



Magento vs. Shopify

A Comparison Guide



Contents

The Importance of Choosing the Right Commerce Platform	3
Experience Driven Commerce	4
Plan for Future Growth, Today	5
Delivering and Managing Your Commerce Experience	6
Performance Considerations	7
Getting the Right Assistance When You Need It	8
Learn More	9



How Important is Choosing the Right Commerce Platform?

Finding the right digital commerce platform for your business can be a real game-changer. A flexible, all-in-one cloud solution will give you the power to deliver irresistible customer experiences, bring your vision to life, and drive phenomenal growth.

In this guide, we'll explore the five key areas you need to consider when shopping for a commerce platform.

Experience Driven Commerce

A winning customer experience is critical in today's market. Consumers want to buy experiences not products. With a flexible platform, you can customize your user experience and delight your customers. Don't choose a commerce platform that restricts and limits your creative freedom.



MAGENTO

- This flexible, open platform allows you to quickly bring to market the innovative, differentiated experiences that your customers demand.
- Pre-integrated modules from technology providers activate with a single click (e.g. payments, tax, shipping). You can choose from over 3,600 extensions in the Magento Marketplace.
- A large network of partners and developers provide additional resources to further your innovation, and help you create commerce magic.

SHOPIFY

- Shopify experiences are built using a standard set of templates. This limits your ability to innovate, making your store look like every other Shopify merchant.
- While some elements can be changed, certain Shopify experiences cannot be customized (e.g. the most important part: checkout.)
- Limited Extensibility and integrations with 3rd party solutions.
- Shopify has a much smaller network of partners and developers with limited global support.

Plan for Future Growth, Today

Choose a platform that can grow and evolve with your business. Don't let your commerce platform limit your future growth. Choose the solution that meets your needs and your customer's needs from day one.



MAGENTO

- This flexible, endlessly customizable platform does not limit what features and functions you can add in the future. Merchants retain full control over their Magento environment.
- The Magento Marketplace provides over 3,600 high quality, vetted extensions to quickly add and expand store capabilities, often with just one click.
- Magento integrates with a wide variety of third-party solutions (e.g. marketing automation), allowing you to integrate other digital tools to further enhance the customer experience.
- Whether you sell to businesses (B2B), direct-to-consumer (B2C), or both, Magento is engineered to support your commerce needs. Start with one channel and expand into the other without re-platforming or adding another niche commerce platform.

SHOPIFY

- Many successful merchants often quickly outgrow Shopify's basic plans and are then forced to upgrade to more expensive Shopify Plus plans.
- Features required by large and growing companies—such as order management, complex product catalogs, subsite functionality, etc.—are not supported.
- Few large, global companies use Shopify.
- Shopify was engineered for B2C, and not B2B, so their templates and apps are not capable of handling the complexity of B2B transactions and workflows.

Delivering and Managing Your Commerce Experience

Your commerce platform should enable you to build your commerce experience according to your business needs without limitations.



MAGENTO

- Merchants can quickly deploy and manage multiple sites, in multiple languages, accept multiple local payment methods, and interface with many global shipping providers, all under a single Magento instance and accompanying license.
- The Magento worldwide community of 60,000 developers and over 300 Solution Partners are constantly producing new, innovative solutions to further enhance Magento-powered sites.
- Easily add on capabilities via the large Magento Marketplace, with high quality, vetted extensions that enable merchants to quickly add and expand store capabilities, often with one click [over 3,600+ extensions available covering a wide variety of use cases and capabilities].
- The flexibility of Magento allows merchants to roll out their commerce experiences in phases and continually evolve their experiences over time.

SHOPIFY

- While Shopify announced expanded support for multiple languages, currencies, and localized payment methods, each instance can only support one language and currency. Multi-country or multi-brand merchants must purchase costly additional licenses for each country or brand.
- For aspects of their experience that can be customized, Shopify uses a proprietary coding language that has limited developer support. This makes finding developers to assist with projects and maintain sites much more difficult and costly.
- Shopify's smaller app marketplace means less coverage of use cases, requiring more custom coding and added costs.
- Shopify has limits on product attributes and catalog size, limiting its ability to service merchants with large and complex product sets or unique selling requirements (e.g. configurable goods).

Performance Considerations

Delivering great experiences 24/7 requires a platform that is robust, reliable, and scalable.



MAGENTO

- Global cloud infrastructure and services ensures 99.99% operational uptime and scalability no matter where customers are located. You can deploy your sites wherever your business operates. Magento Commerce runs on Amazon Web Services (AWS).
- Merchants retain total control over their Magento environments. Optimizations and integrations can be tailored to the specific needs and business goals of individual stores/branded sites.
- Powerful business user tools help larger, more complex stores save time and improve business agility.
- Magento powers 315,000 sites around the world with support and representation in all major geographies. Magento powers 70 of the top 500 companies on the Internet Retailer Top B2C eCommerce 500 list and 40 of the top 300 B2B customers on the Internet Retailer B2B eCommerce 300 list.

SHOPIFY

- Shopify's multi-tenant architecture means that peak demand on one merchant's store can degrade the performance of other Shopify stores, meaning yours.
- Shopify throttles the data exchanged between its core app and add-ons apps, which could significantly slow your site performance during high traffic periods, degrading the overall customer experience.
- Shopify's technology stack is locked down, leaving the merchant with no way to monitor, manage, or optimize site performance.
- Shopify powers 10 of the Internet Retailer Top 500 companies.

Getting the Right Assistance When You Need It

Merchants may require different levels of help when implementing, maintaining, and extending their commerce experiences.



MAGENTO

- A large global community of Solution Partners offers a vast range of design and implementation services with expertise in a wide variety of verticals, segments, and geographies. They're ready and willing to help you no matter what stage you are on in your digital commerce journey.
- With more than 260,000 developers worldwide, you can easily find resources to help with projects of all sizes.

SHOPIFY

- Shopify has just a small partner community, located mainly within North America, with less experience in implementing commerce experiences and providing merchant services.
- Shopify's use of the proprietary Liquid language leaves a limited pool of developers equipped to help on projects.

Learn More



Questions?

We've got a team of friendly commerce experts ready to answer them! We want to help you grow your business.

✉ **EMAIL**

inquiries@magento.com

🏠 **VISIT**

magento.com

📺 **SEE A DEMO**

MAGENTO.COM/SCHEDULE-A-DEMO

📞 **CALL**

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Stat Sources

1. 2018 Internet Retailer Top 1000 Report 2. 2017 Internet Retailer Top 300 B2B Report

About Magento Commerce

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at www.magento.com.