

E-commerce White Paper

COMPARISON

300code, Adobe Commerce, PrestaShop, Shopify,
WooCommerce, Wix & Salesforce Commerce
Cloud



2023

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Introduction

We want to buy faster than our shadow can move

The time when you needed to spend one hour on the road to get the specific fancy shoes you wanted is over. E-commerce has placed itself at the core of our buying habits. The rise of online shopping lies in its unmatched convenience, empowering consumers to access products and services at their fingertips through smartphones or tablets. From a business perspective, selecting the right e-commerce software is crucial, as it will enable you to reach your audience where they are and retain them as customers. It's not merely about having a "Buy" button on your site anymore; it's all about creating a memorable experience for your customers, from building brand awareness to delivering the products to their doors and providing post-sale services. Behind every e-commerce page, a real business demands management, which requires the addition of other solutions such as inventory management, accounting software, marketing tools, and more.

Choosing the right software is, therefore, crucial for effectively attracting, nurturing, and fostering customer loyalty. This paper is dedicated to providing enough information to evaluate the solutions that best meet your specific requirements in terms of features coverage, pricing, reviews, and usability. We've carefully selected some of the most popular solutions available, including 300code, Adobe Commerce, PrestaShop, Shopify, WooCommerce, Wix, and Salesforce Commerce Cloud.

***But first, let's discover
the different solutions*** 



E-commerce Software



300code

300code is a cloud e-commerce and ERP platform for small and mid-sized companies, built on the Odoo platform, which we run and extend as an Odoo partner. The online store is not a separate product: it shares one database with sales, inventory and accounting, so stock, prices and customers stay in one place. We offer it as a hosted service only — there is no on-premise edition.



Attract, engage, and retain: the e-commerce solution for your thriving online store!



24/5

support included



0

hidden fees



1

hosted platform



2

backup continents

PrestaShop

PrestaShop was established by French students in 2007. Over a span of fifteen years, it has developed into a **4** open-source software tailored for

Adobe Commerce

Adobe Commerce originated in 2008 as an open-source e-commerce software solution under the banner of Varien. In 2018, Varien was acquired by Adobe Inc., leading to the rebranding of the software as Adobe Commerce. The platform currently facilitates transactions that contribute to over \$155 billion in gross merchandise volume annually. Adobe Commerce is available in two variations: Magento Open Source and Adobe Commerce. While Magento Open Source can be obtained at no cost, Adobe Commerce comes with an annual fee. Both versions are built on the Magento 2 framework. For the purposes of this comparison, our focus will be on the Adobe Commerce edition.



The next-generation digital commerce, tailor-made for your business



270,000 +

users



250,000 +

online website



3,600 +

integrated apps



400 +

partners

online store management. The platform is adaptable for international use. While PrestaShop itself operates on a freemium basis, its main revenue streams come from partnerships with entities such as **5** Google and PayPal, and from the sale of PrestaShop add-ons on their marketplace. PrestaShop is available to download for free. The latest stable edition 8.1.1 was released on August 30, 2023, and is

the version used for this comparison.

“

Your e-commerce success starts here.

”



1 +

million users



300,000 +

online website



2,000 +

integrated apps



300 +

partners

WooCommerce

WooCommerce, introduced in September 2011, is an open-source e-commerce plugin designed for the WordPress website building platform. Since its inception, the plugin has been downloaded over 70 million times and ranks as the second-fastest-growing content management system (CMS). WooCommerce operates on a ware business model, offering several basic features at no cost. Users have the flexibility to subscribe to various feature packages based on their specific requirements.

“

*The most customizable platform
for building your online business.*

”

Shopify

In 2006, Shopify was established by two Canadian entrepreneurs looking for alternatives to the then-available e-commerce solutions. Recent data indicates that Shopify commands a notable presence in the US e-commerce sector. By Q2 2023, Shopify reported total revenues of \$3.2 billion and maintains a 25% market share in the worldwide e-commerce platform domain. Shopify provides two main product offerings: their e-commerce software, known simply as Shopify, and a retail point of sale system labeled Shopify POS. Both of these are accessible exclusively on the online SaaS platform.

“

*Shopify gives you everything you need to
build a successful online business.*

”



1 +

million users



1 +

million online website



8,000 +

integrated apps



400 +

partners

Wix

Wix, established in 2006, entered the e-commerce sector and saw user growth over the years. By 2011, it received ed 8.5 million users and had garnered \$40 million in funding. Wix provides both a website builder and an e-commerce solution. While the Wix website builder is based on a freemium business model, a substantial portion of its revenue comes from users opting for premium upgrades.

*It's more than just a website builder, it's
how your vision comes to life.*

“



4 +

million users



1 +

million online website



240 +

million users



800,000 +

online website



55,000 +

integrated apps



270 +

partners



300 +

integrated apps

5,000 +

partners

Salesforce Commerce Cloud

Salesforce, an American company founded in 1999, made its mark in the CRM space before venturing into e-commerce with the introduction of Salesforce Commerce Cloud. By 2016, after acquiring Demandware, Salesforce Commerce Cloud started gaining traction in the e-commerce platform market. While Salesforce is recognized for its diverse range of cloud-based solutions, a significant portion of its growth in recent years can be attributed to its e-commerce endeavors. Salesforce Commerce Cloud offers a comprehensive e-commerce solution tailored to businesses of varying sizes. It's segmented into multiple editions, considering different business requirements.

8



*Power growth everywhere
with Commerce Cloud.*



13,000 +

customers



3,000 +

integrated apps



Product Management

Feature Comparison

5

,

0

0

0

+

o
n
l
i
n
e

w
e
b
s
i
t
e

1

,

9

0

0

+

partners

10

11



The heart of any e-commerce venture lies in the products offered.



	300code	Adobe Commerce
Catalog Management		
Configurable Products (Variants, Attributes,...)	✓	✓
Product Inline Page Builder	✓	✓
Digital Products	✓	✓
Product Reviews	✓	✓
Recurring Products (Subscriptions)	✓	Extension
AI-Powered product recommendation	✗	✓
Multi-website support	✓	✓
Inventory Management		
Barcode Support	✓	Extension
SKU Support	✓	✓
Product Demand Forecasting	✓	✓
Stock On Hand	✓	✓
Stock Available	✓	✓
Supply Chain	✓	Extension
Return/Exchange Management	✓	✓
Shipment Tracking	✓	✓
Backorder Management	✓	✓
Multiple Warehouses	✓	✓
Purchase Management	✓	✓
Inventory Reports	✓	✓

	PrestaShop	Shopify	Woo Commerce	Wix	Salesforce Commerce
✓	✓	✓	✓	✓	✓
✓	✓	✓	Add-on	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	Plugin
Add-on	✓	Extension	✓	✓	✓
✗	Add-on	Plugin	Add-on	✓	✓
✓	✗ ₁	✓	✗ ₂	✓	✓
Add-on	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✗	App	Plugin	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✗	✓	✓
Add-on	App	Plugin	Add-on	✓	✓
✓	✓	Plugin	✓	✓	✓
✓	✓	Extension	✓	Plugin	✓
Add-on	App	Plugin	✓	✓	✓
✓	✓	Extension	✗	✓	✓
Add-on	App	Plugin	✗	✗	✗
✓	✓	✓	✗	✓	✓

1. 1. Only available with a Shopify Plus subscription (2000€/month)
 2. With WiX Premium



Feature Comparison

Design plays a pivotal role in the visual appeal and functionality of an e-commerce platform.

General

WYSIWYG ¹ Editor	✓	✓
Drag-and-Drop Page Builder (Blocks)	✓	✓
Responsive Web Design	✓	✓
Auto-Generated Sitemaps	✓	✓
Customizable HTML/CSS/JS	✓	HTML & CSS
AI-Powered Site Builder	✓	✗
AI-Powered Themes	✓	✓
PWA support ²	✗	✓
Mobile friendly	✓	✓
Mobile Specific Content	✓	✗

eCommerce Usability

Breadcrumb Navigation	✓	✓
Site Search Engine	✓	✓
Sorting of Search Results	Add-on	✓
Filtering of Search Results	✓	✓

1. Acronym for “What you see is what you get”
 2. For HTML/CSS/JS

✓	✓	Plugin	✓	✓
Add-on	✓	Plugin	✓	✓
✓	✓	✓	✓	✓
✓	✓	Plugin	✓	✓
✓	HTML & CSS	Plugin ₃	✓	✓
✗	✗	Plugin	✓	✗
✗	✗	Plugin	✓	✗
Add-on	App	Plugin	✓	✓
Add-on	✓	✓	✓	✓
✓	✓	✓	✓	✓

✓	✓	✓	✓	✓
✓	✓	Plugin	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓

3. Progressive Wep Applications

Product

Multi Pictures per Product	✓	✓
Bulk Image Upload	✓	✓
Bulk Product Import/Export	✓	✓
Hierarchy of Categories	✓	✓
Video and 3D product asset	✓	✓
Back in stock notification	✓	✓
Matrix Selector	✓	✓
Variants Display Types	✓	✓

✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	Plugin	✓	✓
✓	✓	✓	✓	✓
Add-on	✓	Plugin	✓	✗
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓



Customer Management

Feature Comparison

The art of managing and nurturing customer relationships is the key to e-commerce success.

Customer Management

Cart Abandonment Tracking	✓	✓
Persistent Cart	✓	✓
Customer Portal	✓	✓
Buy Without Signup	✓	✓
Customer Testimonials	✓	✓
Customer Contact Form	✓	✓
Customer Order History	✓	✓
Customer Specific Prices	✓	✓
Live Chat on Website	✓	Extension
Affiliates Management	Add-on	✓
Wishlist	✓	✓
Customizable customer forms	✓	✗
B2C Website Configuration	✓	✓
B2B Website Configuration	✓	✓

✓	✓	Plugin	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	Plugin	✓	✓
✓	✓	Plugin	✓	✓
✓	✓	Plugin	✓	✓
✓	App	✓	✓	✓
✓	✓	Plugin	✓	✓
Add-on	App	Plugin	✓	✓
✓	App	✓	✗	✓
✓	✗	✓	✗	✓
✓	✓	✓	✓	✓
Add-on	✓	Plugin	✓	✓



Shipping

Feature Comparison

Efficient and reliable shipping is the backbone .
of e-commerce operations.

300code	Adobe Commerce
---------	----------------

Shipping

Custom Shipping Rules	✓	✓
Flat Rate Shipping	✓	✓
Label Printing	✓	✓
Gift Wrapping Option	✓	✓
Free Shipping Options	✓	✓
Weight Based Shipping	✓	✓
Dropshipping	✓	Extension
Pick-up in store	✓	✓
Shipping Connectors: DHL	✓	✓
Shipping Connectors: UPS	✓	✓
Shipping Connectors: USPS	✓	✓
Shipping Connectors: FedEx	✓	✓
Shipping Connectors: La Poste	✓	✗
Shipping Connectors: Mondial Relay	✓	Extension
Shipping Connectors: Sendcloud	✓	Extension

PrestaShop	Shopify	Woo Commerce	Wix	Salesforce Commerce
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✓	✓	Plugin	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	Extension
✓	✓	✓	✗	✓
✓	✓	✓	✓	✓
✓	✓	Plugin	✓	✓
✓	✓	Plugin	App	Extension
✓	✓	Plugin	✓	✓
✓	✓	✓	App	Extension
✓	✓	Extension	App	Extension
✓	✓	Extension	✓	Extension
✓	✓	Extension	App	Extension
✓	✗	✗	✗	Extension
✓	App	Plugin	App	Extension
✓	App	Extension	App	Extension



Promotion and Marketing

Feature Comparison

Attracting and retaining customers requires effective promotion and marketing.

	300code	Adobe Commerce
Promotion & Marketing		
Email Auto Response	✓	✓
Email List Management	✓	✓
Drag & Drop Mail Designer	✓	✓
Affiliate Program Support	✗	✓
Coupons & Promo Codes	✓	✓
Reward Points	✓	✓
Discount Management	✓	✓
Gift Cards	✓	✓
Product Ratings	✓	✓
Product Bundling	✓	✓
Product Comparison	✓	✓
Upsells in Shopping Cart	✓	✓
Cross-sells on Product Pages	✓	✓
UTM Conditional Display	✓	✗
Customizable Newsletter Templates	✓	✓
Integrated A/B Testing	✓	Extension
eBay Marketplace Integration	✓	Extension
Amazon Marketplace Integration	✓	Extension
Private Sales	✓	✓
Site-Wide Banner Advertising	✓	✓
Social media integration	✓	Extension
Blogs	✓	Extension

PrestaShop	Shopify	Woo Commerce	Wix	Salesforce Commerce
✓	✓	Plugin	✓	Extension
✓	✓	Plugin	✓	Extension
Add-on	✓	Plugin	✓	Extension
Add-on	✓	Plugin	✓	Extension
✓	✓	Plugin	✓	✓
✓	✓	✓	App	Extension
✓	✓	Extension	✓	✓
✓	✓	✓	✓	✓
✓	App	Plugin	App	✓
✓	App	Extension	App	✓
Add-on	App	Extension	✓	✓
✓	App	Extension	✓	✓
✗	✗	✗	✗	✗
✓	✓	Extension	✓	Extension
Add-on	App	Extension	✓	✓
Add-on	App	Plugin	✓	Extension
Add-on	✓	Extension	✓	Extension
Add-on	App	Plugin	✓	Extension
✓	✓	Plugin	✓	Extension
✗ ₁	✓	✓	✓	Extension
Add-on	✓	✓	✓	Extension

1. Requires PrestaShop Facebook subscription

300code

Adobe
Commerce

Search Engine Optimization

Integrated SEO Tools	✓	✓
Inline SEO Suggestions	✓	✗
Optimized URLs	✓	✓
Link Tracker	✓	✓
SEO-friendly Templates	✓	✓

PrestaShop

Shopify

Woo
Commerce

Wix

Salesforce
Commerce

✓	✓	Plugin	✓	Extension
✗	✗	✗	✗	Extension
✓	✓	✓	✓	✓
✗	✓	Plugin	✓	Extension
✗	✗	✗	✓	✓



Sales Management

Feature Comparison

Sales in the e-commerce landscape
are a dynamic interplay of data, strategies,
and customer engagement.

Sales Management

Integrated Accounting	✓	✓
Search Reports	Add-on	✓
Data Import	✓	✓
SSL Support	✓	✓
Integrated Invoicing	✓	✓
Multi-Store Support	✓	✓
Taxes by Country/State	✓	✓
Automatic Taxes Mapping	✓	Extension
Customizable Invoice Template	✓	✓
Address Autocomplete	✓	✓
Express Checkout	✓	✓
Multi-Currency System	✓	✓

Add-on	Add-on	Add-on	✓	App
✓	✓	Extension	✓	✓
✓	✓	Extension	✗	✓
✓	✓	✓	✓	✓
✓	✓	Plugin	✓	✓
✓	✓	Plugin	✓	✓
✓	✓	✓	App	✓
✗	App	✗	App	✗
✓	✓	✓	✗	✓
✓	✓	✓	✓	✓
Add-on	✓	Plugin	✓	✓
✓	✓	Extension	✓	✓

300code	Adobe Commerce
---------	----------------

Payment & Pricing Features

Payment Gateway: Redirect	✓	✓
Payment Gateway: Server-to-Server	✓	✓
Recurring Payments	✓	✗
PayPal Integration	✓	✓
Adyen Integration	✓	Plugin
SIPS Worldline Integration	✓	Plugin
Alipay Integration	✓	Extension
Stripe Integration	✓	Extension
Amazon Payment Services Integration	✓	✓
AsiaPay Integration	✓	✗
Authorize.net Integration	✓	✓
Buckaroo Integration	✓	Extension
Flutterwave Integration	✓	Extension
Mercado Pago Integration	✓	✓
Mollie Integration	✓	Extension
PayU Integration	✓	Extension
Razorpay Integration	✓	✗
SEPA Direct Credit Integration	✓	✓
Ogone Integration	✓	✓
Own Provider Support	✓	✗

PrestaShop	Shopify	Woo Commerce	Wix	Salesforce Commerce
------------	---------	--------------	-----	---------------------

✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
Add-on	App	✓	✓	✓
Add-on	✓	✓	✓	App
Plugin	✓	Plugin	✓	App
Add-on	✓	Plugin	✗	App
Add-on	✓	Plugin	✗	✗
Add-on	✓	Plugin	✓	✓
✓	✓	✓	✗	✗
✗	App	Plugin	✗	✗
✓	✗	✓	✗	App
Plugin	✗	Plugin	✗	✗
Extension	App	Plugin	✗	✗
Add-on	App	✓	✓	App
✓	✓	✓	✓	App
Add-on	App	✓	✓	✗
Plugin	App	✓	✓	App
Add-on	✗	✓	✓	App
✓	✓	Add-on	✗	✗
✗	✗	✗	✗	✗



Reporting

Feature Comparison

Numbers tell a powerful story in e-commerce.

	300code	Adobe Commerce
Reports		
Sales Report	✓	✓
Inventory Reports	✓	✓
Subscription KPIs (MRR, Churn, etc.)	✓	✗
Google Analytics Integration	✓	✓
Plausible Analytics Integration	✓	✗
Product Performance Reports	✓	✓
Sales Summary Reports	✓	✓
Site Search Report	✗	✓
Report Engine		
Dynamic Graphs	✓	Extension
Dynamic Pivot Table	✓	✗
Customizable Dashboard	✓	✓
Export Report to Excel	✓	Add-on
Report Engine		
Full Web Interface	✓	✓
Fast Backend (Ajax)	✓	✗
Responsive Backend	✓	✓
Multi-language	✓	✓
Report Engine		
API	✓	✓
Apps Store (e-commerce related)	554	6212 ¹

1. Magento 2.3 and 2.4

PrestaShop	Shopify	Woo Commerce	Wix	Salesforce Commerce
✓	✓	✓	✓	✓
✓	✓	Plugin	✗	✓
✗	✗	Plugin	✗	✓
Add-on	✓	Plugin	✓	✓
✗	✓	✓	✓	✗
✓	✓	✓	✓	✓
✓	✓	Plugin	✓	✓
✓	✗	Extension	✓	✓
✗	✗	Plugin	Add-on	✗
✗	✗	✗	✓	✗
✗	Add-on	Plugin	✓	✓
Add-on	✓	✓	✗	✓
✓	✓	✓	✓	✓
✗	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
4255	7032	752 ²	250+	150+

2. Official Extensions store



Usability, Pricing & Conditions

Feature Comparison



Implementation

Ease of Setup	4 / 5	2 / 5
Ease of Use	4,5 / 5	2,5 / 5
Reports Flexibility	4,5 / 5	3,5 / 5
Speed / Scalability	4,5 / 5	2 / 5
CDN By Default	✓	✓

Pricing & Conditions

Monthly Pricing	24.90€ / user 1	€1500
Contract Duration	Yearly	Yearly
Free Updates	✗	✗
Upgrades to Future Versions	✗	✗
Hosting Mode	On-premise/Cloud	On-premise/Cloud
Support	✓	✓

1. 300code Online includes every app for 24.90€/user/month, with a free trial and no add-on licences.

Free	€299 for Shopify Advanced Subscription	Free	€35 for Wix Business Subscription	Professional \$80, Enterprise \$165 and Unlimited \$330
✗	✗	✗	✓	✗
✗	✗	✗	✗ ₂	✗
✗	Monthly	Monthly	Monthly	Monthly or Yearly
n/a	n/a	n/a	n/a	✗
✓	✗	✓	✗	✗
✗	✓	✓ ₃	✓	✗
✗	✓	✗	✓	✗
On-premise/Cloud	Cloud	On-premise/Cloud	Cloud	Cloud
✗ ₄	✓	✗	✓	✓

2. On select Yearly Premium Plan
 3. Only for free Plugins
 4. Requires buying service packages

User Interface

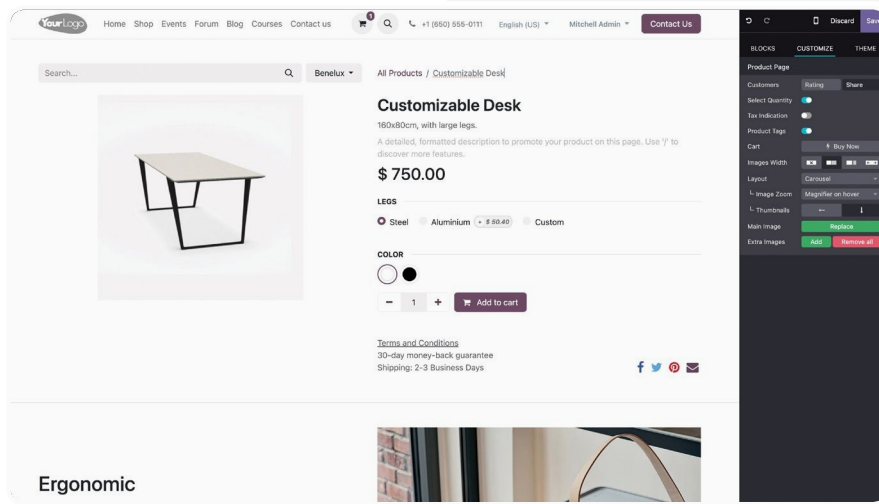
In various software applications, across numerous industries, the user interface (UI) is often overlooked. Many prioritize core functions and back-end developments, allocating fewer resources to crafting an effective UI. This imbalance can lead to subpar user experiences and hinder productivity.

For software to be efficient and satisfying to end-users, impeccable usability is crucial. This means the software should align with users' needs and objectives, empowering them to achieve their goals with ease. The UI is vital in this regard, interpreting human aspects like preferences, habits, and acquired skills, ensuring the software serves its purpose efficiently. A well-crafted design is indispensable for a positive user experience.

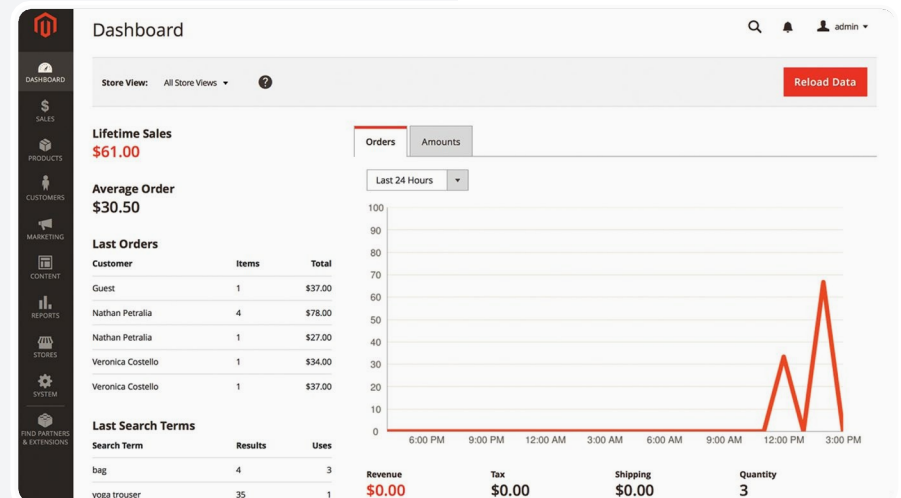
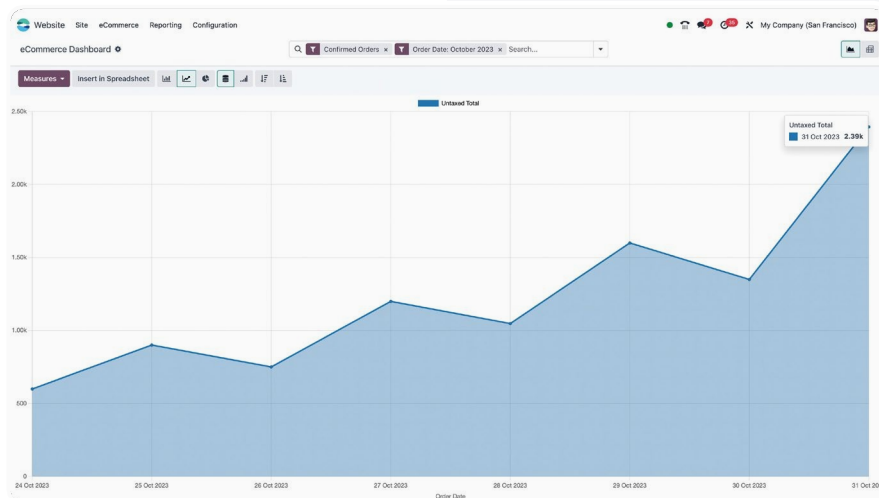
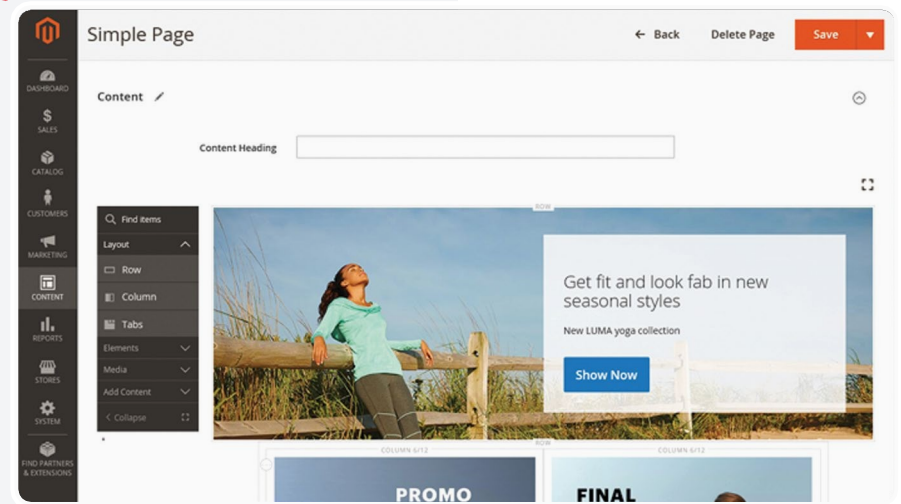
Usability, in essence, gauges a software's capacity to predict and meet user requirements. Every element within the interface should be straightforward to access, comprehend, and use. Superior software design offers usability that inspires user confidence, aiding them in swiftly attaining their desired results and improving overall efficiency. It's also wise to maintain a minimalist interface, ensuring consistency through common elements and structuring layouts based on their relevance and sequence.

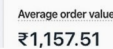
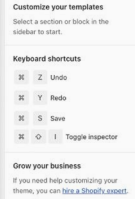
To delve deeper, let's examine the back-end screenshots of seven products and compare their interface designs.

300code

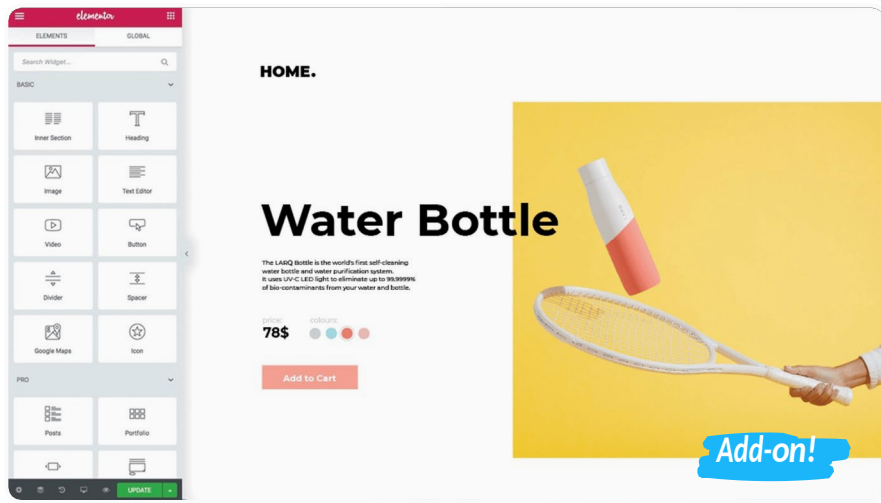


Adobe Commerce

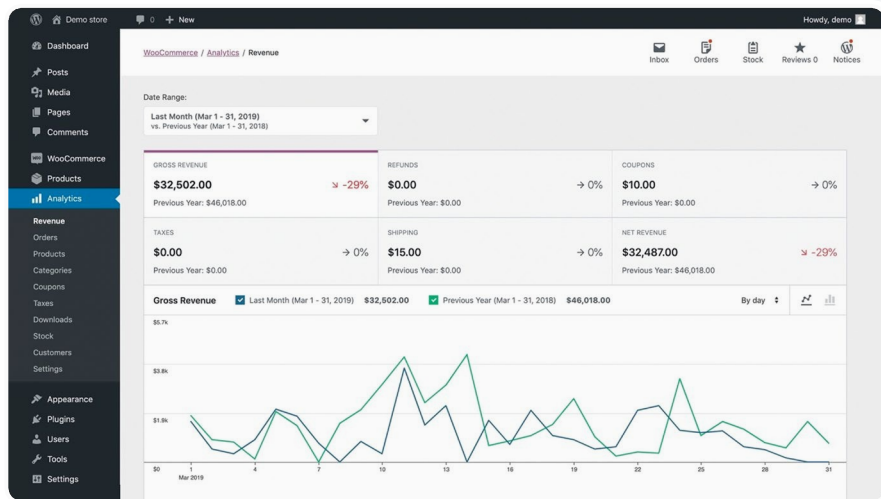
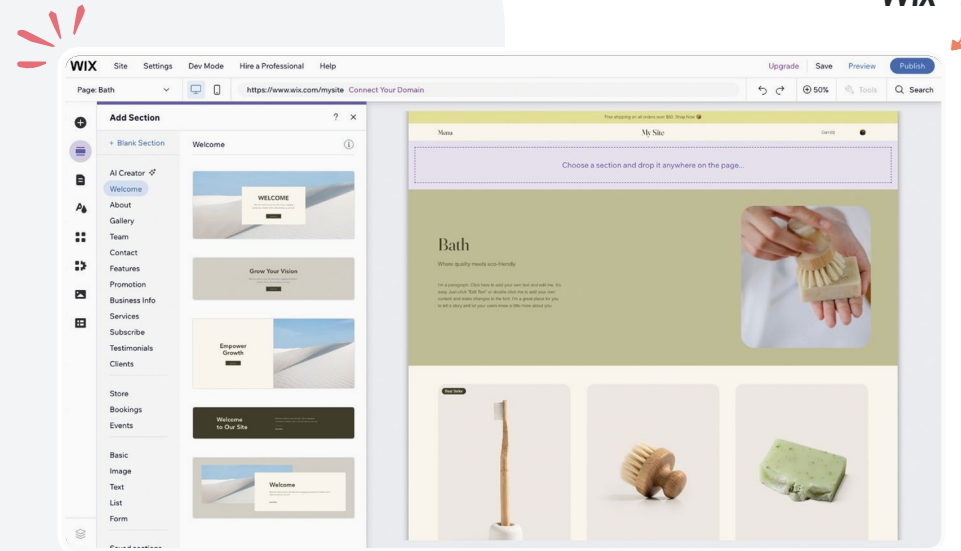




WooCommerce

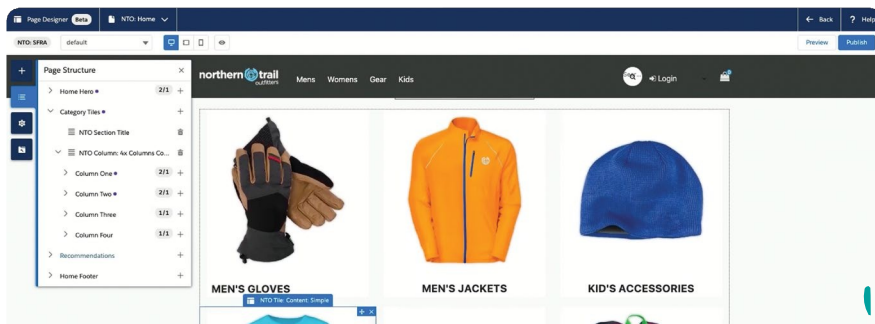


Wix



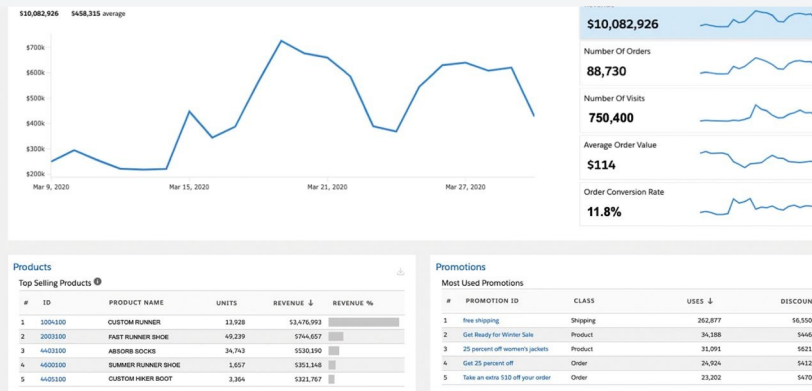
Order	Date	Customer	Payment	Fulfillment	Total
#8931	Aug 6, 2020, 8:24 PM	John Bransen	Paid	Unfulfilled	\$340.00
#4844	Aug 6, 2020, 9:33 PM	Jenny Johnson	Paid	Unfulfilled	\$340.00
#27833	Aug 6, 2020, 9:45 PM	Ben Taylor	Paid	Unfulfilled	\$340.00
#45390	Aug 6, 2020, 10:11 PM	Nelly Mendez	Paid	Unfulfilled	\$250.00
#105487	Aug 6, 2020, 10:23 PM	Ashley Green	Paid	Unfulfilled	\$299.00
#159372	Aug 6, 2020, 10:55 PM	Vincent Cruz	Paid	Unfulfilled	\$299.00
#169378	Aug 6, 2020, 11:12 PM	Jaroslav Brabec	Paid	Unfulfilled	\$399.00
#129356	Aug 6, 2020, 11:32 PM	Emilee Simchenko	Paid	Unfulfilled	\$299.00
#178355	Aug 6, 2020, 11:34 PM	Benito Noboa	Paid	Unfulfilled	\$299.00

Salesforce Commerce Cloud



Business Scope measures a software's capacity to meet your business needs comprehensively through its features and its flexibility in customizability and integration with other tools.

User-friendliness measures how straightforward and user-friendly a software solution is for your team to navigate, requiring minimal training or complex procedures. Additionally, it evaluates how hassle-free the software is to set up, considering factors like time, effort, and resource requirements for initial configuration within your organization.



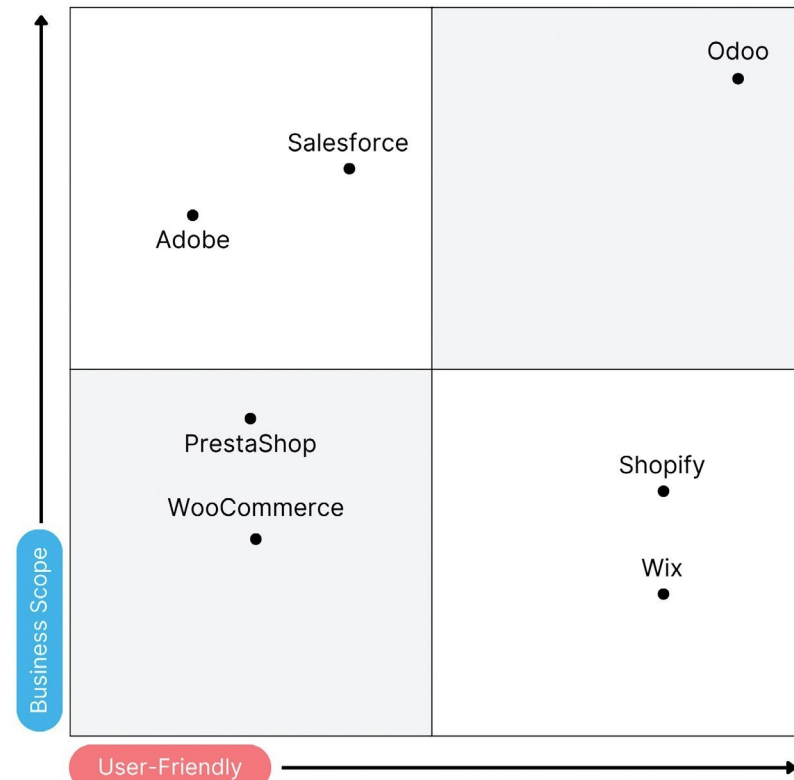
setup procedures ensure a hassle-free experience.

Regarding PrestaShop, despite its promotional have brought to light that only a handful comes to themes, functionalities, and should factor in additional costs along

Different solutions, Different needs

When choosing the right software for your business, it is important to assess several criteria based on your specific needs.

Business Scope and User-friendliness



and maintenance. WooCommerce, is a WordPress-specific plugin, limiting its use to WordPress-hosted sites. This could potentially create challenges for established businesses, as they may need to rebuild their sites if they wish to utilize WooCommerce. Both PrestaShop and WooCommerce have been criticized for their lack of user-friendliness and steep learning curves.

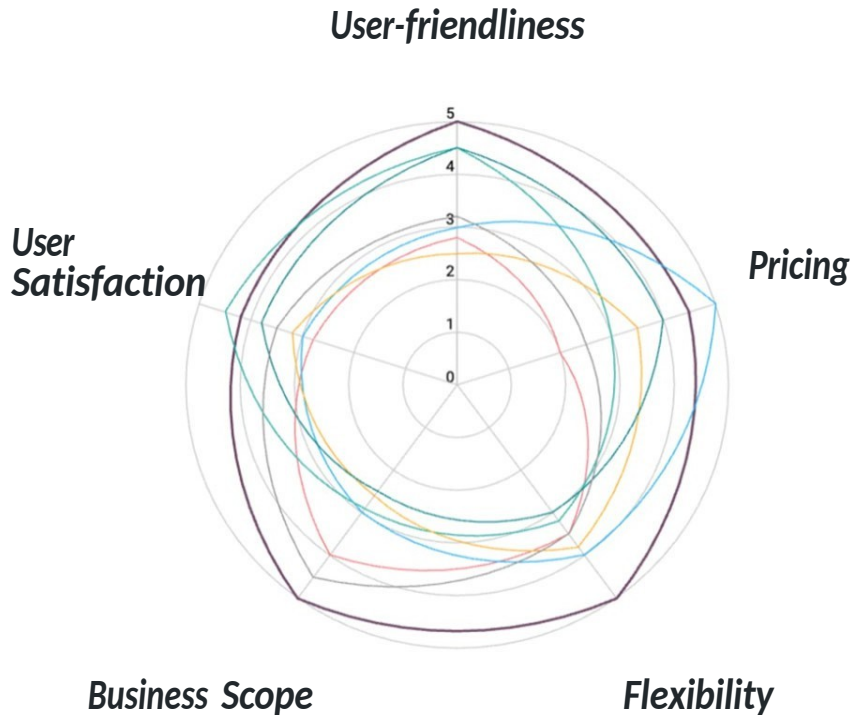
Shopify and Wix, as pure Software as a Service (SaaS) platforms, are designed to be user-friendly, offering a relatively out-of-the-box experience with a lot of available themes and apps. If their standard features align with your needs, they are easier and faster to implement. Their costs are not primarily related to implementation effort but rather revolve around transaction fees, which can add up.

Salesforce Commerce Cloud and Adobe Commerce focus on key competitive advantages in niche markets. They are not as straightforward as pure SaaS platforms and not as comprehensive or affordable as platforms like 300code, but they can offer advanced niche features, such as ultra-advanced marketing tools. Salesforce positions itself as a major player in automation, customer behavior analysis, and marketing solutions. Salesforce Marketing Cloud, integrated with its commerce companion, enables personalized customer experiences using Einstein Predictive Intelligence. However, these solutions do not offer straightforward implementation and typically require the services of consultants, increasing the overall costs, which are already substantial. The advanced nature of these platforms can be overwhelming for small businesses, preventing them from utilizing the full extent of the solution.

An alternative way to assess e-commerce solutions is by evaluating the quality of their product pages. Some platforms opt for “Amazon-style” product pages with limited product descriptions in a simple WYSIWYG (‘What You See Is What You Get’) editor, supporting only basic formatting like bold, italic, and underline. Most e-commerce platforms, including Shopify and PrestaShop, fall into this category. The only two platforms that allow for top-notch product pages are Wix and 300code.



Value Proposition



- 300code
- Wix Business
- Adobe Commerce
- Salesforce Commerce
- PrestaShop
- Shopify Advanced
- WooCommerce

Conclusion

Ultimately, the choice depends on your organization's specific requirements, scale, and the balance between customization, ease of use, and setup.

If you prefer a straightforward and user-friendly e-commerce solution, you have the options of Shopify, Wix, or 300code.

For exceptionally crafted product pages that stand out, Wix and 300code excel.

If flexibility is a top priority, consider a flexible platform like 300code, PrestaShop, or WooCommerce.

When seeking an all-in-one solution with advanced features, 300code, Adobe Commerce, and Salesforce Marketing Cloud are noteworthy contenders. Nevertheless, it's important to note that the complexity and higher costs associated with Adobe Commerce and Salesforce Marketing Cloud may present adoption challenges. In contrast, 300code offers an extensive range of features at a more affordable cost.

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