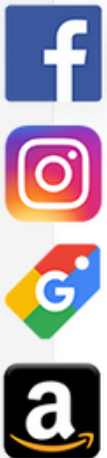
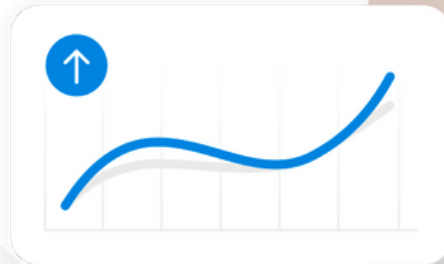


How Does Ecwid By Lightspeed Compare?

Partner's Playbook



Buy now



How Does Ecwid Compare?

We'll get your customers selling online quicker than anyone

We know we aren't the only ecommerce platform out there, and we're grateful you've chosen to partner with us. We also know that your customers will likely shop around before they decide on an ecommerce platform to launch their online store.

To help you encourage these undecided customers to sign up and join your platform, we've compiled some helpful information comparing Ecwid with some of the other ecommerce platforms out there, as well as why Ecwid is the premier ecommerce platform on the market today.

Ecwid's advantages come down to being the easiest platform for small businesses to use, plain and simple. There are three key reasons why this is true:

1. It's easy to use

Merchants don't need specialized skills or a background in development to get their store up and running. In fact, the Ecwid platform was chosen for the "Fastest Implementation" and "Easiest Setup" awards for ecommerce platforms by G2, which underscores how quick and easy it is to use Ecwid.

2. It works with everything

Unlike our competitors, Ecwid ecommerce can be added to any existing website and builds off of the brand success your merchants have already achieved. You can use whatever payment methods and gateways you'd like, too, no matter where you are in the world.

3. There are no hidden costs

Ecwid doesn't charge you to add extensions or skim money off of your revenue through transaction fees like some of our competition. All of the core functions you and your customers need are built right into the Ecwid platform.

Now that we know why Ecwid is the market leader, let's start with some competitor comparisons, which you'll find below.



Ecwid vs. Shopify

Both Ecwid and Shopify offer omnichannel selling, meaning we enable your merchants to sell their products and services on different channels like their own website as well as Facebook, Instagram, Amazon, and eBay.

But that's where the similarities end. At first glance, Shopify may seem cheaper and easier to get started with. But the truth is, once they launch an online shop with Shopify, many merchants get locked into Shopify's ecosystem and are faced with significant transaction fees.

In fact, Shopify only works on its own platform, meaning merchants are limited to Shopify's site builder. And a large number of Shopify's "features" are only available through app integrations – at an additional cost, of course. And Shopify requires merchants to use its payments system or pay a 2% transaction fee.

Ecwid, meanwhile, plugs into any CMS or site builder, including WordPress and Wix. And all of Ecwid's main features are built into the core platform, and apps are available as enhancements, but are not required for a shop to function. And Ecwid doesn't charge any transaction fees and allows merchants to select from more than 40 international payment gateways.

Getting started with a Shopify store requires a lot of manual work for your customers, with no demo products, covers or automation included – only placeholders and some instructions. Ecwid stores do all of this work for your merchants and have been awarded for the shortest go-live time out of all ecommerce platforms.

Shopify's language capabilities are quite limited and rely heavily on third-party apps and manual translations. Ecwid, on the other hand, has over 50 built-in languages as well as multi-language capabilities for your merchants that sell in multiple countries or regions.

Using Shopify is somewhat straightforward but often requires more advanced skills to set up, particularly when it comes to the design of a store on the Shopify platform. Ecwid gets merchants set up in minutes and doesn't require any coding or developer knowledge to launch.

Key differences for your customers

- Shopify merchants are locked into the expensive Shopify ecosystem.
- Shopify requires merchants to use its payments system or pay 2% transaction fees.
- A lot of Shopify features require paid apps, including adding languages.

Ecwid vs. BigCommerce

To put it bluntly – Ecwid is designed for everyone; BigCommerce is designed for large enterprise companies. BigCommerce’s plans are limited by revenue, which forces businesses to upgrade as they grow.

BigCommerce offers a very basic mobile app with limited store management capabilities. Ecwid’s store management app – for iOS and Android – enables merchants to manage their store and sales on-the-go.

Merchants that have an existing website are forced to restart the process and use the BigCommerce platform’s ecosystem. Merchants using Ecwid can seamlessly integrate their existing site and retain their SEO and investment.

Building a store with BigCommerce can be a long, tedious process, and customizations typically require the skills of a developer. Ecwid is designed to let anyone start an online store, with no developer or technical knowledge required to get up and running.

BigCommerce has a limited amount of built-in sales channels, and third-party integrations tend to be clunky and rough. Ecwid, meanwhile, has built-in integrations with sales channels, advertising tools, payment gateways, point-of-sale systems, and much more.

BigCommerce offers some marketing tools like abandoned cart recovery, but only on their top tier plans at nearly \$80 per month – while Ecwid’s start at just \$35 per month.

Key differences for your customers

- BigCommerce is designed for big companies with big budgets, not growing small- and medium-sized businesses.
- Merchants with an existing website will have to scrap it and restart the process on BigCommerce’s platform ecosystem.
- BigCommerce’s basic mobile app only allows very limited store management capabilities.

Ecwid vs. WooCommerce

Just like BigCommerce, WooCommerce isn't designed for everyone. It requires outside hosting, security, and manual updates, and is really meant for WordPress developers and tech-savvy users.

Backing up stores on WooCommerce is not easy or straightforward and often requires third-party resources. Ecwid, on the other hand, backs up all store data and provides a backup storefront in case a site goes down, ensuring uninterrupted selling for your customers.

Unlike Ecwid, WooCommerce is a difficult platform for beginners, and merchants typically need a developer to set up, maintain, and update their stores. Ecwid helps anyone set up a store easily — no developer or technical knowledge required.

WooCommerce stores are not secure by default. Instead, merchants are forced to rely on their host and additional third-party security features. Ecwid is a PCI DSS Level 1 Service Provider, which ensures that all merchant and customer payment and transaction data is secure.

Merchants using the WooCommerce platform have no option other than to manually update their stores and plugins when required. Ecwid's platform, meanwhile, automatically pushes out updates — meaning no disruption to stores and no worrying about manual downloads or security patches.

WooCommerce requires that stores upgrade to more expensive hosting to increase their page loading speed — otherwise pages can load slowly, which can drive away customers. Ecwid handles the server load for the stores on its platform, so stores load quickly every time, regardless of the number of products.

Key differences for your customers

- WooCommerce stores are not secure by default.
- Merchants using WooCommerce have to manually update their stores and plugins whenever it's required.
- WooCommerce forces merchants to upgrade to more expensive hosting services as their stores grow.

Ecwid vs. Magento

Similar to BigCommerce, Magento isn't meant for small or medium-sized businesses. Instead, the platform is targeted at large enterprise businesses that can pay high monthly fees — about \$2,000 per month — and can hire a development team or have one in-house.

While Magento does offer a free open-source platform, it is quite difficult for non-developers to create and maintain an online store on the platform. Merchants will also need to pay for additional add-ons to get full functionality, including hosting, security and payment processing.

Like WooCommerce, merchants using the Magento OpenSource platform are required to complete manual updates, which typically require help from a developer. Magento OpenSource also has no chat, email, or phone support for merchants.

Key differences for your customers

- Magento's main ecommerce platform is meant for large businesses that can pay high monthly fees.
- Magento's open-source platform requires paid add-ons to get full functionality, including critical features like security.
- Merchants without a development background may find it difficult to launch and maintain a store on Magento.



Ecwid vs. OpenCart

OpenCart is another open source platform that's free for merchants to download, but requires a lot of developer and technical skills to function properly. In fact, most merchants will need to hire a developer to manage their store.

The majority of merchants will also have to pay to add important extensions – including hosting and security – which are required to make a store fully operational. This gets even trickier as businesses grow because the more extensions that are added to a store on OpenCart, the more difficult the store becomes to manage. The platform can even slow down as stores grow.

OpenCart also requires merchants to regularly download platform updates in order to get the latest functionalities and fix bugs. This requires manual backups and installations, which can be tedious and time-consuming as well as confusing for merchants that don't have a lot of technical knowledge.

Getting help from OpenCart can be a little tricky, too. The platform's support is limited mostly to forums and documentation. OpenCart does have a support plan available for an additional charge, but it's limited in the amount and type of requests one can make.

Key differences for your customers

- OpenCart's platform essentially requires merchants to purchase apps and extensions for their store to function fully.
- Merchants using OpenCart are forced to manually backup their stores and download platform updates on their own.
- Support for merchants on OpenCart is extremely limited and self-directed.

Ecwid vs. PrestaShop

As with other open source platforms like Magento and OpenCart, PrestaShop presents some of the same challenges and problems to merchants using its platform — chiefly that merchants will need the help of a developer to launch and maintain a shop, and that merchants will have to pay extra for necessary add-ons. For PrestaShop merchants, these add-ons include social selling, marketplaces, accounting, hosting, security and more.

Setting up a shop on PrestaShop takes significantly more time than on other platforms. Reviewers of the platform have noted that add-ons can interfere with one another and lead to a glitchy merchant site, typically requiring a developer to fix. This stands in stark contrast with Ecwid, which has the fastest go-live time out of any ecommerce platform.

Starting shop design options are quite limited on PrestaShop: the platform comes with just a single free default theme. While PrestaShop offers thousands of other templates by third-party designers, they can cost anywhere from \$50 to \$350 each. And any other shop customizations on PrestaShop requires coding knowledge.

Support on the PrestaShop platform comes in the form of paid plans, which are pricey and typically offer limited hours of support per year. Otherwise, most support is limited to searching online forums and outside help from developers and the tech-savvy.

Key differences for your customers

- Launching a shop on PrestaShop is time-consuming and frustrating.
- PrestaShop platform add-ons can mess with a store's functionality and lead to glitches.
- Design features are sparse on PrestaShop, and designs from third parties can cost up to \$350 each.

Why Ecwid?

We offer everything your customers need to be successful — and our competitors don't

In the sections above, we've listed many ways Ecwid is ahead of the competition when it comes to helping merchants launch online stores. But what about you, the partner?

The best part about Ecwid is that it's designed for partners. In addition to providing an online platform to help you launch your merchants' online shops, Ecwid has a number of benefits that are just for our partners.

For example, Ecwid features white label branding opportunities, which lets you offer ecommerce wholly under your own brand. It's your ecommerce, your price, and your billing — all with the power, speed and security of Ecwid.

If you'd prefer a co-branded solution, Ecwid offers those as well. It's your ecommerce — powered by Ecwid. You can also gain access to Ecwid's library of collateral and support articles to help you promote your new ecommerce platform.

If you would rather refer your customers to Ecwid, we'll offer you a commission on their paid plans for the lifetime of each store. It's another simple, low-maintenance partnership opportunity with Ecwid that can provide you with a constant revenue stream.

If you're more interested in our reseller program, you'll have the chance to access wholesale pricing on Ecwid plans that you can then resell at whatever price you choose. You can offer ecommerce as a standalone service or bundle it with your other services.

If you'd rather get more technical, you might consider creating a custom solution for your business with Ecwid's Partner API. Integrate your system directly with Ecwid and enjoy a range of benefits like automated account provisioning, single sign-on for customers and custom payment methods.

We want to be your partner every step of the way toward your success. Our partner program has flexible levels and add-ons so that you can find the fit that's perfect for you and your business as it changes and grows. And that's something that our competitors just can't offer.

Good luck!



Partners