

	Zest	Modular	Be Yours	Editions	Testament	Atlantic	Broadcast	Avenue	Prestige	Impulse
Overview										
Price	\$250	\$250	\$250	\$250	\$260	\$280	\$280	\$280	\$320	\$350
Design Customizability [1]	★★★★	★★★	★★★★	★★★	★★★★	★★★	★★★★	★★★★	★★★★	★★★★
Large Product Catalog Capability [2]	★★★★	★★★	★★★	★★	★★★★	★★★	★★★	★★★★	★★★★	★★★★
Editorial Friendly [3]	★★★★	★★★★	★★★★	★★★★	★★★	★★	★★★★	★★	★★★	★★★
Beginner Friendly [4]	★★★	★★★	★★★	★★★★	★★★	★★★	★★★★	★★	★★★	★★
Wholesale Capabilities	★	★	★	★	★	★	★	★	★	★
Update Frequency	1/month	2/ year	1/month	1/month	1/ 3 months	1/ 3 months	1/month	1/month	1/ 3 months	1/month
Support	Live chat + Email	Email	Email	Email	Email	Email	Email	Email	Email	Email
Target industry/audiece	Health & Beauty, Jewelry & Accessories, Sport & Recreation	Food & drink, Health & Beauty, Jewelry & Accessories, Pet supplies, Sport & Recreation, Toys & games	Art & Craft, Electronics, Food & drink, Health & Beauty, Home & Decor	Food & drink, Health & Beauty, Home & Decor, Jewelry & Accessories, Pet supplies	Art & Craft, Business equipment & Supplies, Electronics, Food & drink, Houseware & automotive, Health & Beauty, Home & Decor, Jewelry & Accessories, Pet supplies, Sport & Recreation, Toys & games	Art & Craft, Business equipment & Supplies, Electronics, Food & drink, Health & Beauty, Home & Decor, Jewelry & Accessories	Art & Craft, Business equipment & Supplies, Electronics, Houseware & automotive, Health & Beauty, Home & Decor, Pet supplies, Sport & Recreation, Toys & games	Food & drink, Houseware & automotive, Jewelry & Accessories	Food & drink, Health & Beauty, Home & Decor, Sport & Recreation	Art & Craft, Electronics, Food & drink, Health & Beauty, Home & Decor, Jewelry & Accessories, Sport & Recreation
Header										
Announcement bar	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mega menu	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multi-column single menu			✓	✓	✓				✓	
Search bar	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sticky header	✓		✓	✓	✓	✓	✓	✓	✓	✓
Sections										
Accordion/Collapsible tabs	✓	✓	✓	✓	✓	✓	✓	✓		
Blog posts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bundle products			✓							
Collection list	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contact form	✓	✓	✓		✓		✓			✓
Countdown timer	✓		✓	✓		✓				✓
Custom HTML	✓	✓					✓	✓	✓	✓
Custom liquid	✓	✓	✓	✓		✓	✓	✓	✓	
Divider							✓			
Empty space			✓							
Featured blog posts							✓			
Featured product slider	✓									
Filter								✓		

	<u>Zest</u>	<u>Modular</u>	<u>Be Yours</u>	<u>Editions</u>	<u>Testament</u>	<u>Atlantic</u>	<u>Broadcast</u>	<u>Avenue</u>	<u>Prestige</u>	<u>Impulse</u>
Background image							✓			
Contact bar	✓									
Copyright text	✓		✓	✓	✓	✓	✓	✓		✓
Country selector	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom HTML/liquid	✓						✓			
Image	✓	✓	✓	✓	✓		✓	✓		✓
Language selector	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Menus	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Newsletter signup	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Payment icons	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social media icons	✓	✓	✓	✓	✓	✓	✓		✓	✓
Text/Rich text	✓	✓		✓	✓	✓	✓	✓		✓
Platform compatibility										
Country selector	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dynamic checkout button	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Language selector	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Local pickup	✓		✓	✓	✓	✓	✓	✓	✓	✓
Product media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Subscriptions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Additional templates										
About page	✓	✓	✓	✓			✓			
Contact page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FAQ			✓	✓	✓	✓	✓		✓	✓
Subcollection list page						✓				
Team page							✓			
Vendors								✓		

[1] Provide a range of deliberately curated features and settings

[2] Based on Shopify theme store sorting

[3] - Intuitive UI

- Clear labels

- Guide merchants regarding different options

[4] - No/Few technical words

- Link to additional help articles