



Shopify vs. Adobe Commerce TCO comparison*

New research from a leading independent consulting firm found that **costs are 41% higher on Adobe Commerce (Magento)** than on Shopify, on average. This, combined with the fact that Shopify's checkout converts 5% better than Adobe, paints a clear picture—it not only pays to be on Shopify, it costs you if you're not.



*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. Adobe lacks flexibility in pricing, which positions their platform costs on the higher end.

42% higher platform costs on Adobe Commerce compared to Shopify

CASE STUDY CALLOUT

After migrating from Magento to Shopify, Bombas experienced a savings of \$108,000 in annual platform costs.

→ [Read the full case study](#)

*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.

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. Businesses can incur additional infrastructure costs on Adobe, such as hosting, especially as they need scalable computing and security infrastructure to handle large amounts of web or store traffic and transactions. Maintaining complex legacy platforms like Adobe can also require more internal IT resources or partners for ongoing updates and enhancements.

24% higher operating costs on Adobe Commerce compared to Shopify

Implementation and setup costs

Shopify is less costly to implement due to the simplicity of the platform and its user-friendly back-end system. Adobe 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. It's also complex from an integration standpoint—for instance, requiring API gateways—driving up development costs for deploying key applications to meet business requirements. Platforms like Adobe may also have higher implementation costs due to more complex back-end system integrations—for example, with ERPs and financial systems.

42% higher implementation costs on Adobe compared to Shopify

40% faster to set up and launch a new storefront on Shopify than Adobe

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 5% higher checkout rate* than Adobe's translates to a roughly 0.5% TCO offset when expressed as a percent of TCO.

5% higher checkout rate on Shopify vs. Adobe

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

CASE STUDY CALLOUT

“Not having to spend all the time and costs maintaining the platform and upgrading it has been great. With Shopify Plus we can focus our effort and budget on rolling out new features and innovating. We're a products- and customer-focused company, we don't want to be bogged down in tech.”

Jaylon Martin, Head of Ecommerce and Technology, Makeup Cartel Brands

→ [Read the full case study](#)

CASE STUDY CALLOUT

Alessi attributes their success in migrating to Shopify from Magento to a mammoth company-wide effort, combined with an easy-to-implement solution.

→ [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://www.shopify.com/TCO)