

Build the Free Shipping Upsell – Announcement Bar app for merchants on the Shopify platform.

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Abstract: In the fiercely competitive landscape of e-commerce, optimizing the purchasing process is a decisive factor for success. This project focuses on building the Free Shipping Upsell – Announcement Bar application to help merchants on the Shopify platform increase conversion rates and revenue by offering free shipping recommendations based on customer shopping behavior. Through a combination of theoretical research and experimentation, the project will identify factors influencing purchase decisions and implement technical solutions to optimize user experience. The expected outcome is to enhance business performance for merchants while creating community value by reducing shipping costs for customers.

Keywords: Free Shipping Upsell, Announcement Bar, Shopify, E-commerce, Shopping Optimization