Shopify
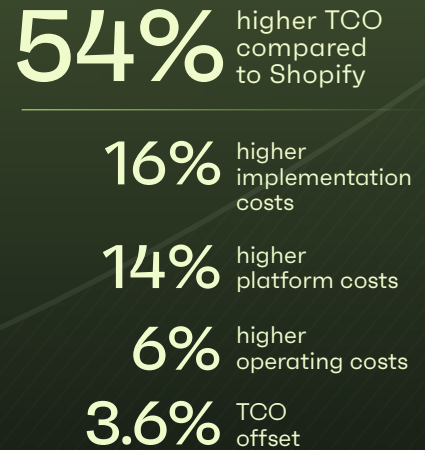
Shopify vs. Salesforce Commerce Cloud TCO comparison*

New research from a leading independent consulting firm found that **costs are 54% higher on Salesforce Commerce Cloud** than on Shopify, on average. This, combined with the fact that Shopify's checkout converts 36% better than Salesforce, paints a clear picture—it not only pays to be on Shopify, it costs you if you're not.

54% higher TCO compared to Shopify

16% higher implementation costs

14% higher platform costs

6% higher operating costs

3.6% TCO offset

Annual TCO averaged over five years

● Salesforce 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. Salesforce lacks flexibility in pricing, which positions their platform costs on the higher end.

14% higher platform costs on Salesforce compared to Shopify
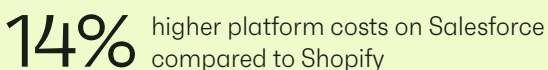
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CASE STUDY CALLOUT

"You buy a platform thinking that's what you need to do to scale, but what you don't know is the associated costs that go with that. Not only the costs of getting onto a massive platform, but the size of the dev teams you need to maintain it or do anything."

Julie Deane, Founder and CEO, Cambridge Satchel Company

→ 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. Maintaining complex legacy platforms such as Salesforce can also require more internal IT resources or partners for ongoing updates and enhancements.

6% higher operating costs on Salesforce compared to Shopify

Implementation and setup costs

Shopify is less costly to implement than Salesforce due to the simplicity of the platform and its user-friendly back-end system. Salesforce may not be as easy to configure as Shopify, particularly for business users, and requires more internal resources or partners to configure and customize for deployment. Salesforce may also have higher implementation costs due to more complex back-end system integrations—for example, with ERPs and financial systems.

16% higher implementation costs on Salesforce compared to Shopify

28% faster to set up and launch a new storefront on Shopify than Salesforce

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 36% higher checkout rate* than Salesforce's translates to a roughly 3.6% TCO offset when expressed as a percent of TCO.

36% higher checkout rate on Shopify vs. Salesforce

Shopify has the world's best-converting checkout.

→ **Learn more**

*Checkout conversion data is from a 2023 checkout conversion study

View the full report and request your custom TCO calculation.

Visit Shopify.com/TCO