



# Platform Evaluation Guide

# Growing Beyond Etsy

Move your store onto a global commerce platform to sell, market, and manage your business all in one place. Shopify is a highly customizable, easier-to-use option for Etsy sellers. With Shopify, you have access to all the tools and apps you need to create a unique shopping experience for your customers. Work with a Shopify Partner to build custom solutions for your business.

## Why Shopify

- More control over your brand
- Better value for cost of subscription
- More customization and flexibility through apps

## Recommended apps for a seamless transition

### Translation technology for listings and reviews:

Multi-language apps - Free +

### Customer relationship management and support:

Shopify Chat + Ping - Free (IOS only)

FEATURE	THEM	US
Multiple payment methods	●	●
Access to over 3,000+ apps	X	●
Marketing integration with FB, Google...)	X	●
Sell everywhere. One platform for online and in-person sales.	●	●
Manage your business with a single dashboard for orders, shipping, employees, and payments.	X	<ul style="list-style-type: none"> <li>x Basic Shopify</li> <li>• Shopify</li> <li>• Advanced Shopify</li> </ul>
Business analytics and reporting	●	<ul style="list-style-type: none"> <li>x Basic Shopify</li> <li>• Shopify</li> <li>• Advanced Shopify</li> </ul>

