



PLATFORM & TECHNICAL

Pricing Model	By Annual Revenue	By # of Staff Accounts	By # of Products/Visits	By # of Products/Bandwidth
Transaction Fee	no	if using 3rd party payments	no	no
PCI Compliant	yes	yes	yes	yes
API Available	yes	yes	yes	yes
Email Hosting	no	no	yes	no
Sitewide HTTPS	yes	yes	no	yes
Personal SSL Certificate	free	free	for purchase	for purchase
Multi-Currency	yes	yes	yes	no
Multi-Language	limited	yes	yes	yes
301 Redirects	yes	limited	yes	yes
Edit Robots.txt	yes	no	yes	yes
Block IP Addresses	no	limited	yes	yes
3rd Party App Store	yes	yes	yes	yes
24/7 Technical Support	yes	yes	yes	no
Knowledge Base	yes	yes	yes	yes
Support Forum/Community	yes	yes	yes	yes

DESIGN & FRONT-END

Ease of Theme Customization	fair	good	good	fair
Theme Editing without Coding	good	good	fair	fair
HTML/CSS Theme Customization	full offline, limited online	full	full	full
Design Support	partners, forums	partners, forums	partners, forums	partners, forums, tech support
Responsive (Mobile Friendly) Themes	yes	yes	yes	yes
Homepage Carousel	yes	yes	yes	yes
Customize Outbound Emails	limited	yes	yes	yes
Customize Error/Success Messages	no	no	yes	no
Custom Landing Pages	yes	yes	yes	yes
Custom Forms	no	coding required	yes	yes
Force Login to View Price/Buy	limited	3rd party app	yes	yes
Social Media Sharing/Bookmarking	yes	yes	yes	yes

CONTROL PANEL

Reports/Analytics	limited (paid available)	limited by plan	yes	yes
Sales Tax Reporting	limited	yes	limited	limited
Multi-Store from Single Account	no	no	no	yes
User Roles (for CMS)	yes	yes	yes	yes

CATEGORIES, BRANDS & SEARCH

Product Comparison	yes	3rd party app	yes	yes
Define Product Sorting	yes	yes	yes	yes
Customer Chooses Product Sorting	yes	coding required	yes	yes
Dynamic Categories (Sale, Free Shipping, etc)	no	no	yes	no
Faceted Search/Attribute Filtering	some plans	some plans	extra cost	yes
Category/Brand Banners	yes	yes	yes	yes
Custom Meta Titles & Descriptions	yes	yes	yes	yes
Search synonyms	limited	no	no	yes



PRODUCTS & MERCHANDISING

Import/Export Products	yes	yes	yes	yes
Product Options/Variants (size, color, etc)	yes	yes	yes	yes
Inventory Management	yes	yes	yes	yes
Backorders	no	coding required	yes	yes
Pre-Orders	yes	coding required	no	yes
Digital Products/Downloads	yes	3rd party app	yes	yes
Custom Fields	limited	no	yes	yes
Product videos	yes	no	yes	yes
Cross-Selling (related products)	yes	3rd party app or coding	yes	yes
Up-Selling	3rd party app	3rd party app	yes	yes
Bulk quantity pricing	yes	3rd party app	yes	yes
Back In Stock Notification	3rd party app	3rd party app	yes	yes
Bundles/Kits	no	3rd party app	no	yes
Gift Certificates	yes	yes	yes	yes
Product Flags (Sale, New, etc)	some themes	some themes	yes	yes
MAP Pricing	no	coding required	no	yes
Limit product shipping to certain regions	no	no	no	yes
Recurring Billing/Subscriptions	3rd party app	3rd party app	no	yes
Product-Specific Shipping Rates	yes	yes	yes	yes
Product Reviews	yes	3rd party app	yes	yes
Product Q&A	3rd party app	3rd party app	yes	yes

PAYMENTS

Choice of Payment Gateways	40+	50+ with transaction fee	100+	50+
Apple Pay	yes	no	no	no
Pay with Amazon	yes	yes	yes	yes
Paypal	yes	yes	yes	yes
Google Checkout	no	no	no	yes
Bitcoin Payments	no	yes	yes	no

SHIPPING

Real-Time Shipping Quotes	yes	some plans	yes	yes
Flat-Rate Shipping Quotes	yes	yes	yes	yes
Add Handling/Insurance	Handling Only	Handling only for real-time	yes	yes
Print Shipping Labels	yes	yes	yes	3rd party app
Multiple Warehouses for Shipping	3rd party app	no	yes	yes
Dropshipper Support	3rd party app	3rd party app	yes	yes
Fulfillment by Amazon	no	yes	yes	no

ORDER PROCESSING & MANAGEMENT

Import/Export Orders	export only	export only	export only	yes
Custom Order Statuses	limited	no	no	yes
Order Quotes	no	limited	no	yes
Online Returns	yes	no	yes	yes
Fraud Prevention	3rd party app	limited, 3rd party app	yes	no
Set Minimum Order Amount	no	wholesale only on some plans	yes	yes
POS/In-Store System	3rd party app	yes, extra fee	yes	no
Company/Business Ordering	no	yes	no	yes



CUSTOMERS

Customer Accounts	yes	yes	yes	yes
Import/Export Customers	yes	yes	yes	yes
Customer Relationship Manager (CRM)	no	no	yes	no
Customer Groups	yes	limited	yes	yes
Saved Payment Methods	no	no	no	yes
Saved Carts	cookie-based	cookie-based	yes	yes
Store Credit	yes	yes	yes	no
Gift Registry	3rd party app	3rd party app	yes	no
Wish Lists	yes	3rd party app	yes	yes
Login with Facebook	3rd party app	3rd party app	no	yes
Associate Salesperson with Customers	no	yes (tags)	no	yes

MARKETING & PROMOTIONS

Coupons	yes	yes	yes	yes
Discounts (no coupon required)	yes	no	yes	yes
Email Marketing	3rd party app	3rd party app	yes	3rd party app
Mailchimp Integration	yes	3rd party app	yes	yes
Constant Contact Integration	yes	3rd party app	no	yes
Abandoned Cart Saver	yes	yes	yes	yes
Loyalty/Rewards Program	3rd party app	3rd party app	yes	yes
Affiliate program	3rd party app	3rd party app	yes	yes
Group Gift Certificates/Coupons	no	no	yes	yes
Daily Deals	3rd party app	3rd party app	yes	no
Referral Codes	no	no	no	yes
Autoresponder Emails (custom)	3rd party app	3rd party app	yes	yes
Store Testimonials	3rd party app	3rd party app	yes	yes

SEARCH ENGINE OPTIMIZATION

Custom Meta Titles & Descriptions	yes	yes	yes	yes
SEO-Friendly URLs	yes	yes	yes	yes
XML Sitemap	limited	limited	yes	yes
Rich Snippets/Microdata	yes	yes	yes	yes
Blog	limited	yes	yes	yes
Google Trusted Stores	yes	3rd party app	yes	yes

OFFSITE SELLING & CHANNELS

Sell on Google Shopping	limited	3rd party app	limited	yes
Sell on Comparison Shopping websites	3rd party app	3rd party app	3rd party app	yes
Sell on Amazon	yes	yes	limited	no
Sell on Ebay	yes	3rd party app	3rd party app	yes
Sell on Facebook	yes	yes	yes	yes
Sell on Pinterest	yes	yes	no	no

MISCELLANEOUS

Wholesale Selling	limited	yes	yes	yes
Live Chat	3rd party app	3rd party app	yes	3rd party app
Accounting System Integration	yes	3rd party app	yes	yes
Google Analytics Integration	yes	yes	yes	yes
Google Tag Manager Integration	yes	yes	yes	no