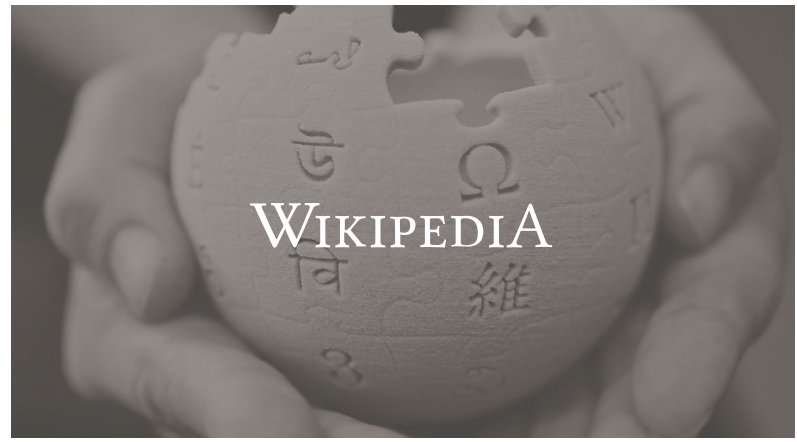


Wikipedia improves brand awareness with Shopify



Wikipedia's editor base has been declining in recent years, so the company launched a merchandise store on Shopify to reboot and inspire its contributors. All proceeds from the Wikipedia Shop go to the Wikimedia Foundation, the non-profit organization that operates Wikipedia and its sister projects.

"There are other options out there, but I specifically chose Shopify because I like the growth potential that Shopify offers over other ecommerce sites."

JULI MATTHEWS SHOP MANAGER OF WIKIPEDIA

CONTINUED GROWTH

"I love to see the different products and services you offer, much like Shopify POS that was released recently. I love seeing companies invest time into their own business. It really inspires me to keep growing my own business when I can work with another business that is doing the same thing."

RENEWING WIKIPEDIA'S BRAND

"It's a big priority to figure out how to get new and more consistent editors for Wikipedia. Shopify worked hard with Wikipedia through the early stages to help get the store running, which was a huge help. The purpose of the store isn't to make money; it's to provide merchandise to the community at a low cost. The fact that Shopify was able to help make that happen was fantastic."

ECOMMERCE AS BRANDING

"When people see someone wearing a Wikipedia shirt from our Shopify store, and the pride they take in wearing it, it inspires other people to get involved with us."



Learn more at shopify.com/plus

shopifyplus

Everything you need to run a high volume store