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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

		
 Omnichannel selling		
 Fast Implementation		
 Global Selling		
 Site Builder Compatible		
 Ease of Use		
 Core Features		
 Zero Transaction Fees		

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»» **OMNICHANNEL SELLING**

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



»» **FAST IMPLEMENTATION**

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



»» **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.



»» **ZERO 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.