

Seota Launches TagTier, a Shopify App Built to Simplify Wholesale, VIP, and Customer-Specific Pricing

Shopify merchants can now manage multiple customer groups and pricing models from a single storefront, reducing complexity and operational overhead.

CHRISTOVAL, TX, UNITED STATES, June 9, 2026 /EINPresswire.com/ -- The new Shopify app helps merchants manage wholesale, VIP, subscriber, and customer-specific pricing from a single storefront while reinforcing Seota's position as a Shopify development and eCommerce solutions partner.



TagTier

TagTier is a Shopify app developed by Seota Digital Marketing that enables merchants to manage wholesale, VIP, subscriber, employee, and customer-specific pricing from a single storefront.

Seota Digital Marketing, a Texas-based digital agency specializing in custom web development, Shopify development, eCommerce solutions, and business system integrations, today announced the launch of TagTier, a Shopify application designed to simplify customer-specific pricing management for merchants operating complex retail, wholesale, and membership-based business models.



TagTier gives Shopify merchants a flexible way to manage wholesale, VIP, subscriber, and customer-specific pricing from a single storefront."

Vish Patel, President

Built to address a recurring challenge faced by growing Shopify merchants, TagTier enables businesses to assign pricing tiers based on customer tags, allowing merchants to manage wholesale pricing, VIP pricing, subscriber discounts, employee pricing, ambassador programs, and other customer-specific pricing models without requiring

multiple storefronts or complicated custom workarounds.

The launch represents an expansion of Seota's Shopify development capabilities and reflects the company's continued investment in building technology solutions that solve real-world operational challenges for merchants.

"Over the years, we've worked with Shopify merchants across a wide range of industries and repeatedly encountered the same challenge: businesses needed flexible pricing structures for different customer groups without introducing additional operational complexity," said Vish Patel, President of Seota Digital Marketing. "TagTier was built to solve that problem while giving merchants a scalable way to manage customer-specific pricing directly within Shopify."

As Shopify merchants continue to evolve beyond traditional direct-to-consumer models, many businesses now serve a combination of retail customers, wholesale buyers, distributors, subscribers, loyalty members, ambassadors, and internal purchasing teams. Managing these different pricing structures often requires multiple applications, custom development, or separate storefronts that increase operational overhead.

TagTier provides a streamlined alternative by allowing merchants to create pricing tiers tied directly to customer tags. Once configured, pricing is automatically applied based on customer eligibility, helping merchants simplify administration, improve the customer experience, and maintain a single source of truth for their storefront operations.

The application was developed after years of supporting Shopify merchants with complex eCommerce ecosystems involving ERP integrations, inventory synchronization, wholesale workflows, customer segmentation strategies, and multi-channel sales operations. Through these engagements, Seota identified a common need for a more flexible and scalable approach to customer-specific pricing that could operate seamlessly within Shopify's modern architecture.

For manufacturers, distributors, wholesalers, and growing eCommerce brands, customer-specific pricing has become increasingly important as businesses seek to serve multiple customer groups from a single storefront. TagTier was designed to address these requirements while reducing the operational burden associated with managing multiple pricing models.

Key capabilities of TagTier include:

- Customer tag-based pricing management
- Wholesale and B2B pricing support
- VIP and loyalty program pricing
- Subscriber and membership discounts
- Employee and ambassador pricing programs
- Quantity-based pricing options
- Audit logs and rollback functionality
- Compatibility with Shopify's modern architecture
- Flexible pricing management without requiring multiple storefronts

The launch also highlights Seota's growing role within the Shopify ecosystem. Since its founding

in 2009, Seota has delivered custom websites, Shopify stores, ERP integrations, eCommerce platforms, and digital growth solutions for organizations across manufacturing, retail, healthcare, professional services, and other industries.

In recent years, the company has expanded its Shopify capabilities to include custom theme development, Shopify application development, ERP and business system integrations, conversion optimization, custom functionality development, and enterprise-level eCommerce solutions.

"Building a successful Shopify store is only one part of the equation," Vish added. "As merchants scale, they often encounter operational challenges that require purpose-built technology and deeper systems integration. TagTier represents our commitment to helping merchants solve those challenges through practical, scalable solutions that support long-term growth."

The release of TagTier marks an important milestone in Seota's continued investment in Shopify technology and reinforces the company's focus on developing solutions that help merchants improve efficiency, streamline operations, and create better experiences for their customers.

TagTier is now available through the Shopify App Store.

For more information about TagTier, visit <https://tagtier.com>.

For more information about Seota Digital Marketing, visit <https://seota.com/shopify-experts/>

About Seota Digital Marketing

Founded in 2009, Seota Digital Marketing is a Texas-based digital agency specializing in custom web development, Shopify development, WordPress development, SEO, paid advertising, eCommerce solutions, ERP integrations, and business system connectivity. The company partners with growing businesses and established enterprises to build digital platforms, streamline operations, and drive measurable business growth through technology and marketing.

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