The Shopify Partner Program supports how you build and grow your business on Shopify.

As you work with merchants, bringing new ones to Shopify and helping them succeed over time, your contribution grows. Tiering recognizes that impact and connects you with the right level of support, resources, and opportunity.

This guide outlines how tier progression works and how to understand your current tier.

How progression works

Your tier reflects the impact you're driving over time, based on both the merchants you bring to Shopify and the ones you continue to support.

Shopify evaluates both and recognizes the stronger contribution, while also requiring continued merchant acquisition for each tier.

Tiers update quarterly on **January 1**, **April 1**, **July 1**, and **October 1**.

Tier levels

The program includes five tiers: **Registered**, **Select**, **Plus**, **Premier**, and **Platinum**.

Registered is the starting point. All other tiers are earned through demonstrated commercial impact.

Each tier reflects increasing scale, complexity, and level of support in how you work with merchants on Shopify.

Tier	Description
Registered	Building a Shopify practice with access to core tools and resources.
Select	Consistently bringing new merchants to Shopify and supporting early success.
Plus	Delivering impact across more complex merchant needs.
Premier	Driving consistent, high-impact outcomes across larger and more complex merchant environments.
Platinum	Operating at scale with sustained impact across enterprise merchants.

The sections below explain how revenue impact and merchant acquisition are measured.

How your impact is measured

Your impact is measured by how you contribute to merchant growth on Shopify.

1. New referral and co-sell revenue

This reflects revenue from merchants you help bring to Shopify or support through sales.

It includes client transfer stores (where you create and transfer a store that becomes active), Shopify-confirmed referrals for Plus or Enterprise, and co-sell with Shopify sales teams.

Tier	Dimension 1: New Referral & Co-Sell Revenue (USD)
Select	≥ $100,000
Plus	≥ $500,000
Premier	≥ $2,000,000
Platinum	≥ $5,000,000

Revenue is attributed based on Shopify-verified partner involvement and is subject to validation.

2. Existing merchant revenue

This reflects revenue from merchants you actively support over time.

It includes merchants where you maintain an ongoing relationship, such as through collaborator accounts, and provide services that contribute to their success on Shopify.

Tier	Dimension 2: Existing Merchant Revenue (USD)
Select	≥ $500,000
Plus	≥ $2,500,000
Premier	≥ $10,000,000
Platinum	≥ $25,000,000

Revenue is attributed based on Shopify-verified partner involvement and is subject to validation.

3. Merchant acquisition (referral count)

This reflects the number of new merchants you bring to Shopify. Merchants may come through referrals, co-sell, or partner-led store creation.

Tier	Dimension 3: Merchants (#)
Select	≥ 1 Plus/Enterprise OR ≥ 10 Standard plans
Plus	≥ 2 Plus/Enterprise OR ≥ 40 Standard plans
Premier	≥ 4 Plus/Enterprise
Platinum	≥ 6 Plus/Enterprise

Standard plans: **Basic**, **Grow**, **Advanced**. **Plus** and **Enterprise** refer to higher-complexity merchant engagements. Only net-new Shopify merchants are counted. Expansion stores are not included.

How your activity is evaluated

We evaluate performance within rolling time windows.

- **Revenue impact:** trailing 5 years
- **Merchant acquisition:** trailing 5 years (Select, Plus); trailing 2 years (Premier, Platinum)

Activity is evaluated within these windows to reflect sustained impact and recent performance. Credentials are waived for 2026; only commercial activity is evaluated.

How your tier is determined

We look at three areas: **new merchant revenue**, **existing merchant revenue**, and **merchant acquisition**. For revenue, we consider both how you bring new merchants to Shopify and how you grow the ones you already support. We use the stronger of the two to reflect where you're having the most impact.

To move into a tier, you will also need to meet the merchant acquisition requirement for that level.

Your tier is assigned to your Partner ID and is visible in your Partner Dashboard. If your organization uses multiple Partner IDs, Shopify may aggregate performance across them and reflect status against a primary Partner ID.

What you unlock at each tier

All partners have access to core tools and resources to support merchants. As you progress, you gain more access to resources and opportunities scale with your impact. Benefits are designed to support how you grow your business and deepen collaboration with Shopify.

Access and benefits by tier

Benefit	Registered	Select	Plus	Premier	Platinum
Core partner tools	✓	✓	✓	✓	✓
Tier badge		✓	✓	✓	✓
Directory listing			✓	✓	✓
Partner success manager			By invitation	✓	✓
Market development funds			By invitation	✓	✓
Partner development funds			By invitation	✓	✓
Priority access to Shopify teams				✓	✓
Strategic collaboration and growth planning					✓

Early tiers help you build your presence and support merchant success. Higher tiers reflect sustained performance and unlock deeper partnership with Shopify.

Program requirements and compliance

Merchant trust is non-negotiable. To keep your tier and benefits, you must comply with:

- Shopify Partner Program Agreement
- Shopify API License and Terms of Use
- Acceptable Use Policy
- and any additional terms incorporated by reference

If we find an issue, we may follow this sequence: notice, remediation plan, suspension of benefits, and removal from the program. Where appropriate, we'll provide guidance and a path to resolution while maintaining program integrity.

Shopify may review, adjust, or interpret performance data to ensure accuracy and program integrity.

Brand use and resources

- Use the tier badge associated with your current status.
- Do not alter or translate badges. Update them after any change in status.

Continue growing your impact

Build your impact by bringing new merchants to Shopify and supporting the ones you have. Your next tier updates **January 1, 2027**.

- Use Partner Dashboard to manage your merchants, track your activity, and continue building impact over time.
- Get guidance in the Shopify Help Center.
- If applicable, your Partner Success Manager can support planning and growth.