

FOR IMMEDIATE RELEASE

Replika Software Launches on Shopify App Store Offering Brand-Centric Affiliate Solutions to Enhance Ecommerce.

[New York, NY, May 27, 2024] – Replika Software announces a new partnership with Shopify, providing more opportunities for Shopify merchants to promote their products through their network of sellers, affiliates and or influencers.

Replika Software, a leader in delivering innovative social selling / affiliate programs to brands around the world, is excited to announce its launch on the Shopify App Store. Now merchants of any size can optimize their online stores, empower their community of sellers and enhance customer engagement. The Replika platform is a comprehensive tool with a wide range of functionalities for every brand including, a curation tool, a comprehensive commission engine, a reporting dashboard and visibility tools to manage social communications.

The pervasive influence of social media has transformed individuals into creators, Replika's integration with Shopify, will enable every Shopify brand to leverage this phenomenon by deploying sellers at scale, across diverse channels, to enhance their eCommerce sales capabilities. Replika can accommodate a diverse range of sellers for each brand including employees, product experts, professional users, influencers, and brand enthusiasts who extend reach, increase engagement, and drive revenue growth.

Why Replika Stands Out

1. Relational Connections and Authenticity:

Unlike traditional affiliate marketing, which often involves providing influencers with the exact links to post, Replika offers brands the ability to regularly engage with consumers through their own influential product experts who share authentic, regular inspirations they create directly from the brand website, fostering deeper customer engagement and loyalty.

2-. Platform-Agnostic Integration:

Typical social commerce platforms control the customer experience and keep all the valuable data. Replika's platform-agnostic nature ensures seamless integration across various messaging and social media platforms and drives sales directly to the brand's

eCommerce site, allowing brands to collect control the customer experience and gain valuable customer insights.

3. Insightful Analytics:

Replika provides comprehensive analytics on activities and conversions, offering brands actionable insights to refine their strategies and maximize impact.

As part of this launch, Replika is offering a free two-week trial for all Shopify customers. And offering flexible recurring monthly plans starting at just \$250. Brand's who want to activate their network of sales associates, stylists, and brand ambassadors can start their journey on the Shopify App Store <https://apps.shopify.com/replika-software>

About Replika Software:

Replika Software is a leading provider of remote/social selling solutions designed to enhance customer engagement, cultivate brand loyalty, and drive e-commerce growth. By empowering brand advocates to share inspiration organically, Replika Software enables brands to foster genuine connections with their customers. Replika is deployed with brands such as Dior, Sephora, L'Oreal, Printemps, Desigual....

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