

SHOPIFY BATTLECARD

EXECUTIVE SUMMARY

Shopify is one of the leading ecommerce platforms in the SMB space with a large merchant count. Known primarily for their ease of use and beautiful themes, Shopify is a well established and recognized brand that aims to play in the mid-market space with Shopify Plus. While at first glance Shopify appears to be an affordable solution, their heavy dependence on third-party apps and strong push for their own payment/POS systems (with penalties for using other solutions) makes their total cost of ownership less desirable. BigCommerce is a better fit for merchants looking to grow and scale their businesses with more native functionality, best-in-class partners, and no transaction fees.

SHOPIFY STRENGTHS

- Ease of use
- Beautiful, mobile-friendly designs
- Robust app store
- Multi-channel sales
- SaaS benefits, such as PCI compliance, security, 99.97% uptime
- Analytics (plus good integrations)
- Wealth of ecommerce content (blog, tools)
- Strong market presence and brand
- Offers product sourcing

Shopify Pricing

Basic \$29/month
Shopify \$79/month
Advanced \$299/month

+Transaction fees for external payment gateways ranging from 2% to .5%
+ Cost of apps to fill in feature gaps

SHOPIFY WEAKNESSES

- App fatigue (plus additional cost associated with apps)
- Penalties for not using their payment gateway
- Themes use their own coding language “Liquid”
- Limited customer group functionality (for non-Shopify Plus customers)
- Limited discounts/coupons without an app
- Limited number of product variants (limited app solutions)
- Heavy push for Shopify everything (POS, payments, shipping, ect.)
- No native solution for product dimensions for calculating shipping
- Limitations around editing an order (no great app solution)

BigCommerce Pricing

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

NOTEWORTHY BIGCOMMERCE WINS FROM SHOPIFY:



MAIN TALKING POINTS AGAINST SHOPIFY

| WHAT | HOW | WHY |
|--|--|---|
| The out-of-the-box functionality of BigCommerce can save merchants roughly \$6,000 - \$20,000 per year in app subscription costs, compared to Shopify. | <ul style="list-style-type: none"> To reach feature parity on Shopify it takes roughly 30 to 35 apps which covers a wide range of features such as promotions/discounts, product options, shipping, checkout/customer features, wish lists, gift wrap and faceted search. Many of these feature are basic table stakes such as editing an order, displaying shipping estimates on the cart page & allow customers to edit their name or email address. Shopify out of the box only supports dropdown menu options (imagine 3 drop down menus with no more than 100 possible combinations). Shopify also lacks related products & custom fields (aka meta fields). Adding these requires an app and modifications to your liquid theme files. | Relying on a lot of apps not only starts to add up in cost, but it can make running your store more complicated. This usually means different parts of your data lives in several places so you can't just easily updating everything in one place. Also cheaper apps can cut corners and make a mess of your data. |
| No transaction fees | <ul style="list-style-type: none"> Use your preferred payment gateway without paying any extra fees. Shopify transaction fees range from 2% to 0.5% (based on the plan) for not using their gateway. Shopify payments does not support merchants and can cancel processing for merchants deemed to be a risk. (There are reviews from merchants complaining about their payments being held.) | Save money and choose your own gateway to integrate with existing systems without penalty. |
| Easily launch built-in features, discounting, and segmentation | <ul style="list-style-type: none"> We offer over 70 different combinations of discounts/coupons supported natively. Shopify supports less than 25 combinations of coupons and no cart level discounts (ie. coupon code is required). Relies on third-party apps to fill in the gaps, which adds cost. Shopify has limited customer group features (merchants can filter customers and save that filter as a group and then use that group to restrict coupons). | Our best-in-class discounts and promotions are easy to set up and help increase sales. |
| Best in class SEO | <ul style="list-style-type: none"> Our default URLs (products, categories, and webpages) use a best-in-class format and are fully customizable. Shopify has clean URLs but they are not fully customizable. For example you can't remove "/collections/", "/products/", or "/pages/" from a URL. BigCommerce has the ability to edit Robot.txt. Shopify does not, which leads to complex workarounds in liquid theme files. | SEO drives free traffic to your store. BigCommerce brings you a better default and more flexibility to fully maximize SEO. |

