

Satori

Campaign name: Satori Shop Drop: NFTs on Shopify

Company: Satori and Shopify

Category: e-commerce

Requested Service: marketing campaign & promotional material to execute and measure product launch on Shopify Plus app store

Bounty: \$10K

SATORI

One-liner about our business:

Satori delivers the value of blockchain and NFTs to artists, creators, and brands.

Where we could use your help:

Shop Drop is one of the first NFT minting applications available on Shopify Plus. We're making it easy for any type of retailer to create digital art collections right on their existing storefronts, mint hundreds or thousands of NFTs in seconds, and sell NFTs in USD at accessible prices. Everyone is aware of the NFT hype but many non-crypto-native businesses aren't sure where to start: we're making the opportunity simple, affordable, green, and seamless both for retailers and customers. The key here is to get a range of Shopify Plus merchants excited about the NFT opportunity in a streamlined, unintimidating way.

Inspiration:

As the Crypto and NFT market continue to explode, it's paramount for artists, creators and brands to be able to seamlessly participate in opportunities. Satori was born out of the goal to deliver the most simple to use, highest scale NFT minting for these users.

Campaign restrictions:

Note that while we hope the Shop Drop app will be available to all Shopify merchants in the future, at launch it is only available to Shopify Plus merchants located in the United States.

Goals and metrics:

The goal of this campaign is to successfully onboard Shopify Plus merchants to Shop Drop and help them sell NFTs. Metrics of success would include: number of merchants targeted via promotional campaign, number of merchants onboarded, sales volume of Shop Drop NFTs.

Links and resources:

More information about Shop Drop

Short description:

Mint and sell green NFT collections on Shopify

Key Benefits:

Makes crypto and NFTs simple and green

Shop Drop enables purchasing crypto-based NFTs with a credit card: no complicated onboarding, no exchanges, totally carbon-neutral. All minting and purchasing costs are payable in dollars!

Easy, fast NFT creation & minting

Low fees and quick account creation let you create an NFT series and mint multiple editions in a few painless steps. Powered by NEAR Protocol, built by Satori: making crypto easy.

Expand your product offerings

Everyone wants digital collectibles, but creating them has been expensive and complicated until now! Shop Drop makes it easy to sell NFTs to your existing customers right alongside your other products.

About Shop Drop

Shopify Plus store owners can expand their offerings to include in-demand NFTs in just a few clicks with Shop Drop!

Shop Drop lets you create, mint, and sell digital art collections as limited-edition, climate-neutral, NFT series—right from your existing Shopify storefront. Your customers are purchasing with a credit card: no crypto exchanges, no complex onboarding.

Easy, fast NFT minting on NEAR Protocol, built by Satori, makes it simple for you, too. Mint an NFT series, select the number of editions you want to sell, and post the collection in your Shopify storefront. Customers go through the usual payment flow, open a crypto wallet where they can hold their NFTs, and receive a claim link: 3 seamless steps to own an NFT.

For the first time, store owners can sell carbon-neutral, green NFTs in just a few clicks on Shopify Plus. Satori is here to support you in the creation and minting process as well as account creation and crypto wallet support on NEAR Protocol, the world's first carbon-neutral blockchain. You'll be amazed by how easy it is to start building crypto products and sell collectible digital art.