

# Drip unlocks loyalty with your WooCommerce data.

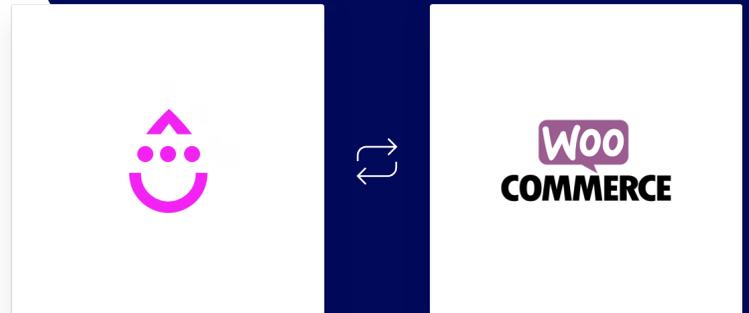
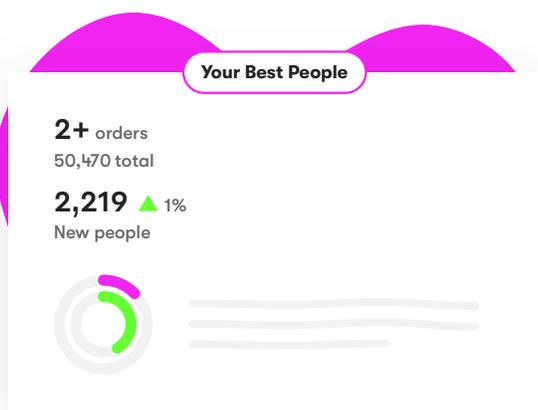
WooCommerce opened up a new world when it comes to selling your digital and physical goods online.

Let Drip open up new ways to build customer loyalty so you can keep on selling for years to come.

When your WooCommerce store and Drip get together, your customer data can finally be turned into one-of-a-kind customer experiences that build brand loyalty and grow sales.

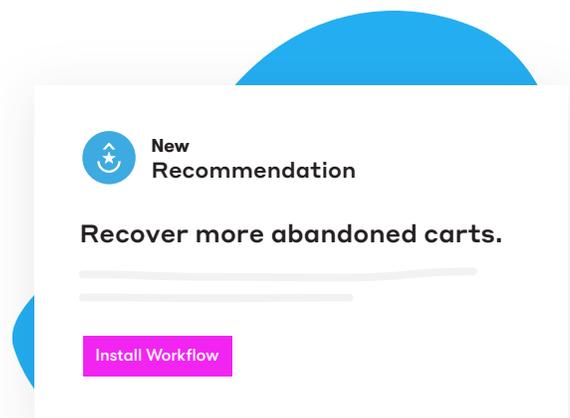
## Distill your data, know your customers.

WooCommerce is the world's most customizable ecommerce platform, which means the pool of customer data you can wade through is basically endless. Drip distills all that data and shows you how loyal your customers are and how that loyalty impacts your bottom line.



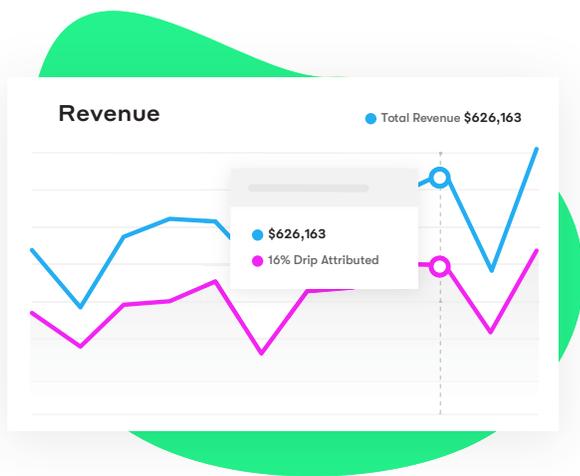
## Get help guiding customers toward loyalty.

Once you have a clearer understanding of your customers and how they're shopping with you, we offer up proven recommendations that drive long-term loyalty at any stage. From strategic Cart Abandonment Campaigns to Welcome Workflows, always know what your next move is.



## Understand your ROI in just a glance.

With a clean and clear dashboard in your account, always understand how your work in Drip is paying off. Get an eyeful of your revenue performance, top marketing strategies, and more so you can see which strategies to rework or optimize.



Drip is the world's first and only ECRM—an Ecommerce CRM that connects your order management system with your marketing system at the customer level in order to build better, more profitable relationships with your customers through email, social, and paid media integrations. Based in Minneapolis, Minnesota and Salt Lake City, Utah—two cities with deep retail roots—Drip is venture-backed by the Foundry Group, Drive Capital, and Arthur Ventures.

**Turn customer data into customer loyalty.**

See more solutions at [drip.com](https://drip.com)

## Syncing WooCommerce + Drip

When you integrate Drip with your WooCommerce store, we'll do a historical sync of all your customer and order data, and automatically capture the events listed below. From day one you'll have all the data you need to deploy loyalty campaigns, a welcome series, and more!

### Customer Events

- ✓ Customer created
- ✓ Customer updated
- ✓ Customer deleted

### Cart Events

- ✓ Updated a cart

### Order Events

- ✓ Placed an order
- ✓ Updated an order
- ✓ Cancelled an order

### Product Events

- ✓ Product created
- ✓ Product updated
- ✓ Product deleted

### Historical Sync

- ✓ Customer data
- ✓ Order data

Not seeing an event? Create custom events and capture the data you need with our REST API. Check it out at [developer.drip.com](https://developer.drip.com).