

Roots Canada Sees Strong Adoption and Growth with Shop Pay

A Seamless Checkout that Drives Growth

Roots Canada, a leading lifestyle brand known for quality and craftsmanship, introduced Shop Pay on its Salesforce Commerce Cloud site with support from Shopify and Kasama, its longtime commerce technology partner. While the implementation process was smooth, the real story is in the results: Shop Pay quickly captured a significant share of total checkouts, delivering stronger performance across nearly every sales metric.



“Shop Pay isn’t just another payment option—it’s driving stronger sales and creating a better experience for our customers.”

— Garima Verma, Director, Omnichannel Customer

Key Outcomes



Rapid Adoption

- Shop Pay was embraced almost immediately by Roots customers.
- Captured a significant percentage of total checkouts within weeks of launch.
- Adoption rates more than met expectations and continue to grow.



Sales Impact

- Total sales increased compared to other checkout methods.
- More orders placed through Shop Pay, reflecting higher customer trust and preference.
- Average basket size grew, showing customers were comfortable spending more with the streamlined checkout.
- Average order value rose, demonstrating Shop Pay’s impact on revenue quality as well as volume.



Performance Validation

- According to Roots, Shop Pay’s performance is **“absolutely meeting our expectations.”**
- Customers are showing strong preference for Shop Pay over other payment methods, creating a stickier checkout experience.

Implementation Experience

✓ Straightforward Process

- Integration of Shop Pay into Salesforce Commerce Cloud B2C was efficient and well supported.
- Shopify provided direct support to ensure a smooth rollout.
- Kasama, as a trusted technology partner, was present throughout the process to provide expertise and guidance where needed.

Looking Ahead

- ✓ Roots Canada is already planning to **expand Shop Pay into additional geographies**, bringing the same streamlined experience to more customers.
- ✓ Continued adoption and performance improvements are setting the foundation for deeper omnichannel innovation.

Voices from the Partnership

“Shop Pay has been a game changer for our customers. The speed, convenience, and trust it delivers are clear in the numbers: we’ve seen more orders, higher basket sizes, and a remarkable share of checkouts coming through Shop Pay. The results are absolutely meeting our expectations.”

— Garima Verma,
Director, Omnichannel Customer
Experience, Roots

“It’s been rewarding to support Roots as they introduced Shop Pay to their customers. As a longtime marketing and commerce technology partner, we’re excited to see how quickly customers have adopted Shop Pay and how strongly it’s contributing to growth.”

— Mark Rubin
Founder, KASAMA

The Takeaway

For Roots Canada, Shop Pay has proven far more than just another payment option—it has become a **revenue driver and customer experience enhancer**. With strong adoption, improved order values, and plans for global expansion, Shop Pay is set to remain a core part of Roots’ digital commerce strategy, supported by trusted partners like Kasama and Shopify.

About Kasama

Kasama is a trusted partner for eCommerce and Marketing solutions, specializing in Shopify implementation, support, and development. With deep expertise and a commitment to driving impactful results, Kasama empowers businesses to achieve their strategic goals.

