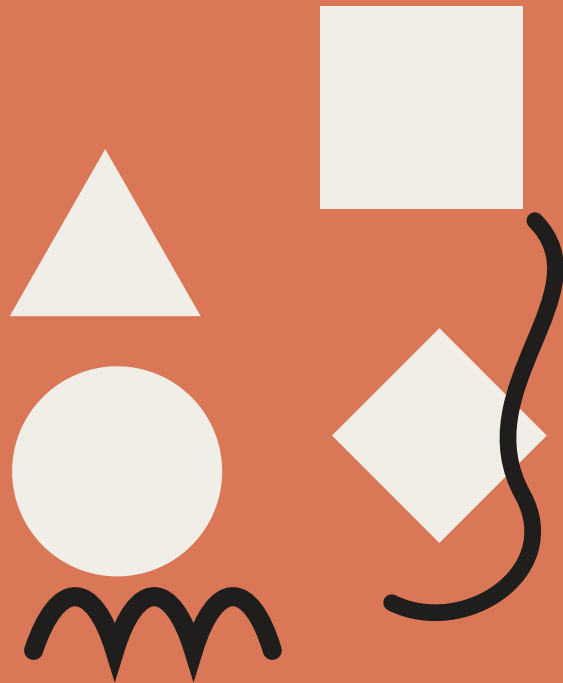


Claude for Shopify: what 500 brands *actually* do with AI

A year of real workflows from 500+ brands and agencies that connect Claude to their commerce data through MCP.

19 use cases · every prompt is real · all brands anonymized



What brands ask Claude to do

500+ brands and agencies run Claude on their live commerce data, Sep 2025 to Jul 2026.

Real workflows, not demos. Every prompt quoted in this deck was written by a brand or its agent. Names are anonymized.

01 Automated reporting

02 Sales pulse

03 Marketing performance

04 Funnel & CRO

05 Data QA

06 CX & support

07 Retention & LTV

08 Product & merch

09 Channels & marketplaces

10 AOV & cross-sell

11 Promos & markdowns

12 Email, SMS & CRM

13 Forecasting & pacing

14 Finance & margin

15 Subscriptions

16 Anomaly diagnosis

17 SEO & AI traffic

18 Ops & fulfillment

19 Agents & automation

Automated reporting

Daily briefs, weekly recaps, board decks. Built once, then run on a schedule.

FROM THE LOGS

"List all available dashboards for [client]."

a US growth agency, 206 runs

"Build a PowerPoint matching the style of the reference, targets from the image."

a global footwear group

"From the [02] Mkt Summary dashboard, get these 5 values using each card's own date range."

a sleep brand, 33 runs

REAL PROMPT

"Run a scheduled prompt report for [client]."

a US growth agency, ran 394 times

3,598

runs of one brand's daily metrics sync to Google Sheets

Sales pulse

The daily and intraday heartbeat: morning briefs, launch-day trackers, pace vs target.

FROM THE LOGS

"Sales so far today for [three products]."

a UK supplements portfolio, 30 times in one day

"Units sold for the launch since 7/17: new vs reactivated customers, sub vs one-time, PDP conversion vs site baseline."

a nine-figure US wellness brand

"MTD net revenue vs target and pace, for the exec dashboard."

an eight-figure DTC brand

REAL PROMPT

"Net revenue, orders, and discounts by date and hour, for today."

a nine-figure Australian furniture brand, mid-sale

1,008

runs of one hourly sale tracker in 11 days

Marketing performance

Spend, ROAS, and CAC by channel, plus creative analysis down to the hook.

FROM THE LOGS

"Top 20 Meta ads from the last 2 weeks with \$5k–50k spend, ranked by 1-day click CAC."

an eight-figure supplement brand

"Whitelisted ad performance by creator, format, and hook: influencer vs UGC vs brand creative."

a men's skincare brand

"Monthly ad spend per brand for the last 90 days, to estimate spend under management per team member."

a growth agency

REAL PROMPT

**"Can we scale paid social while maintaining last-click ROAS?
Assess Meta vs Google
headroom."**

a New York jewelry brand

6,924

daily metric syncs by a single agency pipeline

Funnel & CRO

Conversion by step, drop-off by country, experiments watched daily.

FROM THE LOGS

"Sessions to add-to-cart to checkout to purchase, by landing page."

a data-led agency, weekly

"What payment methods are missing in Italy and Spain, and what conversion uplift could localized options add?"

a European beauty brand

"Product quiz: daily sessions, add-to-cart rate, and conversion by page."

a nine-figure Australian furniture brand, 44 runs

REAL PROMPT

"Which channels, landing page types, and countries are dragging conversion rate down?"

a heritage French footwear brand

307

refreshes of one CRO experiment dashboard

Data QA

Does GA4 actually match Shopify? Rarely, so brands check constantly.

FROM THE LOGS

"Re-pull and re-check every numeric claim in the draft."

an eight-figure home-goods brand's agent, daily

"Reconcile the 2.53% revenue variance between Shopify and the pixel, component by component."

a womenswear label

"Re-run spend. Meta was higher yesterday, validate against the sheet."

a nine-figure US wellness brand

REAL PROMPT

"Has GA4 vs Shopify purchase capture climbed from 57% toward 90%?"

an activewear brand, asked over
4 months

81

times one brand re-checked GA4
against Shopify

CX & support

Ticket volume, review mining, and customer-voice themes feeding creative briefs.

FROM THE LOGS

"What % of tickets close with no macro?"

an eight-figure home-wellness brand

"Orders by market vs support complaints: the weekly fulfillment-issues rate."

a UK supplements brand

"Pull the top inspiring customer reviews."

a lingerie brand

REAL PROMPT

"Pull all ticket topics, categories, and FAQs to build a category-based FAQ list for product pages."

a UK furniture retailer

595

runs of one brand's CX inbound dashboard

Retention & LTV

Cohort analysis, LTV by channel, and weekly winback lists that go straight to lifecycle teams.

FROM THE LOGS

"Customers by yearly cohort since 2014, still active in the past 3 months."

a wellness-drinks brand

"Max allowable CAC at a 3:1 LTV-to-CAC ratio."

a regenerative meat brand

"Customers placing their second lifetime order, and whales: 10+ orders or \$1,000+ lifetime spend."

a sports-nutrition retailer, daily

REAL PROMPT

"Pull churned subscribers from last week with LTV and active subs remaining, and verify pending winbacks."

a regenerative meat brand, weekly

88

refreshes of one live LTV dashboard in its first month

Product & merchandising

Launch-day trackers, sell-through reviews, and merch actions, not just reads.

FROM THE LOGS

"Recommend collection sort orders from conversion, margin, inventory cover, and newness."

a children's apparel brand's sort agent

"Generate a best-sellers tag import, excluding markdown products."

a global footwear group

"Launch dashboard, day 117, vs the two prior season launches."

an Australian fashion label

REAL PROMPT

"Launch-day sales by country and by shade, with the current Shopify sync timestamp."

a European beauty brand, on launch day

26

re-runs of that tracker on launch day alone

Channels & marketplaces

DTC vs Amazon vs marketplace mix, run market by market, every morning.

FROM THE LOGS

"Daily brief across Denmark, Sweden, Germany, and the UK: per-market sales and channel spend."

a Scandinavian nutrition brand

"Keep, cut, or optimize across Amazon, eBay, and two retail chains."

an Australian beauty group

"Resolve purchase origin, retail door vs online store, for this list of orders."

a nine-figure jewelry brand

REAL PROMPT

"Top Amazon search keywords, and which competitor keywords are on the rise."

a sporting-goods brand, from search-query data

5

markets in one brand's daily snapshot vs targets

AOV & cross-sell

Co-purchase data, attach rates, and bundle economics behind real assortment calls.

FROM THE LOGS

"Validate five bundle candidates for July 4th from co-purchase data."

a nine-figure beauty brand

"Verify gifts-with-purchase and zero-value units don't count as cross-sell."

a luxury wellness brand

"Top starter-kit products by 6-month LTV, repeat rate, and top repeat flavor."

an endurance-nutrition brand

REAL PROMPT

**"Bundle analysis to inform
a bundle keep / cut /
create decision."**

a clinical skincare brand

106

refreshes of one brand's cross-sell dashboard

Promos & markdowns

Sale-event command centers, discount-code accounting, and markdown planning.

FROM THE LOGS

"Plan end-of-season markdowns across 525 SKUs from 6-week velocity."
a travel-goods brand

"First 48 hours of the sale vs 30- and 60-day pre-sale averages, first vs last click."
a nine-figure fitness-apparel brand

"The true paying-customer discount rate, excluding samples and comps."
an energy-drink brand

REAL PROMPT

"Recommend a discount %, a bundle play, or hold, and flag the call to Paid, Lifecycle, Site, and Creative."

a children's apparel brand's
Markdown Agent

525

SKUs in one end-of-season markdown plan

Email, SMS & CRM

Campaign-vs-flow trackers, send-cadence tests, and deliverability triage.

FROM THE LOGS

“Diagnose the July email decline: opens down 6–8 points, clicks down 61%, sends down 16%.”

an oral-care brand

“Compare days where a drop email and a sales email went out together vs drop-only days.”

a DTC consultancy

“Rebuild the flows tab: 5 flow categories, each with an email and SMS breakout.”

a global footwear group, weekly

REAL PROMPT

“What’s the typical time between email click and purchase? I’m setting the Klaviyo attribution window.”

a nine-figure jewelry brand

0–100

one brand’s deliverability score, from spam, bounce, and unsub rates

Forecasting & pacing

Pace vs target, recalibrated every morning, then turned into the day's action.

FROM THE LOGS

"Calibrate the Monte Carlo financial forecast from full subscription history."
a luxury wellness brand

"Forecast next week's total orders for fulfillment planning."
a French jewelry brand

"WoW and MTD update vs July targets: sales £358,321, spend £11,559."
a home-decor brand

REAL PROMPT

"Identify the most urgent advertising follow-up for today, with emphasis on CAC and ROAS targets."

a UK fashion brand

1,175

projection runs by one brand in two weeks

Finance & margin

Daily contribution-margin cockpits and profit-vs-volume trade-offs, run by owners and CFOs.

FROM THE LOGS

“Build a waterfall daily P&L: GMV, price reductions, discount codes, shipping revenue, net revenue.”

a snack-foods brand

“Rebuild the monthly Amazon P&L: fees by type, FBA and storage costs, net payout, settlement references.”

a UK beverage brand

“Which SKUs drive disproportionate profit vs volume? Are we pushing the right hero SKUs?”

a global skincare company

REAL PROMPT

“Rank products by net LTV. For the bottom 20%, is the driver churn or acquisition cost?”

a Danish apparel brand

CM3

the margin ladder brands rebuild as custom metrics

Subscriptions

Rebills, churn, and trial conversion: the most operationally embedded category.

FROM THE LOGS

"Daily subscription marshal: rebills, new sub orders, churn."
an eight-figure consumer brand

"Free trials started, and how many converted to paid."
a DTC consultancy

"Subscription intake rate for a specific Meta ad vs the account average."
a nine-figure US wellness brand

REAL PROMPT

"Monthly subscription churn rate, and device-buyer conversion to subscription, by product line."

a luxury wellness brand

111

daily subscription reports by one brand in two months

Anomaly diagnosis

"Why did spend spike yesterday?", answered before the CMO asks.

FROM THE LOGS

"Blended spend and CAC vs a trailing 28-day, weekday-matched baseline."

a US skincare brand's daily sentinel

"Sales and traffic have dropped. Can you see where? Affiliates? Organic?"

a UK supplements portfolio

"Why does the dashboard show ROAS 2.83 when spend vs conversion value suggests 0.74?"

an oral-care brand

REAL PROMPT

"[Our AU brand] is having a very poor sales day today. Audit what is causing the decline."

a nine-figure Australian furniture brand

28

days in the weekday-matched baseline one brand alerts against

SEO & AI traffic

Organic reviews, agency accountability, and LLM referrals emerging as a new channel.

FROM THE LOGS

"Clean organic sessions and conversion with U-shaped attribution, and keyword-level CVR on category pages."

an Italian wine retailer

"Is increased Google Ads spend acquiring net-new customers, or cannibalizing organic?"

an indie cosmetics brand

"12 months of organic sessions and revenue, to evaluate our SEO agency."

a babywear brand

REAL PROMPT

"Compare organic search traffic vs LLM referral traffic, and explain the drop in AI traffic."

a nine-figure UK housewares brand

132

runs of one SEO agent loop in a single day

Ops & fulfillment

Stuck orders, returns forensics, and fulfillment monitoring on a standing cadence.

FROM THE LOGS

"Returns processed in June, by market."

a nine-figure UK housewares brand

"What % of orders use Shop Pay Installments in Canada?"

a DTC consultancy

"Per-vendor sales vs returns, refunds, and margin: which brands do we delist?"

a Dutch e-bike retailer

REAL PROMPT

"Daily US-DTC stuck order check."

a nine-figure Australian furniture brand, a standing daily check

40

stuck-order checks over two months

Agents & automation

The frontier: agents that own a decision, not just a query.

FROM THE LOGS

"Fleet health probe: workspace context, activation status, connector health rollup."

a data-led agency

"Track the GA4 add-to-cart guard after the production deploy, then the daily trend."

an eight-figure beverage brand

"Measure subscription metrics to close change tickets CS-196 and CS-202."

a functional-beverage brand

REAL PROMPT

"List all available brand views in this workspace."

an agency's agent, bootstrapping
context: 16,185 runs

10

analyst agents one brand runs every
single week

The limit on AI in ecommerce is *imagination*, not capability.

Nobody is asking for prettier dashboards. Across all 19 use cases, brands automate the analyst work between the data and the decision.

The technology is ready. Most teams run 1% of what the brands in this deck already do every day.

Connect Claude to your store data