

Hamish McKay

Public profile snapshot

<https://www.linkedin.com/in/hamish-mckay>

Retrieved 2026-09-14T19:25:39.305Z · 8 public posts · Profile: Bright Data · Posts: Bright Data

Profile presentation grade

100/100 · Grade A+ · 45% coverage · Partial grade. Rubric profile-2026.09.1.

A transparent presentation checklist, not a LinkedIn ranking, talent assessment or prediction of reach.

Grade thresholds: A+ 90, A 80, B 65, C 50, D 35, F below 35.

Score = earned points ÷ assessed points × 100. Coverage is assessed weight out of 100. Unavailable and masked data are excluded. Scores with different coverage are not directly comparable.

Truncated text earns only checks already demonstrated in the visible excerpt; the unseen remainder is not marked wrong. Text rules measure structure, not factual accuracy, writing quality or every language equally.

Photo and banner grades cover image availability, decoding and shape only. Face framing, lighting, expression, visual style and authenticity require a human review. No appearance, identity or personality judgments are made.

An education entry is evidence of profile context, not verified credentials. School prestige, age, degree level and background do not affect the score.

Profile picture: A+ · 100/100 · 15/15 points assessable

Profile image supplied: 5/5 points

The source supplied an image URL.

Action: Choose a current, recognizable photo. Preview the circular crop at comment size and leave space around your head.

Image decodes and fits its display shape: 10/10 points

Returned image: 200 × 200px. Dimensions and decoding were measured on the returned image, which may be a resized LinkedIn thumbnail. Original resolution, face framing, lighting and professional suitability were not assessed automatically.

Action: Use a square original, check sharpness at full size, and preview the circular crop. A small provider thumbnail does not prove your original upload is low resolution.

Cover & visual identity: A+ · 100/100 · 10/10 points assessable

Cover image supplied: 5/5 points

The source supplied an image URL.

Action: Use a simple cover that says who you help and what you do. Keep important text clear of the profile-photo overlay.

Image decodes and fits its display shape: 5/5 points

Returned image: 800 × 200px. Dimensions and decoding were measured on the returned image, which may be a resized LinkedIn thumbnail. Original resolution, face framing, lighting and professional suitability were not assessed automatically.

Action: Preview your cover on desktop and mobile. Start with a 1584 × 396 canvas and keep the message readable without tiny text.

Name & identity: A+ · 100/100 · 10/10 points assessable

Readable display name: 5/5 points

Source text: "Hamish McKay"

Action: Use the name people know you by, consistently across your profile and other professional channels. Single names and all writing systems are supported.

Name field stays focused on identity: 5/5 points

Source text: "Hamish McKay"

Action: Move URLs, contact details and sales calls to action into About or Contact info. Keep your actual name unchanged.

Headline & positioning: Not assessed · —/100 · 0/15 points assessable

Headline supplied: Unknown

Not returned in readable form by the source.

Action: State your role or specialty in the headline, using terms your intended reader understands.

Enough context to explain your work: Unknown

Not returned in readable form by the source.

Action: Use this structure: [role or specialty] · Helping [audience] achieve [outcome]. Replace every bracket with a truthful detail.

Headline is concise enough to scan: Unknown

Not returned in readable form by the source.

Action: Keep the headline focused on one main promise. Move your longer story into About.

About & descriptions: A+ · 100/100 · 5/20 points assessable

Readable introduction: 5/5 points

Truncated source excerpt: "Founded customer self-service Order Editing for Shopify brands just over a year ago and..."

Action: Lead with who you help, the problem you solve and the work you do today.

An introduction with supporting detail: Unknown

Truncated source excerpt: "Founded customer self-service Order Editing for Shopify brands just over a year ago and..."

Action: Add a specific example of your work, your approach, and the kinds of opportunities you welcome. Length is a structure check, not a quality guarantee.

Easy-to-scan paragraph structure: Unknown

Truncated source excerpt: "Founded customer self-service Order Editing for Shopify brands just over a year ago and..."

Action: Break About into short paragraphs: current focus, relevant proof, then how to connect.

A clear next step: Unknown

Truncated source excerpt: "Founded customer self-service Order Editing for Shopify brands just over a year ago and..."

Action: End with one relevant next step, such as who should message you and what to include. This automated check recognizes English phrases and links; review other languages manually.

Experience & proof: Not assessed · —/100 · 0/15 points assessable

Professional experience identified: Unknown

No readable entries were returned. We cannot conclude this section is empty.

Action: List relevant roles with an accurate title and organization. Connect them to the work you want to do next.

Experience includes useful descriptions: Unknown

Not returned in readable form by the source.

Action: For each relevant role, explain your responsibility, a concrete contribution, and an outcome you can substantiate. Do not invent numbers. Masked source descriptions need manual review.

Education & learning: Not assessed · —/100 · 0/10 points assessable

Education or learning entry identified: Unknown

No readable entries were returned. We cannot conclude this section is empty.

Action: Add relevant education or structured learning you want to share. Name the institution or course accurately; formal degrees are not required for a strong professional story.

Learning context is described: Unknown

Not returned in readable form by the source.

Action: Describe your subject, course or qualification and one relevant project or skill. Use the full qualification name where helpful. We assess clarity, never institution prestige or degree level.

Location & context: A+ · 100/100 · 5/5 points assessable

Readable location: 5/5 points

Source text: "Auckland"

Action: Use an accurate city or region if you want it visible. Do not add a home address. Omitted provider data is not penalized.

Executive summary

Hamish McKay's audit covers 8 public posts, including 8 with both reaction and comment counts. The measured median is 108 interactions. Business & entrepreneurship is the most represented detected theme (7/8; themes can overlap). Start with a concrete follow-up to an existing subject, then test the opening and reply invitation across a consistent four-week sample.

Measured performance

Followers: 25,599. Posts: 8. Fully measured: 8.

Engagement by current followers: 0.75%. Average reactions: 175.8. Median reactions: 96.5.

Average comments: 17.4. Comments per 100 reactions: 9.9.

Observed cadence: 4.1 posts/week. Sample window: 12.1 days.

Strengths, watch points and context

STRENGTH: A usable personal baseline

8 of 8 posts have both public counts. Their median is 108 interactions. Compare future experiments with your own sample rather than an unrelated peer score.

Evidence: post 1, post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

STRENGTH: A concrete post to learn from

"When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and my life changed." has 447 visible interactions. That is $4.1\times$ the sample median. Its topic and opening are candidates for a follow-up experiment; this does not identify why it performed.

Evidence: post 3. Full text and links are in Source posts.

CONTEXT: Conversation is observable; quality is not

2 of 8 posts contain a question. Measured posts generated 9.9 comments per 100 reactions. Counts can include the author's replies and do not measure lead quality or sentiment.

Evidence: post 2, post 5. Full text and links are in Source posts.

CONTEXT: Understand the gaps in this sample

The median gap between sampled dates is 1 days; the longest is 4.9 days (7 intervals). Missing posts can exaggerate gaps, so this is not a complete publishing calendar.

Evidence: post 8, post 7, post 6, post 5, post 4, post 3, post 2, post 1. Full text and links are in Source posts.

Performance and publishing rhythm

Median visible interactions: 88.5 for the earliest 4 measured posts and 269.5 for the latest 4. This compares selected posts of different ages, not account growth.

Typical measured interactions: 108. Highest: 447.

Median gap 1 days; longest 4.9 days across 7 intervals.

2026-09-02T00:12:55.097Z: 59 reactions + 6 comments = 65 interactions.

2026-09-03T01:08:16.429Z: 34 reactions + 7 comments = 41 interactions.

2026-09-07T22:20:03.321Z: 255 reactions + 27 comments = 282 interactions.

2026-09-08T06:33:41.775Z: 102 reactions + 10 comments = 112 interactions.

2026-09-09T01:11:10.270Z: 404 reactions + 31 comments = 435 interactions.

2026-09-10T00:13:23.937Z: 409 reactions + 38 comments = 447 interactions.

2026-09-11T01:50:46.794Z: 91 reactions + 13 comments = 104 interactions.

2026-09-14T01:28:14.182Z: 52 reactions + 7 comments = 59 interactions.

UTC publishing days — descriptive, not recommended times:

Mon UTC: 2 posts / 2 measured; median 170.5, average 170.5 interactions.

Evidence: post 6, post 1. Full text and links are in Source posts.

Tue UTC: 1 posts / 1 measured; median 112, average 112 interactions.

Evidence: post 5. Full text and links are in Source posts.

Wed UTC: 2 posts / 2 measured; median 250, average 250 interactions.

Evidence: post 8, post 4. Full text and links are in Source posts.

Thu UTC: 2 posts / 2 measured; median 244, average 244 interactions.

Evidence: post 7, post 3. Full text and links are in Source posts.

Fri UTC: 1 posts / 1 measured; median 104, average 104 interactions.

Evidence: post 2. Full text and links are in Source posts.

Older posts have had more time to accumulate interactions. Different publication-day groups have different sample sizes and topics.

Content pillars and format performance

Overlapping English keyword themes, not semantic certainty:

Business & entrepreneurship: 7 posts / 7 measured; median 112, average 212.3 interactions.

Evidence: post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

AI & building products: 6 posts / 6 measured; median 108, average 200.7 interactions.

Evidence: post 2, post 3, post 4, post 5, post 7, post 8. Full text and links are in Source posts.

Careers & leadership: 4 posts / 4 measured; median 197, average 236.3 interactions.

Evidence: post 2, post 3, post 5, post 6. Full text and links are in Source posts.

Marketing & audience: 4 posts / 4 measured; median 88.5, average 167.8 interactions.

Evidence: post 1, post 4, post 5, post 8. Full text and links are in Source posts.

Source-reported formats; unknown is not text-only:

image: 6 posts / 6 measured; median 173.5, average 221.5 interactions.

Evidence: post 1, post 3, post 4, post 6, post 7, post 8. Full text and links are in Source posts.

video: 1 posts / 1 measured; median 104, average 104 interactions.

Evidence: post 2. Full text and links are in Source posts.

text: 1 posts / 1 measured; median 112, average 112 interactions.

Evidence: post 5. Full text and links are in Source posts.

Small or unequal groups cannot establish a winning format.

Hooks and writing structure

I had no idea text messages post purchase could make Shopify brands so much money... 10.7% of customers add an upsell to their order after paying !!! What the hell.

Hook: Number-led; 104 words; 7 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify. Mentions: None detected.

I hired a 26-year-old software engineer in Macedonia as employee #5 and he's completely changed the trajectory of our business (again).

Hook: Number-led; 252 words; 22 paragraphs; final CTA not detected; question detected.

Hashtags: #5, #shopify. Mentions: None detected.

When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and my life changed.

Hook: Number-led; 287 words; 21 paragraphs; final CTA not detected; question not detected.

Hashtags: None detected. Mentions: None detected.

I forced my Co-founder to rebuild our entire app so that we could get Gymshark as a client. He said I was nuts.

Hook: Personal opening; 132 words; 11 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify. Mentions: None detected.

It's the most exciting time I've ever lived in. We are hiring our 15th team member at our startup!

Hook: Number-led; 254 words; 21 paragraphs; final CTA not detected; question detected.

Hashtags: #hiring. Mentions: None detected.

There's no office or rent to pay at my company.

Hook: Statement; 176 words; 13 paragraphs; final CTA not detected; question not detected.

Hashtags: None detected. Mentions: None detected.

We rewrote Order Editing this year.

Hook: Personal opening; 107 words; 10 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify. Mentions: None detected.

I got a call from a Shopify brand who did \$100M in sales last month.

Hook: Number-led; 109 words; 13 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify. Mentions: None detected.

Hook uses the first nonempty line. Paragraphs use blank-line breaks. Final CTA uses the last content line, ignoring tag-only lines, with question or action-phrase detection. Text rules can miss meaning and linked mentions.

Hashtag patterns

#shopify: 5 posts / 5 measured; median 65, average 140.8 interactions.

Evidence: post 1, post 2, post 4, post 7, post 8. Full text and links are in Source posts.

#5: 1 posts / 1 measured; median 104, average 104 interactions.

Evidence: post 2. Full text and links are in Source posts.

#hiring: 1 posts / 1 measured; median 112, average 112 interactions.

Evidence: post 5. Full text and links are in Source posts.

Up to 20 most-used tags. Each post is counted once per tag. Tags travel with topics and formats; their isolated effect cannot be measured.

Prioritized action plan

1. Develop a specific follow-up

Observation: The sample includes "When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and ". Its visible interaction total is 447.

Action: Build a follow-up to "When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and ". Add a concrete example, a decision you made and one lesson. Keep the format similar so topic development is the main experiment.

Potential impact: Test repeatable interest in an existing subject. Effort: Medium.

Metric to watch: Reactions and comments after the same seven-day window; compare with the baseline

median

Evidence: post 3. Full text and links are in Source posts.

2. Test a sharper opening

Observation: Median text length is 154 words with 13 paragraphs. 1 of 8 openings are classified as statements.

Action: For the next post related to “When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and ”, open with a specific problem and a concrete outcome you can substantiate. Move context into the second paragraph. Avoid invented results or curiosity gaps that the post does not resolve.

Potential impact: Improve clarity; any engagement effect remains to be tested. Effort: Low.

Metric to watch: Median interactions across at least three comparable posts per opening approach

Evidence: post 1, post 2, post 3. Full text and links are in Source posts.

3. Make the reply invitation concrete

Observation: 0 of 8 final content lines contain a detected question or action phrase; 2 posts contain a question anywhere. These are text rules, not semantic judgments.

Action: End one upcoming post with a focused trade-off question connected to business & entrepreneurship. Ask readers to share a decision and why. Read replies before deciding whether the discussion was useful.

Potential impact: Test whether a clearer invitation supports useful discussion. Effort: Low.

Metric to watch: Public comments per post and manual review of reply relevance

4. Choose a sustainable publishing experiment

Observation: 8 dated posts span 12.1 days. Observed cadence is 4.1 posts per week.

Action: Choose two slots per week for the four-week experiment below, or reduce the schedule if your capacity is lower. Keep the slots consistent and log every published post. Two slots are a planning choice, not a LinkedIn benchmark.

Potential impact: Create comparable records and a manageable learning loop. Effort: Medium.

Metric to watch: Planned versus published posts, time spent, and median interactions at seven days

Evidence: post 8, post 7, post 6, post 5, post 4, post 3, post 2, post 1. Full text and links are in Source posts.

5. Use tags and mentions with a purpose

Observation: 6 of 8 posts contain hashtags and 0 contain visible @mentions. #shopify appears in 5 posts. LinkedIn may return linked mentions as plain text, so detection can undercount.

Action: Use relevant topic labels only when they clarify the subject. Mention people only when they contributed or are directly relevant. Test a consistent tagging approach on comparable posts; do not attribute performance changes to tags alone.

Potential impact: Keep context and attribution useful. Effort: Low.

Metric to watch: Median interactions for tagged/untagged samples, with sample sizes and topic differences

Evidence: post 1, post 2, post 4, post 7, post 8. Full text and links are in Source posts.

6. Test presentation without changing the subject

Observation: image: 6 posts (6 measured); video: 1 posts (1 measured); text: 1 posts (1 measured).

Action: Turn one idea related to "When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and " into a concise checklist or document post. Keep a similar topic and ask the same type of question. Label this a new format experiment, not a proven winning format.

Potential impact: Learn whether a different presentation helps explain the same idea. Effort: Medium.

Metric to watch: Public interactions at the same post age; at least three posts in each format before comparison

Evidence: post 1, post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

Basic content ideas

1. The next chapter

Follow up on "When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and ": what changed since publishing, what stayed difficult, and the next step. Only include outcomes you can verify.

Evidence: post 3. Full text and links are in Source posts.

2. Show the process

Break the work behind "When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and " into three decisions. Add an example or screenshot you have permission to share.

Evidence: post 3. Full text and links are in Source posts.

3. A useful trade-off

Describe two approaches to business & entrepreneurship, explain your constraint, and ask which constraint readers face.

Evidence: post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

Basic writing outline

Open with one specific point. Show your reasoning with a supported example. End with a focused question.

Peer comparison, private AI strategy, extensive schedules and downloadable writing skills are coming with Profilyst Pro. They are not included in this public report.

Source posts

POST 1

https://www.linkedin.com/posts/hamish-mckay_shopify-activity-7505074902111002624-LD2b

Published: 2026-09-14T01:28:14.182Z. Reactions: 52. Comments: 7. Format: image.

I had no idea text messages post purchase could make Shopify brands so much money... 10.7% of customers add an upsell to their order after paying !!! What the hell.

We texted customers of Bobbi Browns beauty brand to say they had half an hour to add more to the order they'd just placed and it worked a little too well...

Now I need to get all 1,000+ of our clients to do the same.

All need to get this done before Black Friday.

Oh well.

I love creating work for myself at Order Editing when it makes our merchants more money.

#shopify

POST 2

https://www.linkedin.com/posts/hamish-mckay_i-hired-a-26-year-old-software-engineer-in-activity-7503993411943723009-s47_

Published: 2026-09-11T01:50:46.794Z. Reactions: 91. Comments: 13. Format: video.

I hired a 26-year-old software engineer in Macedonia as employee #5 and he's completely changed the trajectory of our business (again).

Meet Andrej Mazhenkovski

He single-handedly built the best address validation app on Shopify.

Now he's extended his lead again by building autocomplete. Our newest feature.

It guarantees that on Shopify checkout, the customers address is perfectly autofilled by the carrier the first time, every time.

Order Editing has never been in better hands.

\$100M brands like ROTHY's and Hexclad are already using it. We power their entire checkout experience for shipping address entry.

Andrej changed my life by developing new apps to add to our growing suite.

Consolidating address validation, checkout upsells, and post-purchase upsells.

One app to rule them all.

We were about to put expansion in the too hard basket.

Andrej heard about the problem, figured out how we could drive a wedge into the market, and volunteered his time.

Do you realise how rare that is?

He spent the next twelve months perfecting these new product releases and turning them into something so good that we could charge for it — and never dropped the ball on the rest of his work.

It's somehow 6x more affordable than the competition.

1c per autocomplete in the United States.

You'll pay 6c elsewhere.

It's the greatest privilege of my career to build product with you, Andrej.

Winning the lottery would feel like the smaller prize.

I can't wait to see what you do next...

A friend and colleague for life.

#shopify

POST 3

https://www.linkedin.com/posts/hamish-mckay_when-i-grew-up-i-wanted-to-be-an-olympian-activity-7503606517187735552-B37B

Published: 2026-09-10T00:13:23.937Z. Reactions: 409. Comments: 38. Format: image.

When I grew up, I wanted to be an Olympian. Then my brother became a millionaire YouTuber at 21 and my life changed.

He put himself out there and got rewarded for it.

Growing up in New Zealand (a country that's often forgotten off the world map), that was weird.

I thought people who put themselves out there got bullied.

It inspired me to start sharing my story on the internet.

The more I posted, the more pressure I felt to become a person who had a story worth telling.

So when I started working on Shopify for an internship, I had LOTS of ideas.

My boss hated me for it.

This weird, ambitious kid.

But one of those ideas was to build an app that let online shoppers make changes to an order they'd just placed for half an hour.

30,000 people used it in 2023 for free.

Then we launched a paid model so that I could quit my job.

I sold a US\$30,000 deal just before Christmas and went all in.

The next year I left home and solo travelled to 17 cities around North America and Europe, recruiting our first employees and signing paying customers.

We ended up making our first million.

Then snuck into Forbes 30 under 30 when I was 22, and tripled my apps revenue.

Profitable all the way.

Now I lead a team of 15 incredible people, have over 1,000 paying customers and there's an online shopper using my app every 3 seconds.

We sponsor events, host company retreats, fly people out, and I just love what I do for a living.

Five years ago I started telling my story.

And it's only gotten better.

POST 4

https://www.linkedin.com/posts/hamish-mckay_shopify-activity-7503258668184842240-DWMI

Published: 2026-09-09T01:11:10.270Z. Reactions: 404. Comments: 31. Format: image.

I forced my Co-founder to rebuild our entire app so that we could get Gymshark as a client. He said I was nuts.

I told him it's because this is more than just winning a logo.

It's about proving to Shopify themselves that we can handle the biggest sale day on the platform.

Black Friday.

We rebuilt.

And now, whenever a brand or agency asks us if we can handle their upcoming flash sale, we have the proof behind the "yes".

Just simply schedule the date of your sale into our app.

We switch into flash sale mode through the peak and guarantee every customer gets a perfect, unimpacted experience.

Instantly being able to change their order/address without needing to contact customer service.

Bring on more of Shopify's biggest brands.

#shopify

POST 5

https://www.linkedin.com/posts/hamish-mckay_hiring-activity-7502977446410035201-A3jj

Published: 2026-09-08T06:33:41.775Z. Reactions: 102. Comments: 10. Format: text.

It's the most exciting time I've ever lived in. We are hiring our 15th team member at our startup!

To any Kiwi's or Aussies reading, we're open to relocating if there's interest [U+1F440]

Our company, Order Editing is nearly three years old. Doing mid-seven-figure revenue, profitable, and is a first-of-its-kind product that has won the top end of town - inbound.

We do what we do because we love the impact on customers.

In the last three years, we've created a movement that has meant almost every eCommerce brand has a self-service app for order amendments.

The vision is being realised and now we are landing and expanding with new product launches.

We already work with the best brands in the world.

Billion dollar businesses on Shopify choose Order Editing.

The right person for the role is:

+ Loyal.

+ Energised about being team number 15.

+ Has the integrity to be autonomous, charitable, and honest, and;

+ So intelligent they can influence business strategy and shape the future of a market.

You will immediately make your impact by solving the following problems:

[U+1F680] Clients are more honest when it's not the founder.

[U+1F680] Not all clients are optimised to get maximum value out of our product.

[U+1F680] There is massive room for improvement in how we onboard. Be it self-service or white glove.

You must genuinely get it, want it, and have the capacity to do it.

Will you be our North American Technical Account Manager?

Get on the rocketship via the job ad on my profile and in the comments.

#Hiring

POST 6

https://www.linkedin.com/posts/hamish-mckay_theres-no-office-or-rent-to-pay-at-my-company-activity-7502853217634983936-8LZI

Published: 2026-09-07T22:20:03.321Z. Reactions: 255. Comments: 27. Format: image.

There's no office or rent to pay at my company.

Instead, we spend on 14 flights and a mansion.

It would have been impossible as a bootstrapped company to rent a space in London, Miami, and Sydney.

We'd have had to raise or borrow to afford it.

We couldn't think of anything worse.

Which left us with no in-person time to build our company culture. Not unless my Co-founder and I host events like these.

So I was very happy to host our third offsite last week for the Asia Pacific team.

Six of us spent four nights together. Living together, family style. Playing board games, riding roller coasters, and co-working.

The bigger, company-wide one is in three months.

Our first, in Queenstown, cost \$30k. This time we're heading to a secret location in Asia [U+1F440]

I don't think much about productivity for the company anymore during these visits.

I think about how we can best replace the thousands of water cooler chats and after-work drinks we miss out on by being remote.

That's the whole point.

POST 7

https://www.linkedin.com/posts/hamish-mckay_shopify-activity-7501083611828330496-ysLc

Published: 2026-09-03T01:08:16.429Z. Reactions: 34. Comments: 7. Format: image.

We rewrote Order Editing this year.

The entire thing is integrated with AI now.

You can run your order editing and upsell app from Sidekick. Have it set up upsell strategies for you. Pull reports and ROI.

It's like Ben Panther, Jacques du Plessis, and Gemma M but AI [U+2728]

MCP soon.

API soon.

It only makes sense for every AI chatbot and customer service rep to use our API to edit orders when we're the only one that can handle discounts, scripts, bundles, GWPs, shipping thresholds, weight of packages and more automatically.

600,000 orders were edited with us in August.

It comes with the territory.

#Shopify

POST 8

https://www.linkedin.com/posts/hamish-mckay_shopify-activity-7500707293257203712-Qq0o

Published: 2026-09-02T00:12:55.097Z. Reactions: 59. Comments: 6. Format: image.

I got a call from a Shopify brand who did \$100M in sales last month.

\$100,000,000 in ONE MONTH !! [U+1F440] [U+1F440]

"You need to build me A/B testing."

Here you go!

There's been 5 product launches that changed our Shopify app forever. A/B testing is one of them.

My favourite features:

[U+2192] A/B test upsell offers and customer segments.

[U+2192] A/B test showing upsells vs not showing.

[U+2192] A/B test different content.

Checkout & Post-purchase.

I've got Shopify brands scheduling promotions and A/B tests through to the rest of the year.

Time to iterate and find the best checkout for BFCM with our 1,000+ clients [U+1F680]

#shopify

Saved audit comparison

This export represents one saved snapshot. No earlier comparable snapshot was selected.

Methodology and limits

The source returned a shortened About section. Suggestions use only the visible excerpt.

Some profile sections were not returned by the source. They remain unknown, not confirmed missing from LinkedIn.

Selected URLs may omit recent or low-performing posts. This is a sample, not a complete feed.

Reaction and comment totals are snapshots. Older posts had more time to accumulate interactions.

Themes can overlap and use English keyword rules. Hooks, CTAs and mentions are text heuristics and may

miss context or other languages.

Timing is UTC publishing history, not audience activity or an optimal posting time.

Recommendations and potential impact are hypotheses. No impressions, revenue, private demographics, peer percentile or causal attribution are available.

Engagement = average visible reactions plus comments / current followers × 100, requiring at least three measured posts. Missing values remain unavailable. Cadence uses the intervals between sampled dates. No uncalibrated score or private metric is inferred.

Independent public-data analysis. Not affiliated with LinkedIn or the profile owner. <https://profilyst.com/methodology>

Unsupported glyphs are preserved as Unicode code points [U+...]. Full original text is available in the online report.