

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

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To businesses across the globe, Shopify presents a compelling advantage over Adobe Commerce (formerly known as Magento). We deliver the industry-leading commerce solution, built to boost conversion, improve your total cost of ownership (TCO), accelerate time to value, and maintain security and reliability.

While Adobe Commerce is a highly customizable offering, this flexibility often comes at the significant expense of lengthy development cycles, high implementation and maintenance costs, and complex infrastructure that can slow your business down.

Here are the key differentiators that make Shopify stand out:

- **TCO:** On average, Shopify's TCO is 29% better than Adobe Commerce's*
- **Conversion:** Our best-in-class, proprietary checkout converts up to 5% better than Adobe Commerce, and up to 36% higher than other competitors.†
- **Customization:** Between our vast app ecosystem, powerful suite of APIs, and native tools, you get all the customization you need with far less developer dependence.
- **Implementation:** Setting up and launching a new storefront on Shopify is 40% faster on average than getting set up on Adobe.*
- **Reliability and security:** We own and manage our platform's security and infrastructure, meaning patches and maintenance are on us—not you.
- **Scalability:** Through our fully managed, cloud-based infrastructure that supports a 99.9% uptime‡ our platform is built to handle massive traffic surges and peak sales events without disruption.

Shopify offers a modern, agile, and cost-effective platform that has become the bedrock of enterprise brands everywhere, facilitating innovation and streamlining operations. And because of this focus on simplicity—and removing the complexities and high costs associated with platforms like Adobe Commerce—you're free to prioritize the work that will grow your business: delivering the best commerce experiences possible.

In this guide, we'll dive into the key reasons brands are moving to Shopify from Adobe Commerce, so you can make the best possible decision for your business.

Shopify is the commerce leader

Shopify has been recognized as a Leader across several analyst reports, including the *2024 Gartner® Magic Quadrant™*, *The 2024 Forrester Wave™: Commerce Solutions for B2B*, and the *IDC MarketScape: Worldwide B2C Digital Commerce Platforms for Midmarket Growth 2024 Vendor Assessment*.

 [VIEW THE REPORTS](#)

Gartner  **IDC** **FORRESTER**

01

Total cost of ownership

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

On Shopify, you don't need to rely on developers to manage every aspect of your site. This significant potential savings can then be reallocated toward growth.

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

Switching to Shopify means, on average, reducing 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.

Let's take a look at a brief breakdown of how much higher these costs are, on average, on Adobe Commerce compared to Shopify:

+42%
Platform fees and
ecommerce stack costs

+24%
Operational and
support costs

+42%
Implementation and
setup costs

And in the case of conversion, some TCO calculations apply the difference in conversion rate as an additional cost, as it's value your business would otherwise be capturing 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.* And although this might seem like a small number at first glance, it translates to direct bottom-line cost savings of hundreds of thousands of dollars (or more) depending on TCO—all for free.

41%
higher TCO
compared to Shopify

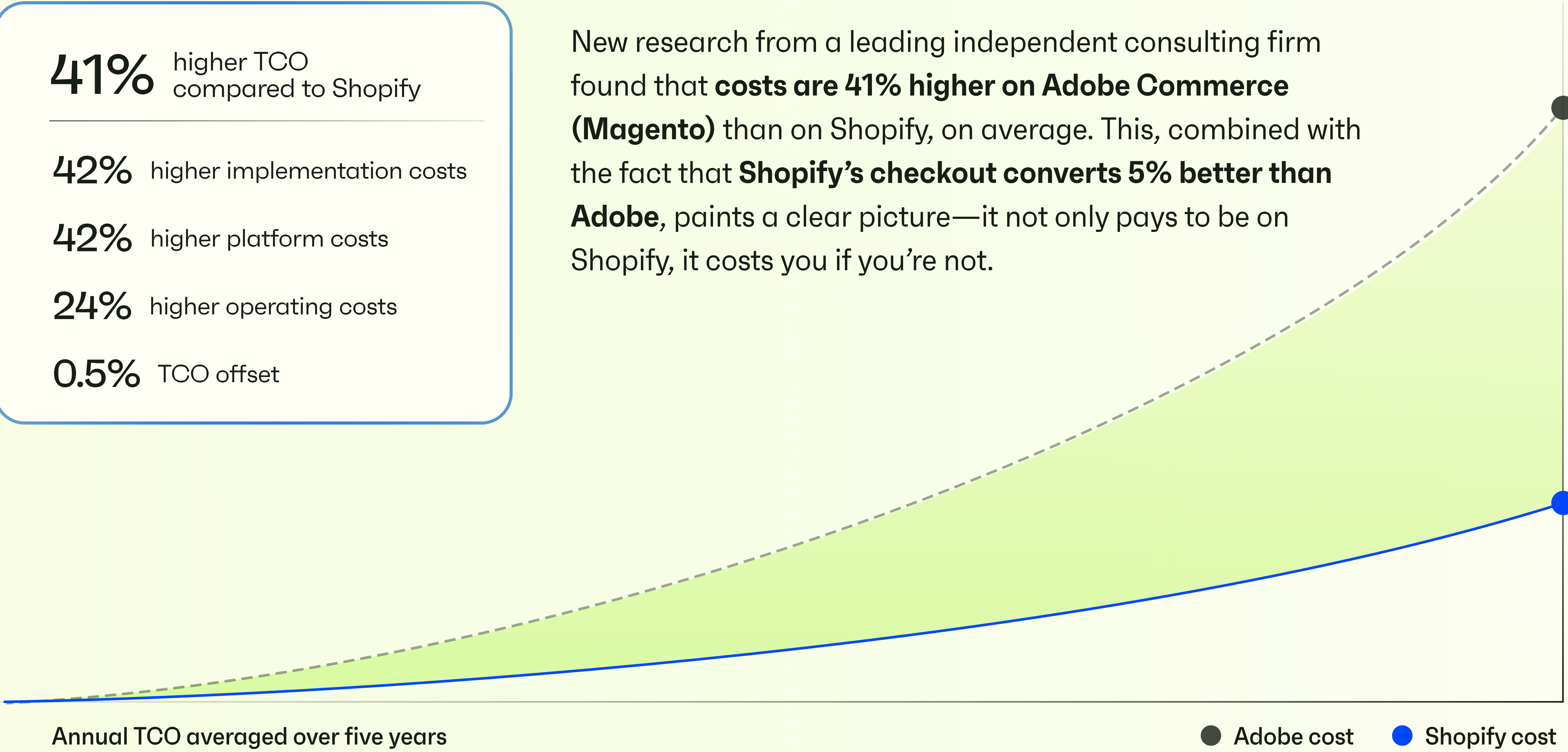
42%
higher implementation costs

42%
higher platform costs

24%
higher operating costs

0.5%
TCO offset

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 and conducted November 2023 to February 2024 by a leading independent consulting firm to study TCO across major platforms in North America.

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*, their site couldn't handle the added traffic. Crashes, lost sales, and expensive server maintenance led them to move from Adobe Commerce to Shopify. By trusting that Shopify could handle the traffic from *Shark Tank* airings and allow them to scale seamlessly, Bombas got the stability they needed to grow. Plus, the team saved thousands in platform development costs that vanished after migration.

[Read the story](#)

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

When you switch to Shopify, you get a SaaS solution with a team of engineers and developers rolling out frequent updates, so brands don't have to spend as much time worrying about bug fixes, hosting, or security.

Retailers often find that they're able to make updates and changes to their Shopify sites themselves. This, in turn, saves them time and empowers them to test, learn, and find new ways to stay ahead of competitors.

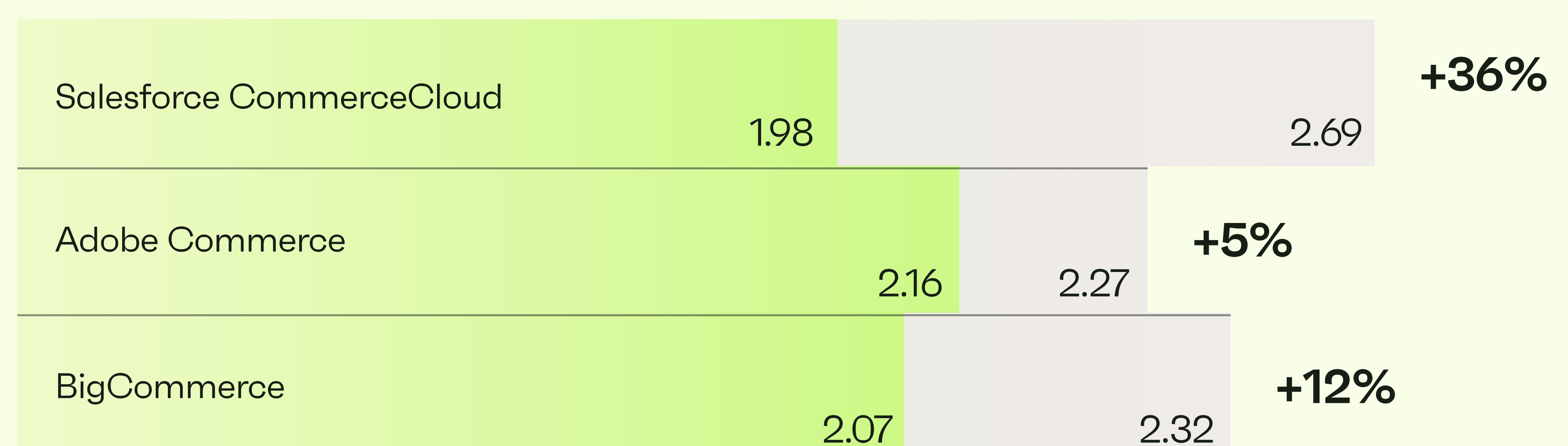
Conversion rates that can't be beat

Shopify users benefit from having the world's highest-converting checkout, based on a study completed in April 2023 in partnership with a Big Three management consulting company. The customizable one-click checkout powers 10% of US ecommerce and is trusted by the biggest brands.

According to the same study, Shopify's native checkout converts 5% better than Adobe Commerce on average. What's more, our accelerated checkout, Shop Pay, also lifts conversion by as much as 50%, outpacing other accelerated checkouts by at least 10%.

Conversion Rate Comparison

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



The same study also found that Shopify checkout 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, Shop Pay, can drive 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.

The power of extensibility

Built on the foundation of our best-converting checkout, Shopify Extensions in checkout is the gateway for large businesses to extend checkout to meet their unique needs. Through this collection of app-based customizations—all PCI-compliant—you can tailor your checkout implementation to your growth goals, with the added confidence that it’s backed by the best checkout on the market.

To configure your checkout as you see fit, you have plenty of options. You can use Shopify Checkout as it is to make easy, no-code changes with the checkout editor. Or, for more advanced modifications, you can implement coding with development tools and APIs to build on this extensibility for any unique capabilities you need. Any updates made to the base checkout will automatically carry through, no matter what customizations you make.

What’s more, Shopify Extensions in checkout work seamlessly with Shop Pay, which converts up to 50% better than guest checkout[†] and opens the door to a massive global network of engaged shoppers.

Adobe often highlights their customizable checkout as a major benefit. But in reality, in a one-to-one comparison, you get that—and many of the same solutions—on Shopify.

Customization	Shopify	Adobe Commerce
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	✓	✓
Thank you and order status extensions	✓	✓
Post-purchase checkout extensions	✓	✓

Besides a wide variety of 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.



Spanx increased conversions—and got more agile—using Shopify

The Spanx team knew they needed a more agile back end. One that would let them make changes faster. Their migration to Shopify gave them just that. Today, merchandising tasks and other changes to their site are 30% more efficient. And these operational efficiencies are made even sweeter by the 10% jump in conversions they saw as well.

[Read the story](#)

The end result is, you get a globally reliable and familiar checkout, optimized for conversion, that supports both simple edits without touching code and more intricate customizations that your business needs. And in the long run, because we offer a less code-intensive approach to customization, we help reduce both upfront development costs and long-term maintenance efforts.

Or in other words, customize more for less.

In contrast, Adobe Commerce also has the capability to offer many of these checkout customizations, but it often comes at the cost of lengthy and expensive development costs, plus maintenance. Even small changes like basic UI tweaks or integrating third-party extensions can take weeks or months of developer work. This reliance on developers also creates ongoing maintenance costs, as you're on the hook to make sure any changes are compatible with updates to Adobe Commerce as well as any other security updates.



Add Shop Pay to your current checkout

Not ready for a complete migration? Add the world's best-converting checkout[†] to your existing platform with the Shop Component.

[Get details](#)



Customization where it counts

Great design in ecommerce is vital to a business's success.

The customer experience must be smooth, intuitive, and fast. The most effective brands also weave in the right balance of originality and familiarity—doing so helps you stand out from the competition while ensuring customers can find and purchase your products and services easily.

A common misconception about Shopify is that if you switch away from a customizable platform like Adobe Commerce, you won't have the same flexibility.

That's just not true.

The truth is, you get a wide array of options and multiple levels of functionality to customize your commerce experience.

The foundation of customization on Shopify is our collection of powerful native features, which let you customize with simple configurations. This includes the ability to tailor themes, checkout, workflows, data metafields, and more.

For added customization functionality, you can take advantage of our massive ecosystem of more than 8,000 prebuilt apps and integrations. These extensions offer solutions across various categories, including marketing, store design, order and shipping management, and much more—all of which can be easily integrated without the need for development assistance. With a catalog this extensive, chances are you'll be able to quickly find and install the solution to most any business need.



“I can confidently say, because I speak from my own perspective, that you can grow from a small idea to a full enterprise retailer under Shopify.”

Jean-Aymeri de Magistris, Vice President of IT, Data and Analytics, and PMO, Psycho Bunny

Psycho Bunny made their vision a reality with Shopify’s extensibility

From scaling across the globe to delivering the exact commerce experience they had always imagined, Psycho Bunny knew that only Shopify could keep pace with their lofty innovation goals. And with a plug-and-play app ecosystem to fuel extensibility, it’s never been easier—or faster—for Psycho Bunny to achieve their business goals.

[Read the story](#)

And in the event that there’s a specific part of your business strategy that can’t quite be achieved through our native features or prebuilt integrations, we offer plenty of tools to help you build highly customized solutions. Through Shopify Functions, your developers can customize the back-end logic of your Shopify implementation, which in turn lets you make any needed changes. Shopify Extensions in checkout lets you customize the checkout experience while maintaining the performance, stability, and security Shopify is known for. This is especially useful for more complex buying experiences like B2B. Finally, through our APIs and webhooks, you get the most flexibility available, letting you integrate Shopify with other systems to create entirely new functionalities tailored to specific needs.

In short, if you can dream it, you can build it. With Shopify.

Apps and extensions

Shopify	Adobe Commerce
8,000+ apps	4,000+ apps
Plug-and-play installation, ability to hire Shopify experts/developers for complex changes and custom apps	Often requires developers to install
Generally quick and easy to implement	Can take days or weeks to implement
Apps are easy to upgrade and configured with Shopify updates	Maintenance frequently required with Adobe Commerce updates and security patches

Front-end customization

In today’s eternally online world, it’s vital to create unique, engaging shopping experiences that don’t compromise on ease of use and speed to checkout. To that end, Shopify offers a comprehensive suite of tools and technologies to help you carry out extensive front-end customization.

As part of your omnichannel strategy, you can design special themes or use and alter existing templates to create a consistent shopping experience. You can also alter custom sections and content to meet your business’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 use [Hydrogen](#) to move fast while hosted on [Oxygen](#).
- Build and customize a low-code storefront with Liquid and host it on Shopify to move faster and do more experimentation.

Here’s a visual representation of these 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	FASHIONNOVA
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				Developer tools Mobile SDKs (iOS & Android), external tools
How Shopify data is accessed	Liquid rendering engine (server-side rendering)	Storefront API		
Where you manage your online presence	Backoffice			

Unmatched reliability and scalability

We understand just how important your brand’s reputation is—and how much of that relies on having a site that is always up and running. Truly, reputation is rooted in reliability. And when you pay for hosting, storage, security, and support—along with developers to maintain your site and licensing fees—it’s reasonable to expect your site to perform.

That’s why we’ve invested so much of our time and resources into building a global infrastructure designed for speed and scale. A platform meant to move at the speed of commerce.

Shopify offers 99.9% uptime* and delivers an API response time of less than 100 milliseconds, with service in 175 countries, ensuring that your business is always available whenever and wherever your customers want to shop. 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.”



“Our site would slow down in performance or, in some cases, even go down—and this was without high-traffic, high-scale events. We were growing, and our system [Adobe Commerce] couldn’t handle it.”

Anis Tayebali, Head of Engineering, Lulu and Georgia

Lulu and Georgia moved to Shopify for a more reliable, scalable experience

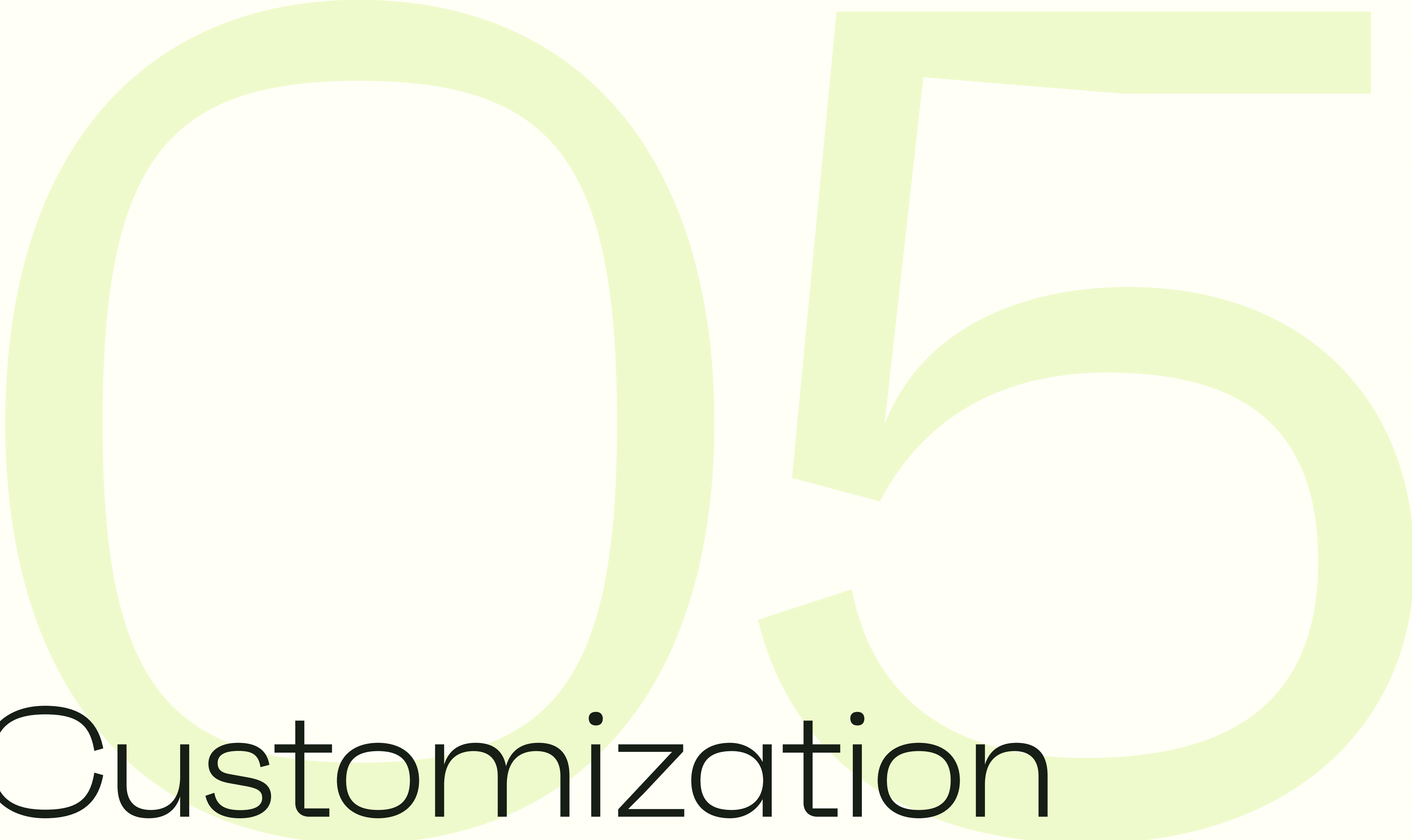
A site that is unreliable or unable to grow can be the end of a business. Knowing this, Lulu and Georgia made the switch to Shopify, where they’ve found an enterprise-grade platform that is built to support their 40,000 SKUs across B2B and DTC audiences. Between improved scalability, better stability, optimized integrations, and more extensibility, the brand has found their ecommerce home. For the long run.

[Read the story](#)

For those big-ticket events (looking at you, Black Friday), no business can afford to fail. We power these massive global events with ease, supporting 35,000 checkouts per minute.

And in the event you run into any issues, we provide 24/7 support whenever you need a hand.

Businesses that migrate from Adobe Commerce to Shopify find that the move 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.



Customization where it counts

Still, reliability is just one side of the reputation coin.

The other side is security. And especially in an era where privacy is of utmost concern for customers, a brand will live and die by how secure it is.

It's for this exact reason that many brands make the move to Shopify: they trust us to keep their—and their customers'—data safe and secure, and to alleviate much of the burden that comes with privacy and security compliance. All stores powered by Shopify are PCI-compliant by default, covering all six compliance standard categories, with built-in fraud protection. Plus, Shopify has an SSL certificate installed as standard, encrypting data transferred between browsers and online stores. We also prioritize compliance with other frameworks like SOC 1, 2, 3 for retailers and GDPR for data protection.

Compare that to Adobe Commerce, which shifts some of the responsibility of PCI DSS compliance to you. That means that even though Adobe does manage security of their infrastructure, you can end up spending much more time independently ensuring that your code is PCI-compliant and going through the auditing process to get PCI-certified. This process can eat up a lot of your time and can be extremely tedious, taking time away from your teams—time they could be spending on more impactful, innovative projects.

Let’s take a look at how security features stack up between Shopify and Adobe Commerce.

Security aspect	Shopify	Adobe Commerce
PCI compliance	Level 1 PCI DSS compliant out of the box. No need for additional certifications.	Level 1 PCI DSS certified. The burden of compliance shifts away from Adobe and onto businesses.
SOC certification	SOC 1, 2, 3 certified.	SOC 2, Type 2 certified.
Security patches and updates	Automated security updates. Businesses don’t need to manage updates themselves.	Security updates provided, but businesses need to apply them, sometimes through third-party help.
Fraud detection	Advanced fraud protection tools integrated.	Fraud management tools available, often through third-party extensions or custom integrations.
Access control	User permissions and roles can be configured to limit data access.	Role-based access control allows businesses to manage user access at various levels.



Industry West powers high-converting B2B experiences with Shopify

With a vision for high-end, highly custom shopping experiences—without all the toil—Industry West moved from Adobe Commerce to Shopify. A key reason for the move was to simplify their back end to deliver these exact types of experiences. The result? A 90% boost in B2B revenue and a 10% lift in new trade accounts. Proof that when you prioritize the customer, business results will follow.

[Read the story](#)

“We were just spending time and money on urgent, back-end things. For instance, we poured money into a sunsetting version of Magento, and then just had to spend even more when there was an upgrade. Plus every quarter there were patches. These things were what we were focusing our time and money on.”

Ian Leslie, Chief Marketing Officer,
Industry West

Customization where it counts



Setting up and launching a new storefront is, on average

40%

faster on Shopify than on Adobe Commerce.*

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

Based on the same TCO research we cited previously, setting up and launching a new storefront is, on average, 40% faster on Shopify than on Adobe Commerce.* Besides that, Shopify is less costly to implement on average due to the simplicity of the platform and its user-friendly back-end system.

Maine Lobster Now implemented Shopify in no time

Faster checkout, safer data, better ROI. Maine Lobster Now set out to make these goals a reality—and with Shopify, they did it quickly and easily. They boosted conversion by 69%, cut fraudulent chargebacks by 93%, and built a store for about 90% less than their previous Adobe site. All in the name of bringing the experience of Maine to anyone who wants it.

[Read the story](#)

“This was the only website launch I’ve ever done that was ahead of schedule and under budget. It was that easy.”

Julian Klenda, Founder and CEO,
Maine Lobster Now



Get more, do more, be more —all with Shopify

Commerce shouldn't be a headache. For businesses and customers alike, it should be smooth sailing, with clear skies on the horizon.

A move to Shopify is a move to simplicity, stability, and success—and sights set on long-term prosperity.

So if you're ready to make that move—or if you just want to learn a bit more—let's chat. Our team of launch engineers has successfully migrated hundreds of brands from Adobe Commerce to Shopify. These businesses have benefitted from the immediate value of Shopify, easing the burden on their tech stack, boosting their site's agility, and improving their conversion rates.

Together, we'll forge your business's future
and keep you ahead of the curve.

[Talk to an expert](#)



*According to research commissioned by Shopify and conducted November 2023 to February 2024 by a leading independent consulting firm to study TCO across major platforms in North America.

†Based on a study completed in April 2023 in partnership with a Big Three global management consulting company.

*Uptime as a platform, calculated for all major Shopify services, in all geographic regions, for the past 90 days.