Ecwid vs Shopify

Shopify may seem cheaper and easier at first glance, but merchants are often locked into their ecosystem and faced with transaction fees and additional apps.

Feature	Ecwid	Shopify
Omnichannel Selling	✅	✅
Free Subscription Plan	✅	❌
Global Selling	✅	❌
Site Builder Compatible	✅	❌
Ease of Use	✅	❌
Core Features	✅	❌
Zero Transaction Fees	✅	❌

Ecwid vs shopify

Omnichannel Selling
Ecwid and Shopify have similar functionality and enable merchants to sell on social sites and marketplaces like Facebook, Instagram, Amazon, and eBay.

Free Subscription Plan
Shopify only offers a 2 week free trial before merchants are required to upgrade to a paid plan. Ecwid's forever-free plan comes with tons of features at no additional cost.

Global Selling
Shopify's language capabilities are limited, reliant on 3rd-party apps and manual translations. Ecwid has over 50 built-in languages and multi-language capability.

Site Builder Compatible
Shopify only works on its own platform, so merchants are limited to their site builder. Ecwid plugs into any CMS or builder, including WordPress and Wix.
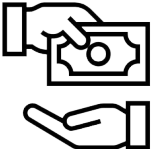
Ease of Use
Shopify is relatively straightforward but can require more advanced skills to set up, particularly when it comes to design. Ecwid gets merchants set up in minutes, no developer or coding knowledge required.

Core Features
A large number of Shopify's features are through app integrations at an additional cost. All of Ecwid's main features are built into the core platform. Apps are available as enhancements, but are not necessary.
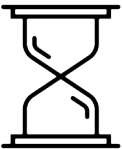
Transaction Fees
Shopify requires merchants to use their payments system or pay a 2% transaction fee. Ecwid doesn't charge any transaction fees, and allows merchants to select from over 40 international payment gateways.

Ecwid vs WooCommerce

WooCommerce is difficult for the average user, requiring additional hosting, development, and plugins -- too complex for most small and medium businesses.

	Ecwid	WooCommerce
Cloud-Based	✅	❌
Ease of Use	✅	❌
Data Security	✅	❌
Automatic Updates	✅	❌
Loading Speed	✅	❌
Native Omnichannel Selling	✅	❌
Site Builder Compatible	✅	❌

Ecwid vs WOOCOMMERCE

Cloud-Based
It is difficult to back up stores on WooCommerce, often requiring third-party resources. As a hosted cloud solution, Ecwid backs up all store data and provides a backup storefront in case a site goes down.

Ease of Use
WooCommerce is difficult for beginners, and most merchants need a developer to set up, maintain, and update their store. Ecwid helps anyone easily set up their store - no developer or technical knowledge required.

Data Security
WooCommerce stores are not secure by default, so merchants rely on their host and additional security features. Ecwid is a PCI DSS Level 1 Service Provider, ensuring all payment and transaction data is secure.

Automatic Updates
Merchants have to manually update their stores and plugins with WooCommerce. Ecwid's automatic updates mean no disruption to stores, and no worrying about manual downloads or security patches.

Loading Speed
WooCommerce requires stores to upgrade to more expensive hosting to increase their loading speed. Ecwid handles the server load, so stores load quickly every time regardless of the number of products.

Native Omnichannel Selling
WooCommerce requires third-party plugins (typically at a cost) for many features and sales channels. Ecwid has built-in integrations for social media and marketplaces like Facebook, Instagram, and Amazon.

Site Builder Compatible
WooCommerce only works with WordPress, locking merchants into their platform. Ecwid integrates seamlessly with WordPress - along with any other CMS or website builder.

Ecwid vs BigCommerce

BigCommerce has advanced but expensive functionality that makes sense for large enterprise companies, but not most small and medium businesses.

	Ecwid	BigCommerce
Free Subscription Plan	✅	❌
Store Management App	✅	❌
Site Builder Compatible	✅	❌
Ease of Use	✅	❌
Built-in Integrations	✅	❌
Marketing Automation	✅	❌

Ecwid vs BIGCOMMERCE

Free Subscription

BigCommerce only offers a 2 week free trial. Plans are more costly, and set limits on annual sales before requiring an upgrade. Ecwid's forever-free plan comes with tons of features at no additional cost.

Store Management App

BigCommerce offers a basic mobile app with limited store management capability. Ecwid's easy-to-use store management app for iOS and Android lets merchants manage their store and sales on-the-go.

Site Builder Compatible

Merchants with an existing website are forced to restart the process when getting started with BigCommerce. Ecwid merchants can seamlessly integrate their existing site and retain their SEO and investment.

Ease of Use

Building a site and store with BigCommerce can be a long process, and customizations often require a developer. Ecwid is designed to help anyone easily set up their store - no developer or technical knowledge required.

Built-in Integrations

BigCommerce has limited built-in sales channels, and 3rd party integrations tend to be clunky. Ecwid has built-in integrations with sales channels, advertising tools, payment gateways, point-of-sale, and more.
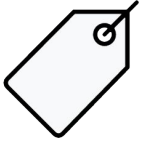
Marketing Automation

30% of e-commerce revenue comes from abandoned cart recovery emails. BigCommerce offers marketing tools like this on their top tier plans at nearly $80/month, while Ecwid's start at $35/month.
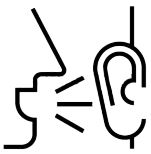
Ecwid

The best part? Ecwid is designed for partners.

White label branding lets you offer e-commerce wholly under your own brand. It's your e-commerce, your price, and your billing -- plus the power and security of Ecwid.

Prefer a co-branded solution? It's your e-commerce, powered by Ecwid. Take advantage of Ecwid's library of collateral and support articles to promote your new e-commerce platform.

Refer your customers to Ecwid and earn commission on their paid plans for the lifetime of each store. It's a simple and low maintenance partnership that still greatly benefits you.

With our reseller partnership, you receive wholesale pricing on Ecwid plans that you can then resell at whatever price you choose. Offer e-commerce as a standalone service, or bundle it with your other offerings.

Create a custom solution for your business with our Partner API. Integrate your system directly with Ecwid and enjoy benefits like automated account provisioning, single sign on for customers, and custom payment methods.
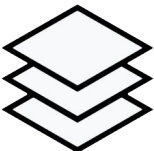
Our partner program has flexible levels and add-ons so you can find the perfect fit. Get started with the basics, or add things like a custom domain or a branded WordPress plugin. Just contact us to get started!