





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
\$ O	\$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				
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•	V	•	•	Facebook advertising		•	•	V
•	•	•	•	Google advertising		•	•	~
•	•	•	•	Pinterest advertising				
×	×	✓	V	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							
rice	venture	Rusinoss	Unlimited	Marketing tools				Advanced
		Business	Unlimited	Marketing tools	Free	Basic	Shopify	Advanced
•	•	•	•	Facebook pixel Google Analytics Enhanced	Free	Basic	Shopify	•
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Y X X Free	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ Business	V V V Unlimited	Facebook pixel Google Analytics Enhanced Ecommerce Gift cards Discouns and coupons Favorite products reminder Abandoned cart emails Features Unlimited bandwidth Instant Site builder	Free × × × × × × × × × × × × × × × × × ×	Basic W Basic	Shopify	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓
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Free	Venture Venture X X X X X X X X X X X X X X X X X X	Business V V V V V V V V V V V V	V V V V V V V V V V V V V V V V V V V	Facebook pixel Google Analytics Enhanced Ecommerce Gift cards Discouns and coupons Favorite products reminder Abandoned cart emails Features 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 × × × × × × × × × × × × × × × × × ×	Basic W Basic X X X X X X	Shopify Shopify Shopify X X X X X	Advanced X X X X X X