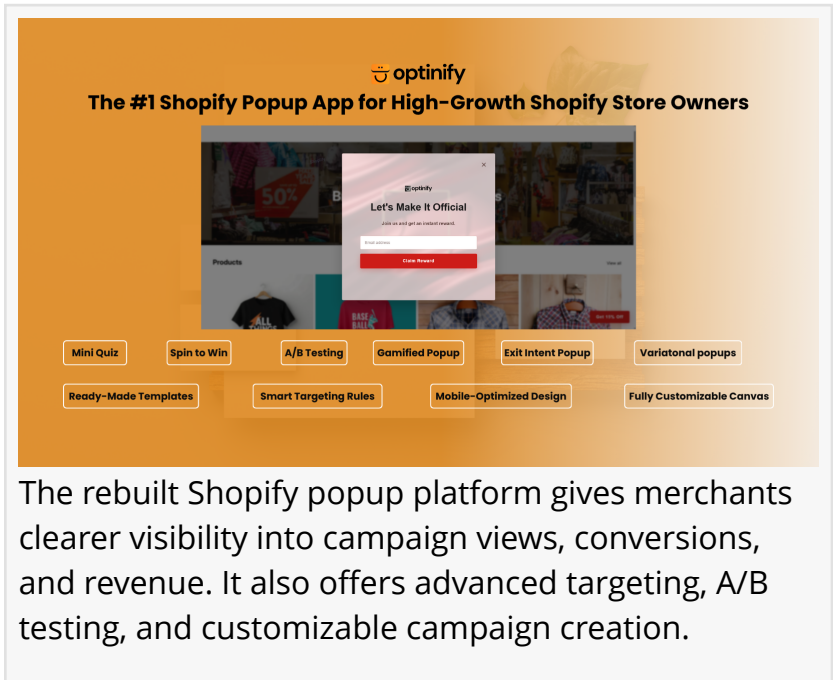


Optinify Rebuilt from Scratch, Delivering Deeper Popup Analytics for High-Growth Shopify Stores

Optinify's rebuilt Shopify popup platform adds deeper analytics, advanced targeting, A/B testing, and revenue insights for growing ecommerce stores.

NEW YORK, NY, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Optinify, a [Shopify popup app](#), has been rebuilt from the ground up to give ecommerce merchants greater visibility into how onsite popup campaigns perform and contribute to business results.

The end-to-end rebuild places analytics at the center of the platform. Now Shopify merchants can monitor popup views, conversions, and revenue from campaign interactions all in one place.



The rebuilt Shopify popup platform gives merchants clearer visibility into campaign views, conversions, and revenue. It also offers advanced targeting, A/B testing, and customizable campaign creation.

The goal is to help growing ecommerce businesses move beyond simply publishing popups and gain a clearer understanding of which campaigns shoppers engage with, which experiences convert, and which campaigns have the strongest commercial impact.

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Growing Shopify stores need more than popups. Optinify shows what shoppers respond to, which campaigns convert, and how those interactions contribute to revenue.”

Omar Nasif, Co-CEO, Optinify

The rebuilt Optinify platform includes:
Data-First Popup Engine – Every campaign is tracked with detailed metrics, including views, conversions, and the revenue linked to popup interactions.
Behavior-Based Targeting & Triggers – Merchants can run formats like exit-intent and welcome popups and target by page, visitor type, device, timing, country, or Shopify

Market, then see which combinations perform best.

Audience & Segment Insights – Compare performance across campaigns, pages, audiences, devices, and markets to understand where campaigns resonate most.

A/B Testing & Experimentation – Quickly test headlines, offers, designs, and messages, and let the data surface the highest-performing variants.

Seamless Shopify Integration – Built natively for Shopify, Optinify connects directly to store data and works smoothly with leading email and SMS providers, including Klaviyo, Mailchimp, Omnisend, Brevo, and GoHighLevel.

From Popup Creation to Campaign Optimization

Popup campaigns can help at many points in the ecommerce customer journey. They can grow your email and SMS lists, promote special offers, recover abandoned carts and visitors, highlight products, collect customer data, and boost onsite engagement.

When stores run more campaigns across different pages, audiences, devices, markets, and offers, just knowing a popup is active does not show if it is actually helping the business.

Optinify's rebuilt platform is designed around that challenge by connecting campaign creation, targeting, testing, and performance tracking together in one place.

Merchants can create customizable campaigns using ready-to-edit templates and a fully customizable canvas.

Campaign formats include:

Email and SMS opt-in popup

[Exit-intent popup](#)

[Welcome popup](#)

Promotional popup

Interactive quizzes

Lead-capture experience

Targeted onsite offer

You can show campaigns based on page, visitor type, device, timing, country, or Shopify Market. This helps merchants give shoppers more relevant experiences, instead of showing everyone the same message.

Deeper Visibility Into Popup Performance

One of the main goals of the rebuild is to help merchants see more clearly how each campaign is performing.

Optinify now highlights three main performance signals in its reports:

Views: See how often each campaign appears to shoppers.

Conversions: Track how well campaign views turn into the actions you want.

Revenue: Monitor the revenue linked to popup campaign interactions to see their impact on your business.

With all these signals in one place, merchants can spot underperforming campaigns, compare results, tweak messages or offers, improve targeting, and decide what to test next.

Instead of seeing popup publishing as a one-time task, Optimifly helps you keep improving your campaigns based on real results.

Built-In A/B Testing for Continuous Improvement

The rebuilt platform also includes built-in A/B testing, allowing Shopify merchants to compare campaign variations instead of relying on a single design, headline, message, or offer.

Teams can use campaign data to evaluate which variation performs more effectively and apply those findings to future campaigns.

Combined with targeting and analytics, this creates a continuous feedback loop between campaign execution and optimization.

"Popups should not operate like a black box," Nasif added. "A merchant should be able to see what was viewed, what converted, and what revenue was associated with those interactions, then use those signals to decide what to test next. That connection between execution and measurement was a major focus of rebuilding Optimifly."

Designed for Existing Ecommerce Marketing Workflows

For stores building owned audiences, Optimifly supports email and SMS lead capture and integrates with marketing platforms including Klaviyo, Mailchimp, Omnisend, Brevo, GoHighLevel, and many more in the pipeline.

This allows leads captured through popup campaigns to move into merchants' existing marketing and follow-up workflows rather than remaining isolated inside a separate popup platform.

The platform also includes campaign preview tools so merchants can review experiences before publishing them across their storefront.

Built for a More Data-Driven Approach to Onsite Conversion

Shopify merchants increasingly use multiple onsite tactics across customer acquisition, list growth, promotions, retention, cart recovery, and personalization.

As those efforts become more sophisticated, understanding which campaigns influence shopper behavior becomes increasingly important.

Optimifly's rebuild reflects that shift by combining flexible popup creation with the analytics and experimentation tools merchants need to make more informed optimization decisions.

For growing Shopify stores, the platform is designed to reduce the distance between launching an onsite campaign and understanding its business impact.

Optinify is available to Shopify merchants through the Shopify App Store.

About Optinify

Optinify is a Shopify popup app developed by SpaceSoft Ltd.

The platform helps ecommerce merchants create targeted popup campaigns, capture email and SMS leads, engage visitors, run A/B tests, and measure campaign performance through views, conversions, and revenue analytics.

Optinify supports customizable popups, exit-intent campaigns, interactive quizzes, targeting controls, campaign experimentation, and integrations with popular ecommerce marketing platforms.

Website: <https://optinify.ai/>

Shopify App Store: <https://apps.shopify.com/pop-ups-builder>

Omar Nasif

Optinify

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