



Magento vs. Shopify

Selecting the best commerce platform for your business.

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The importance of choosing the right *commerce platform.*

The right digital commerce platform can dramatically transform how you do business both online and offline. A fast, flexible, cloud-based solution delivers memorable customer experiences, streamlines your operational efficiency, and creates phenomenal growth opportunities.

This guide explores five key areas for consideration as you search for a digital commerce platform right for your business.

Experience-driven *commerce.*

In today's online marketplaces, consumers aren't just looking to buy products, they want to experience engaging, immersive shopping environments. To satisfy these experiential demands, your platform solution must be flexible enough to continually offer innovative brand interactions.

Magento

- IT-free features like a drag-and-drop Page Builder as well as Content Staging and Preview allow you to create and deploy the unique brand experiences your customers expect
- A vast range of native extensions are available from Magento technology providers, with over 3,600 options available via Magento Marketplace to manage payments, tax, shipping, and more
- Sell complex, configurable products while enabling shopping experiences like buy online and pick up in-store, pre-ordering, as well as ship from store
- Integrations with 3rd party digital tools like marketing automation systems, CRMs, and ERPs allow for additional customization and cohesiveness

Shopify

- Shopify environments are generated using rigid, standardized web templates which limit innovation, leaving you with a store resembling every other Shopify merchant
- Shopify extensibility and integrations with 3rd party solutions are less extensive than Magento
- While some experiential elements can be modified, several of the most important customer interactions can't be customized such as the checkout process

Plan for future growth, *today.*

Don't let a static commerce platform dictate your definition of a winning eCommerce experience. Search for a scalable solution with out-of-the-box features and functionality which satisfies the needs of your growing business from day one.

Magento

- The Magento platform is designed for endless customization without imposing any limits on the features and functionality you can implement in the future
- Magento is compatible with thousands of third-party solutions, allowing integration of additional digital tools which further enrich your customers' brand interactions
- Magento enables rapid expansion – whether your business focus is B2B, B2C, or both – with dedicated stores for your brands which can be centrally managed without re-platforming or creating additional niche commerce platforms
- Easily enable cross-border expansion with full out-of-the-box localization, multi-language, multi-site, multi-brand support, as well as integration with popular payment processors and shipping providers, all conveniently managed under a single instance

Shopify

- Many successful merchants find themselves quickly outgrowing Shopify's basic plans and are then forced to look for alternatives when scaling up and out
- Features required by large and growing companies including order management, complex product catalogs, and subsite functionality, aren't supported by Shopify
- Since Shopify is engineered for B2C use cases, their template-based approach is unable to handle the complexities of B2B transactions and associated workflows
- Very few companies operating multiple sites at a global scale rely on Shopify

Delivering & managing your *commerce experience.*

Delivering an unforgettable eCommerce experience is one part of the equation but deploying and maintaining it is another. A commerce platform should have a strong, feature-rich infrastructure capable of efficiently managing daily operations while actively supporting your brand expansion efforts.

Magento

- Merchants can deploy several multilingual sites, accept local payment methods, and interface with global shipping providers, all centrally managed under a single Magento instance and accompanying license
- Magento Marketplace offers a wide range of high-quality extensions and optimizations tailored to specific business goals, from payment and fulfillment to customer support and marketing
- The flexibility of Magento enables merchants to roll out their commerce experiences in phases and continually evolve their brand experiences over time
- Powerful features like Magento Business Intelligence and Magento Shipping significantly improve the operational agility of larger, complex businesses

Shopify

- While Shopify has expanded support for multiple languages and currencies, each instance supports only one language and currency, requiring additional costly licenses for multi-country or multi-brand merchants – each instance is also isolated and must be managed separately with its own database and content
- Shopify's smaller app marketplace means fewer, readily-available commerce solutions while some use cases may require additional custom coding, increasing complexity and time to market, assuming it's an area where Shopify even allows customization
- For customizable platform elements, Shopify uses a proprietary coding language with limited developer support, transforming site development projects – and even routine maintenance – into a difficult, costly process
- Shopify imposes limits on product attributes and catalog size, restricting its ability to service merchants with large, complex product sets or unique selling requirements such as configurable goods

Performance considerations.

You wouldn't race someone with an underpowered engine, so why would your commerce platform be any different? When driving into all-new business territory, you'll need a scalable eCommerce solution which offers reliability and resilience at both the local and global level.

Magento

- Magento powers more than 315,000 sites globally with representation across a variety of industry verticals including healthcare, beauty, home, fashion and apparel, electronics, sports, media, and more
- Magento powers 70 of the top 500 companies on the Internet Retailer Top B2C eCommerce 500 list¹ and 40 of the top 300 B2B customers on the Internet Retailer B2B eCommerce 300 list²
- Magento Commerce runs on Amazon Web Services, and with its Global cloud infrastructure ensuring 99.99 percent operational uptime and scalability, you can deploy sites no matter where your business operates
- Magento provides exceptional performance monitoring tools, letting merchants retain total control over their eCommerce environments with options to optimize and tailor their sites to specific business goals or deliver differentiated shopping experiences
- Powerful business intelligence tools are included with Magento Commerce which provide value-added insights to run your business efficiently

Shopify

- Shopify powers 10 of the Internet Retailer Top 500 companies
- Shopify's multi-tenant architecture means peak demand on one merchant's Shopify store can in turn degrade the performance of other Shopify stores – including yours
- Shopify's technology stack is locked down, leaving merchants with no way to monitor, manage, or optimize site performance, while data exchanged between its core app and add-on apps is throttled, potentially slowing site performance and degrading the customer experience during high traffic periods
- Shopify has basic reporting tools providing limited data analysis tools and insights

Getting the right assistance when you need it.

Implementing, maintaining, and expanding a successful eCommerce business is something few can accomplish on their own. For those times when you require support, it's important to have the right talent readily available to offer assistance.

Magento

- Magento is supported by the people resources of more than 260,000 developers worldwide who are continually generating new innovations and functionality and available to help merchants create compelling, differentiated digital commerce experiences
- A global community of Solution Partners, Technology Partners, and Community Insiders are available to address a wide variety of use cases and offer expertise in a range of services from site design, implementation, support, and merchandising to leveraging today's most innovative business technologies

Shopify

- Shopify's use of the proprietary Liquid language leaves a limited pool of developers equipped to help on projects and implement sites
- Shopify has a smaller partner community, located mainly within North America, with less experience in helping a wide variety of merchants launch and grow their eCommerce sites

Learn More

You have questions, we've got answers.

Helping you grow your business is our priority. Our team of friendly commerce experts is ready to answer any questions you might have.

Email: inquiries@magento.com

Visit: [Magento.com](https://www.magento.com)

See a demo: [Magento.com/Schedule-a-demo](https://www.magento.com/Schedule-a-demo)

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Sources:

1. *2018 Internet Retailer Top 1000 Report*

2. *2017 Internet Retailer Top 300 B2B Report*



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