For vendors and Pixalink staff.

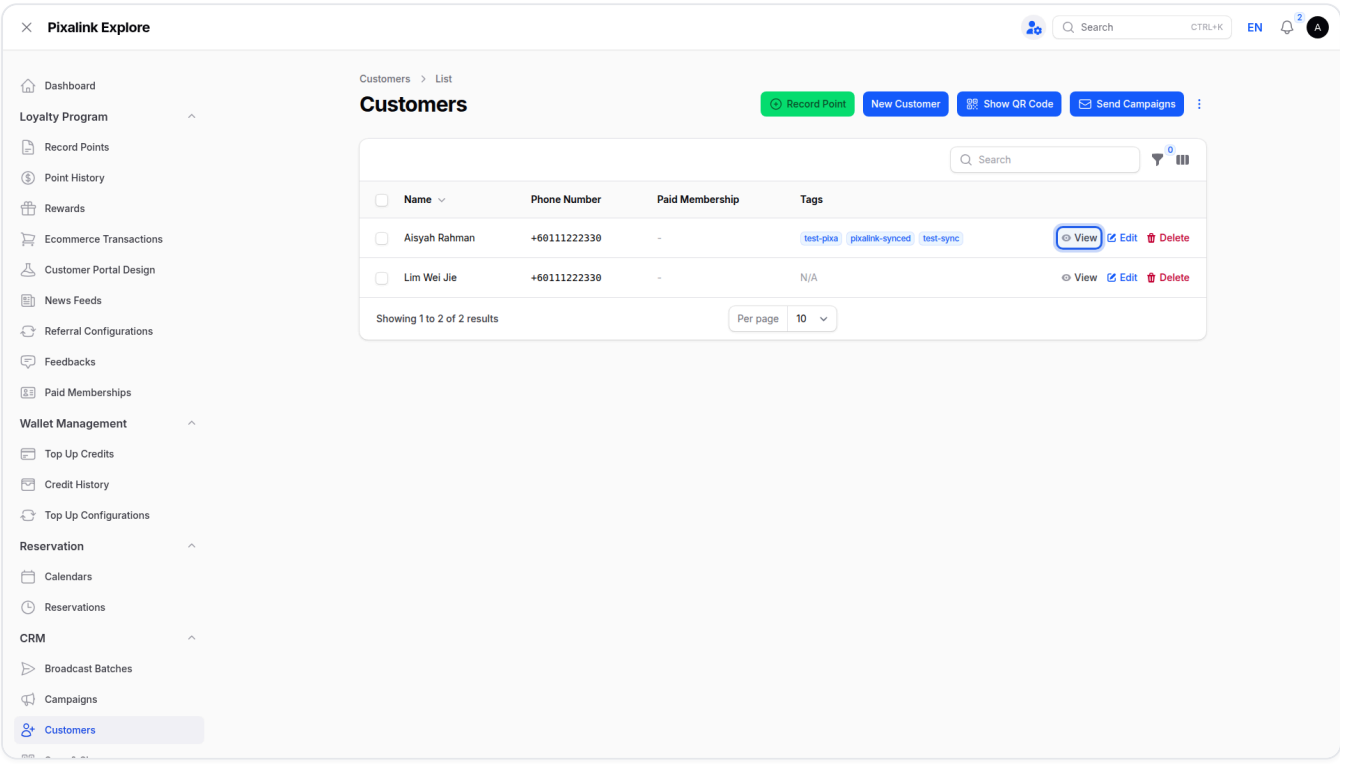
A customer may have purchased with only a phone number and no email address. Add their email to the existing customer record so they can log in to the Shopify shop and access the store credit attached to that record.

Prerequisites

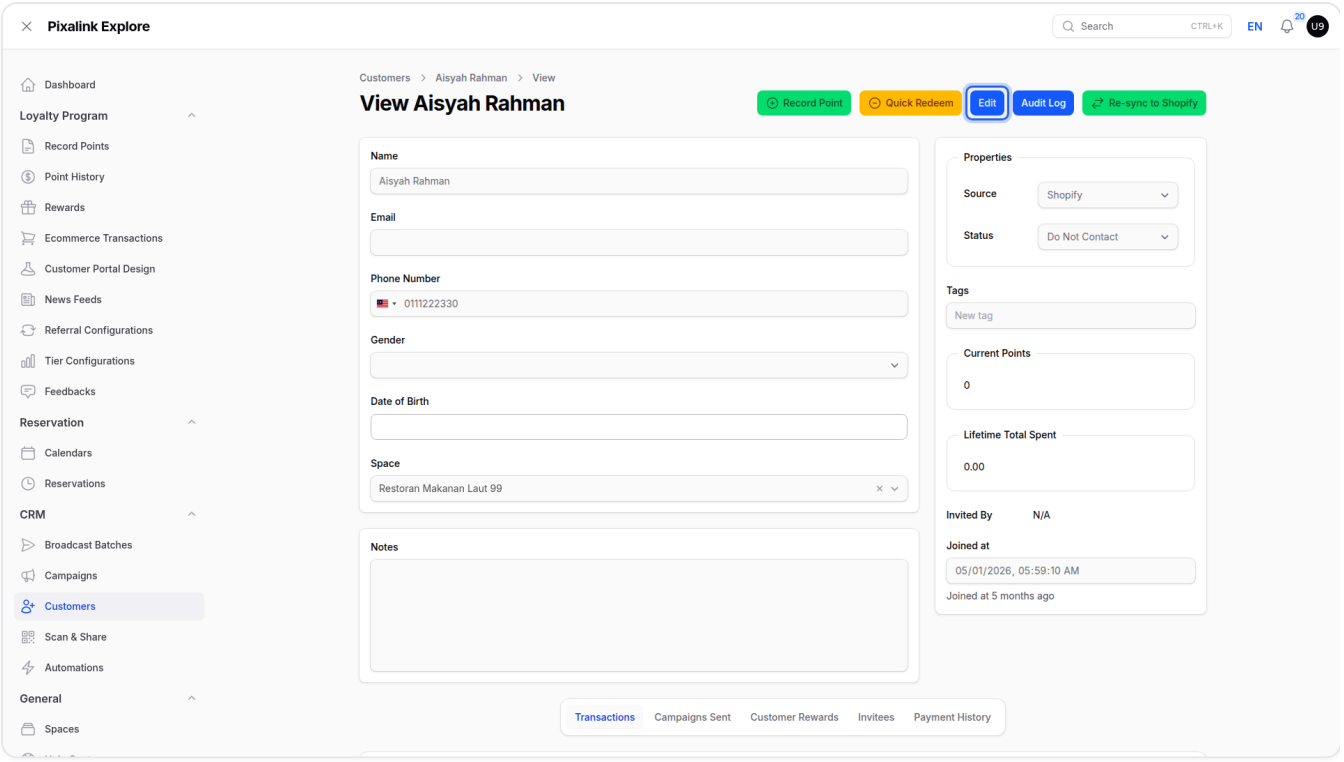
- The outlet's Shopify integration is enabled.
- You have the customer's correct email address.
- For an unlinked customer, their phone number should match the phone number on their original Shopify customer record.

Add the email in Pixalink admin

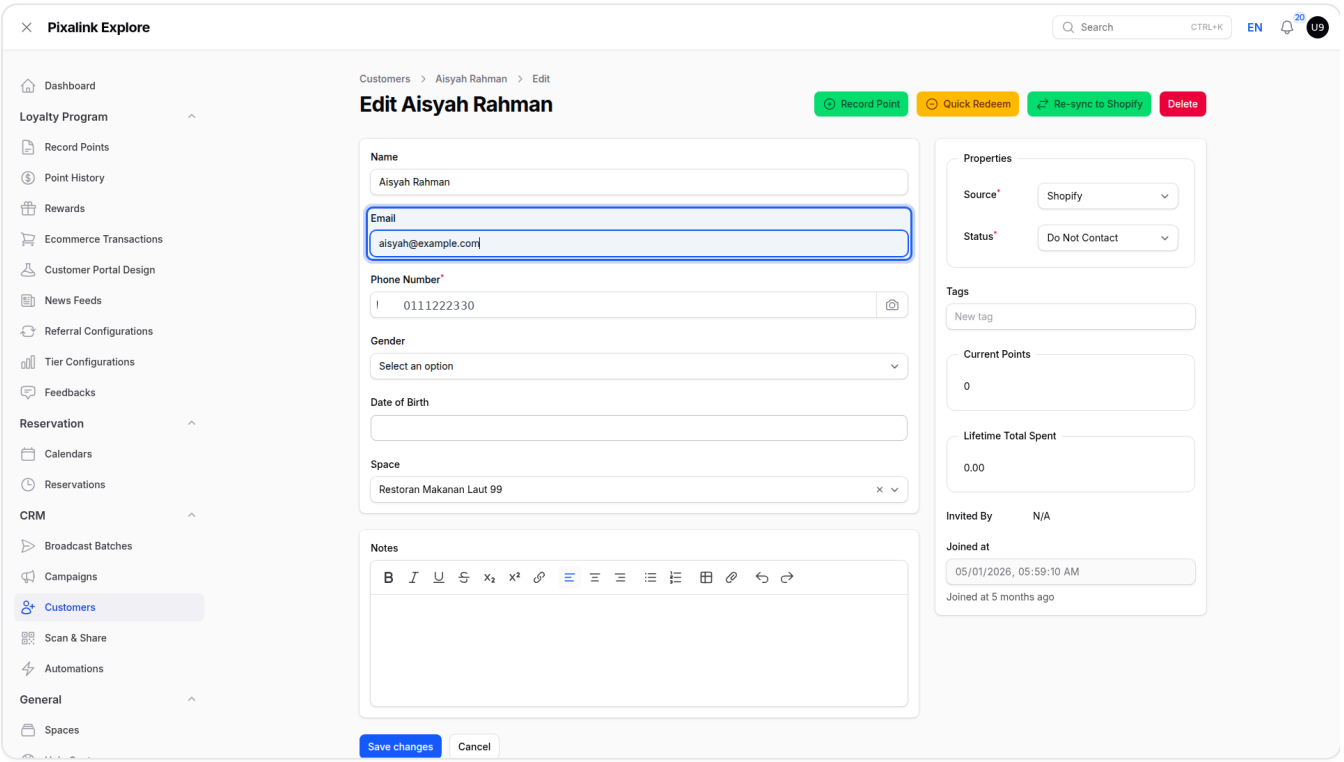
1. Open **Customers** and click **View** for the customer.



2. Click **Edit**.



3. Enter the customer's email address in **Email**. Use an address that is not assigned to a different Shopify customer.



4. Click **Save changes**.

If the customer is already linked to Shopify, saving the email automatically queues an update to their existing Shopify customer record.

Sync or retry manually when needed

5. Return to the customer's **View** page:
    - If the customer is **not linked to Shopify**, click **Sync to Shopify**. The sync searches Shopify by phone number, links the matching customer, and updates their email.
    - If the customer is **already linked**, use **Re-sync to Shopify** only when you need to retry or manually trigger the update.

After the sync finishes, the customer can log in to the Shopify shop with that email address. Their store credit remains attached to the original Shopify customer record.

Customer self-service and other options

- An **already-linked customer** can add their own email in the Pixalink customer portal under **Profile → Edit Profile**. Saving it triggers the same Shopify update.
- A customer who is **not linked** should ask the vendor to use **Sync to Shopify** after entering the email.
- You can also add the email directly in **Shopify admin**. Shopify's customer-update webhook can then update the matching Pixalink customer.

> **Important:** If the email already belongs to a different Shopify customer, stop and resolve the duplicate. Do not create another account; store credit belongs to the original Shopify customer ID.