

Magento Vs Shopify

Know What Works for You!



Ecommerce Platforms Enabling
Individuals & Businesses to Go Online



- FEATURES -

- ✓ Inventory Management
- ↑ Larger Pool of Themes & Templates
- ↑ Greater Number of Apps & Add-ons
- ↑ Multi-lingual Capabilities
- ↓ Blogging Functionality via Plugins



- ✓ Inventory Management
- ↓ Limited Pool of Themes & Templates
- ↓ Lesser Number of Apps & Add-ons
- ↓ Doesn't Allow Multi-lingual Directly
- ↑ Blogging Functionality an Integrated Feature

- EASE OF USE -

- ↑ Simple Interface
- ↓ Installation & Set-up is Complex
- ✗ Hosting is Required
- ✓ More Flexibility Due to Open Source Nature



- ↑ Simple Interface
- ↑ Easy Installation / Set-up
- ✓ Hosting is Included in Shopify package
- ✗ Closed Platform with Restricted Flexibility

- SUPPORT -

- ✗ No Support in Community Edition
- ↓ Deal-with-it-Yourself
- ↑ Community Support from other Developers
- ↓ Vendor Support only in Enterprise Edition



- ✓ 24 x 7 Support Availability
- ↑ Communicate via Email, Phone & Chat
- ↑ Powerful Support Center Answers All Queries
- ↑ Peace of Mind at all Times

- HOSTING & SECURITY -

- ✗ Set-up Your Own Hosting
- ↓ Cheaper Packages Might Not Help
- ↓ May Require a Dedicated Server & CDN
- ↑ PCI Certified & SSL Security Support



- ✓ Takes Care of Hosting
- ✓ Free Domain Name
- ↑ SSL Certificate & Level 1 PCI Compliance
- ↑ Automatic Backups

- MARKETING -

- ↑ Enriched with SEO Features
- ✗ Absence of Social Media Properties
- ↑ Comprehensive Newsletter Subscription
- ↑ Built-in Extensive Promotion Options
- ↑ Analytics & Statistics - Detailed Reports



- ↑ Enriched with SEO Features
- ✓ Social Media Flexibility
- ↓ Ordinary Newsletter Subscription Service
- ↓ Promotion Options are Limited
- ↑ Simple & Easy Analytics Reports

- COST & PRICING -

- ↑ Free Community Edition
- ↓ Domain • (Hosting May Cost \$5-\$100/Month)
- ✓ Enterprise Edition Costs \$18000/Year
- ↓ Transactional Fees as per Payment Gateway Use
- ↑ Paid Themes Are Available as Low as \$1



- ↑ No Set-up Fees. Trial Option Before Buying
- ✓ Plans Starting From \$9-\$299/Month
- ↑ No Bandwidth Fees
- ↑ Default Gateway. Any Specific is Chargeable
- ↓ Paid Themes Are Expensive Starting \$80

Final Word

Magento is an open source platform offering more flexibility. Complete control to create eCommerce site the way you wish

Built-in marketing functionality is superior. More apps that can be used for additional functionality

Absence of support with Community edition. If you need it must, then purchase the Enterprise edition

Shopify is easy to use solution. Saves you the time and the hustle so you don't have to think about hosting

Provides you with amazing support via phone, email & chat. Available round the clock

Closed platform so no customization. Also, not many apps on the App Store.