



# Shopify vs. BigCommerce TCO comparison\*

New research from a leading independent consulting firm found that **costs are 45% higher on BigCommerce** than on Shopify, on average. This, combined with the fact that Shopify's checkout converts 12% better than BigCommerce, paints a clear picture—it not only pays to be on Shopify, it costs you if you're not.

**45%** higher TCO compared to Shopify

**88%** higher implementation costs

**32%** higher platform costs

**21%** higher operating costs

**1.2%** TCO offset

Annual TCO averaged over five years

BigCommerce cost

Shopify cost

\*According to research commissioned by Shopify from a leading independent consulting firm to study TCO across major platforms in North America and understand Shopify's relative positioning based on objective research methods.

## Platform fees and ecommerce stack costs

Shopify respondents had the lowest platform costs on average, which could be explained by competitive platform fees, and lower third-party-application needs. BigCommerce is limited in terms of the native enterprise capabilities it offers, such as promotions, merchandising, and analytics, which often results in a need for more costly third-party applications, plugins, and integrations to meet an enterprise's needs.

**32%** higher platform costs on BigCommerce compared to Shopify

\*All information in this document is according to research commissioned by Shopify from a leading independent consulting firm to study TCO across major platforms in North America and understand Shopify's relative positioning based on objective research methods.

## CASE STUDY CALLOUT

After being long frustrated by an app ecosystem that didn't allow it to operate the way they wished, with Shopify, Grace & Lace now has the agility they'd long desired through a fully formed ecosystem.

→ [Read the full case study](#)

## Operational and support costs

Shopify respondents indicated the lowest operating costs due to its operational and front- and back-end simplicity and less developer support needed. Operational costs on BigCommerce can be significantly increased as a result of limited native enterprise functionality such as testing promotions, merchandising, and analytics. This is especially true when it comes to more complex use cases like curbside pickup and omnichannel.

**21%** higher operating costs on BigCommerce compared to Shopify

## Implementation and setup costs

Shopify is less costly to implement than BigCommerce due to the simplicity of the platform and its developer-friendly back-end system. BigCommerce can require significant development investment, which can significantly drive up costs and timelines.

**88%** higher implementation costs on BigCommerce compared to Shopify

**36%** faster to set up and launch a new storefront on Shopify than BigCommerce

## Conversion

In some TCO calculations, a difference in conversion rate can be applied as an “additional cost” because it’s value that businesses would otherwise be capturing if they were on Shopify instead. Assuming a 10% margin on goods sold, Shopify’s average 12% higher checkout rate\* than BigCommerce’s translates to a roughly 1.2% TCO offset when expressed as a percent of TCO.

**12%** higher checkout rate on Shopify than BigCommerce

\*Checkout conversion data is from a [2023 checkout conversion study](#)

### CASE STUDY CALLOUT

Seeing tens of thousands of dollars wasted on development that used to cost nothing motivated 4ocean to switch back to Shopify. “The amount of money we spent frustrated me because that’s money that’s not going toward our cleanup operations.”

**Alex Schulze, Cofounder and CEO, 4ocean**

→ [Read the full case study](#)

### CASE STUDY CALLOUT

“Our Shopify implementation was not just a migration; it was a transformation that continues to drive cost savings and growth.”

**Mark Nagelmann, Director of Web Operations, Lull**

→ [Read the full case study](#)

Shopify has the world’s best-converting checkout.

→ [Learn more](#)

View the full report and request your custom TCO calculation.

[Visit Shopify.com/TCO](https://Shopify.com/TCO)