Why retailers are switching from Adobe Commerce (Magento) to Shopify

Content

Adobe Commerce (formerly known as Magento) hosted or single-tenant solutions are renowned for being customizable, but they require extensive and consistent developer resources to build, test, and maintain. Thousands of brands have made the switch from Adobe Commerce to Shopify, allowing them to focus on growing and scaling their business, thanks to the agility Shopify offers.

As commerce is one of Adobe's many products, there is a lack of innovation centered around its commerce offerings. With brands paying thousands to build websites and simply maintain basic commerce functionality, Adobe doesn't have to focus on driving innovation for retailers or pushing the limits of commerce.

This leaves brands allocating valuable development resources to maintenance and constant security patches—resources that could be spent on experimenting and building brand differentiators
to stay ahead of always changing customer trends.

When comparing ecommerce platforms, hearing from businesses that have used them can be invaluable. That's why we've compiled feedback from brands across industries that have migrated from Adobe Commerce to Shopify.

Read why brands prefer Shopify to Adobe Commerce, so you can make the best possible decision for your business.

Shopify recognized as a Leader in 2023 Gartner® Magic Quadrant™

Shopify has been recognized as a Leader in the "2023 Gartner® Magic Quadrant™ for Digital Commerce" and placed highest in ability to execute. We believe this is a testament to our innovation and unique vision for commerce.
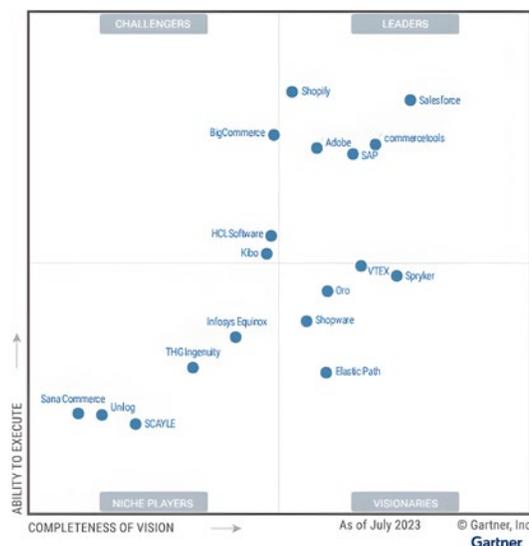
Total cost of ownership

In terms of both time and money, Shopify is far more competitive than Adobe Commerce.

Using Adobe Commerce, retailers spend an inordinate amount of time and budget on platform maintenance, updates, security patches, and simple site changes. With Shopify, we take care of these essentials, so you can spend time on growing your business.

Every change to an Adobe Commerce site comes with associated costs, no matter how minor, due to how developer-dependent the site is. Maintenance and development costs add up and, over time, can take resources away from your business growth.

When you switch to Shopify, you reduce your total cost of ownership, with no hidden or surprise fees. Shopify offers all the power and flexibility you need to manage and grow your business, without the technical weight, cost, and unpredictability of commerce software like Adobe Commerce.

On average, **Adobe Commerce's total cost of ownership is 41% higher than Shopify's,** according to research commissioned by Shopify from a leading independent consulting firm.

Let's look at some of the features you get with Shopify versus Adobe Commerce.

	Adobe Commerce	Shopify
Platform and licensing fees	Adobe Commerce and on-premise: Calculated based on GMV and tiered by average order value (AOV). Open source: $0	$2,300 a month, subject to variable platform fees once GMV exceeds $657,000 monthly
Hosting and storage	Cloud: Included Open source and on-premise: Not included	Included, unlimited

	Adobe Commerce	Shopify
Retailer success support	Premier support for an additional fee with Adobe Managed Services (this can cost up to 2x the Adobe Commerce platform fees)	Included
Themes	Paid	Free and paid
Maintenance, including security patches and bug fixes	Not included	Included
Software upgrades	Not included	Included
Front-end changes and integration additions	Requires developer to code, integrate, and test any changes	Shop owner can easily execute. Developer can also build front-end customizations and custom apps
SSL certificates	Not included	Included
PCI DSS compliance	Not included	Included
Anti-fraud service	Not included	Included
SEO	Not included	Included
Multiple languages supported	Not included	Included
Additional URL/CPU licenses for growth	Not included	Included
Ongoing dev and customizations	Not included	Not included
Transaction fees	Third party payment providers: 2.9% + 30¢/transaction	Shopify Payments: 2.25% + 30¢ online standard card rates 2.95% + 30¢ online premium card rates +1% online international credit card rates

More and more brands are seeing the true costs of Adobe Commerce. Just ask Bombas. The performance sock makers saved $108,000 a year in platform costs after switching from Adobe Commerce to Shopify.
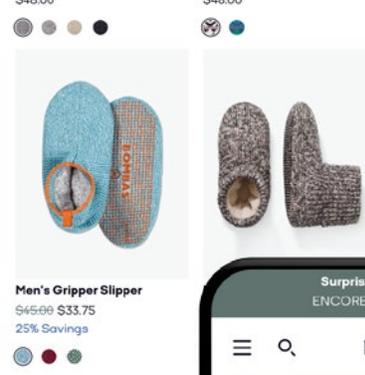
How Bombas replatformed for stability and saved thousands

After the brand landed a deal on Shark Tank, its site couldn't handle the added traffic. Crashes, lost sales, and expensive server maintenance led it to move from Adobe Commerce to Shopify Plus. It trusted that Shopify would be able to handle the traffic from Shark Tank airings and allow it to scale seamlessly. Bombas got the stability it needed to grow, plus, the team saved thousands in platform development costs that were no longer needed.

Adobe Commerce retailers often complain that the product's dedicated time and resources are spent on maintenance, not improvements. This means slow internal processes, increased resource demand—and higher total cost of ownership.

When you switch to Shopify, you get a SaaS solution with a team of engineers and developers rolling out updates daily, so brands don't have to worry about bug fixes, hosting, security, or apps.

Retailers can focus on growing their businesses, and find they are able to make updates and changes to their Shopify sites themselves. This saves time, allowing them to test and learn, finding new ways to stay ahead of competitors.
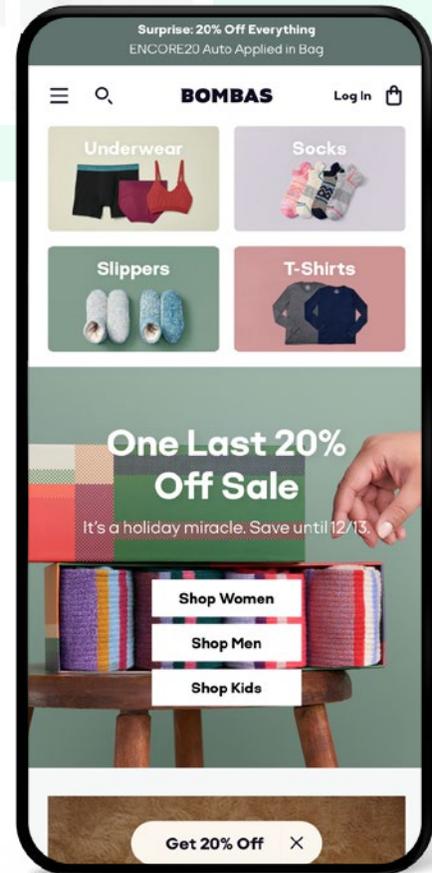
> ## "
> ## It was frustrating, because every time we wanted to change something, the ecommerce platform rep would quote us a price that was tough to swallow. We wound up sitting on so many ideas we just couldn't do.

John Hart
Peepers ecommerce manager

How Peepers increases conversions by 30% with a custom checkout

Eyewear brand Peepers invested hundreds of thousands into a website redesign, and it was still unhappy with how its site functioned on Adobe Commerce (formerly known as Magento). Site updates were expensive and time consuming. Replatforming improved the customer experience and allowed it to add loyalty-inducing features its competitors offered, and customers expected.
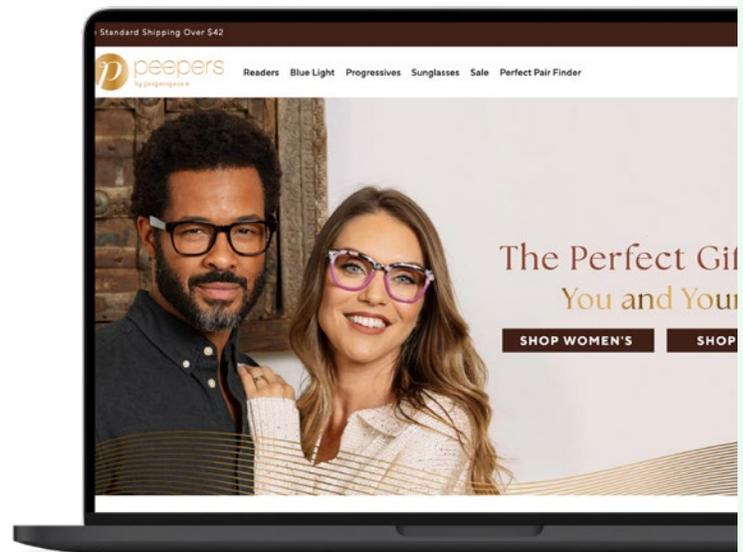
Conversion rates that can't be beat

Shopify users benefit from having the world's highest-converting checkout, as named by an independent study conducted by one of the Big Three consulting companies. The customizable one-click checkout powers 10% of US ecommerce and is trusted by the biggest brands.

According to a study of ecommerce conversion rates, Shopify's proprietary checkout, Shop Pay, converts 5% better than Adobe Commerce. It also lifts conversion by as much as 50%, outpacing other accelerated checkouts by at least 10%.

Cross-platform benchmarking

When leveraging "like-for-like" samples, Shopify outperforms peers up to 36%, and by 15.2% on average.

Salesforce Commerce Cloud	1.98	2.69	+36%
Magento	2.16	2.27	+5%
Big Commerce	2.07	2.32	+12%
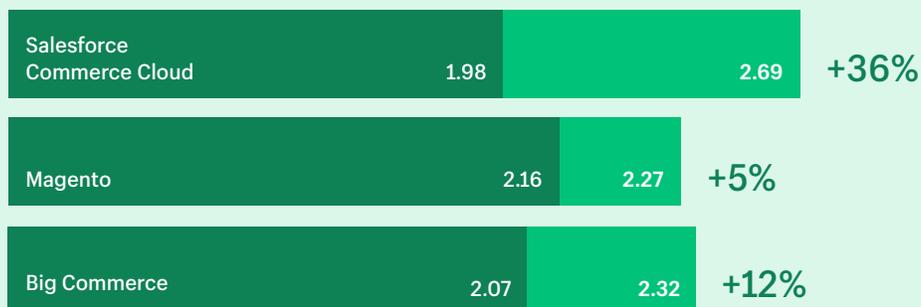
The Shopify checkout also provides a customer experience that's now recognized—and sought after—by shoppers who value the look, feel, and flow of Shopify's checkout. Just the presence of Shopify's one-click checkout drives a 5% lift in lower funnel conversion, even when it's not used. Customers know Shopify's checkout is fast, seamless, and secure, with options like discounts, tax and duty calculations, and delivery options.
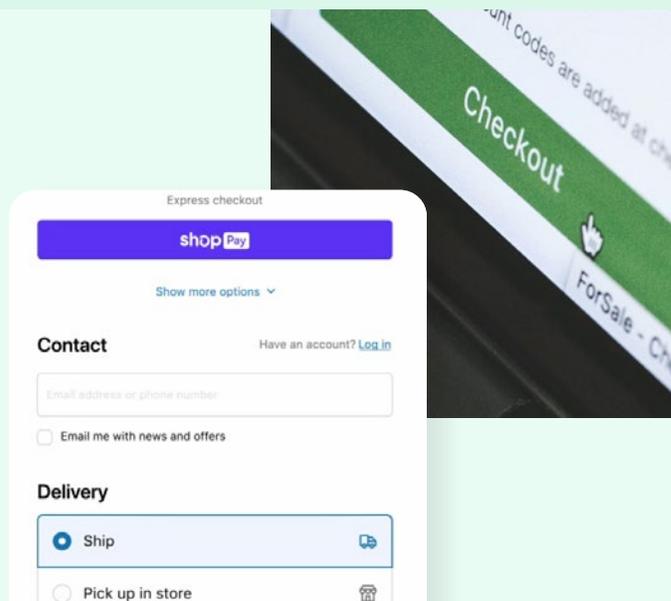
Innovation meets customization

Shopify brands appreciate the ability to customize their checkout to meet the needs of their customers and stay ahead of competitors. With hundreds of engineers shipping improvements every day, Shopify builds features for more conversions so that you don't have to.

Since Shopify's checkout is constantly updated, tested, and optimized, it is the highest converting checkout, especially paired with the Shop Pay ecosystem of online purchasers. Along with giving retailers an unparalleled marketplace advantage, brands can also customize their checkout to match their branding, adjusting elements like color, font, logos, and images, and editing the checkout fields.

Let's compare some of the ways Shopify and Adobe Commerce checkouts can be customized:

Customization	Adobe Commerce	Shopify Plus
Custom look and feel	✓	✓
Pre-purchase product offers	✓	✓
Custom checkout banners	✓	✓
Customized product bundles	✓	✓
Payment customizations	✓	✓
Client-side validation	✓	✓
Customer behavior tracking	✓	✓
Delivery customization	✓	✓
Order routing location rules	✓	✓
Fulfillment constraints	✓	✓
Reviews and surveys	✓	✓

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| Customization	Adobe Commerce	Shopify Plus
Thank you and order status extensions	⊘	⊘
Post-purchase checkout extensions	⊘	⊘
Built-in blog CMS	⊘	⊘
Unlimited products	⊘	⊘

In addition to customization options, Shopify retailers enjoy smooth, built-in functionality like discounting engines, product bundles, shipping rates and delivery promises, global tax systems, flash sales, upsells and cross-sells, and loyalty programs.

It's the tight relationship and feedback loop between Shopify's product, UX, and engineering teams that make the smooth integration of these features possible.

While Adobe Commerce has the capability to offer many of these checkout customizations, it comes at the cost of lengthy and expensive development costs, plus maintenance.

How Spanx increased conversions and became more agile using Shopify

The Spanx team knew they needed a more agile back-end that allowed them to make changes faster. After migrating to Shopify, merchandising tasks and other changes to their site are 30% more efficient. These operational efficiencies were made sweeter by the 10% jump in conversions they saw after migration.

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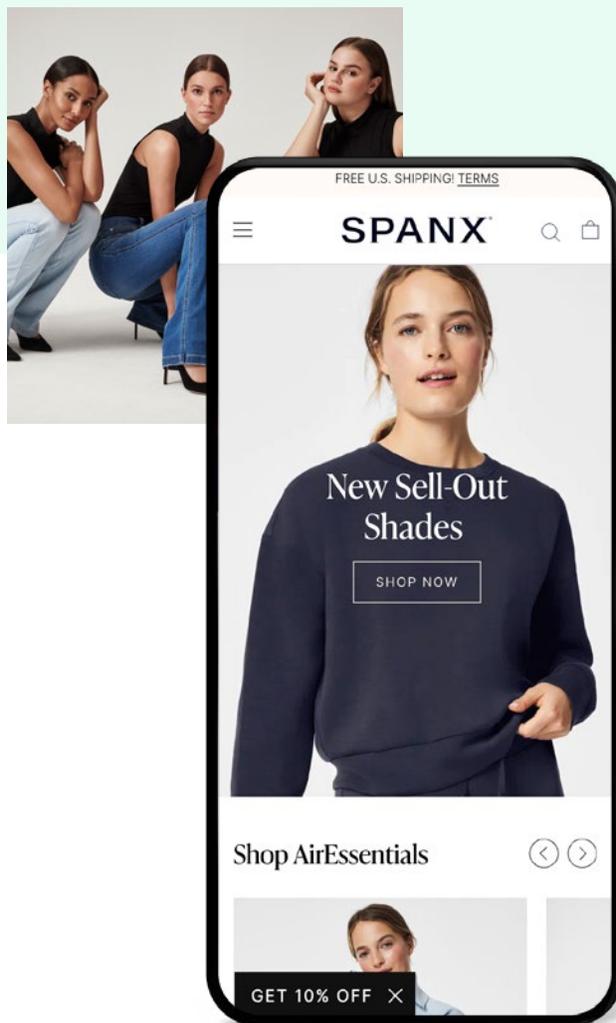
Customization
where it counts

Ecommerce design is important. The most effective brands strike the right balance between originality and familiarity. You want to stand out from the competition but ensure customers can find and purchase your products and services easily.

A misconception about Shopify is that retailers don't have design flexibility or the custom functionality that Adobe Commerce provides.That's simply not true.

Retailers on Shopify have the flexibility to design a custom theme, or install a Shopify Theme Store template and extend it.

One of the benefits of being on Shopify is that many workflow automation features and functionalities are included. This helps reduce the number of apps you have to integrate, update, and pay for, as well as your dependency on developers to make basic changes. It also frees up both invaluable developer time and gives non-technical teams autonomy over their tasks.

If you do need additional capabilities, our partner app ecosystem provides specific functionality for features they specialize in. Apps and extensions are easy to find and install, and likely don't require the assistance (or cost) of a developer to get started.

App and extensions

Adobe Commerce	Shopify
4,000+ apps	8,000+ apps
Requires developer to install	Plug-and-play installation. Ability to hire Shopify Experts/developers for complex changes and custom apps
Requires days or weeks to implement	Quick and easy implementation
Maintenance required with Adobe Commerce updates and security patches	Apps easy to upgrade and configured with Shopify updates

Front-end customization

The majority of customizations that brands want are available with Shopify, including completely replacing your store's front end.

Brands embracing an omnichannel strategy can design special themes, or leverage and alter existing templates to create a consistent shopping experience. Custom sections and content can be customized to meet each brand's needs and deliver unique customer experiences.

With Shopify you can:

Customize storefronts with Storefront API using any framework you want and host it anywhere you want

Create storefronts that leverage Hydrogen to move fast while hosted on Oxygen

The idea is that you can use Liquid to build and customize Shopify storefront themes faster, and with more reliability, plus host it on Shopify. This allows you to move towards experimentation and customization faster.

Build and customize a low-code storefront with Liquid and host it on Shopify to move faster and do more experimentation

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Here is a great visual representation of the various front-end options:

■ Shopify managed   ■ What you manage

	Online store	Custom storefronts		
Stock summary	Web-based storefront built using liquid, hosted by Shopify	Web-based storefront built using Hydrogen, hosted by Shopify	Web-based storefront built using JavaScript, self-hosted	App-based storefront
Example	NETFLIX	allbirds	youfoodz	FASHION**NOVA**
What hosts the storefront	**Shopify** Fast, secure global hosting	**Shopify Oxygen** Fast, secure global hosting	**AWS, Vercel** Bring your own hosting	**Mobile interface**
What developers use to build the storefront	LIQUID	HYDROGEN	(React, Svelte, Angular, Vue, Next)	**Developer tools** Mobile SKDs (iOS & Android), external tools
How Shopify data is accessed	**Liquid rendering engine** Server-side rendering	**Storefront API**		
Where you manage your online presence	**Backoffice**			

Back-end customization

Brands can integrate with any third-party systems or software it prefers or already uses. With Commerce Components, you can choose the Shopify features (components) that you want to use. You can also customize or extend much of Shopify's back-end functionality such as:

Integrate with any third-party back-end systems or third-party software you prefer or already use today (i.e., ERP, PIM, CRM, CMS, etc.)

Choose the Shopify features you want with Commerce Components or bring your own tech stack

Customize or extend much of Shopify's back-end functionality through API integrations, Shopify Functions, Metafields, and Flow

04

Faster implementation and launch

There is a huge difference in time-to-market and cost when comparing the implementation experience of Shopify and Adobe Commerce.

On average, Shopify is up and running three to four times faster than Adobe Commerce. Consider how many additional sales you could make in the amount of time you can save with Shopify.

Average launch timeline

6–18

Average months it takes to launch with Adobe Commerce

3–4

Average months it takes to launch with Shopify

After its 12-week migration, Alessi increased page views by 233%

Homeware design brand, Alessi, migrated to Shopify in just a few short weeks, despite the challenges of working remotely during the pandemic lockdowns. The ability to customize templates allowed it to create a website design in line with the 100-year-old brand's aesthetic and launch within just a few short weeks. Now the team is able to operate the site itself, and control the brand's strict design rules—without third-party support.
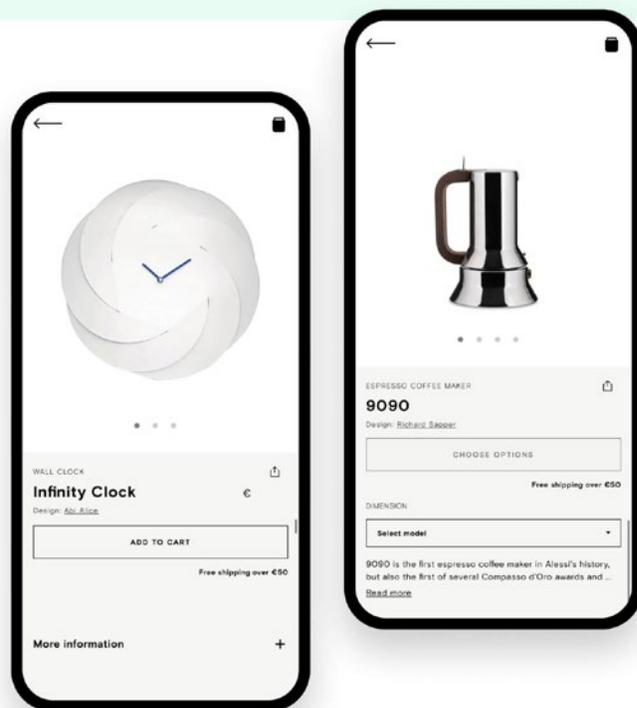
Shopify can free retailers of technical worries and upkeep, allowing them to focus solely on strategic programs that grow the business.

With Adobe Commerce, businesses require technical know-how to set up and manage its sites, or must retain an agency to do it for them. So even after the site is launched, the costly developer work is never finished.

05

Reliability and security you can trust

Shopify offers 99.99% uptime and built-in security. In contrast, the uptime of Adobe Commerce sites depends heavily on how much virtual processing power a retailer has bought—and sites can go down when the answer is, "not enough."

Reliability is essential for businesses. If you are paying for hosting, storage, security and support, in addition to a developer to maintain your site and licensing fees, it's reasonable to expect it to perform.

Shopify is committed to ensuring your site is up and open for business whenever customers want to shop.

Let's take a look at which security and reliability features are included with Shopify and Adobe Commerce.

## Security and reliability features included

Key Features	Adobe Commerce	Shopify Plus
Server uptime	Depends on host	**99.99%**
Included SSL certificate		⊘
PCI-DSS compliance		⊘
Built-in fraud protection	⊘	⊘
Unlimited storage		⊘
24/7 customer support	⊘	⊘

How Culture Kings flourished with a stable Shopify site

An ecommerce site that constantly broke left Culture Kings wondering if it should sell online at all. The switch to Shopify was a game changer for the streetwear brand, which now has the stability to expand its business. It opened multiple stores, expanding internationally, and growing its global customer base. Today, ecommerce is 60% of the brand's revenue.

" Ecommerce has grown into a strength, and Shopify Plus is that platform and that safety net.

Simon Beard
Cofounder of Culture Kings
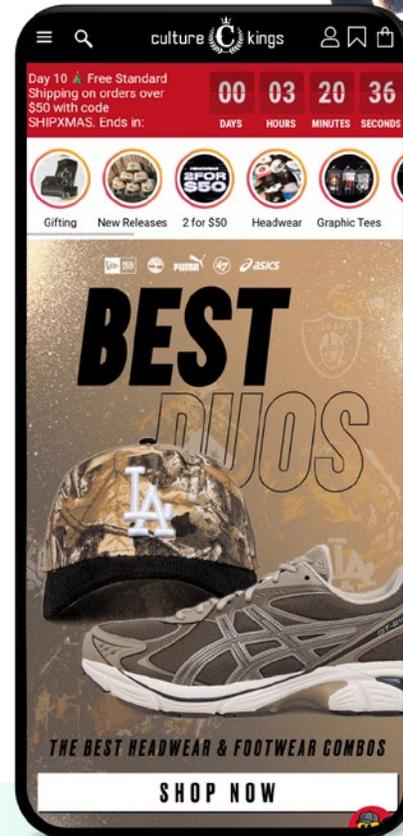
In addition to reliability, brands choose Shopify over Adobe Commerce for site security.

It's a given that customers expect their information to be kept and processed securely when buying from an ecommerce store. Brands put their trust in Shopify to ensure their own data, and customer data, is secure.

All stores powered by Shopify are PCI compliant by default, so you can keep payment info and business data safe. Shopify's certifications are a commitment to maintaining that trust.

Shopify has an SSL certificate installed as standard, encrypting data transferred between browsers and online stores. It also covers all six PCI compliance standard categories, and applies to every store using its platform, keeping businesses and customers secure. This means individual retailers don't have to certify their own sites.

Adobe Commerce shifts the responsibility of PCI DSS compliance onto the retailer, which means brands need to independently ensure that their code is PCI compliant and go through the auditing process to get PCI certified. This process can be extremely time consuming and tedious.

Retailers trust Shopify to keep their stores safe, and switch from Adobe Commerce to Shopify with that goal in mind.

How International Military Antiques notched record sales after migrating from Adobe Commerce

International Military Antiques, the world's largest seller of military collectibles and antique guns, migrated to Shopify from Adobe Commerce after suffering a major security breach. It chose Shopify to provide customers and its business a secure experience.

06

Scalability

Retailers find migrating from Adobe Commerce gives them the ability to scale their businesses like never before. From fast migrations to unmatched ease-of-use, flexibility, customization, and the best converting checkout, Shopify helps businesses reach new heights and become leaders in their markets.

Retailers know the value of Shopify as a partner who can help keep pace with their needs.

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How Gymshark outgrew Magento and replatformed to scale internationally

Ten months after entering into a relationship with Magento (now Adobe Commerce), Gymshark was looking for a new partner to help them scale. With their eyes set on international expansion, they replatformed with Shopify. Migrating helped Gymshark become one of the fastest growing global fitness and apparel brands.
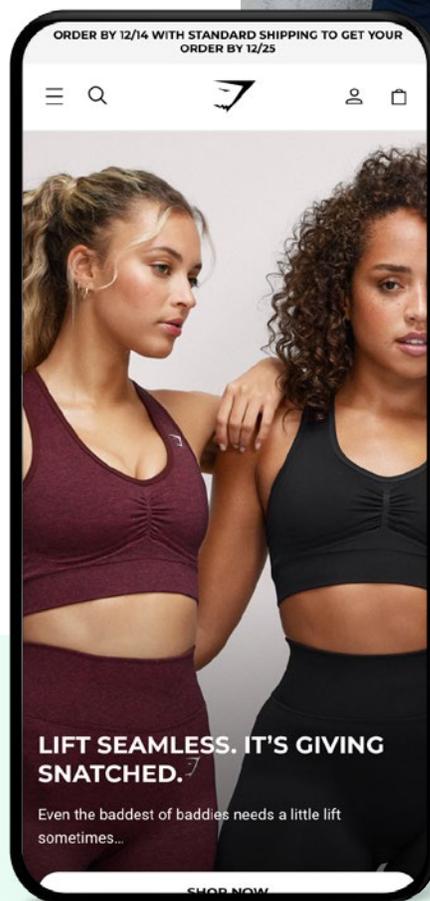
Scalability comparison

When it comes to growth, you need a partner that is ready to run with you. Here's how Adobe Commerce compares to Shopify in terms of resources to help you scale.

	Adobe Commerce	Shopify
# of customers	**315,000**	**Millions** of brands
# of engineers	**1,522** active contributors **154** Adobe engineers	**Thousands**
Checkout throughput	**10,500** orders/hr (performance report v.2.4.2) **60,000** orders/hr (scalability testing by Accenture) —actual test showed 1,033 orders/min **208,000** orders/hr (performance benchmarks v.2.4.5) ****Will vary depending on the version being used and overall architecture setup**	**35,000** checkout starts/min **>2.1** million/hour

Increase conversions. Migrate to Shopify.

Let's talk about your commerce stack. The Shopify team of launch engineers has successfully migrated hundreds of brands from Adobe Commerce to Shopify. Once on the Shopify platform, brands immediately lessen the burden in their tech stack, increase their site's agility, and improve their conversion rates.

Enterprise businesses can now build with the same components Shopify uses to power 10% of all US ecommerce, including the world's best-converting checkout and Shop Pay accelerated digital wallet.

Get in touch with an expert to learn more about migrating to Shopify