



About Shoptet for Partners 2026

Shoptet is your ideal partner.

03-04 **Team Blue group**

05-06 **Basic information
about Shoptet**

07-08 **2025 news and our
plan for 2026?**

09-17 **All about Shoptet
+ Expansion**

18-22 **Shoptet Premium**

23-24 **Shoptet Packages**

25-26 **Shoptet Pay**

27-28 **Shoptet Campaigns**

29-30 **Shoptet Boost**

31 **Shoptet App**

32-33 **Switching to Shoptet**





teamblue

team.blue group

[team.blue](#) is a brand ecosystem focused on simplifying online success using AI, which includes Shoptet from 2025.

What does team.blue focus on?

-  Online presence and collaboration
-  Marketing tools
-  E-commerce
-  Legislation
-  Safety and security
-  Formalization of transactions
-  Sales tools
-  AI generated content
-  Customer care optimization and product development






  **Shoptet**

The numbers say it all



#1 on the market

we operate in CZ, SK and HU



45 000+ e-shops

run on Shoptet



86 billion CZK

annual turnover of e-shops on Shoptet



17 years of experience

our know-how helps launch successful businesses



32 million

orders per year through Shoptet e-shops



What news did we bring in 2025?

Shoptet mobile app

With the [Shoptet mobile app](#), clients have their e-shop under control anytime, anywhere.

Template designer

The [Template designer](#) is a new design editor in the e-shop administration that brings many improvements. Everything can be edited quickly and easily, from one place.

Improvements in Shoptet Packages

[Shoptet Packages](#) make it easy to assemble and send shipments to hundreds of e-shops. Now in Slovakia! We've added a new pick-up point widget and much more.

Shoptet Campaigns in Slovakia

We have launched the popular [Shoptet Campaigns](#) service in Slovakia. It's time to start promoting your products using automated online advertising.

Expansion of tariffs with additional functions

A new price list for [tariffs](#), which we have expanded with additional features, has come into effect since September 2025. The improvements apply to the Basic, Business, Profi and Enterprise tariffs.

Other news and practical improvements

We have added a number of legislative updates, improvements in documents, invoicing, administration and more!



What awaits us in 2026?

At Shoptet, we're constantly working on new features and improvements for your clients. Check out [what we've got planned for this year](#).

- | | | | | | |
|---|-------------------|---|------------------------|---|--------------------|
| 1 | PayPal | 4 | Partner portal | 7 | Multishop |
| 2 | Cash register | 5 | Marketplaces / Allegro | 8 | 100k product limit |
| 3 | Multishop for MPV | 6 | ChatGPT checkout | 9 | 4G template |

The 2026 initiatives reflect our current priorities and planned direction of development. We reserve the space for their ongoing review.



Why choose Shoptet?

Why is it worth recommending Shoptet to your clients?

Shoptet is not just an e-shop solution, it is an entire **ecosystem of services** that will help your clients grow.

In this presentation, we will introduce you to the advantages of individual services and why their combination brings the best results.

Together, we can offer clients a **strong and effective solution** for their online businesses.



A complete solution for e-shops

Comprehensive SaaS solution

Fast and easy operation of an e-shop without technical complications. Secure hosting, continuous development.

Local focus

Shoptet is created specifically for the Czech, Slovak and Hungarian markets and offers add-ons, integrations and new features that exactly match the needs of local e-shoppers.

Global sales

Easy expansion and sales abroad thanks to language mutations and foreign currencies.

Modularity and modern design

Modular e-shop and tariffs that everyone can choose from. A range of add-ons from our partners. Responsive design with the possibility of individual adjustments.

Automation

Matching payments and orders, automating warehouses and other processes.

Educational content and Shoptet Poradna

Educational content on various platforms. A community that advises and helps each other.



Everything for e-shops under one roof

Tools, services and support for every step of building online businesses.



Shoptet **Pay**

Shoptet **Boost**



Successful e-shops grow on Shoptet

2x higher
year-on-year
order growth



90 %
increase
in orders



4x higher
organic
traffic



35 %
of customers
make repeat
purchases



9,32 %
higher
conversion
rate



224 %
increase
in orders



Together we create stories of successful businesses



Shoptet is not just a platform, but a strong team and reliable partners

Internal team

320+
employees

- Technical Support, Help & Advice
- Cybersecurity & System Administration
- Product Development, Add-ons & Innovation



External team

1000+
partners

- Digital & Marketing Agencies
- E-shop Designers
- Expert Advisors



Create add-ons and make it easier for e-shoppers to do business

- 390+ marketing add-ons,
- product management, templates and more
- ERP integration
- Fulfillment and logistics
- Payment applications

 EPPL®

 SEZNAM.CZ

 GoPay a Worldline brand

 amazon

 Zásilkovna.cz

 Google

 PayPal

 alza.cz

 Shoptet Balíky

 heureka!

 Shoptet Pay

 dotykacka
SPOLEHLIVÝ POKLADNÍ SYSTÉM

 dpd

 *GLAMI

 ESSOX

 Retino

 balikobot.cz

 mailchimp

 comgate

 POHODA



With Shoptet, expanding abroad is a breeze

- 1 Effective strategy for further growth
- 2 Occupying markets that are not yet crowded
- 3 Ensuring resilience to market fluctuations

Shoptet administration, our Partners, various add-ons, automatic translations, language mutations and foreign currencies will help your clients sell successfully in other countries.

In some cases, in as little as 2 weeks!



How are our clients who have expanded doing?



10+ million CZK
annual turnover



100+ million CZK
turnover in 2024



500 000 CZK
monthly turnover



Is the "classic" Shoptet not enough for you? Try **Shoptet Premium**



Shoptet Premium: **Tailor-made solution for demanding e-shops**



We combine the stability of Shoptet with the flexibility of custom development.

Launch an e-shop on average **4x** faster and with costs up to **60 %** lower than custom development, expand to a new market **6x** faster.



Custom e-shop design according to client requirements.

Private REST API for developing custom functions.

350+ premium add-ons to make business easier.

Dedicated Account Manager who is always able to advise.

Expansion abroad without barriers.

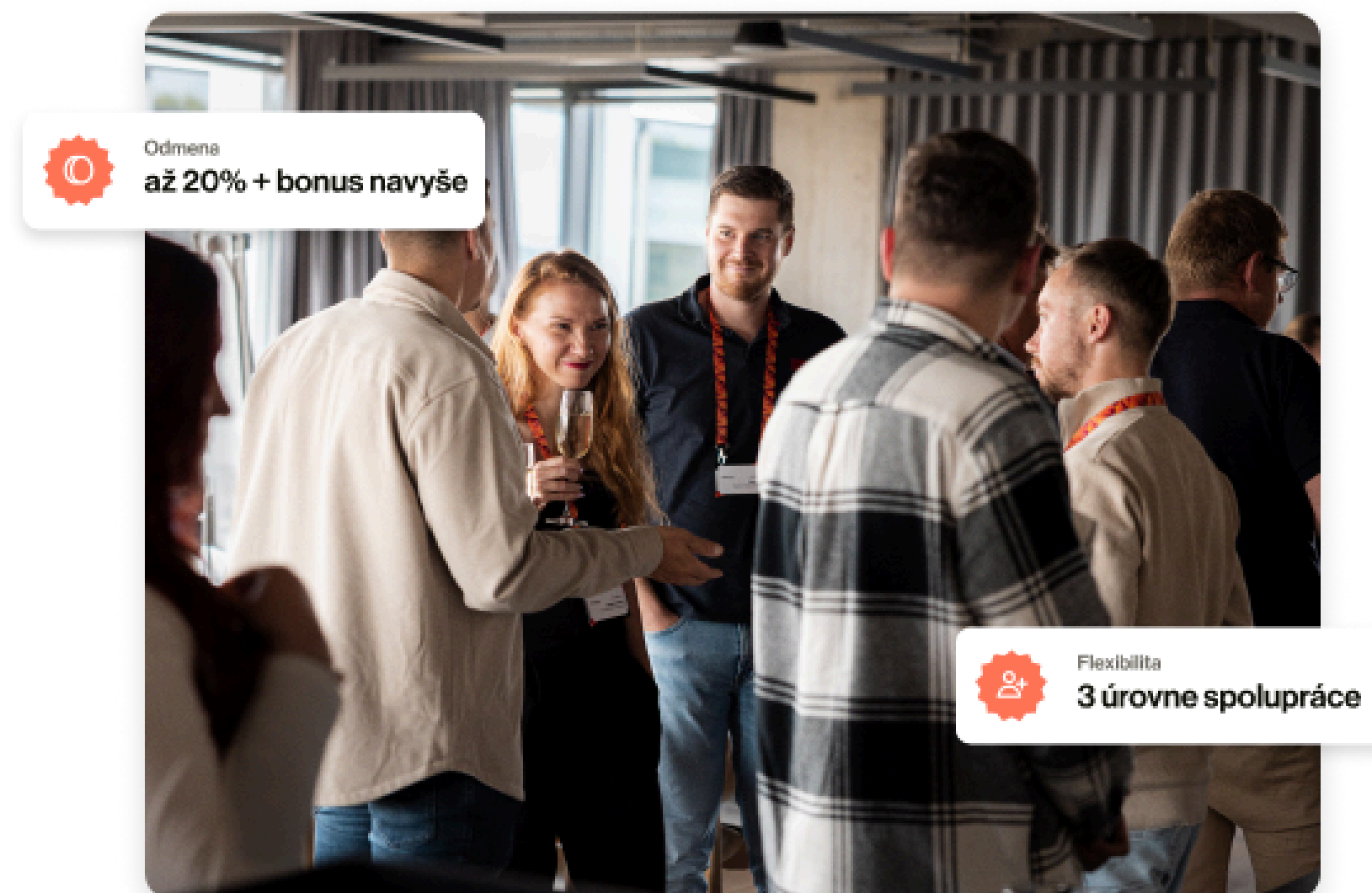


Shoptet Premium: Affiliate Program

Become a Shoptet Premium affiliate partner and get a reward of up to 115 000 CZK for one mutation.

Join our affiliate program and offer your clients and companies a solution that combines the flexibility of custom development with the stability of a reliable platform.

For each new Premium client, you will receive a fair, long-term commission and at the same time expand your portfolio with a strong technological partner.



Shoptet Premium: Add-ons

Develop exclusive add-ons for Shoptet Premium clients and help them streamline their online business and save valuable time.



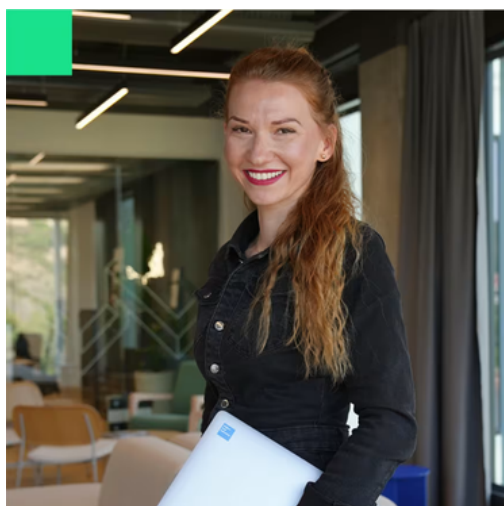
 Shoptet Premium Foxdeli PREMIUM Sledování zásilků a po nákupní komunikace, která dělá e-shopy ziskovější.	 Shoptet Premium AI Kontaktní centrum IPEX PREMIUM Díky AI Kontaktnímu centru IPEX vím, kdo volá, dříve než hovor přijmu.	 Shoptet Premium LOCO PREMIUM AI vylepšení produktových textů a jejich překlad i listing přímo do e-shopu	 Shoptet Premium Search Ready PREMIUM Maximalizujte prodej s chytrým, výkonným a nastavitelným interním vyhledávačem.
 Shoptet Premium Luigi's Box PREMIUM Zvyšte tržby ve svém e-shopu pomocí prémiových produktů od Luigi's Box.	 Shoptet Premium PriceKit™ PREMIUM Zkontrolujte ceny konkurence a stanovte ceny jako profesionál!	 Shoptet Premium HELIOS iNuvio PREMIUM Certifikované propojení HELIOS iNuvio a Shoptet PREMIUM pomocí Shoptet API.	 Shoptet Premium Skip Pay PREMIUM Se službou Skip Pay získáte nové zákazníky a navýšíte tržby svého e-shopu.
 Shoptet Premium Incomaker PREMIUM Získejte více konverzí automatizací retenčního marketingu s umělou inteligencí	 Shoptet Premium Rezervace na prodejně PREMIUM Nechte zákazníky si zboží vyzkoušet přímo na prodejně před závaznou objednávkou.	 Shoptet Premium Karsa PREMIUM Přeceňování cen eshopu, cenotvorba a propojením na PPC, pokročilé analýzy.	 Shoptet Premium MGM – odměny za doporučení PREMIUM Spokojení zákazníci jsou nejlepší reklamou. Získejte díky nim nové zákazníky!
 Shoptet Premium Disivo PREMIUM Řešení pro cenotvorbu a monitoring konkurence vhodné pro střední a větší e-shopy	 Shoptet Premium Abra GEN by ShopSync PREMIUM Pokročilé napojení systému Abra Gen a Shoptetu.		



Shoptet Premium: Partnership

Become a Shoptet Premium expert.
Design smart solutions for e-shop development
and help clients build projects that
meet their business and technical needs.

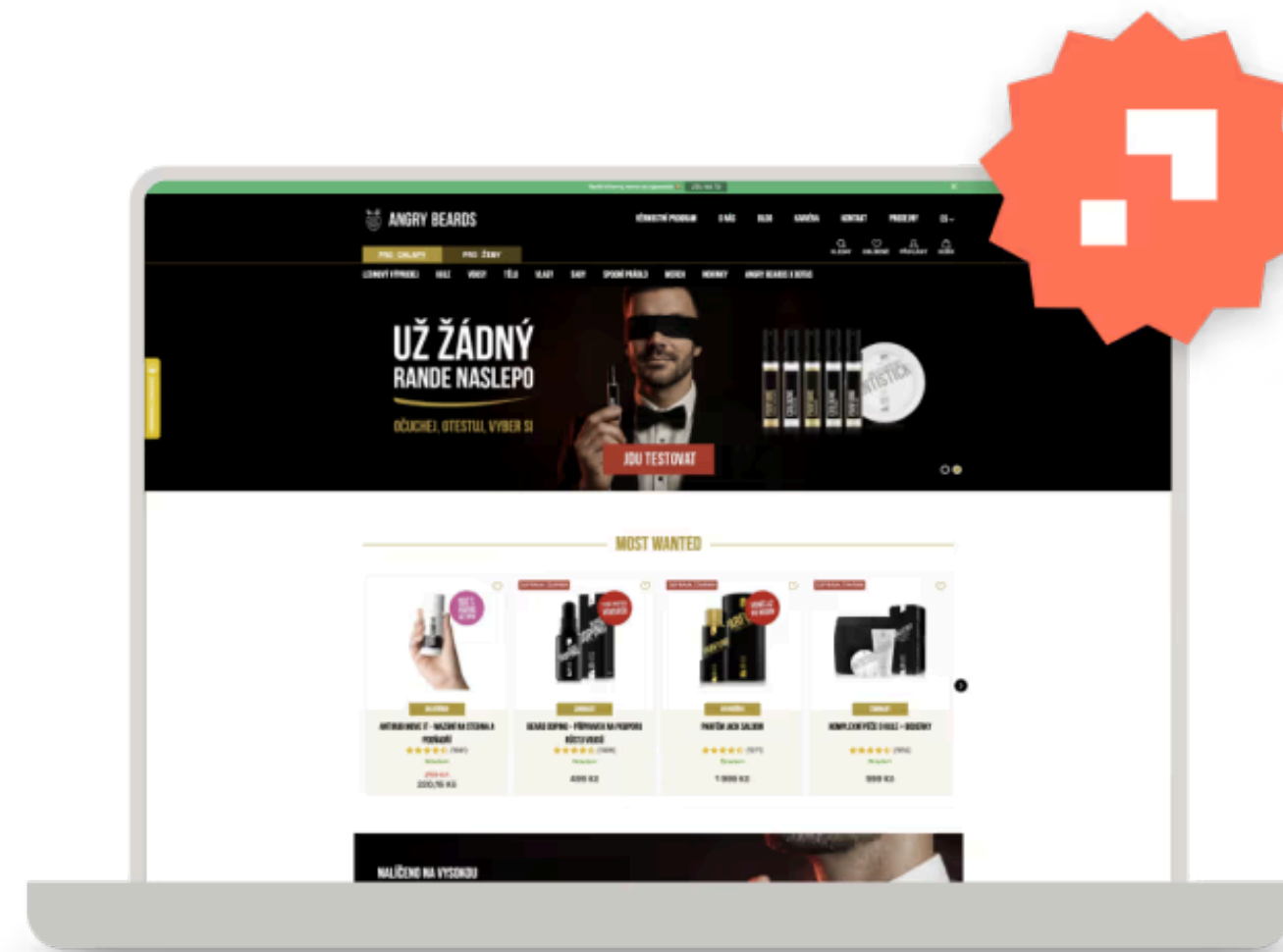
Join Shoptet Premium Partners.



Eliška Gunišová

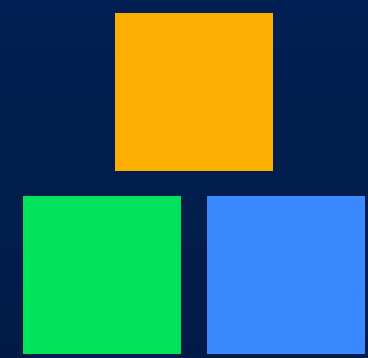
✉ gunisova@shoptetpremium.cz

☎ +420 702 595 056



➔ [Join us in creating the future of e-commerce.](#)





Shoptet Balíky



Shoptet Balíky: Logistics without worries

- **Everything is automated**

printing address labels, tracking shipments, notifying the customer about the shipped package, a unified map widget of carriers, detailed reporting for all carriers in one place, and other advanced features.

- **Manage shipments** directly in the e-shop. One administration, no external platforms.
- **Exclusive prices** for selected shipping services without the need for a separate contract with the carrier when using Balíky Komplet.
- **Shoptet Balíky are free**, included in the tariff price.
- **Integrated carriers** for Czech Republic:
PPL, Balíkovna/Česká pošta, DPD, GLS and Packeta (Zásilkovna).

→ [Find out how Shoptet Balíky will make life easier for your clients.](#)



A man with a beard, wearing a brown button-down shirt, is smiling and looking at a tablet computer. He is standing in a grocery store or market. In the background, there are wooden shelves filled with brown paper bags of coffee. To the left, there are more shelves with similar bags. In the foreground, there are boxes of fresh green leafy vegetables and a basket containing brown paper bags and a jar of jam. The overall atmosphere is warm and professional.

Shoptet Pay

Shoptet Pay: Convenient payments for the client and also customers

Payment security and stability

- Secured by cooperation with a verified Adyen partner.
- Payment gateway without redirection and with automation saves time both for the client and their customers.
- 1/3 less unpaid orders.

Payments tailored to customers

- Payment by card, Apple Pay, Google Pay, accelerated bank transfers and QR payments.
- Support for various currencies and alternative payment methods.

Designed for Shoptet

- Everything can be easily controlled directly from the administration.
- Information on payment status in the order overview.
- Compatibility with accounting systems and easy export of statements in the required formats.
- Terminals connected directly to Shoptet Cashier.








Shoptet Kampanye

Shoptet Kampaně: Let the clients shine, where their customers are

- Easy campaign setup and management **directly in the e-shop administration.**
- Overview of budget and results in one place.
- We will solve the **graphics and text of the ads** using AI.
- Payment is only % of the spending according to the tariff.
- The ad will be displayed at the right time in the right place, which leads to achieving the most conversions.
- Shoptet Kampaně are **flexible**. Ads can be launched quickly and turned off or edited at any time.

Where will the ad appear?

- Youtube 
- Discover 
- Display 
- Gmail 
- Search 
- Maps 

“PNO is stable at 8-9%. Compared to an advertising agency, it is much less stressful and less time-consuming for us with surprising results.”



A man with glasses and a beard, wearing a tan jacket over a white t-shirt, is smiling and holding a white coffee cup. He is standing in a cafe or shop with shelves of products in the background. The text "Shoptet Boost" is overlaid on the image.

Shoptet **Boost**

Shoptet Boost: Flexible financing

Shoptet Boost offers simple and flexible financing that can be obtained directly from the e-shop administration.

The possibility of financing up to **2,5 milion CZK** directly for the client's needs.

Financing can be used **for anything** with the possibility of early repayment.

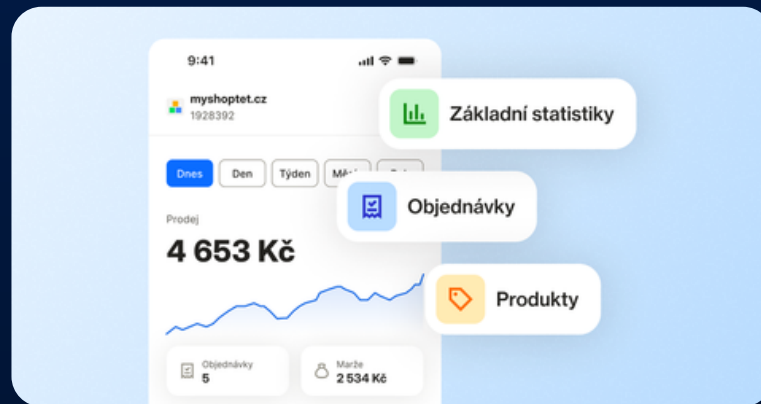
Process your request online **in a few minutes** directly from the e-shop administration.

➔ With Shoptet Boost, scaling your business is a breeze.



Shoptet Mobile App

Have you heard about our new product this year? We have released the Shoptet mobile application, which allows your clients to always have their e-shop at hand. Available for both iOS and Android.



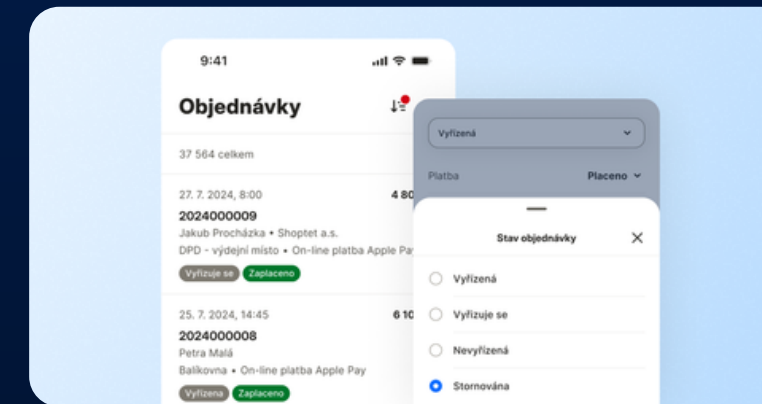
E-shop under control

Anytime, anywhere.



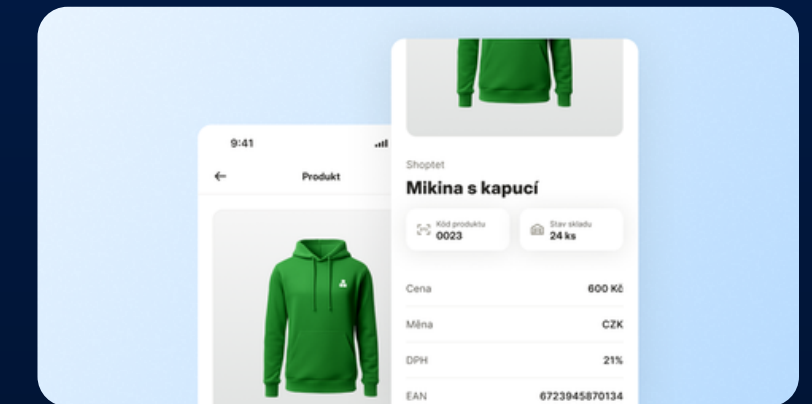
Push notification

You won't miss anything.



Orders under your thumb

Manage orders conveniently and quickly, even when you're not using your computer.



Product overview

All products and key information always at hand.



Switching to Shoptet? Easy, fast and with professional support

Could one of your clients be interested in switching from another platform to Shoptet? The onboarding team and our partners will guide them to a successful launch without any problems.



Individual care

From the beginning, the client has an expert by their side who knows them, understands their needs, and will ensure that **everything goes smoothly** and to their full satisfaction.



Everything under control

Clients don't have to worry about losing information or confusion - the onboarding manager connects all parties and ensures that every step goes exactly according to plan.



Successful launch of an e-shop

With our support and project management, clients can handle implementation **quickly, efficiently, and with confidence** that their e-shop is ready to grow.

➔ Shoptet will make the transition from another platform as easy as possible.





Recommend Shoptet to your clients

Help them get a **strong and proven solution for their online business.**

Each of our services has its own value, but only their combination creates a truly functional whole that saves clients time, money and helps them grow.

Thanks to our cooperation with you, we can together offer the best that the Czech e-commerce market has to offer.