

# Magento



VS




# Shopify



## 01 A bird's eye view

- ✓ 250,000 Magento-based stores
- ✓ Ford, Coca Cola, Nike  
  
- ✓ \$1.7 billion total revenue in 2018



- ✓ 400,00 Shopify-powered stores
- ✓ Nescafe, Budweiser, The Economist  
  

- ✓ \$1.073 billion total revenue in 2018

## 02 Cost

- ✓ Community Edition charges from \$10 to \$250 per month, Enterprise Edition - from \$190



- ✓ Shopify plans start from \$29 and go up to \$299 monthly

## 03 Hosting

- ↓ choose the hosting on your own
- ↓ cheap hosting providers may be useless
- ↓ high demands to a hosting provider



- ↑ hosting is already included
- ↑ free domain name
- ↑ automatic backups

## 04 Ease of use

- ↓ complex interface
- ↓ requires knowledge of Prototype framework



- ↑ simple interface
- ↑ drag-and-drop nature

## 05 Integrations

- ↓ rough installation process
- ↑ vast collection of free & premium integrations



- ↑ installation is smooth and easy
- ↓ poor assortment of integrations

## 06 Design

- ↓ most themes look a bit outdated
- ↑ vast amount of free themes are provided
- ↑ you can customize every visible page element



- ↑ themes are stylish and modern-looking
- ↓ very few free themes
- ↓ poor customization options

## 07 SEO

- ✓ a lot of potential in terms of SEO



- ✓ a lot of potential in terms of SEO

## 08 Performance

- ✓ good performance
- ↑ more options to performance optimization



- ✓ good performance
- ↓ ways to enhance performance are few

## 09 Max store size

- ✓ up to 200,000 SKUs without any optimization
- ✓ up to 500,000 SKUs after scaling the platform



- ✓ up to 100,000 SKUs



Still have any questions regarding the best platform for your needs?

Contact us