

# 3DCART BATTLECARD

## EXECUTIVE SUMMARY

3dcart is a smaller player in the SMB space with a focus on native functionality including inventory, options, loyalty programs, ect. While there appears to be a lot under the hood, 3dcart lacks ease of use, modern templates, and native integrations to sales channels like Facebook, Amazon, Pinterest, Instagram. That leaves merchants with a clunky experience on their live site and daily management. In addition to having a steep learning curve, many 3dcart features serve a specific niche and don't always work well together.

## 3DCART STRENGTHS

- No transaction fees
- SaaS benefits (PCI compliance, uptime)
- Robust native functionality
- SEO features (client work required)
- Google AMP
- Support for 100+ payment gateways
- Data migration team in house
- Offers a POS system
- Discounts for charities and nonprofits
- Native "make an offer" (on Plus plan)

## 3DCART WEAKNESSES

- Bland outdated themes
- Difficult to use (Control Panel overwhelming and cumbersome)
- Clunky editor for basic CSS theme changes, no preview functionality
- Poor support
- API limited to two calls per second (leaky bucket method)
- Live chat isn't actually live (response time can be several hours)
- Limited number of staff users on lower level plans
- Some SEO features not turned on by default
- No CDN (content delivery network)
- No native faceted search
- No free SSL (have buy your own SSL certificate to enable sitewide HTTPs)

## 3DCART Pricing

Startup \$19/month (capped at \$10k in sales & 100 products)  
Basic Store \$29/month  
Plus Store \$79/month  
Pro Store \$229/month

## BigCommerce Pricing

Standard \$29.95/month  
Plus \$79.95/month  
Pro \$249.95/month  
Custom Enterprise pricing

## NOTEWORTHY BIGCOMMERCE WINS FROM 3DCART



# MAIN TALKING POINTS AGAINST 3DCART

WHAT	HOW	WHY
Responsive, customizable, modern sites	<ul style="list-style-type: none"><li>● Both BigCommerce and 3dcart offer over 100 free and premium mobile-friendly themes. But, while 3dcart offers a few modern paid themes, there's a major consensus that their themes feel dated and old-fashioned.</li><li>● 3dcart also lacks a robust theme editor to customize your theme:<ul style="list-style-type: none"><li>○ 3dcart's "editor" is limited to either basic CSS changes with no live preview or editing the template HTML code. Their "quick design bar" has limited capability and is buggy and unreliable.</li></ul></li></ul>	A fast site is important, but it shouldn't come at the expense of a beautiful site that converts shoppers into buyers.
Best-in-class, easy-to-use SEO	<ul style="list-style-type: none"><li>● BigCommerce default URLs (products, categories, and webpages) use a best-in-class format and are fully customizable.</li><li>● 3dcart default URLs are not as clean as they could be. (Default product URLs are /product-name_p_productSku.html)</li><li>● While you can customize your URLs, it's cumbersome and doesn't support file paths/folders, which helps search engines understand what is on the page. (For example, on 3dcart, everything is just .com/custom-info and not .com/category-name/product-name).</li><li>● 3dcart does not clearly show when a 301 redirect is created automatically, which can lead to mistakes that hurt your SEO.</li><li>● While both BigCommerce and 3dcart can use Google AMP, BigCommerce includes many more SEO features natively. This includes a CDN and Akamai Image Manager to boost site speed, which helps SEO by reducing bounce rates and increasing conversion.</li></ul>	SEO drives free traffic to your store. The SEO tools offered by 3dcart are difficult to set up and use. BigCommerce gives merchants better defaults and better easy-to-use tools that fully maximize SEO.
Superior support and services	<ul style="list-style-type: none"><li>● 3dcart tech support has a bad reputation based on reviews. Their forums and help center are dated and difficult to use.</li><li>● 3dcart's "live chat" isn't actually live. It can take several hours and in some cases more than a day to get a response back.</li><li>● Historically, BigCommerce support answers all calls well under two minutes, and nearly 90% of issues are resolved on the first call.</li><li>● 3dcart's in-house data migration team offers a cheap service that doesn't include 301 redirects to preserve existing SEO.</li><li>● BigCommerce's in-house catalog transfer team has helped over 20,000 stores migrate. BigCommerce offers both a managed transfer and a suite of apps for easier DIY transfers.</li></ul>	Running into a technical issue can be one of the most frustrating experiences in running a business. BigCommerce offers 24/7 phone, email, and chat support based in the US with additional local support for Australian merchants.



