



**KNOW
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E-COMMERCE CONFERENCE

Shopify vs Magento CE 2



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ECOMMERCE

The buying and selling
goods/services on the Internet.



Most used types: B2C & B2B

First e-shop in 1992.

(Book Stacks)

Amazon was launched in 1995.

Pandemic accelerated the market by 77%.

eCommerce sales will exceed \$1 trillion 2022.



Thousands of choices.

All share the basic functionalities.

But... fit better in different:

Industries.

Markets.

Locations.

The e-commerce platforms



Shopify is a pay monthly ecommerce service.



Magento 2 CE is an open-source platform.



Adobe Commerce Cloud

Both Shopify and Magento have flaws but provide exceptional functionality for your online business.

Shopify

- ④ Software as a service
- ④ Hosted
- ④ Subscription based
- ④ Transactional fees

Magento CE 2

- ④ Open-source platform
- ④ Not hosted
- ④ No transactional fees

Both have flaws but provide exceptional functionality for your online business.



Shopify

- ④ No required development skills
- ④ Thousands of apps
Extensions/plugins.
- ④ Hundreds of premium themes
- ④ Easy & modern admin interface
- ④ Scalable to the moon!
- ④ SEO friendly
- ④ Professional support

Magento CE 2

- ④ Multiple stores/warehouses
- ④ Ideal for complex pricing
- ④ Integration with any 3rd party API
- ④ Limitless customisation
- ④ Huge community*

Shopify

- ④ Extra fees per sale
- ④ Limited extensibility and connectivity with 3rd party services
- ④ Some themes are quite expensive
- ④ Total cost of apps could rise monthly cost significantly
- ④ Limited reporting
- ④ Not easy to migrate to an alternative platform

Magento CE 2

- ④ Not a good choice for small eShops
- ④ Longer development process
- ④ More bugs (vs Shopify)
- ④ Performance optimisation is tricky
- ④ Larger technical footprint (requires more resources)
- ④ Customised themes are more demanding and costly
- ④ Supported by (a huge) community*
Less secure
- ④ Adobe has already launched a “Shopify” version of Magento

Make sure that you pick a partner that has expertise on the platform of your choice.





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