projekter.

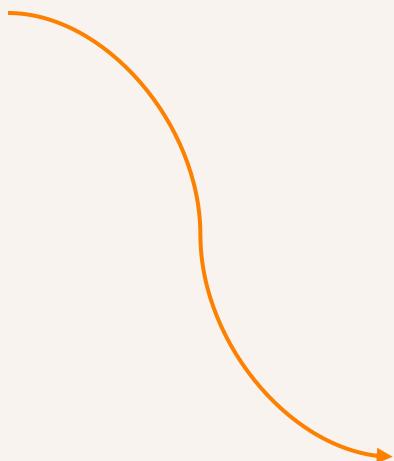
Se udvalget

Robotplænemærk Ultra 2000 - Grow 2999,00/stk <small>Lav. pris. tilkøbspris ved køb på webshop</small>	Bosch EasyMower plænemærk 18V-32-200 m/batteri 1749,00/stk <small>Lav. pris. tilkøbspris ved køb på webshop</small>	Bosch EasyRotak 32 elektrisk plænemærk 1200 W 898,00/stk <small>Lav. pris. tilkøbspris ved køb på webshop</small>
Se mere	Se mere	Se mere

Spil & vind
Værktøjssæt



Personalized
recommendations
based on individual
behaviour
(online/offline)



jem & fix
LAVPRIS BYGGE MARKED

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Her finder du solidt værktøj til både små reparationer og større projekter.

Se udvalget

 Kabinet Deluxe hvid 100 cm NR6 - REN 700,00 /stk <small>Lav. pris. tilgængelig ved køb på webshop</small>	 Foldbart badekar 149 x 61 x 50 cm 899,00 /stk <small>Lav. pris. tilgængelig ved køb på webshop</small>	 Højskab Basic hvid NR1 - REN 399,00 /stk <small>Lav. pris. tilgængelig ved køb på webshop</small>
---	---	--

Se mere

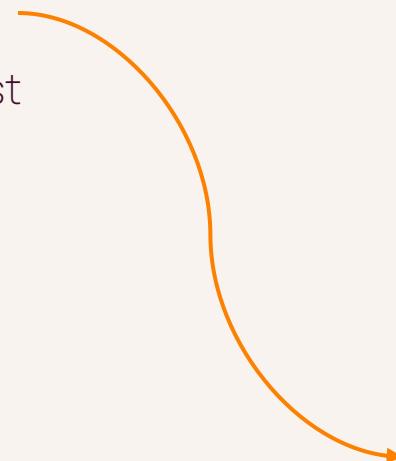
Se mere

Se mere

Spil & vind
Værktøjssæt

jem & fix

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



jem & fix
LAVPRIS BYGGE MARKED

Find ugens avis
længere nede

Værktøj

→ Se udvalget



Fliseknæktang
Fliseskærer

Værktøj, der gør arbejdet nemmere

Uanset om du skal skruer, save, slibe eller måle, er det rigtige værktøj halvdelen af arbejdet. Her finder du solidt værktøj til både små reparationer og større projekter.

Se udvalget

 Træbriketter - ca. 10 kg 29,00 /stk Se mere	 Glod træpiller 6 mm 15 kg 42,00 /stk Se mere	 Pingo vejsalt 25 kg 48,75 /stk Se mere
--	--	--

Spil & vind
Værktøjsæt



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

RAPTOR TEST1

Options Personalizations

MODULES GLOBAL STYLES

LIBRARY OF MODULES

+

Testvinder

STANDARD

Cancel

Edit the product recommendation settings

Select a product connector: Denmark Raptor Reco

Select a strategy: User-Related Recommendations

Select a start position: 1

The start index is the position of the first product to display

Tweaks in modules can be made (SSO)

Advanced Validate

Værktøj, der gør arbejdet nemmere

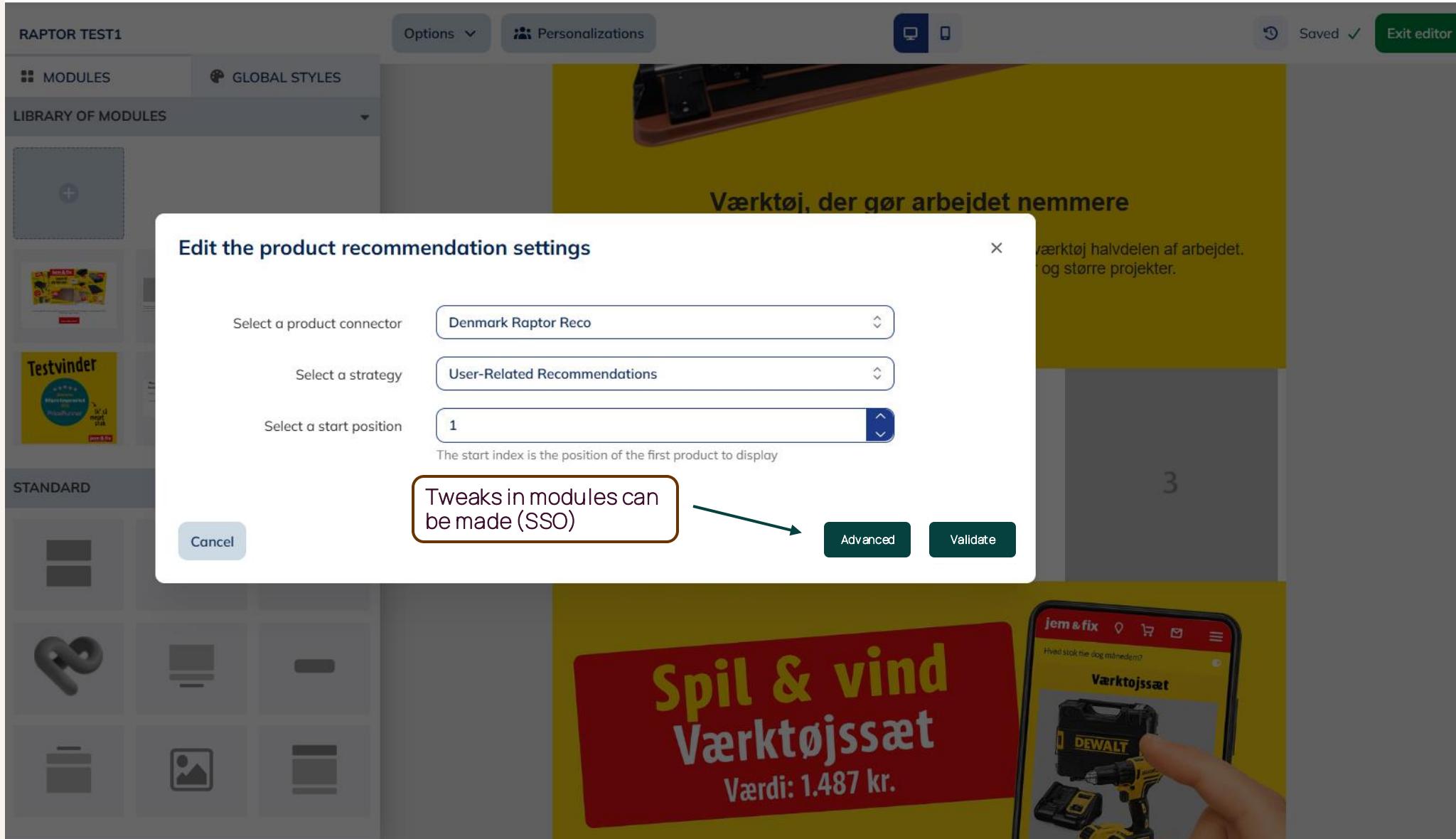
3

Spil & vind
Værktøjssæt
Værdi: 1.487 kr.

Jem & fix

Værktøjssæt

DEWALT



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 [?](#)

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 x 520 x 2440 mm
215,00 /stk
[Se mere](#)
[Copy into your solution](#)

Image 5

Image 6

Image 7

Image 8

[Test](#) [Save settings](#) [Pick data from livestream](#)

200000
0


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 info
30

Aggregation event type info
buy

Rerank opportunities: personalization

RUID (Raptor E-mail Marketing ID) info
 search

Cross-sell weight info
6 scale -20 20

Look-alike weight info
6 scale -20 20

Buy history weight info
18 scale -20 20

Basket weight info

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 dropdown Number of columns 4 dropdown

Image 1 
Pejsebrænde birk og løvtræ, ovntørret
1999,00/stk
Lev. omk. tillægges ved køb på webshop
[Se mere](#)

Image 2 
Pingo vejsalt - 42 sække a 25 kg
1999,00/stk
Lev. omk. tillægges ved køb på webshop
[Se mere](#)

Image 3 
Du ved hvordan... vi ved hvor billigt
GAVEKORT
0,00/stk
Lev. omk. tillægges ved køb på webshop
[Se mere](#)

Image 4 
Pejsebrænde bøg, ovntørret
2569,00/stk
Lev. omk. tillægges ved køb på webshop
[Se mere](#)

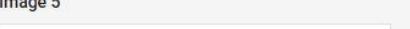
Image 5 
[Copy into your solution](#)

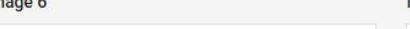
Image 6 
[Copy into your solution](#)

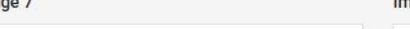
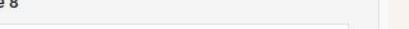
Image 7 
[Copy into your solution](#)

Image 8 
[Copy into your solution](#)

Test **Save settings** [Pick data from livestream](#)

200000
0



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 bosch

+ Add filter Disable block Copy Delete

+ Add profiles

Or profiles who Show less

Did visit - Website at least 3 times within All Time

FILTERS

BrandId - Website contains Bosch

+ Add profiles

Or profiles who Show less

Did buy product - Website at least 1 time within All Time

FILTERS

BrandId - Website contains Bosch

Disable block Copy Delete



CDP audience
combined
with recommendations



The screenshot shows the homepage of the jem & fix website. The header features the brand name 'jem & fix' in large white letters on a red background, with 'LAVPRIS BYGGE MARKED' below it. A red navigation bar contains a search icon, a link to 'Find ugens avis længere nede', and a 'Se udvalget' button. The main section has a yellow background with the text 'Værktøj' in large black letters, followed by '→ Se udvalget'. Below this are three images of tools: a tile nippers, a tile cutter, and a tile straight cutter. The text 'Værktøj, der gør arbejdet nemmere' is centered. A subtext below states: 'Uanset om du skal skru, save, slibe eller måle, er det rigtige værktøj halvdelen af arbejdet. Her finder du solidt værktøj til både små reparationer og større projekter.' A red 'Se udvalget' button is located in the center of the yellow section. Below this are three product cards: 'Bosch Indego S 500 robotplæneklipper' (5289,00/stk), 'Bosch højtryksrenser UniversalAquatak 130' (1197,00/stk), and 'Bosch UniversalHedgeCut 18-55 hækkeklipper 2 x 18 ...' (1560,00/stk). Each card has a 'Se mere' button. At the bottom, there is a red banner with the text 'Spil & vind' and a smartphone icon showing the 'Værktøjssæt' app.

Find ugens avis
længere nede ↘

Værktøj

↗ Se udvalget



Værktøj, der gør arbejdet nemmere

Uanset om du skal skruer, save, slibe eller måle, er det rigtige værktøj halvdelen af arbejdet. Her finder du solidt værktøj til både små reparationer og større projekter.

↗ Se udvalget



Bosch Indego S 500
robotplænskæpper
5289,00/stk

Lav. pris. tilføjet ved køb på website

↗ Se mere

Bosch højtryksrenser
UniversalAquatak 130
1197,00/stk

Lav. pris. tilføjet ved køb på website

↗ Se mere

Bosch UniversalHedgeCut
18-55 hækkeklipper 2 x 18 ...
1560,00/stk

Lav. pris. tilføjet ved køb på website

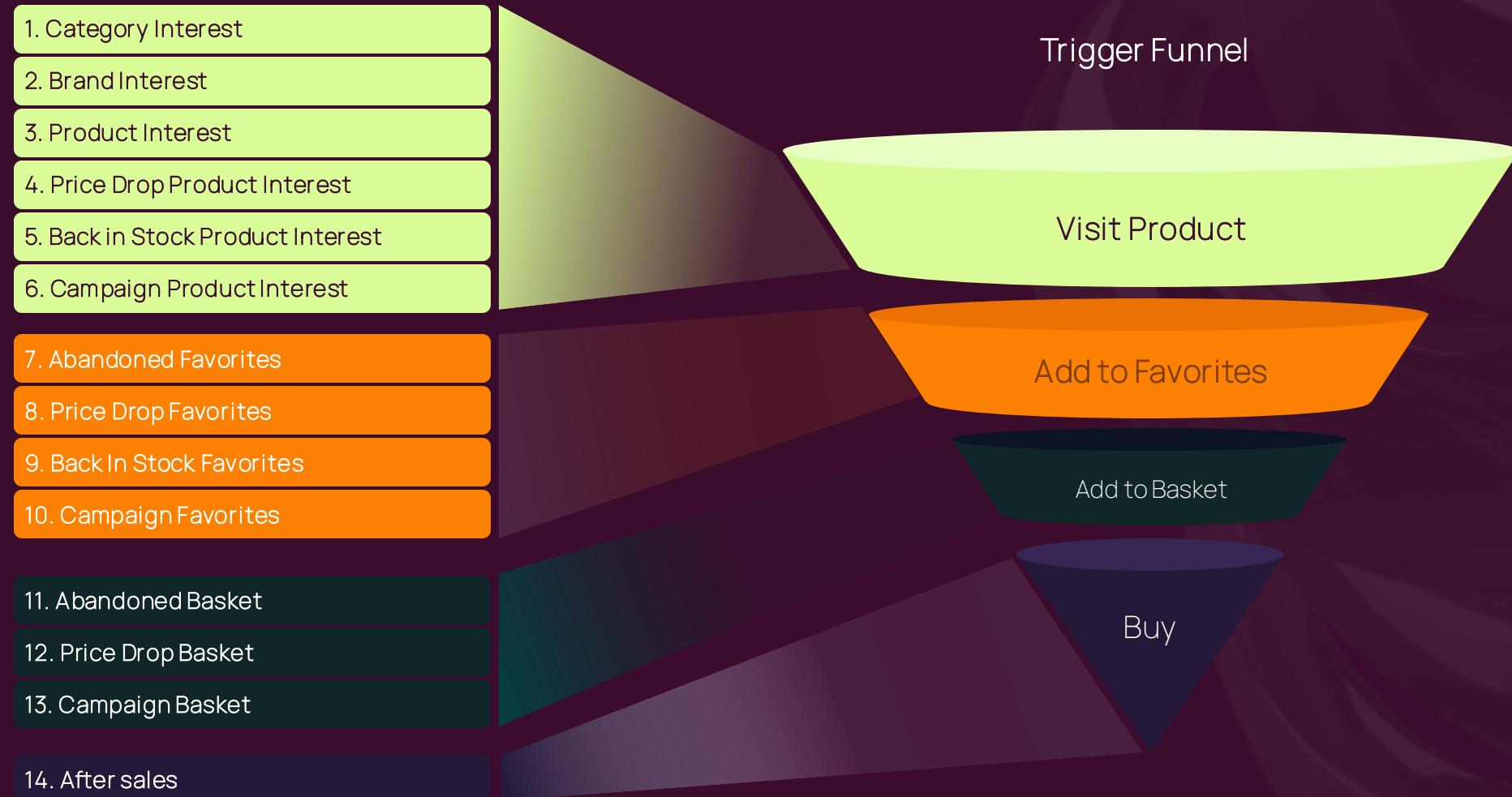
↗ Se mere

Spil & vind
Værktøjssæt
Værdi: 1.487 kr.



CDP audience
combined
with recommendations

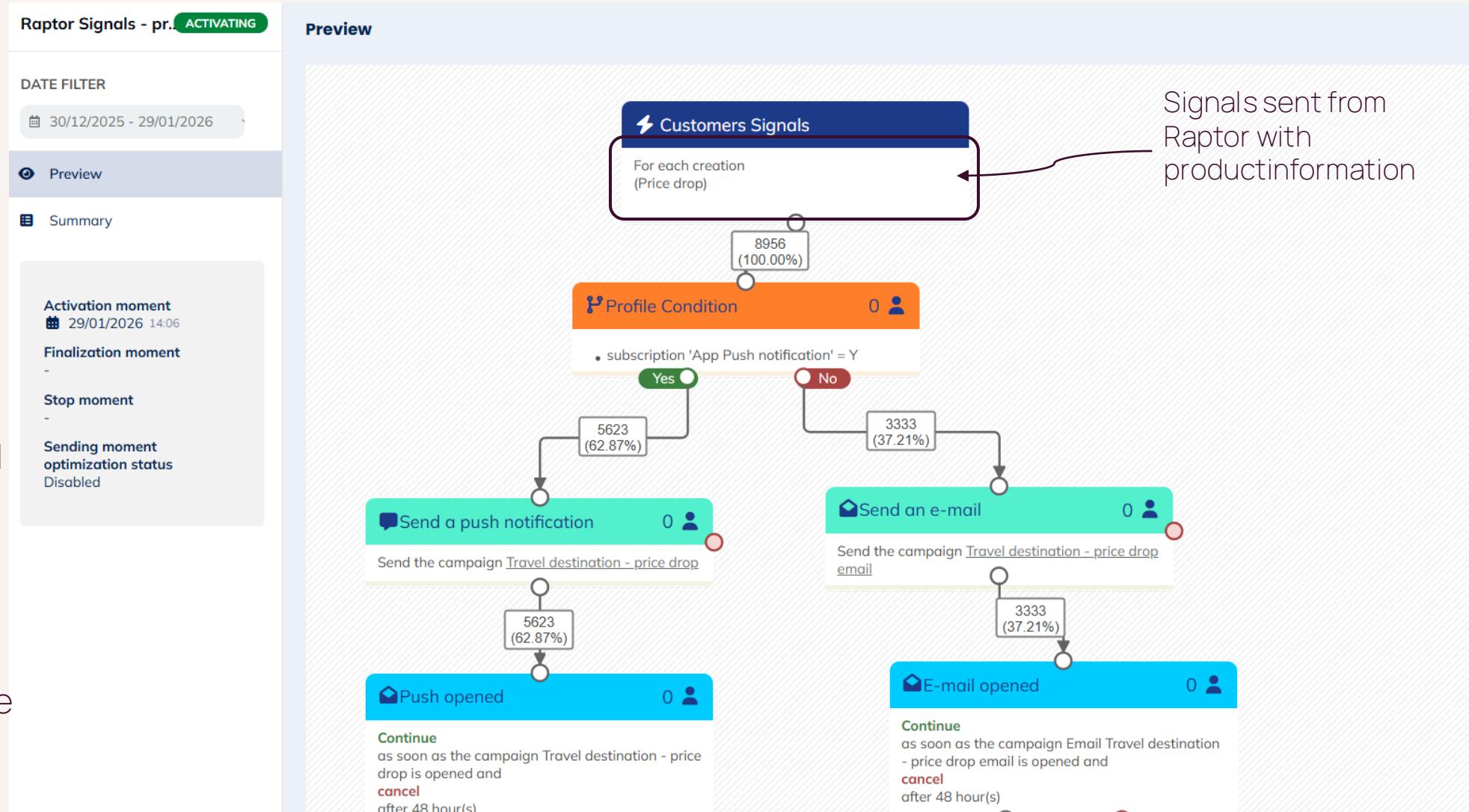
Use the gamification from
Qualifio with the
personalization in the
same e-mail



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



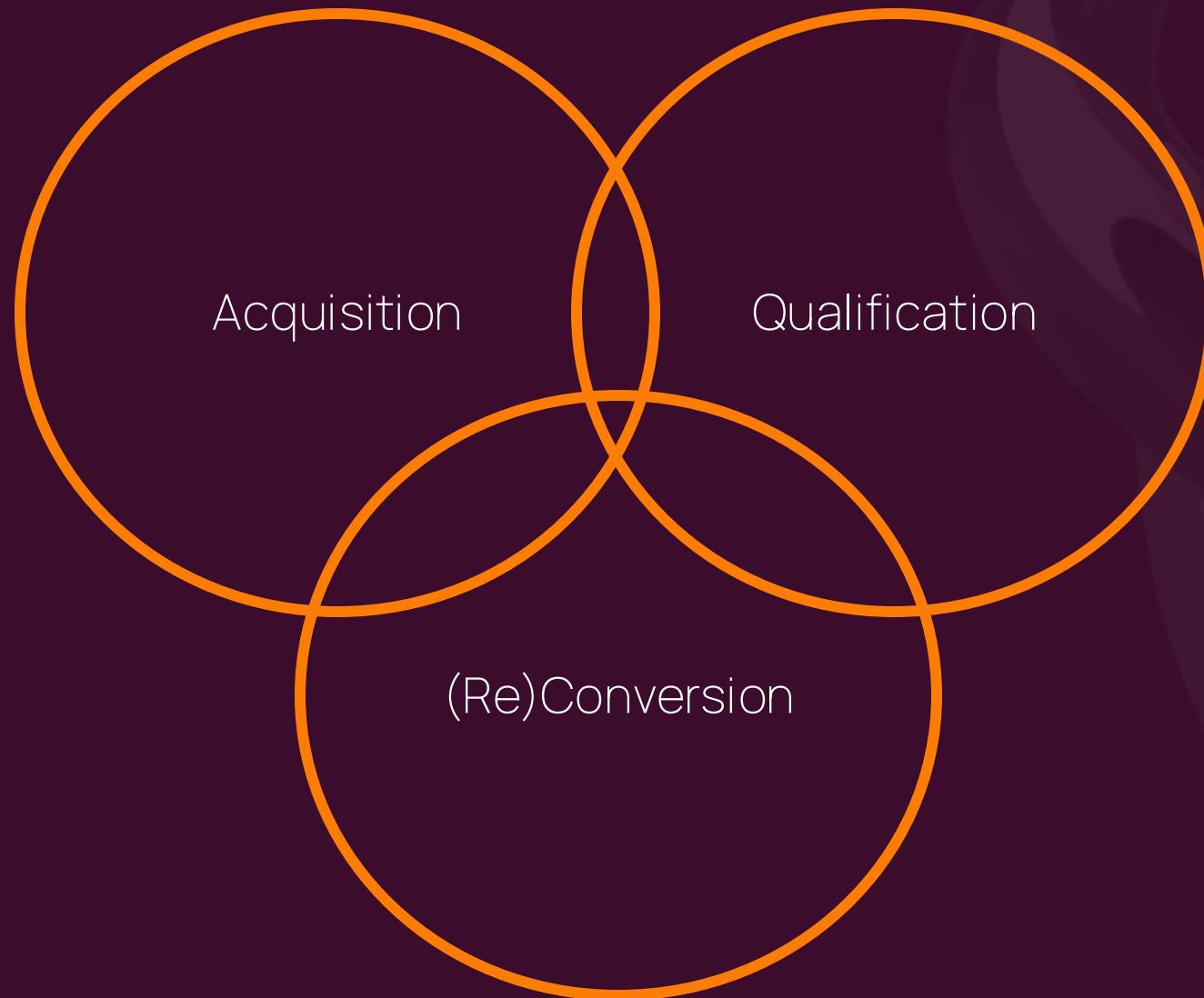
50+ interactive formats

- Smash It!
- Contest
- Memory

What a match!
Sign up to get great prices on products
handpicked for you!

Oasis

Native connector to cover every step of your customers' journey



Acquisition of new leads

Website

QR code in shop

QR at an event

Facebook

Instagram

TikTok

Partnership

Webshop

Profile
14 profiles

No description

Attributes

Birth date

/ /
Date

Box

abc ABC
Text

clientNr

abc ABC
Text

Country

Belgium
Country

E-mail domain group

abc ABC
Text

Email address *

@
E-mail address

First name

abc ABC
Text



Campaign interaction

No description

Attributes

Campaign device

abc ABC
Text

Campaign name

abc ABC
Text

Campaign thematics

abc ABC
Text

Campaign type

abc ABC
Text

campaignSourceId *

abc ABC
Text

campaignSourceName *

abc ABC
Text

Email address * @

Email address of the participant

@
E-mail address

Participation date *

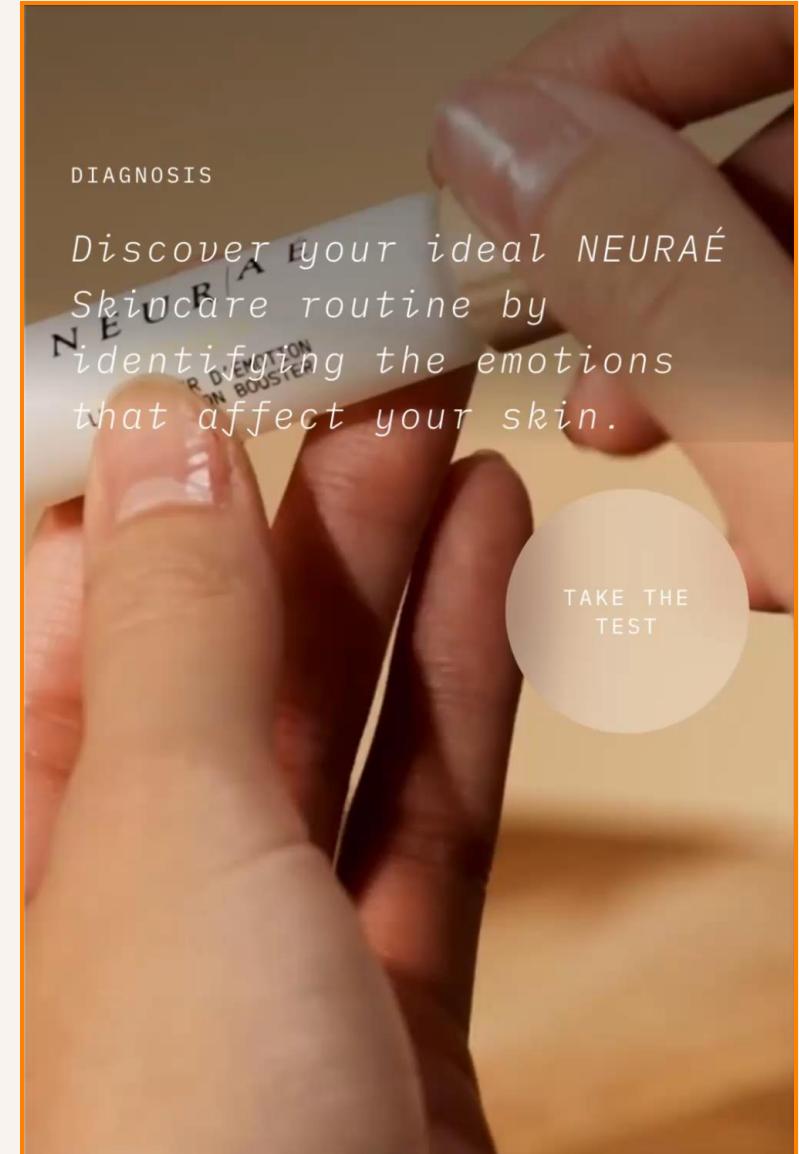
dd/mm/yyyy
Date and hour

Personality Profile

abc ABC
Text

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



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

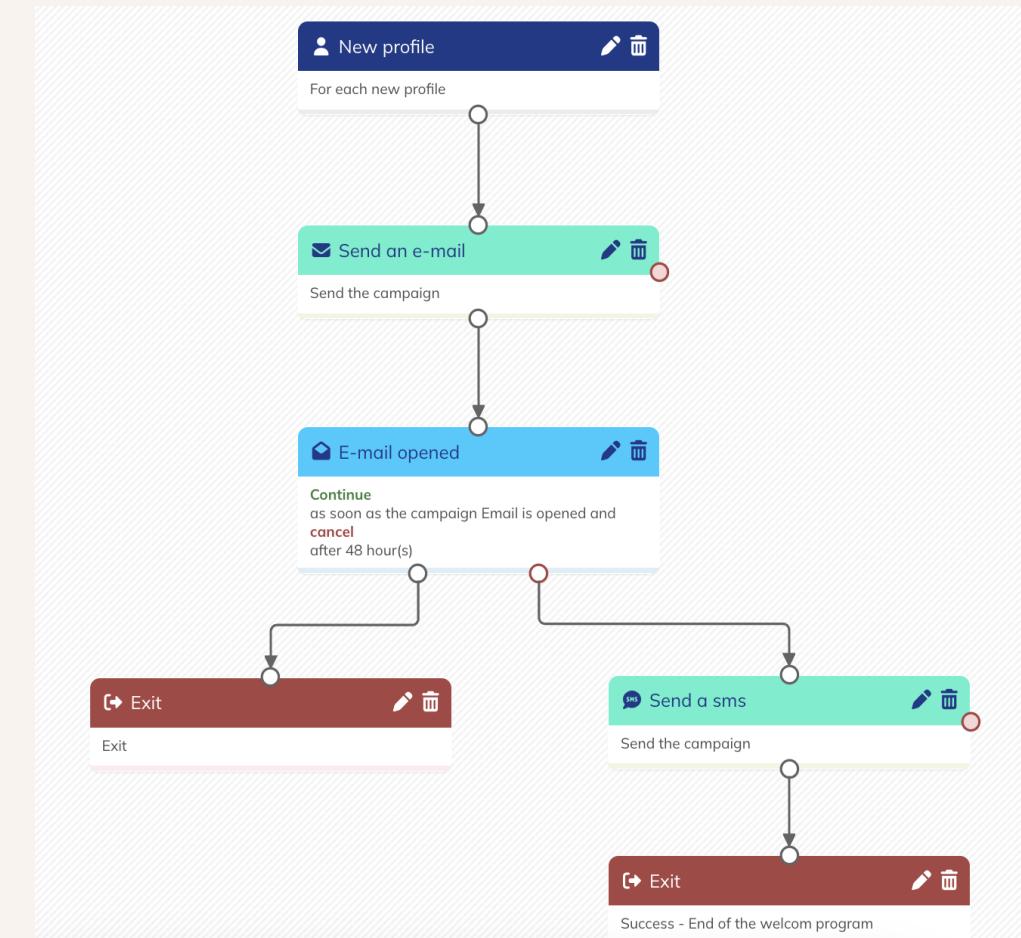
First name*	Roger
Last name*	Dupond
Email*	roger@mail.com

2nd participation prefilled

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

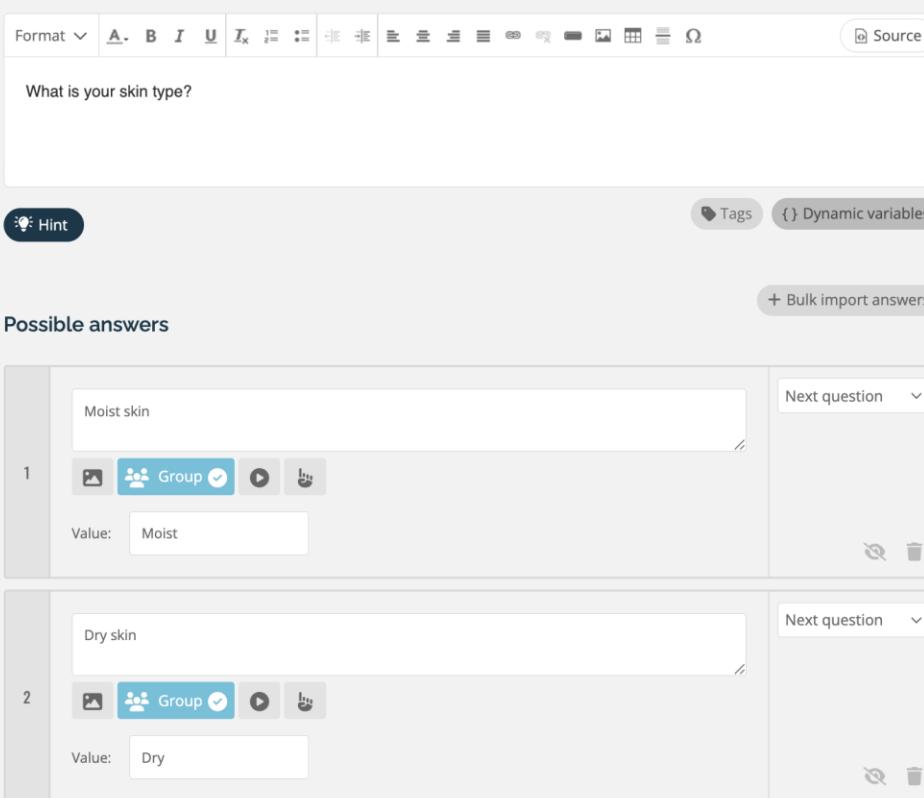
2nd participation with hidden fields

Address*	
----------	--



Get to know your audience thanks to the automation

Your question



What is your skin type?

Hint

Tags

Dynamic variables

Bulk import answers

Possible answers

Index	Answer	Value
1	Moist skin	Moist
2	Dry skin	Dry

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

Campaign interaction

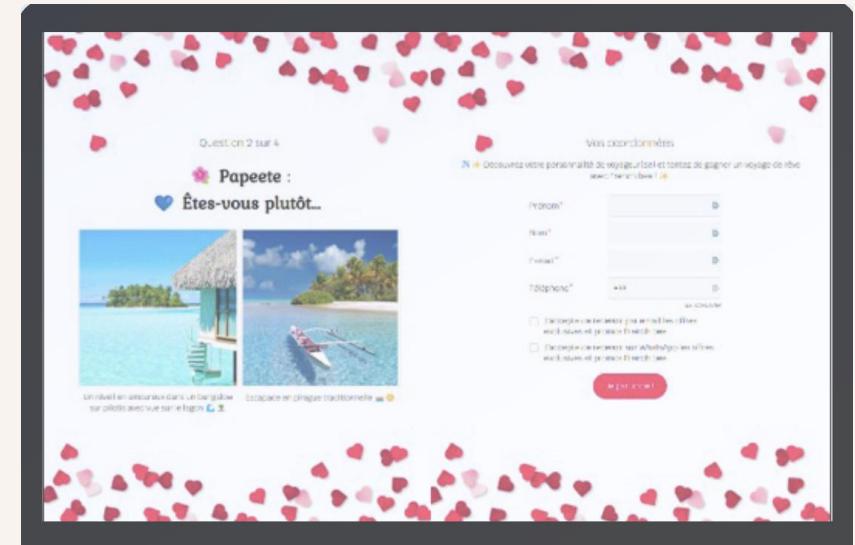
Select the elements who respect all the following criteria:

- Personality Profile contains MOIST
- creationMoment is today
- Campaign theatics = SKINCARE

Map each variable to its matching segment in Actito

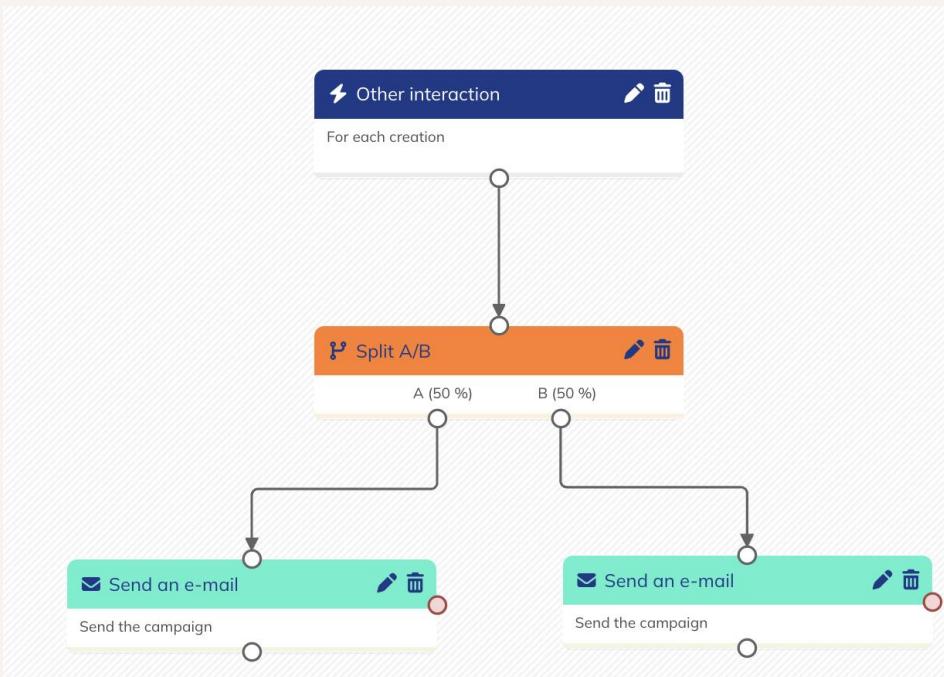
Conversion of a qualified audience

- 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

THOMAS COUPÉ
225 OLYMPONTS

BRUSSELEER

CATALOGUE OF REWARDS

#	User	Total
1	Anastasia B.	2,005
2	Hadrien V.S.	1,870
3	Flavien LD.	1,665
20	Justine D.	255
21	James D.	250
22	Braulio A.	235
23	Thomas C.	225
23	David S.	225
25	Iago F.	220
25	Ricardo M.	220

Penalty game
A game sponsored by Qualifio! Get 20 olympoints for each penalty scored.

The fan of the month
Share your best photo in the stadium and get 25 Olympoints! Receive 10 extra olympoints for every vote you give.

Prediction
OB or FC Walloon Brabant? Participate and get 25 olympoints from the start + 100 olympoints if your prediction is correct.



Thank you for
your time!