







What to Look for in an eCommerce Platform:

The Top 6 eCommerce Platforms are BigCommerce, Shopify, WooCommerce, Magento, Squarespace, and Wix.

	 BIGCOMMERCE	 shopify	 WOO COMMERCE	 Magento® An Adobe Company	 SQUARESPACE	 WIX.com
Business Size	Any	Small – Medium	Small	Small to Medium	Small	Small
Open Source vs SaaS	SaaS	SaaS	Open Source	Open Source	SaaS	SaaS
Pricing	Standard: \$29.95/month Plus: \$79.95/month Pro: \$299.95/month	Basic: \$29/month Mid-tier: \$79/month Advanced: \$299/month Also, Shopify offers Shopify Lite for \$9/ month and Shopify Plus for large businesses	Free. However, hosting, domain, and plug-in fees vary by provider	Free. However, hosting, domain, and plug-in fees vary by provider.	Personal: \$12/month Business: \$18/month Basic Commerce: \$26/ month Advanced Commerce: \$40/month	Basic: \$23/month Business Unlimited: \$27/ month Business VIP: \$49/month
Features	<ul style="list-style-type: none"> Unlimited products Online store 0% transaction fees Page builder tool SEO marketing tools Customer Promotions and discounts Single-page checkout Abandoned cart saver Integrates with Amazon, eBay, Facebook, Instagram, and Google Shopping Theme and checkout customization Can integrate with brick & mortar store operations B2B capabilities International transactions and cross-border fulfillment Shipping Management Refunds & returns SSL Security 	<ul style="list-style-type: none"> Unlimited Products Online Store (w/ blog) Sales channels Manual order creation Discount codes Free SSL certificate Abandoned cart recovery Transaction fees (vary by tier) Gift cards Shipping discounts (discount varies by tier) Shipping management Fraud analysis 	<ul style="list-style-type: none"> Unlimited Products Built on WordPress Highly customizable More than 400 official extensions A large selection of themes Blog Can embed products and checkout on any page Reviews Any currency Accept credit cards with a processing system (transaction fees) Order management Email templates SEO via WordPress 	<ul style="list-style-type: none"> Unlimited items Page Builder Product recommendations Customer segmentation and personalization Instant purchase option Cross-selling, promotions, and discounts Integrate with payment processors (transaction fees) Order management Create customer reward offers Can support B2B 	<ul style="list-style-type: none"> Unlimited Products Custom Domain SSL Security SEO Templates Extensions Business Tier and up include professional email, premium integrations, customizable JavaScript and CSS, up to \$100 Google Ads Credits, promotional Pop-ups and Banners, fully integrated e-commerce, the ability to accept donations, and gift cards Additional features available for Commerce Tiers only 	<ul style="list-style-type: none"> Unlimited Products Customer Accounts Custom Domain Free Domain for 1 year Remove Wix Ads \$300 Ad Voucher Abandoned cart recovery Sell on social channels Features available for Business Unlimited and up include shipping management, order fulfillment, sell on marketplaces, USPS discounts, automated sales tax
Support	24 live chat, phone, email, community forums, online help center	24-hour chat, phone, community, online help center	Email support for products purchased on woocommerce.com, forums	24/7 phone and email support	24/7 twitter and email support, live chat (Monday - Friday), online help center, community forum	24/7 on-page editor support, email, community forum, phone, social media
Mobile Friendly?	Yes	Yes	Yes, but depends on the theme	Not inherently, needs a mobile-friendly theme	Yes	Yes
International	Yes	Canada, UK, Ireland, USA	Yes	Yes	Yes	Yes; multiple currencies available for Business Unlimited and up
Analytics	Yes	Yes, professional reports only available for mid-tier and advanced	Yes, with an extension	Yes	Yes, basic for Personal Tier, Business tier and up have Advanced Web Analytics	Custom reports available for Business VIP