	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, 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	automotive, Health & Beauty, Home & Decor, Jewelry & Accessories, Pet supplies, Sport & Recreation, Toys &	Art & Craft, Business equipment & Supplies, Electronics, Food & drink, Health & Beauty, Home & Decor, Jewelry & Accessories		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	1	1	1	✓	1	1	1	1	1	1
Logo	✓	1	✓	✓	1	1	1	1	1	✓
Mega menu	1	1	1	✓	1	1	/	✓	1	✓
Multi-column single menu			1	✓	1				1	
Search bar	1	1	1	✓	1	✓	/	✓	✓	√
Sticky header	✓		✓	✓	✓	/	/	✓	✓	✓
Sections										
Accordion/Collapsible tabs	✓	1	✓	✓	1	1	1	1		
Blog posts	/	1	1	✓	1	1	1	1	1	1
Bundle products			1							
Collection list	1	1	1	✓	1	1	/	1	1	1
Contact form	1	/	1		1		1			1
Countdown timer	1		✓	✓		1				1
Custom HTML	1	1					/	✓	/	1
Custom liquid	1	/	1	1		1	/	1	1	
Divider							1			
Empty space			1							
Featured blog posts							/			
Featured product slider	✓									
Filter								✓		

	Zest	Modular	Be Yours	Editions	<u>Testament</u>	Atlantic	<u>Broadcast</u>	Avenue	Prestige	<u>Impulse</u>
Handpicked products	1									
Image comparison/Before and After image	1		1				1			1
Image with text	1	1	1	1	1	1	1	1	1	1
Logo list	1	1	1	1		1	1	1		1
Lookbook/Shop the look	1		1		1		1		/	1
Мар	1		1	1	1	1	1	1	1	1
Menu list						1				
Mosaic		1								
Multicolumns	1				1		1			1
Newsletter	1	1	1	1	1	1		1	1	1
Product tabs	1					1	1	1		
Reveal banner			1							
Rich text	1	1	1	1	✓	1	1	1	1	
Scrolling promotion	✓	✓	1							
Slideshow	✓	✓	✓	1	✓	✓	✓	✓	✓	✓
Testimonials	1	✓	/	✓	✓		✓		1	✓
Timeline									1	
Twitter feed						1				
Video	✓		✓	✓	✓	✓	✓	1	✓	✓
Video hero	1	1	1			1	1	1	1	1
Product page										
Ask a question	1									1
Breadcrumbs	1	1	1	1	1	1	1	✓		1
Collapsible tabs/Accordion block	✓		✓							✓
Complementary products	1		/	✓	✓	✓	1	1	1	
Countdown timer block	1		✓							
Custom field block	1		/		✓	✓	1	1		
Custom liquid block	1		✓			1	1		1	1
Custom tags block/product badges	✓			✓						
Description block	1	✓	✓	✓	✓	1	1	1	✓	1
Divider block	1		1				1			✓
Image block	1		✓					1		
Image zoom	1	1	✓	1		1	1	1	✓	✓
Inventory status block	1		✓	1			1	1	1	1
Popup block			✓		1					
Product meta	1	1	✓	✓	1	1		1	/	1
Quantity selector block	1		/	1	✓	✓	1	1	/	1
Rich text block	1		1				1		/	
Share block	1	1	/	✓	1	1	1	1	✓	1
Shipping information block	1				1					1
Siblings							1			
Size chart/Fitting guilde popup block	1		1		1	1			1	1

	Zest	Modular	Be Yours	Editions	<u>Testament</u>	Atlantic	Broadcast	Avenue	Prestige	<u>Impulse</u>
Sticky content on desktop	1						1		1	1
Swatches	1	1	1		1		1	1	1	1
Tabs text		•	-		•	1	1	•	•	•
Text block	1		1	1	J		1	J	1	1
Trust badge	1		•	•	•	•	•	•	•	
Variant picker block	1	1	1	1	1	1		1		
			·	·	·	•		•		·
Collection page			·							
Collection banner	1		1	1	1	/			1	1
Currency codes	1						1	1	1	
Infinite scroll pagination	1	1	1	1						
Product OS 2.0 filters	1	1	1	1	1	/	1	1	1	1
Products-per-row setting	1	1	1	1	1	1			1	1
Quick view/Quick shop	1	1	1	1	1	1	1	1		1
Rows or Products-per-page setting	1		1	1	1	1		1	1	1
Side bar image					1					
Side bar links/rich text					1				1	
Sorting	1	1	1	1	1	1	1	1	1	1
Sticky tool bar			1							/
Tag filters		1						1		
Cart										
Cart recommendations			1							
Continue shopping link	1	1	1	1	1	1				1
Free shipping message	1	1	1		1		1		1	
Item count	1			1	1			1		
Lock icon on Checkout button				1		1	1			
Order notes	1	1	1	1	1	1	1	1	1	1
Shipping calculator	1		1	1	1	1	1		1	
Terms and conditions checkbox		1								1
Add-on features										
Age verification		1	1	1		✓				1
Compare products								1		
Cookie banner	✓		1				1			
Mobile navigation bar/mobile sticky bar	1		1							
Popup	1	1	1		1		1	1	/	1
Sticky add-to-cart	1	1	1				1			
Footer										

	Zest	<u>Modular</u>	Be Yours	<u>Editions</u>	<u>Testament</u>	<u>Atlantic</u>	Broadcast	Avenue	<u>Prestige</u>	Impulse
Background image							/			
Contact bar	✓									
Copyright text	✓		1	✓	/	✓	1	✓		✓
Country selector	1	1	1	✓	/	1	1	1	1	✓
Custom HTML/liquid	✓						✓			
Image	✓	1	1	✓	✓		1	✓		✓
Language selector	✓	1	1	✓	/	1	1	1	1	✓
Menus	1	1	1	✓	✓	✓	1	✓	√	✓
Newsletter signup	✓	✓	✓	✓	✓	✓	1	✓	✓	✓
Payment icons	1	1	1	✓	✓	✓	1	1	1	✓
Social media icons	1	1	1	✓	✓	1	1		1	✓
Text/Rich text	1	✓		✓	✓	✓	1	✓		✓
Platform compatibility										
Country selector	✓	1	1	✓	/	✓	1	✓	1	✓
Dynamic checkout button	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Language selector	1	1	1	✓	✓	✓	1	1	✓	✓
Local pickup	✓		✓	✓	1	✓	✓	✓	✓	✓
Product media	1	1	✓	✓	✓	✓	✓	1	✓	✓
Subcriptions	✓	1	✓	✓	✓	✓	✓	1	✓	✓
Additional templates										
About page	✓	✓	✓	✓			1			
Contact page	✓	✓	1	✓	✓	✓	1	✓	1	✓
FAQ			1	1	1	✓	1		1	1
Subcollection list page						✓				
Team page							1			
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