

Herd ingenuity as Shopify grants Hull agency partnership status

Hessle-based performance marketing agency, Herd, has been recognised as a Shopify Plus partner, joining an elite group of less than 30 UK agencies.

The accolade from the ecommerce market leader comes in the 10th year of trading for the East Yorkshire firm, with managing director Tim Powell describing it as a major milestone moment for the 20-strong team.

Herd specialises in ecommerce development and web design and has championed Shopify as the retail platform of choice. The latest iteration allows larger enterprises to sell everywhere without complexity, building on a strong following of entrepreneurs and SMEs keen to be quick to market.

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Mr Powell said: "I am extremely proud to announce our new Shopify Plus partnership which has been one of our key business goals. This is testament to everything our team has achieved for our partners. We've built an incredible relationship with Shopify, and maintain that their platform is the best on the planet."

The Waterside Business Park team represents brands including AX Paris, Steamforged Games, R&R Country, Face The Future, and Cheese Brothers.

With consumers demanding faster sites with greater functionality, the team are confident they are backing a winner in a period in which the ecommerce market has boomed,

as even the most reluctant were forced online through the Covid-pandemic.

The status is awarded annually to a handful of agencies and software solution providers.

A spokesperson said: “The programme is available for Shopify partners who demonstrate a level of product quality, service, performance, privacy and support that meets the advanced requirements of Shopify Plus merchants.”

Herd has recently been working closely with Shopify through a “rigorous onboarding process” to qualify. Brands already using it of the calibre now open to the team include Heinz, Deliveroo, Nescafe, Staples, and Gymshark.

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