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Free	Venture	Business	Unlimited	Pricing	Free	Basic	Shopify	Advanced
\$0	\$15	\$35	\$99	Monthly	n/a	\$29	\$79	\$299
\$0	\$12.50	\$29.50	\$82.50	Monthly, if paid annually	n/a	\$26.10	\$71.10	\$269.10
\$0	\$150	\$354	\$990	Annual plan	n/a	\$313.20	\$853.20	\$3,229.20
\$0	\$30	\$66	\$198	You save	n/a	\$34.80	\$94.80	\$358.80
0%	0%	0%	0%	Transaction fee	n/a	2%	1%	0.50%

Free	Venture	Business	Unlimited	Sales Channels	Free	Basic	Shopify	Advanced
✔	✔	✔	✔	Online store	✕	✔	✔	✔
✕	✔	✔	✔	Facebook shop	✕	✔	✔	✔
✕	✔	✔	✔	Facebook messenger	✕	✔	✔	✔
✕	✔	✔	✔	Instagram store	✕	✔	✔	✔
✕	✔	✔	✔	Point-of-sale	✕	✔	✔	✔
✕	✕	✔	✔	Sell on Etsy	✕	✔	✔	✔
✕	✕	✔	✔	Sell on Amazon	✕	✔	✔	✔
✕	✕	✔	✔	Sell on eBay	✕	✔	✔	✔
✔	✔	✔	✔	Google shopping	✕	✕	✕	✕
✔	✔	✔	✔	Other websites	✕	✕	✕	✕

Free	Venture	Business	Unlimited	Promotion	Free	Basic	Shopify	Advanced
✔	✔	✔	✔	Facebook advertising	✕	✔	✔	✔
✔	✔	✔	✔	Google advertising	✕	✔	✔	✔
✔	✔	✔	✔	Pinterest advertising	✕	✕	✕	✕
✔	✔	✔	✔	Snapchat advertising	✕	✕	✕	✕
✕	✕	✔	✔	Branded iOS and Android shopping app	✕	✕	✕	✕

Free	Venture	Business	Unlimited	Mobile tools	Free	Basic	Shopify	Advanced
✔	✔	✔	✔	Mailchimp and Automated Email Marketing	✕	✔	✔	✔
✕	✔	✔	✔	Mobile responsive shopping cart	✕	✔	✔	✔
✕	✕	✕	✔	Android and iOS store management app	✕	✕	✕	✕

Free	Venture	Business	Unlimited	Products	Free	Basic	Shopify	Advanced
10	100	2500	Unlimited	Number of products	✕	Unlimited	Unlimited	Unlimited
✕	✔	✔	✔	Digital products	✕	✔	✔	✔
✕	✔	✔	✔	Product filters	✕	✕	✕	✕
✕	✕	✕	✔	Product variations	✕	✔	✔	✔

Free	Venture	Business	Unlimited	Marketing tools	Free	Basic	Shopify	Advanced
✔	✔	✔	✔	Facebook pixel	✕	✔	✔	✔
✔	✔	✔	✔	Google Analytics Enhanced Ecommerce	✕	✔	✔	✔
✔	✔	✔	✔	Gift cards	✕	✔	✔	✔
✕	✔	✔	✔	Discouns and coupons	✕	✔	✔	✔
✕	✕	✔	✔	Favorite products reminder	✕	✕	✕	✕
✕	✕	✔	✔	Abandoned cart emails	✕	✕	✕	✕

Free	Venture	Business	Unlimited	Features	Free	Basic	Shopify	Advanced
✔	✔	✔	✔	Unlimited bandwidth	✕	✔	✔	✔
✔	✔	✔	✔	Instant Site builder (70+ design themes)	✕	✕	✕	✕
✔	✔	✔	✔	Add store to any website	✕	✕	✕	✕
✔	✔	✔	✔	Sell simultaneously on multiple sites	✕	✕	✕	✕
✕	✕	✔	✔	Wholesale pricing groups	✕	✕	✕	✕
✕	✕	✔	✔	Custom orders	✕	✔	✔	✔
✕	✕	✔	✔	Multilingual storefront	✕	✕	✕	✕

Free	Venture	Business	Unlimited	Support	Free	Basic	Shopify	Advanced
✕	✔	✔	✔	Chat	✕	✔	✔	✔
✕	✕	✔	✔	Phone	✕	✔	✔	✔
✕	✕	✕	✔	Priority support	✕	✕	✕	✔