

Don't be fooled by marketing hype.

It costs roughly \$6,000 - \$20,000 more per year for Shopify store owners to achieve feature parity with the out-of-the-box functionality of BigCommerce.

You do the math. Here's everything Shopify charges you for that BigCommerce doesn't.

Functionality	Price on Shopify
Product shipping dimensions	\$228 - \$1,200
Related product recommendations	\$108 - \$2,000
Quantity breaks	\$180 - \$1,200
Expanded customer info gathering forms	\$72 - \$840
Swatch options	\$60 - \$120
Ability to hide out-of-stock products	\$108
Simple email marketing capabilities	\$0 - \$60
Custom form fields	\$0 - \$230
Low / out-of-stock notifications	\$0 - \$180
Low stock levels on live store	\$0 - \$120
"Customers also purchased..." feature	\$60 - \$70
Other product option selection buttons	\$96 - \$180
Faceted search	\$3,000 - \$6,000
Discounts (BOGO, cart-level, etc.)	\$228 - \$1,200
Ability to edit placed orders	\$228
Ability for customers to edit account info	\$72-\$360
Calculates shipping rates on the cart page	\$60-\$70
Basic bundling	\$120-\$300
Wishlist capabilities	\$0-\$590
Product pre-order	\$0-\$590
Show product CTAs, post order	\$72
Checkout checkbox terms	\$60
Product quick view	\$0-\$600
Product comparisons	\$60
Product cost / ability to calculate profit	\$60-\$360
Bulk 301 redirect import	\$0-\$60
Customer group discounting	\$360
Image optimisation / resizing	\$480
Category / Sub-category structure	\$120
Gift wrap and ship to multiple addresses	\$360-\$600
Reorder functionality	\$0-\$360
Digital products	\$0-\$180
Customer credit	\$100-\$780
Login to view price	\$288

All prices in US Dollars and exclusive of GST. Billed monthly.



A superior ecommerce platform.

As told to BigCommerce by Sabina King, Co-Founder & CEO at Veppo.

75%

reduction in time managing customer service on BigCommerce vs. Shopify

3x

reduction in cost to run store on BigCommerce vs. Shopify

\$40k

spent to switch to Shopify, moved back to BigCommerce for \$0 in 4 months

What we quickly found is that both Shopify and Shopify Plus rely very heavily on third- party apps to provide many essential functions.

In comparison to other platforms, Shopify Plus's built-in features are severely lacking. This forced us to install dozens of monthly subscription apps and figure out how to make them all work together. Our customers were left with a negative experience, and our business suffered greatly.

After spending \$40,000 to transfer to Shopify, thousands of hours of company time, and months of organising and reworking, we moved back to BigCommerce four months later.

Throughout our trials and tribulations, we discovered that BigCommerce has the most integrated system available designed for an exceptional customer experience.

Manual work on Shopify is automated on BigCommerce

At Veppo, we require several features that are efficient and user-friendly. BigCommerce was superior across the board, which includes features such as:

- **Customer credits:** BigCommerce has integrated customer credits in such a way so customers can easily apply credit to their order with a single click. Shopify Plus, on the other hand, uses a gift card system through which customers personally have to keep track of their gift code to utilise their credit. Since it is not automatically reflected in their account, our representatives had to keep track of those credits.
- **Back-end usability:** The user-friendly BigCommerce dashboard enables us to quickly check the status of orders, sales, and order origination. Shopify Plus didn't offer this capability, forcing us to manually count orders, customers or products.
- **Customer reorder ability:** Our most loyal customers consistently repurchase a previous order. With BigCommerce, they can simply log in to their account and reorder with the push of a button. This capability was not available on Shopify Plus.
- **Integrated upsell in-cart popup:** The ability to recommend additional products is integrated in most themes on BigCommerce. When a customer adds a product to their cart, a pop-up confirms the addition and recommends more products which helps increase average order value and revenue. With Shopify, you need there's only an app for that!

Learn more at bigcommerce.com

