

Ecommerce Platform Comparison Chart

Small-to-Medium Sized Businesses



	BigCommerce	Shopify	Magento
Hosting Included	✓	✓	
24/7 Support Included	✓	✓	
Level 1 PCI Compliance Included	✓	✓	
Proprietary Payment Processor		✓	
Proprietary POS		✓	
Transaction Fees*		✓	
Email Marketing Integrations	✓	✓	✓
Display pricing in Multiple currencies	✓	Requires 3rd party app	✓
Bundled Products	✓	Requires 3rd party app	✓
Easy to use Theme Editor	✓	✓	✓
Custom Fields	✓	Requires 3rd party app	✓
Wishlists	✓	Requires 3rd party app	✓
Unlimited Products	✓	✓	✓
Quantity Based Price Breaks	✓	Requires 3rd party app	✓
Customer Group Pricing (Wholesale)	✓	Requires 3rd party app	✓
Abandoned Cart Saver	✓	✓	
Order Editing	✓	Requires 3rd party app	✓
Native Credit Card Vaulting	✓		✓
Cross-Sell Products	✓	Requires 3rd party app	✓
Up-Sell Products	✓	Requires 3rd party app	✓
Downloadable Products	✓	Requires app	✓
Product Tags	✓	✓	✓
Product Image Zoom	✓	✓	✓
Product Video	✓	Requires 3rd party app	✓
Up to 600 Product Variants	✓		✓
Multiple Option Types	✓	Requires 3rd party app	✓
Coupon Codes	✓	✓	✓
Cart Level Discounts	✓	✓	✓
Automatic Software Updates	✓	✓	✓
Support for Product Dimensions	✓	Requires 3rd party app	✓
Fully Customizable URLs	✓	Limited Customization	✓
Access to Edit Robot.txt	✓		✓
Unlimited Staff Accounts	✓		✓
Full Customizable Checkout	✓		✓
Native Multi-Channel Selling	✓	✓	✓

* Additional fee ranges from 2% to 0.5% on Shopify for merchants not using Shopify Payments.

* Shopify Plus merchants have a 0.15% transaction fee for not using Shopify Payments.