

eCommerce Platform Comparison



	WooCommerce	Magento	Shopify	ShopifyPlus	Adobe Commerce
Ratings					
Ease of use	9/10	9/10	10/10 ★	10/10 ★	8/10
Design & customisation	10/10 ★	10/10	8/10	9/10	10/10
SEO capability	10/10 ★	10/10	10/10	10/10	10/10 ★
Product variations	9/10	10/10 ★	10/10	10/10	10/10
Cart & checkout	9/10	10/10	10/10 ★	10/10 ★	10/10
Payment options	10/10 ★	10/10	9/10	9/10	10/10 ★
CMS capability	10/10 ★	7/10	9/10	9/10	9/10
Shipping settings	9/10	10/10 ★	10/10	10/10 ★	10/10 ★
Tax settings	9/10	10/10 ★	10/10 ★	10/10	10/10
Import/export functionality	10/10	10/10	10/10	10/10	10/10 ★
Promotional tools	8/10	9/10	9/10	10/10	10/10 ★
Total of average score	8/10	9/10	9/10	9/10	10/10

Recommendations					
SKU limit	10k	100k	50k	Unlimited	Unlimited
Orders per day limit	500	2.5k	2.5k	Unlimited	Unlimited
Sessions per day limit	Hosting dependant	Hosting dependant	Unlimited	Unlimited	Unlimited
Multistore	✗	✓	✗	✓	✓
Inventory locations	Single	Multiple	Single	Multiple	Multiple
ERP integration limit	Simple	Complex	Simple	Complex	Complex

Proposition					
Framework	Open Source	Open Source	Proprietary	Proprietary	Proprietary
Pricing (per month)	Free	Free	£29.99	from £2k	from £2.7k
Targeted persona / business size	Small/Medium	Medium	Small/Medium	Medium/Large	Large/Enterprise
Hosting included	✗	✗	✓	✓	✓
Direct transaction fees	✗	✗	✓	✓	No
Stores powered	3.86m	170k	4.4m	14k	9k
Stores powered (of top 1m sites)	3%	0.88%	2.36%	0.37%	0.15%
Customer Support	✗	✗	✓	✓	✓
TTM	Short	Medium	Short	Medium	Long
TCO	Low	Medium	n/a (SaaS)	n/a (SaaS)	Medium/High
Maintenance & upgrades	Manual	Manual	Automatic (SaaS)	Automatic (SaaS)	Manual

Features					
Segmentation / personalisation	✗	✗	Limited	Limited	Yes
Channel integration (Amazon/eBay)	Requires plugin	Requires plugin	Requires plugin	Requires plugin	Requires plugin
Multi-language capability	✓	✓	✓	✓	✓
Multi-currency capability	✓	✓	✓	✓	✓
API access	✓	✓	Limited	✓	✓
Reporting	Simple	Semi-advanced	Semi-advanced	Advanced	Advanced
Abandoned cart	Requires plugin	Requires plugin	✓	✓	Requires plugin
Gift cards	Requires plugin	Requires plugin	Requires plugin	Requires plugin	Requires plugin
Advanced search	Requires plugin	Requires plugin	Limited	Limited	✓
AI search	✗	✗	✗	✗	✓
Product recommendations	Requires plugin	Requires plugin	Requires plugin	Requires plugin	✓
Visual merchandising	Requires plugin	Requires plugin	Requires plugin	Requires plugin	✓
Email marketing (built-in)	✗	✗	✓	✓	✗
Email marketing (built-in)	✗	✗	✓	✓	✗
Staff accounts	Unlimited	Unlimited	Limited	Unlimited	Unlimited