



# Ecwid by Lightspeed

Competitive Comparison





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**Merchants have a lot of options  
when it comes to ecommerce**

# They can take one of two paths

## Large Global Platforms

### Pros:

- Robust functionality and features
- Expert development
- Large support teams
- Reputation and security

### Cons:

- Not always localized for all markets, with languages and integrations

## Small Regional Platforms

### Pros:

- Regional settings and integrations
- Cultural understanding

### Cons:

- Tend to be more limited in functionality, requiring paid extensions and add-ons
- Small development and support teams
- Limited ability to sell globally

# But we give them the best of both!

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Pros:

- Robust func
- Expert deve
- Large suppo
- Reputation :

Cons:

- Not always l
- languages ar

- All of the advanced features that merchants need to grow their business, in one easy-to-use platform.
- Global-scale development and support means stores are secure and updated regularly.
- Integrations with regional payment gateways and shipping companies, along with a completely multilingual storefront, make our platform a fit for merchants around the world.

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# Product overview



Target Audience	SMB	SMB + Enterprise	SMB	SMB + Enterprise
Technical Skill Level	Suitable for everyone	Suitable for everyone	Developer	Advanced user
Cost Structure	SaaS subscription, <b>no fees for transactions or add-ons</b>	SaaS subscription, transaction fee	Installation, hosting (not cloud based), maintenance, plugins	SaaS subscription
Transaction Fee	0%	2%	0%	0%
E-commerce Features	Complete eCommerce feature set	Complete eCommerce feature set	Most advanced features purchased separately as 3rd-party plugins	Complete eCommerce feature set
Sales Channels	<b>Multiple Websites</b> Facebook, Instagram Amazon, eBay	<b>Shopify Website</b> Facebook, Instagram Amazon, eBay	<b>WordPress Website</b> Amazon, eBay	<b>Website</b> Facebook, Pinterest
Marketing	<b>Automated</b> Google & Facebook advertising and retargeting	Google & Facebook advertising and retargeting	Via 3rd-party plugins	Google Shopping & Facebook Marketing
CMS Support	<b>Any CMS or sitebuilder</b>	Built-in CMS only	WordPress only	Built-in CMS, WordPress
Mobile-Only Management	Yes	Yes	No	No
Full Control Over Code & Customization	Via creating apps	Via creating apps	Yes	Via creating apps



**Shopify is probably the most similar in terms of features and ease-of-use.**

But merchants are locked into the Shopify ecosystem, with no flexibility or customization.

**Benefits over Shopify:**

- ✓ Compatibility with CMS and site builders
- ✓ Compatibility with payment gateways
- ✓ Zero transaction fees
- ✓ Unlimited product options/variations
- ✓ Integrated real-time shipping rates
- ✓ Custom order fields and file uploads
- ✓ Translations and a fully multilingual store



**BigCommerce is really the best for enterprise companies with a large budget and a development team.**

Most merchants won't need the enterprise features and integrations that are the main strength of BigCommerce.

#### **Benefits over BigCommerce:**

- ✓ Price
- ✓ Ease of use
- ✓ No revenue limitations on plans
- ✓ Ability to use existing website
- ✓ Full mobile management
- ✓ Ability to sell subscriptions
- ✓ Translations and a fully multilingual store





**WooCommerce is designed for developers and tech-savvy users, not the average small business merchant.**

It requires outside hosting, security, and manual updates.

**Benefits over WooCommerce:**

- ✓ Hosted cloud solution
- ✓ Ease of use
- ✓ Built-in security
- ✓ Automatic updates
- ✓ Fast loading speed
- ✓ Compatibility with CMS and site builders



**Wix has an online store for their site builder, but it has limited functionality as an add-on to their main business.**

Stores have a slow loading speed and are hard for beginners to design.

#### **Benefits over Wix:**

- ✓ Robust ecommerce functionality
- ✓ Ease of use
- ✓ Support
- ✓ Fast loading speed
- ✓ Large number of payment options
- ✓ Compatibility with CMS and site builders



**Magento's hosted platform is meant for large enterprises who can pay high fees (\$2k/month) or have/can hire a development team.**

Magento offers a free open source platform, but it's difficult and expensive for non-developers.

#### **Benefits over Magento:**

- ✓ Ease of use
- ✓ Hosted, secure platform
- ✓ Integrated payments and other features
- ✓ Premade themes
- ✓ Automatic updates
- ✓ Support



**OpenCart is an open source platform that's free to download but isn't right for everyone.**

Merchants need a developer to manage their store, and need to add paid extensions for full functionality.

#### **Benefits over Opencart:**

- ✓ Ease of use
- ✓ Hosted, secure platform
- ✓ Integrated features
- ✓ Scalability
- ✓ Automatic updates
- ✓ Support



**PrestaShop presents similar challenges as Magento and OpenCart with their open source platform.**

Merchants will need the help of a developer, and will need to pay for additional add-ons.

**Benefits over Prestashop:**

- ✓ Ease of use
- ✓ Hosted, secure platform
- ✓ Integrated features
- ✓ Fast setup
- ✓ Premade themes
- ✓ Automatic updates
- ✓ Support

# Designed for partners

Unlike other big-market competitors, Ecwid is channel-ready:

- ✓ Reselling capabilities
- ✓ White label-ready product
- ✓ Partner API for integration
- ✓ Custom plans and discount levels



And Ecwid has more advanced functionality than other resellers:

- ✓ Robust ecommerce feature set
- ✓ Ready for global markets
- ✓ True omnichannel ecommerce
- ✓ Comprehensive mobile solution



# Partnership overview



Resellers	Build and sell Ecwid stores or <b>white-label / integrate Ecwid</b> under your brand.	Build new Shopify stores, or migrate stores from other platforms to Shopify.	Not currently prioritizing new integration partners.	Blended with Experts program, build a BigCommerce store.
Developers	Build for 1,000,000 businesses. Developers <b>earn 100%</b> of net revenue for sale to their merchants or 80% for Ecwid direct merchants	Build for 1,000,000 businesses.	Developers earn 60% of net revenue for sale of their exclusive extension or 40% for non-exclusive (extension is sold both on Marketplace and off platform)	The technology partner program is for companies that have or will develop an app or integration that will be sold in the BigCommerce App Marketplace.
Referrals	<b>20% lifetime</b> commission with your unique referral link.	Earn an average of \$58 for each user who signs up for a paid plan with your referral link.	Earn 20% initial commission on all referrals	Refer visitors and earn 200% of the customer's first monthly payment or \$1,500 per enterprise customer.
Experts	Apply to be listed as an Expert and earn revenue by helping merchants grow.	Earn revenue by using your design, development, or marketing skills to help Shopify businesses grow.	Removed the application process as of May 2017.	The Agency partner program is for agencies, services companies, and theme partners that build ecommerce sites and solutions for their merchants.