

Pier: the Open API layer for *content commerce*.

TikTok Shop GMV is roughly \$15 to 20B / yr in the US (2024 estimates), but seller integration is years behind Shopify's. Pier is the tiered Open API and governed Partner App Marketplace that gets a Shopify Plus merchant from sign-up to first SKU live in under an hour, replacing today's 4+ hour manual rebuild.

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Audience Open API and Partner Product PMs

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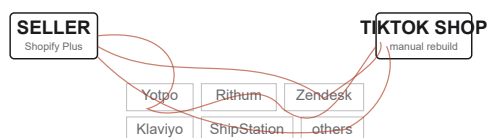
Status Concept

The Problem

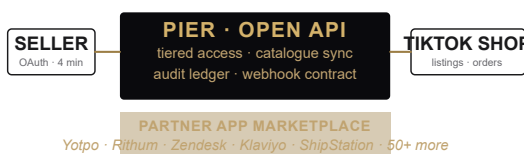
Content commerce growth has outpaced the seller integration layer. The US TikTok Shop cohort sees about 500K active sellers and ~\$15 to 20B annual GMV, but median onboarding takes 4+ hours of manual catalogue rebuild with first-pass coverage < 60%. 3P seller tools (**Yotpo**, **Rithum**, **Zendesk**, **Klaviyo**, **ShipStation**) each negotiate piecemeal API access; sellers wire them by hand. Shopify's competitive moat is its 8,000+ app marketplace; TikTok Shop has no equivalent.

FIGURE 1 · INTEGRATION SHIFT

TODAY · FRAGMENTED INTEGRATION



PIER · UNIFIED OPEN API



SHIFT

boarding · < 60% catalogue coverage · piecemeal 3P API access < 1 hr onboarding · > 90% coverage · click-install 3P apps with permission s

NO GOVERNED PARTNER MARKETPLACE

GOVERNED MARKETPLACE · AUDIT LEDGER

Today (left): every Shopify-to-TikTok-Shop integration is a manual project. Sellers wire 3P tools together by hand; no governed Partner Marketplace. Pier (right): one Open API contract and a Partner App Marketplace where 3P tools install in clicks; audit ledger replays every event for compliance and experimentation.

Why this matters now

Three forces converge: **TikTok Shop GMV roughly doubled YoY in 2024**, **Shopify's 8,000+ app marketplace** proves "install in clicks" is the SMB expectation, and the **category window is open** (Amazon expanded Buy with Prime in 2023; Meta scaled back Shops in 2023).

Sizing the opportunity

Bottom-up: **about 5M Shopify + about 3M Amazon active sellers** ≈ 8M NA pool. **5% TikTok Shop adoption** = about 400K new sellers at ~\$1,200 / seller / mo ≈ **~\$5.7B incremental GMV**. Plus existing-book uplift: catalogue coverage 60% → > 90%, about 20 to 40% GMV lift = **~\$4 to 8B / yr**. Single number we optimize: **% sellers reaching first sale within 24 hr**, target > 85%.

Directional sizing: third-party 2024 GMV estimates and Shopify / Amazon merchant counts + 4 partner-tools interviews. Concept-brief ballpark.

TIKTOK SHOP US GMV
~\$15 to 20B / yr
 2024 third-party estimates

PIER GMV UPLIFT
~\$4 to 8B / yr
 20 to 40% improvement on book

Strategic insight

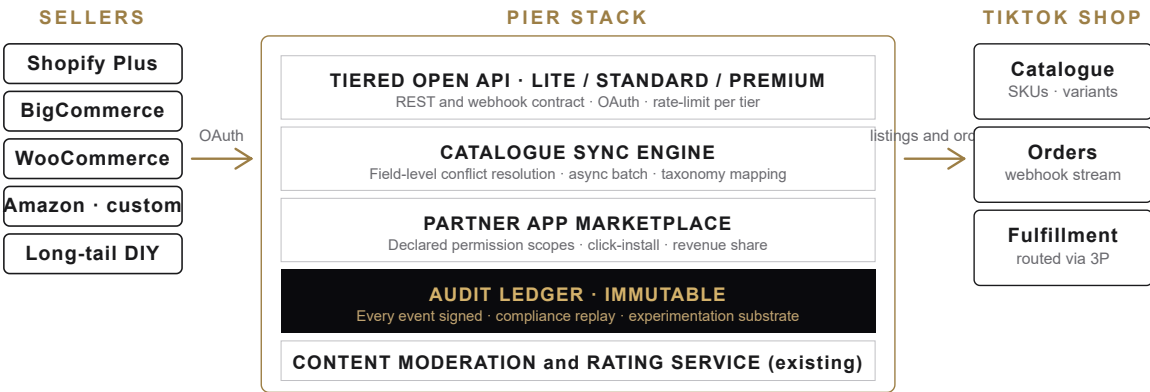
The right level for the play is the **partner contract layer**, not the seller-tool layer. TikTok Shop will not match Shopify's 8,000-app marketplace by building features in-house; it matches it by publishing the contract that lets every 3P tool ship a first-class TikTok Shop integration. Shopify won by making integration a marketing-vs-engineering decision; Pier wins by collapsing it to "click install" for the 90% of sellers without a developer.

THE UNLOCK

Three tiers (**Lite** no-key for trial, **Standard** keyed for catalogue sync, **Premium** paid-SLA for top-volume) over one REST and webhook contract. Bidirectional catalogue sync with **deterministic conflict resolution** at field level (price, inventory, moderation tags, listing status). Partner App Marketplace where 3P tools list apps with declared permission scopes; sellers install in clicks. The audit ledger doubles as compliance and experimentation substrate.

Architecture • Tiered Open API and Partner App Marketplace

FIGURE 2 • SYSTEM ARCHITECTURE



Sellers connect via OAuth; the tiered Open API issues credentials by tier (Lite trial sellers don't need a key). The catalogue sync engine resolves conflicts at field level and maps Shopify / Amazon taxonomies to TikTok Shop's. The Partner App Marketplace is a click-install layer over the same contract; every event lands in an immutable audit ledger that is also the experimentation substrate.

WORKED EXAMPLE • SHOPIFY PLUS BEAUTY SELLER, 1,200 SKUS

OAuth from Shopify in **4 min**; catalogue syncs in **18 min** with **96% coverage** (4% flagged for TikTok-specific moderation review on health-claim language); Yotpo reviews auto-import via the Partner App Marketplace; ShipStation routes fulfillment with one-click address mapping. **First sale within 2 hours** of integration vs. 4-day baseline today.

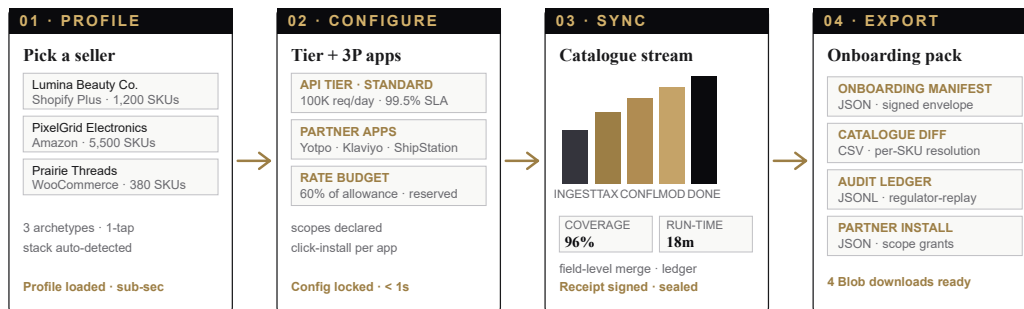
Sequenced GTM

PHASE	CUSTOMER WEDGE	FORCING-FUNCTION WORKLOAD	PROOF POINT
Wedge M0 to 3	50 design-partner Shopify Plus sellers + 5 anchor 3P tools (Yotpo, Rithum, Zendesk, Klaviyo, ShipStation)	Open API spec v0.5 + sandbox and catalogue sync MVP	50 sellers live · 5 apps shipping · P95 sync < 30 min
Beachhead M3 to 9	Public Open API and Partner Marketplace v0; long-tail Shopify and WooCommerce sellers	Self-serve onboarding · documentation site · support tier · TikTok-specific moderation pipeline	200K sellers onboarded · 50 apps live · >85% reach first sale < 24 hr
Network M9 to 18	Full marketplace launch with revenue share for 3P apps; SEA and EU expansion	Marketplace certification program; revenue share contracts; localization	1,000+ apps · ≥30% sellers using ≥2 apps

Prototype walkthrough

An interactive seller-onboarding simulator runs the Pier-side view end to end: pick a seller archetype, configure the API tier and the 3P apps to install, watch the catalogue sync with field-level conflict resolution and TikTok-specific moderation, then export the onboarding artifacts the partner-tools team archives against the activation cohort. Built to demonstrate that **tiered Open API access**, **field-level conflict resolution**, and **governed Partner App Marketplace** are concrete outputs, not language in a deck.

FIGURE 3 · ONBOARDING SIMULATOR, FOUR INTERACTIVE STEPS



Schematic of the live UI; all four steps are interactive in the [demo](#). Pick a seller, configure the tier and 3P apps, watch the catalogue sync, export the onboarding artifacts.

What the prototype proves, and what it doesn't yet

Proven on the prototype

- Tiered Open API picker (Lite / Standard / Premium) with rate-budget reservation as a one-tap decision
- Bidirectional catalogue sync runs deterministically with field-level conflict resolution (price, inventory, moderation tags, listing status)
- TikTok-specific moderation flags surface at sync-time with seller-facing rejection messages and an audit-ledger appeal path
- Onboarding manifest, catalogue diff, audit ledger, and partner-app install record export as PM-ready JSON / CSV / JSONL

Out of scope, by design

- Real OAuth handshakes to Shopify / Amazon / WooCommerce are mocked; live OAuth integration is M0–3 work
- Partner-app permission scopes render as declared metadata; production scope-review (security audit, data-residency) sits behind real partner certification
- Content-moderation ML model is heuristic; production deployment uses TikTok's content-classifier on listing text and image embeddings
- Real cryptographic key custody (HSM, rotation, revocation) and rate-limit enforcement at the edge are post-engagement infra

THREE PATHS TO TRY IN THE LIVE DEMO

Shopify Plus beauty run: Lumina Beauty Co. (1,200 SKUs) syncs in 18 min with 96% coverage; 4% of SKUs flagged for TikTok-specific health-claim review; Yotpo and Klaviyo and ShipStation auto-install via the Partner Marketplace.

Amazon multichannel electronics run: PixelGrid Electronics (5,500 SKUs across US and EU) hits the higher conflict rate (about 12%) on inventory across regions; Rithum and Zendesk install with declared scopes; Premium tier required.

Long-tail WooCommerce apparel run: Prairie Threads (380 SKUs) runs lowest moderation flag rate (about 1.2%); Lite tier suffices for trial; Klaviyo install only.

Metrics that matter

LAYER	METRIC	Y1 TARGET	WHY IT MATTERS
North-star	Seller onboarding time (sign-up → first SKU live)	< 1 hour median	Below this, the integration story sells itself
Quality	Catalogue assortment coverage rate	> 90%	Below 80%, sellers abandon onboarding
Reliability	Fulfillment success rate	> 97%	Industry benchmark; below this, seller trust collapses
Counter	Brand-safety incidents per million SKUs	< 1.5	Above this, content moderation team caps Pier's surface
Liquidity (apps)	3P apps live in Partner Marketplace	50+ by M9 · 200+ by M18	Below 50 at M9, "install in clicks" claim collapses
Adoption	% active sellers using ≥ 2 3P apps	> 30% by Y1	Two-or-more is the network-effect threshold

Risks & mitigations

HIGH	3P partner adoption stalls (chicken-and-egg). Mitigation: paid design-partner program for the 5 anchor 3P tools (Yotpo, Rithum, Zendesk, Klaviyo, ShipStation) with revenue guarantees through Y1; success-fee structure that aligns 3P with seller activation; co-marketing budget reserved for the launch cohort.
HIGH	Catalogue moderation at scale (TikTok-specific content rules differ from Shopify, especially health/wellness, beauty claims, and personal care). Mitigation: ML-based pre-review at sync time and human-in-loop for edge cases; clear seller-facing rejection messages with source-rule citations; appeal path within the audit ledger; sync-time taxonomy mapper that flags before publish, not after.
MED	Internal conflict with TikTok Shop's direct seller-tools team. Mitigation: clear product positioning (Pier = self-serve via 3P; direct tools = managed mid-market+); shared metric pool with internal team; quarterly portfolio review with VP-Product to prevent stack-rank drift.
MED	API performance under high catalogue volume (top 1% of sellers may have 100K+ SKUs). Mitigation: tiered pricing limits abuse; capacity planning for top 1% of sellers; async batch sync for > 10K-SKU operations; rate-limiting at the edge with backpressure surfaced via webhook.

30 / 60 / 90, first quarter sprint plan

30 DAYS Open API spec and design partners › Open API spec v0.5 (REST and webhook standard) › Shopify connector design-partner agreements signed › 5 anchor 3P tools aligned · sandbox keys issued	60 DAYS Catalogue sync engine and cohort › Catalogue sync MVP with field-level conflict resolution › 5 design-partner sellers live · 3 anchor 3P tools shipping in sandbox › TikTok-specific taxonomy mapping for top 10 verticals	90 DAYS Partner Marketplace v0 + public launch › Partner App Marketplace v0 · 50 listed apps › Public Open API launch · spec v0.9 published › 50 design-partner sellers live · > 90% catalogue coverage
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DECISION ASKED

Authorize a 90-day product-and-platform sprint with a nine-person team (Staff PM, four engineers, integration lead, partner-tools partnerships, developer-relations, GM) and a budget of ~\$4.2M. Success: 50 design-partner sellers live, Open API spec v0.9 published, 5 anchor 3P tools shipping, P95 catalogue sync < 30 min, > 90% catalogue coverage, fulfillment success > 95%, brand-safety incidents < 1.5 / M.