





















Ecwid **VS** BigCommerce

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

		
 Fast Implementation		
 Store Management App		
 Site Builder Compatible		
 Ease of Use		
 Built-in Integrations		
 Marketing Automation		

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» **FAST IMPLEMENTATION**

Getting started with a BigCommerce store requires a lot of manual work with no demo products, covers, or automation included— only placeholders and instructions. Ecwid by Lightspeed stores do the work for you and have been awarded for the shortest go-live time out of all e-commerce platforms.



» **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 \$39/month.