



Platform Differentiation

Competitive positioning

Platform differentiators

Salesforce Commerce Cloud

- Higher implementation and maintenance costs
- Smaller app and partner ecosystem
- Complex page development and customization
- No theming capabilities
- Large team and partner required to be on retainer

Competitive positioning

Platform differentiators

Magento

- Heavy reliance on developers or service providers
- Recurring security exploits require regular patches
- Granular component architecture requires constant testing
- Complex page development
- Higher total cost of ownership

Competitive positioning

Platform differentiators

BigCommerce

Speed of innovation

Small app and partner ecosystem

Pricing plans are based on sales volume, not feature requirements

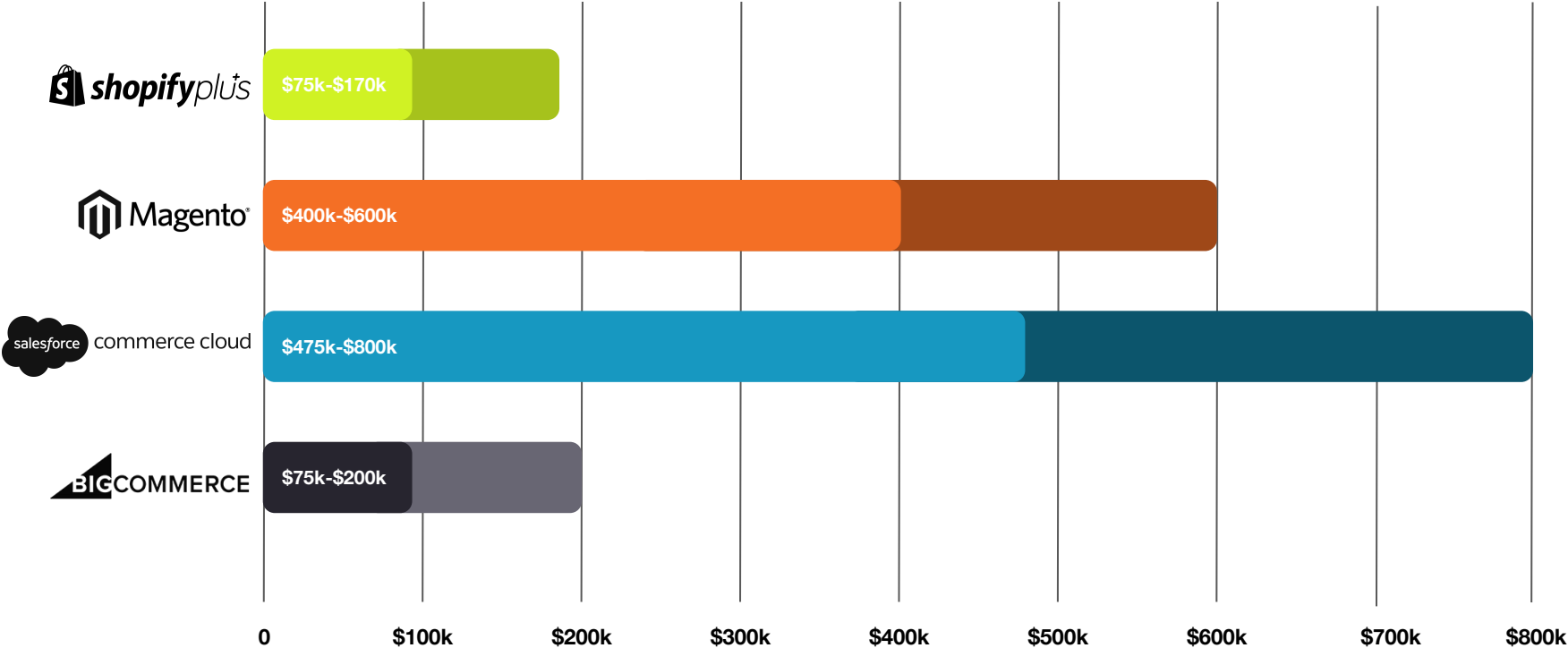
BC has fewer theming capabilities, less flexible theming engine

Broad pipeline of new services and fast product development times

Cost & Timelines

Comparative analysis

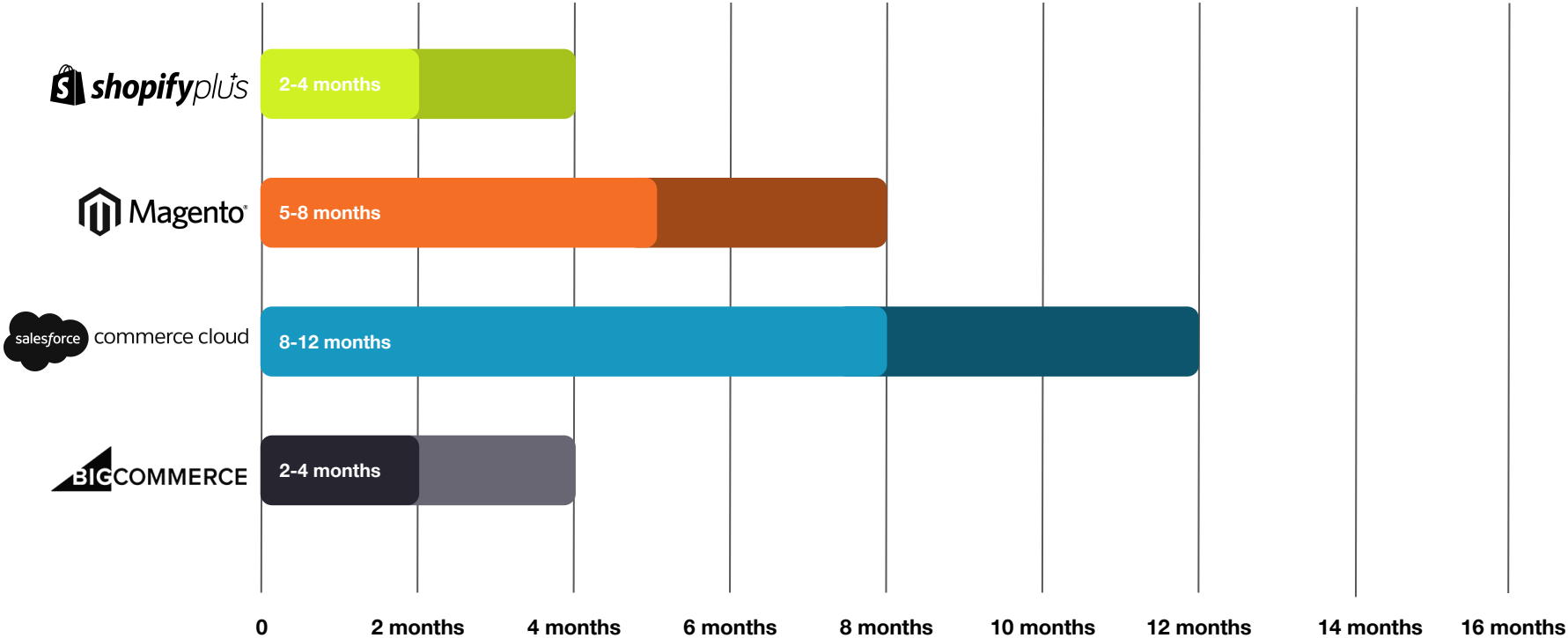
Average cost to build



* Data derived from SI partners that specialize in eCommerce replatforming

Comparative analysis

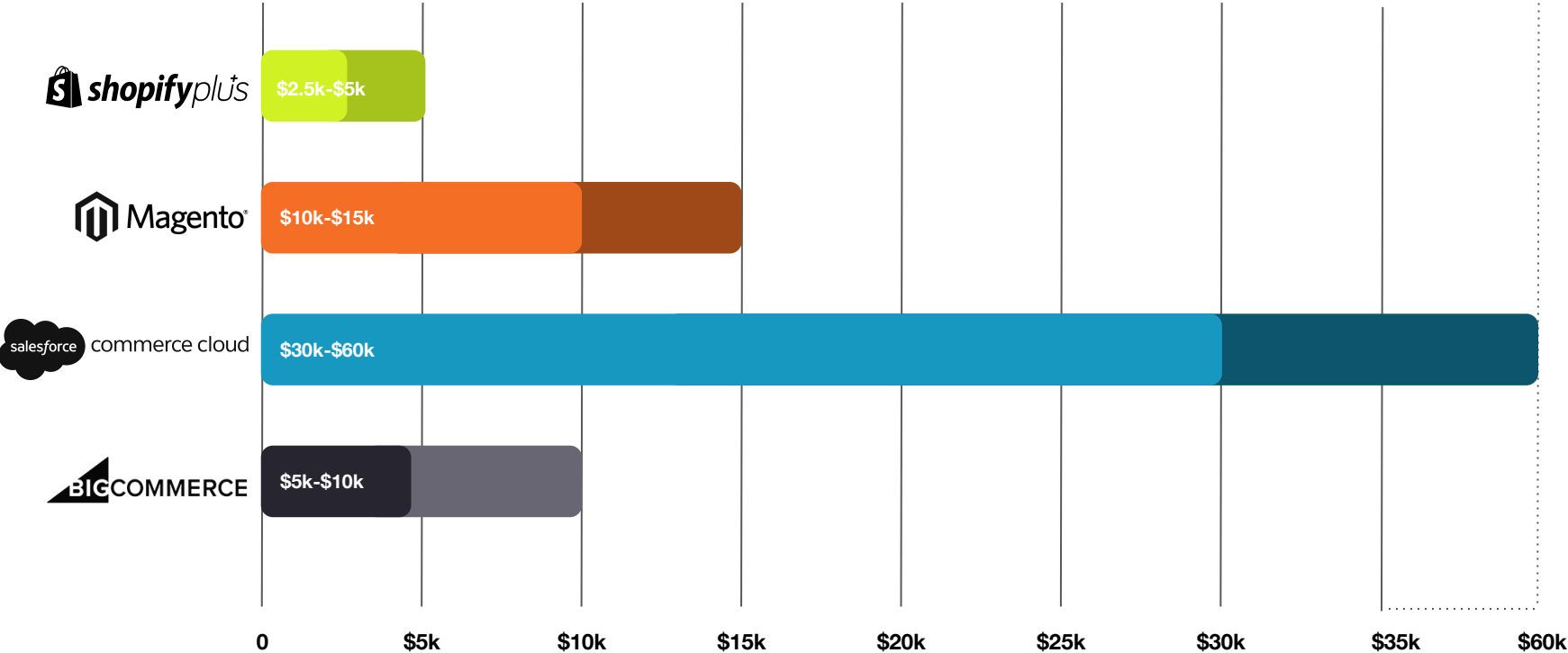
Average time to build



* Data derived from SI partners that specialize in eCommerce replatforming

Comparative analysis

Average monthly site management cost



* Data derived from SI partners that specialize in eCommerce replatforming

Competitive positioning

Shopify removes entire structures of cost

- Retainer based consulting fees, internal architects, and developers
- Performance and load testing
- Security patches and upgrades
- Hosting and infrastructure
- Unnecessary software (CDN, image hosting, web servers, security)

Shopify Customers at Scale

Large Shopify Customers

Brand	Category	Previous Platform	Estimated Monthly Unique Visitors Per Vstat*
Fashion Nova	Fashion / Apparel	Born on Shopify	32M
Ashley Furniture	Home / Furniture	Salesforce Commerce Cloud	24M
JB Hi-Fi	Electronics	Custom / Homegrown	24M
Ring	Home Security	Custom / Homegrown	16M
Bodybuilding.com	Fitness / Health	Oracle / ATG	9M
Staples Canada	Specialty	Custom / Homegrown	9M
Gymshark	Fashion / Apparel	Magento	8M
FTD	Flowers	Custom / Homegrown	4M
Pier 1	Home / Furniture	Salesforce Commerce Cloud	4M
LuLaRoe	Fashion / Apparel	Custom / Homegrown	N/A

High growth DTC brands

Brand	Category	Previous Platform	Estimated Monthly Unique Visitors Per Vstat
Colourpop	Cosmetics	Custom / Homegrown	12M
Morphe	Cosmetics	Custom / Homegrown	5M
Bombas	Fashion / Apparel	Magento	5M
Skims	Intimates / Apparel	Born on Shopify	3M
Shapermint	Intimates / Apparel	Born on Shopify	3M
Kylie Cosmetics	Cosmetics	Born on Shopify	2M
Windsor Store	Fashion / Apparel	Magento	2M
Allbirds	Footwear / Apparel	Born on Shopify	2M
Brandy Melville	Fashion / Apparel	Magento	2M
Brooklinen	Bedding / Home	Born on Shopify	2M
Knix	Intimates / Apparel	Born on Shopify	2M
Birchbox	Cosmetics	Magento	1M
Rothys	Footwear / Apparel	Born on Shopify	1M
Rebecca Minkoff	Fashion / Apparel	Magento	1M
Cuup	Intimates / Apparel	Born on Shopify	330K

Traditional Retail Brands

Brand	Category	Previous Platform	Estimated Monthly Unique Visitors Per Vstat
Justice	Fashion / Apparel	Oracle / ATG	5M
<u>Jimmy Jazz</u>	Footwear / Apparel	Custom / Homegrown	4M
<u>Vera Bradley</u>	Fashion / Apparel	Oracle / ATG	3M
<u>Steve Madden</u>	Footwear / Apparel	Custom / Homegrown	2M
<u>Jimmy Jazz</u>	Footwear / Apparel	Custom / Homegrown	2M
Lord & Taylor	Fashion / Apparel	Custom / Homegrown	3M
<u>Dressbarn</u>	Fashion / Apparel	Oracle / ATG	2M
<u>Nine West</u>	Footwear / Apparel	Magento	2M
<u>Alex & Ani</u>	Jewelry	Magento	1M
Stein Mart	Fashion / Apparel	Marketlive / Kibo	N/A

Lord & Taylor, Justice and Stein Mart are new customers and currently implementing

Brands that migrated from Salesforce to Shopify in 2019 and 2020

Brand	Category	Previous Platform	Estimated Monthly Unique Visitors Per Vstat
Ashley Furniture	Home / Furniture	Salesforce Commerce Cloud	24M
<u>WWE</u>	Specialty	Salesforce Commerce Cloud	11M
<u>Pier 1</u>	Home / Furniture	Salesforce Commerce Cloud	4M
<u>Rainbow Stores</u>	Fashion / Apparel	Salesforce Commerce Cloud	5M
Fenty Beauty	Cosmetics	Salesforce Commerce Cloud	2M
<u>Destination Maternity</u>	Fashion / Apparel	Salesforce Commerce Cloud	890K
<u>Bebe</u>	Fashion / Apparel	Salesforce Commerce Cloud	870K
<u>Brookstone</u>	Specialty	Salesforce Commerce Cloud	340K
<u>BCBG</u>	Fashion / Apparel	Salesforce Commerce Cloud	610K
<u>Perry Ellis</u>	Fashion / Apparel	Salesforce Commerce Cloud	500K
<u>Modells</u>	Sports / Apparel	Salesforce Commerce Cloud	400K
<u>Pure Fishing</u>	Specialty	Salesforce Commerce Cloud	400K
<u>Timbuk2</u>	Carrier Bags	Salesforce Commerce Cloud	350K
<u>M.Gemi</u>	Footwear / Apparel	Salesforce Commerce Cloud	350K
<u>Perricone MD</u>	Cosmetics	Salesforce Commerce Cloud	310K
<u>NYDJ</u>	Fashion / Apparel	Salesforce Commerce Cloud	220K

Select Case Studies

Bombas

Industry

Fashion and apparel

Use Case

Online store and customization, Pop-ups and POS

Migration

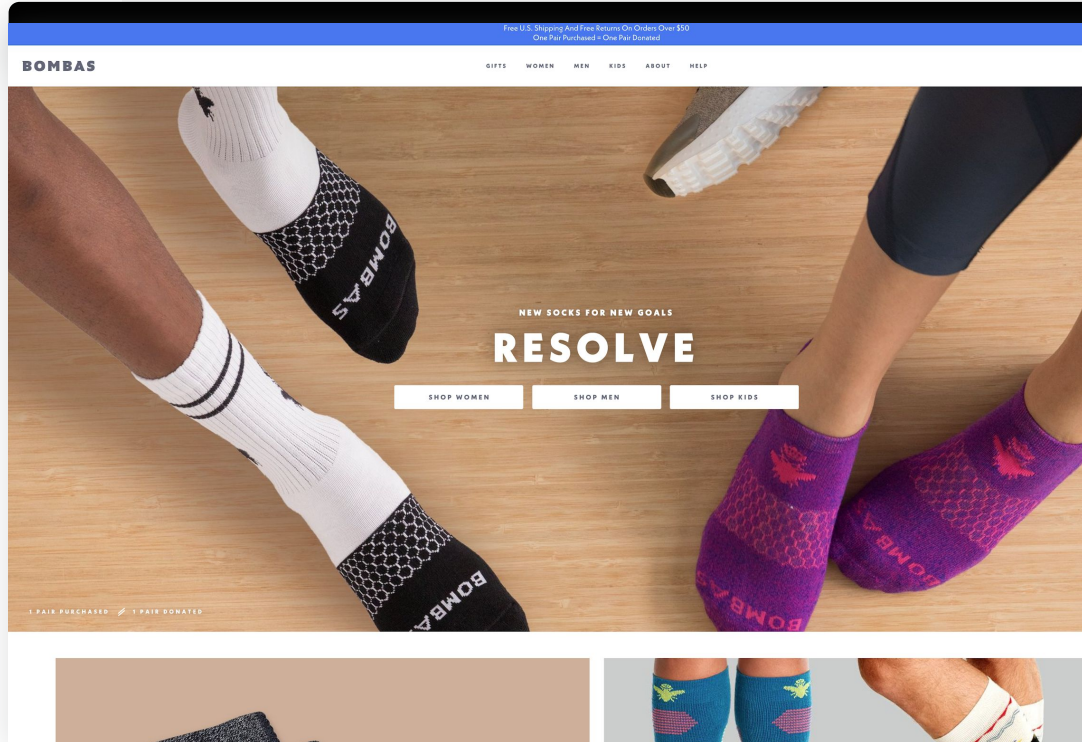
Magento

Shopify Plus Content on Merchant

<https://www.shopify.com/plus/customers/bombas>

Story

As Bombas grew, their Magento website couldn't scale and the online experience suffered (including \$100K in maintenance). Now they can focus on growing their core business instead of the tech that powers it.



Jack Rogers

Industry

Fashion and apparel

Use Case

Migration

Migration

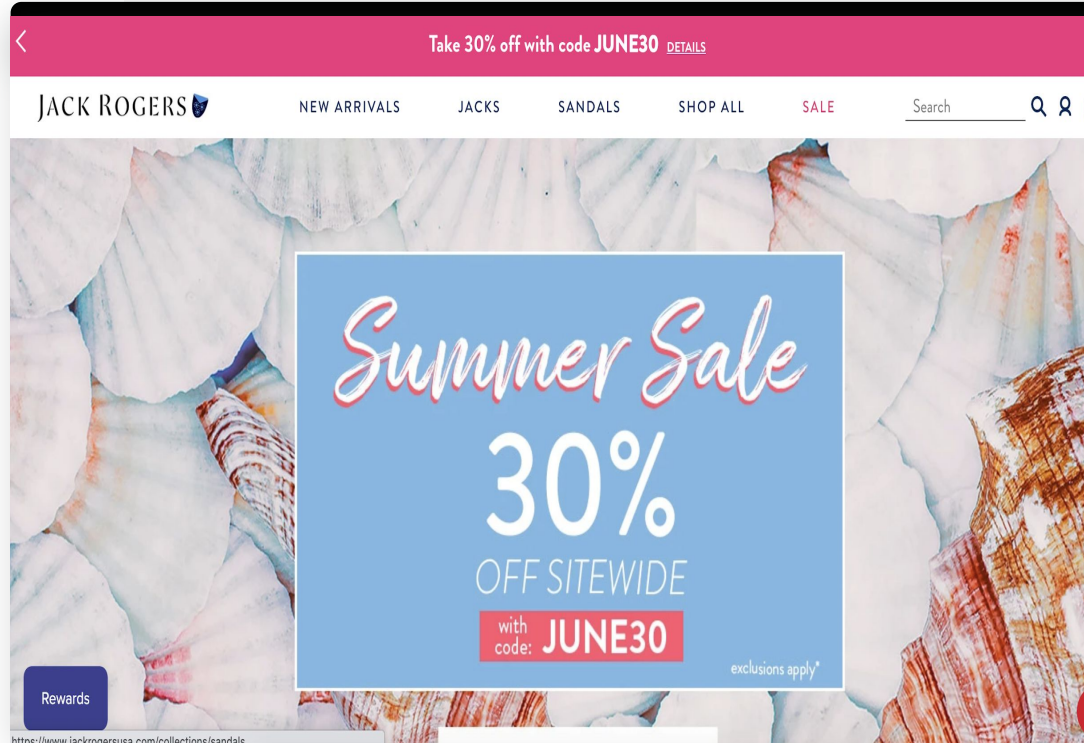
Magento

Shopify Plus Content on Merchant

<https://www.shopify.com/plus/customers/jack-rogers>

Story

Legacy footwear retailer Jack Rogers migrated from Magento and increased its conversion rate by 30%



Hypnotik

Industry

Fashion and apparel

Use Case

Online store and customization

Migration

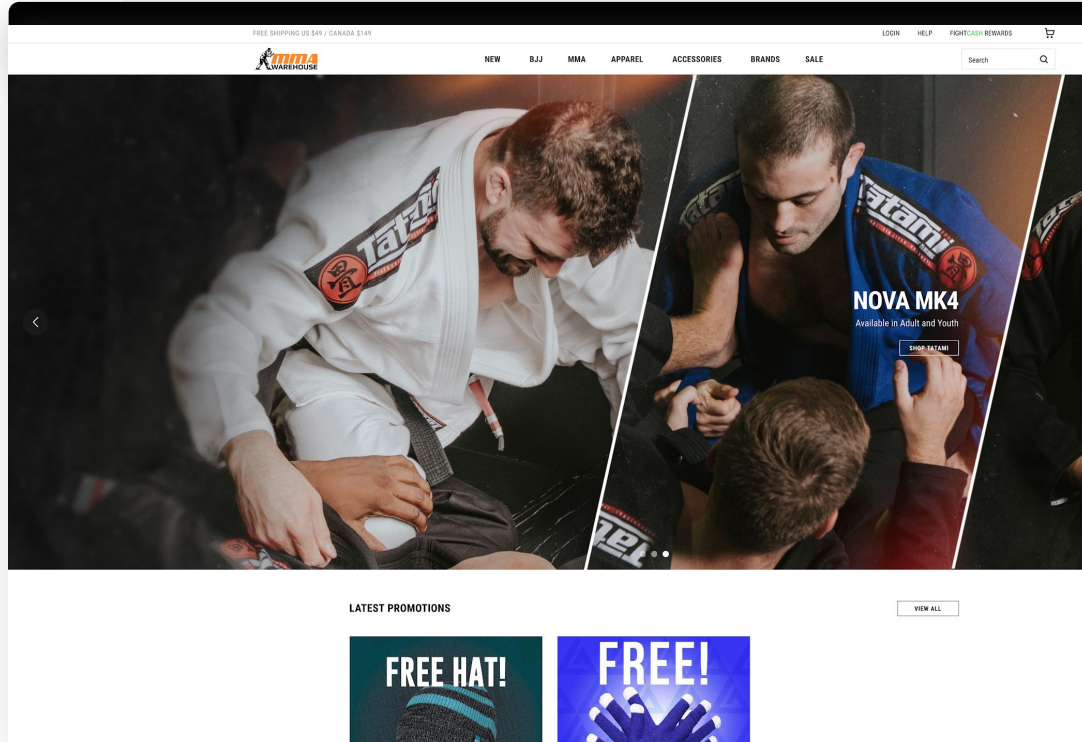
Demandware

Shopify Plus Content on Merchant

<https://www.shopify.com/plus/customers/hypnotik>

Story

When they wanted to make their website mobile responsive, Demandware wanted to charge them \$200,000.



Fit For Life (Gaiam/Spri)

Industry

Fashion and apparel

Use Case

Agile and economical

Migration

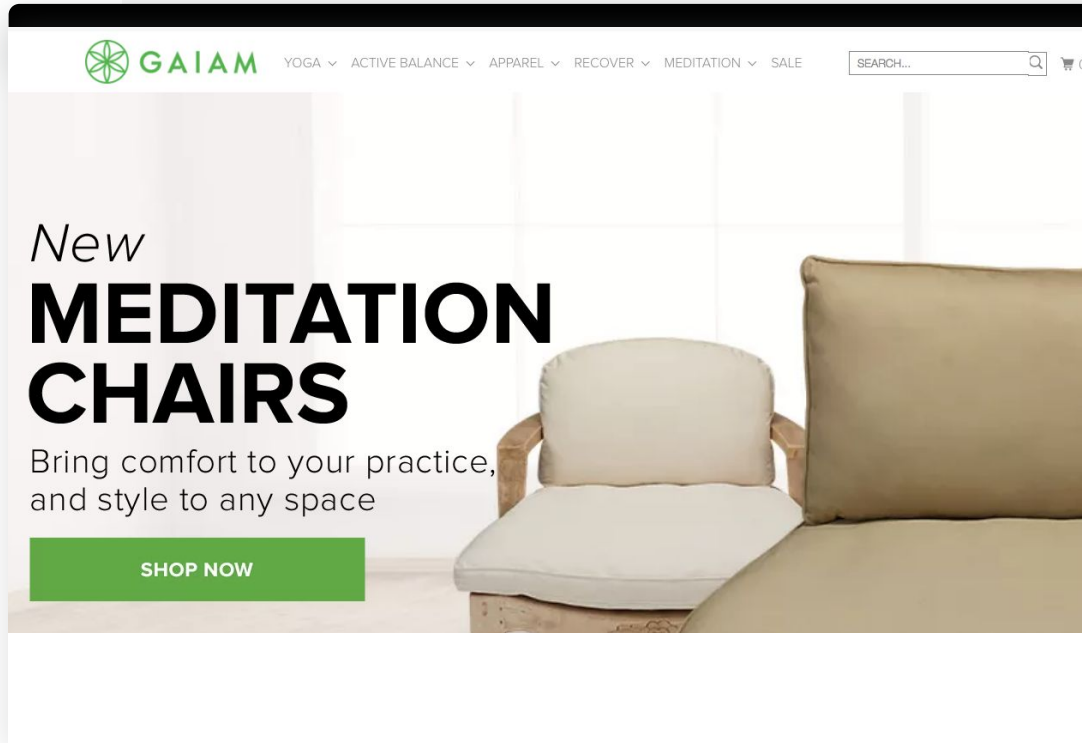
Demandware

Shopify Plus Content on Merchant

<https://www.shopify.com/enterprise/migrating-from-demandware-health-and-wellness>

Story

Fit For Life (Gaiam/Spri) moved from Demandware when their management company realized how much they were paying for their ecommerce platform. On Shopify Plus, the ease of customization, the wholesale channel, and the platform help them expand and bring more brands online.



Gymshark

Industry

Fashion and apparel

Use Case

Sell anywhere

Migration

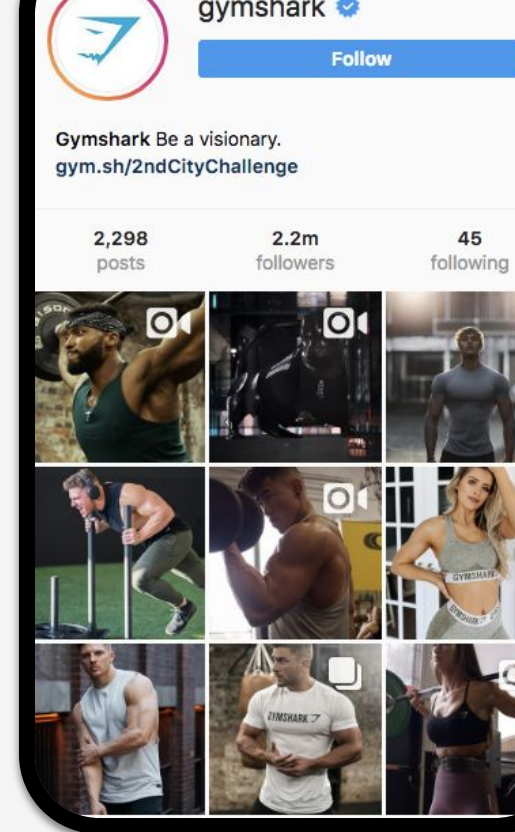
Magento

Shopify Plus Content on Merchant

<https://www.shopify.com/plus/customers/gymshark>

Story

As one of the fastest growing global fitness and apparel brands in the world, Gymshark relies on Shopify Plus to execute a multi-channel strategy. They include immersive online-to-offline customer experiences and pay-per-click campaigns cited by Facebook as some of the most successful in the world.



BackJoy

Industry

Home goods

Use Case

Online store and customization

Migration

Salesforce Commerce Cloud (aka Demandware)

Shopify Plus Content on Merchant

<https://www.shopify.com/enterprise/backjoy-increased-sales-migrating-from-demandware>

Story

BackJoy worked with partner Interstellar to migrate from Demandware to Shopify Plus in 4 months. Our fraud protection and ease of optimization and customization have helped BackJoy grow and expand their business. Since 6 months after launch, they've seen 22.11% more conversions and 7.79% more total sales.

