

IMPLEMENTATION GUIDE

Connecting ConvoHut to your Shopify store

What gets connected, what data moves, what you need before you start, and how to get the first journey live without breaking anything. Written for the person who will actually do it.

Before you start

Requirement	What it means in practice
An active Shopify store	Admin access, or someone who can authorise an app connection on your behalf.
A WhatsApp Business account	Set up through the WhatsApp Business Platform, with a verified business and a number you control.
A consent mechanism	A place where customers opt in to WhatsApp contact — checkout, account creation or a form. Without this the journeys cannot run.
A named owner	One person responsible for the journeys. Shared ownership is the most common reason a pilot stalls.

What syncs, and what it enables

Data object	What it powers
Carts	Abandoned cart recovery — the trigger, contents and value
Product views	Browse abandonment journeys
Orders	Post-purchase, review request and replenishment timing
Customer records	Segmentation by value, history and lifecycle stage
Catalogue	Product cards, sizing and stock context inside conversations
Discount codes	Approved offers the AI may use in a reply

Setup, step by step

1. Install the app

Install ConvoHut from the Shopify app listing and authorise the data scopes. You will be shown exactly which scopes are requested before you approve.

2. Verify the event feed

Place a test order and abandon a test cart. Both should appear in ConvoHut within a minute. Do not proceed until they do — a journey built on a broken feed will simply never fire.

3. Connect WhatsApp

Link your WhatsApp Business account and confirm the sending number. Template approval from Meta is required for messages outside the 24-hour service window.

4. Check your consent flow

Confirm where opt-in is captured and that the consent flag reaches ConvoHut on the customer record. Audit this before launch, not after.

5. Import one playbook

Start with Abandoned Cart. Import it rather than building from scratch — it ships with sensible timing, a stop condition and the branch logic already set.

6. Rewrite the messages

Change them to sound like your brand. Approve every message before it goes live. Nothing sends until you do.

7. Run a live test

Send to an internal number first, then launch to a limited audience — a single country or a value threshold — for the first week.

8. Agree the measurement

Define the conversion event and the attribution window before you widen the audience. Retrofitting this is how pilots end in an argument.

Typical setup time. Under thirty minutes of hands-on work for the connection and the first playbook, assuming WhatsApp Business is already approved. Getting the WhatsApp Business account approved is usually the long pole, and it sits with Meta, not with us.

Things that commonly go wrong

No consent, no journey

The most common blocker. If opt-in was never captured, the contactable audience is near zero and no amount of journey design fixes it.

Events arrive without identity

A cart event with no matched customer record cannot be messaged. Check your identity resolution before you blame the journey.

Missing stop condition

A journey that keeps messaging after purchase is the fastest way to get a number blocked. Always confirm the goal event.

Attribution agreed too late

Decide the conversion window before launch. Deciding after you see the numbers is not measurement.

Setup support is included during early access. We configure the first journey with you rather than handing you a document and leaving. convohut.com/early-access

Integration availability changes. Confirm the current status of any integration at convohut.com/integrations before you plan around it. Version 1.0, August 2026.