

E-commerce White Paper

COMPARISON

Odoo, Adobe Commerce, PrestaShop, Shopify,
WooCommerce, Wix & Salesforce Commerce Cloud



2023

Table of Contents

Introduction	3
E-commerce Software	4
Odoo	4
Adobe Commerce	5
PrestaShop	6
Shopify	7
WooCommerce	8
Wix	9
Salesforce Commerce Cloud	10
Features Comparison	11
Product Management	11
Design	15
Customer Management	21
Shipping	25
Promotion & Marketing	29
Sales Management	35
Reporting	41
Usability, Pricing & Conditions	45
User Interface	49
Different Solutions, Different Needs	57
Value Proposition	60
Conclusion	61

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 Odoo, Adobe Commerce, PrestaShop, Shopify, WooCommerce, Wix, and Salesforce Commerce Cloud.

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



E-commerce Software



Odoo

Created to disrupt the enterprise world and finally provide a software that covers complex needs with simplicity, Odoo has become one of the most popular business solutions. With more than 82 business apps fully integrated and thousands of community modules, the open-source software caters to every sector and company size, making it a major player in the market. The Belgian software counts more than 20,000 downloads per day, making it the most installed app suite and a direct competitor to companies like Netsuite, Shopify, PrestaShop and Microsoft.



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



10+
million users



50,000+
online website



40,000+
integrated apps



4,000+
partners

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

PrestaShop

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

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

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 freeware 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.

”



4+

million users



1+

million online website



55,000+

integrated apps



270+

partners

Wix

Wix, established in 2006, entered the e-commerce sector and saw user growth over the years. By 2011, it reported 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.

”



240+

million users



800,000+

online website



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.

“

*Power growth everywhere
with Commerce Cloud.*

”



13,000+
customers



5,000+
online website



3,000+
integrated apps



1,900+
partners



Product Management

Feature Comparison

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

	Odoo	Adobe Commerce
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	PrestaShop	Shopify	Woo Commerce	Wix	Salesforce Commerce
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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	✓	✓

Configurable Products (Variants, Attributes,...)	✓	✓	✓	✓	✓
Product Inline Page Builder	✓	✓	Add-on	✓	✓
Digital Products	✓	✓	✓	✓	✓
Product Reviews	✓	✓	✓	✓	Plugin
Recurring Products (Subscriptions)	Add-on	✓	Extension	✓	✓
AI-Powered product recommendation	✗	Add-on	Plugin	Add-on	✓
Multi-website support	✓	✗ ¹	✓	✗ ²	✓

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	✓	✓

Barcode Support	Add-on	✓	✓	✓	✓
SKU Support	✓	✓	✓	✓	✓
Product Demand Forecasting	✗	App	Plugin	✓	✓
Stock On Hand	✓	✓	✓	✓	✓
Stock Available	✓	✓	✓	✗	✓
Supply Chain	Add-on	App	Plugin	Add-on	✓
Return/Exchange Management	✓	✓	Plugin	✓	✓
Shipment Tracking	✓	✓	Extension	✓	Plugin
Backorder Management	Add-on	App	Plugin	✓	✓
Multiple Warehouses	✓	✓	Extension	✗	✓
Purchase Management	Add-on	App	Plugin	✗	✗
Inventory Reports	✓	✓	✓	✗	✓

1. Only available with a Shopify Plus subscription (2000€/month)

2. With Wix Premium



Design

Feature Comparison

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

Odoo **Adobe Commerce**

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	✓	✓

PrestaShop **Shopify** **Woo Commerce** **Wix** **Salesforce Commerce**

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

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

1. Acronym for “What you see is what you get”

2. For HTML/CSS/JS

3. Progressive Wep Applications

Odoo Adobe Commerce

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	✓	✓

PrestaShop Shopify Woo Commerce Wix Salesforce Commerce

✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	<i>Plugin</i>	✓	✓
✓	✓	✓	✓	✓
<i>Add-on</i>	✓	<i>Plugin</i>	✓	✗
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓



Customer Management

Feature Comparison

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

Odoo Adobe Commerce

PrestaShop Shopify Woo Commerce Wix Salesforce Commerce

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	✓	<i>Extension</i>
Affiliates Management	<i>Add-on</i>	✓
Wishlist	✓	✓
Customizable customer forms	✓	✗
B2C Website Configuration	✓	✓
B2B Website Configuration	✓	✓

✓	✓	<i>Plugin</i>	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	<i>Plugin</i>	✓	✓
✓	✓	<i>Plugin</i>	✓	✓
✓	✓	<i>Plugin</i>	✓	✓
✓	<i>App</i>	✓	✓	✓
✓	✓	<i>Plugin</i>	✓	✓
<i>Add-on</i>	<i>App</i>	<i>Plugin</i>	✓	✓
✓	<i>App</i>	✓	✗	✓
✓	✗	✓	✗	✓
✓	✓	✓	✓	✓
<i>Add-on</i>	✓	<i>Plugin</i>	✓	✓



Shipping

Feature Comparison

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

	Odoo	Adobe Commerce
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	PrestaShop	Shopify	Woo Commerce	Wix	Salesforce Commerce
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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

	✓	✓	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.

	Odoo	Adobe Commerce
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	PrestaShop	Shopify	Woo Commerce	Wix	Salesforce 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

	✓	✓	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

Odoo Adobe Commerce

PrestaShop Shopify Woo Commerce Wix Salesforce Commerce

Search Engine Optimization

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

✓	✓	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.

Odoo Adobe Commerce

PrestaShop Shopify Woo Commerce Wix Salesforce Commerce

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	✓	✓

Odoo Adobe Commerce

PrestaShop Shopify Woo Commerce Wix Salesforce Commerce

Payment & Pricing Features

	Odoo	Adobe Commerce
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.

	Odoo	Adobe Commerce
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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
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	✓	✓	✓	✓	✓
	✓	✓	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

Odoo **Adobe Commerce**

PrestaShop **Shopify** **Woo Commerce** **Wix** **Salesforce Commerce**

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	✓	✓

3 / 5	4,5 / 5	2 / 5	4,5 / 5	2 / 5
3 / 5	4,5 / 5	2,3 / 5	4,5 / 5	3 / 5
2 / 5	3 / 5	2 / 5	3 / 5	4,5 / 5
3 / 5	4,5 / 5	2,5 / 5	4,5 / 5	3 / 5
✗	✓	✗	✓	✓

Users Satisfaction

Ratings on g2Crowd	4,2 / 5	3,9 / 5
Ratings on GetApp	4,1 / 5	4,5 / 5
Ratings on Capterra	4,1 / 5	4,2 / 5

4,3 / 5	4,3 / 5	4,4 / 5	4,2 / 5	4,2 / 5
4,3 / 5	4,5 / 5	4,5 / 5	4,4 / 5	4,5 / 5
4,3 / 5	4,5 / 5	4,5 / 5	4,4 / 5	4,5 / 5

Pricing & Conditions

Monthly Pricing	Free ¹	€1500
Free Cloud Version	✓	✗
1-Year free domain	✓	✗
Contract Duration	Yearly	Yearly
1 Free App	✓	n/a
Open-source	✓	✗
Free Updates	✗	✗
Upgrades to Future Versions	✗	✗
Hosting Mode	On-premise/Cloud	On-premise/Cloud
Support	✓	✓

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	✓	✗	✓	✓

1. Odoo is free for unlimited users, as long as you use solely one app. Access ALL Odoo Apps for only 24.90€/user/month.

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.

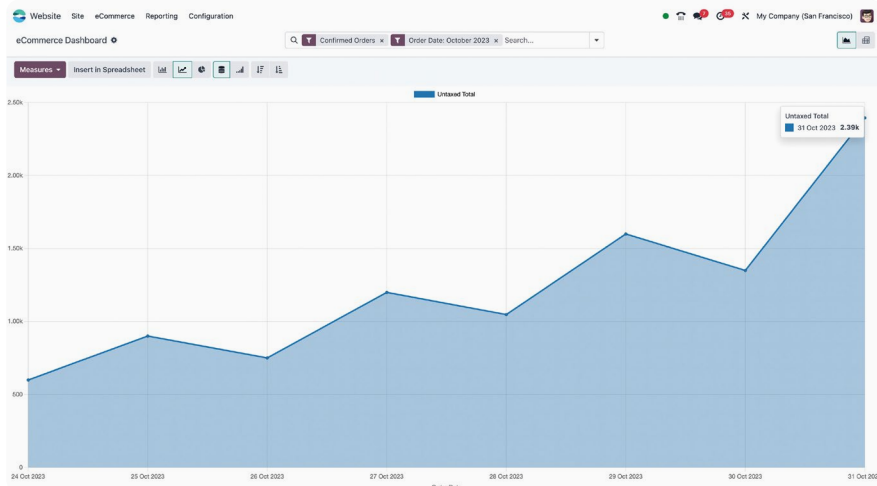
To delve deeper, let's examine the back-end screenshots of seven products and compare their interface designs.

Odoo

The screenshot shows the Odoo product page for a 'Customizable Desk'. The main product image is a white desk with black legs. The price is \$750.00. There are options for 'LEGS' (Steel, Aluminium, Custom) and 'COLOR' (white, black). A sidebar on the right contains various configuration options like 'Product Page', 'Customers', 'Cart', 'Images Width', 'Layout', 'Image Zoom', 'Thumbnails', and 'Extra Images'. The word 'Ergonomic' is written at the bottom left of the page.

Adobe Commerce

The screenshot shows the Adobe Commerce 'Simple Page' editor. It features a 'Content' section with a 'Content Heading' field. Below it is a large image of a woman in a green top leaning on a wooden fence. A text overlay on the image reads 'Get fit and look fab in new seasonal styles' and 'New LUMA yoga collection', with a 'Show Now' button. A sidebar on the left contains a navigation menu with categories like 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Marketing', 'Content', 'Reports', 'Stores', 'System', and 'Find Partners & Extensions'. At the bottom, there are 'PROMO' and 'FINAL' banners.



The screenshot shows the Adobe Commerce Dashboard. It displays several key metrics: 'Lifetime Sales \$61.00', 'Average Order \$30.50', and 'Last Orders' table. There is also a line chart for 'Orders' and 'Amounts' over the 'Last 24 Hours'. At the bottom, there are summary statistics for Revenue, Tax, Shipping, and Quantity.

Customer	Items	Total
Guest	1	\$37.00
Nathan Petralia	4	\$78.00
Nathan Petralia	1	\$27.00
Veronica Costello	1	\$34.00
Veronica Costello	1	\$37.00

Search Term	Results	Uses
bag	4	3
yoga trouser	35	1

Revenue: \$0.00 Tax: \$0.00 Shipping: \$0.00 Quantity: 3

PrestaShop

The screenshot shows a product page for a 'Studio Design Cotton Linen Cardigan'. The price is listed as \$16.00 (original price \$19.00). A red banner indicates a '\$5.00 Off' discount, with a note that 'Hurry, there are only 8 items left in stock'. The product is available in 'Color: Beige'. A blue callout bubble with the text 'Add-on!' is positioned at the bottom right of the product image area.

Shopify

The screenshot shows a Shopify product page for 'Produit'. The price is \$19.99 EUR, marked as 'Sold out'. The page features a red t-shirt image and a 'Sold out' button. On the right side, there is a 'Customize your templates' sidebar with options for 'Keyboard shortcuts' (Undo, Redo, Save, Toggle Inspector) and 'Grow your business'.

The screenshot shows the PrestaShop dashboard. Key metrics include:

- Online Visitors: 49
- Active Shopping Carts: 5
- Orders: 4
- Abandoned Carts: 20
- Out of Stock Products: 10
- Notifications: 310
- New Customers: 93
- Transactions: 134
- Total Subscribers: 393

 The dashboard also features several charts: a line chart for 'Sales' from 2019-01-01 to 2019-01-31, a bar chart for '% Net Sales by Year (USD)' from February to December, and a 'Sessions Over Time' chart comparing 8 Dec 2018-31 Jul 2019 and 1 Aug 2019-23 Mar 2020.

The screenshot shows the Shopify Overview dashboard. Key metrics include:

- Total sales: ₹49,95,280.56
- Online store sessions: 2,22,771 (up 1,69,954% from previous period)
- Returning customer rate: 15.37%
- Visitors: 2,14,147 (up 1,98,184% from previous period)
- Average order value: ₹1,157.51
- Total orders: 4,762

 The dashboard includes several charts: 'Sales Over Time' comparing 8 Dec 2018-31 Jul 2019 and 1 Aug 2019-23 Mar 2020, 'Sessions Over Time' comparing the same periods, and 'Customers Over Time' showing 'First-time' and 'Returning' customer counts for October and January.

WooCommerce

HOME.

Water Bottle

The LABQ Bottle is the world's first self-cleaning water bottle and water purification system. It uses UV-C LED light to eliminate up to 99.9999% of bio-contaminants from your water and bottle.

price: 78\$

colours: ● ● ● ●

[Add to Cart](#)

Add-on!

Wix

WIX Site Settings Dev Mode Hire a Professional Help

Page: Bath https://www.wix.com/mysite Connect Your Domain

Upgrade Save Preview Publish

Choose a section and drop it anywhere on the page...

Bath

Whose quality means more than any...

WooCommerce / Analytics / Revenue

Date Range: Last Month (Mar 1 - 31, 2019) vs. Previous Year (Mar 1 - 31, 2018)

GROSS REVENUE \$32,502.00 Previous Year: \$46,018.00	REFUNDS \$0.00 Previous Year: \$0.00	COUPONS \$10.00 Previous Year: \$0.00
TAXES \$0.00 Previous Year: \$0.00	SHIPPING \$15.00 Previous Year: \$0.00	NET REVENUE \$32,487.00 Previous Year: \$46,018.00

Gross Revenue Last Month (Mar 1 - 31, 2019) \$32,502.00 Previous Year (Mar 1 - 31, 2018) \$46,018.00

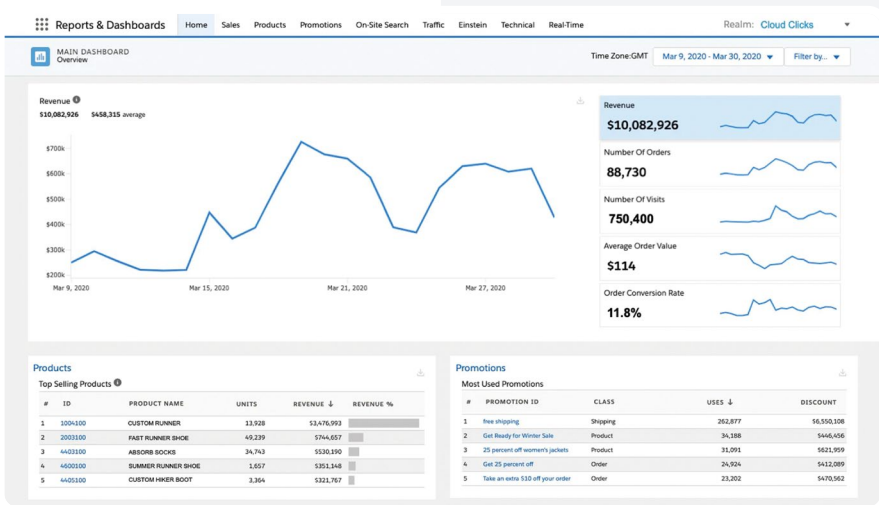
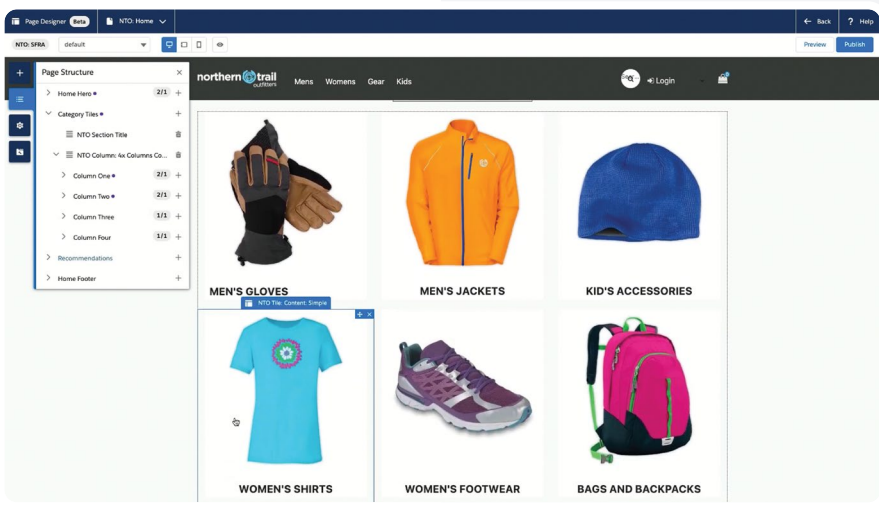
WIX My Sites Explore Help Hire a Professional

Cooking Academy

5,420 Orders | \$1,209,950 revenues

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
#48390	Aug 6, 2020, 10:11 PM	Nelly Mendoza	Paid	Unfulfilled	\$290.00
#1055487	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, 11:52 PM	Emilee Simchenko	Paid	Unfulfilled	\$299.00
#178355	Aug 6, 2020, 11:34 PM	Benito Noboa	Paid	Unfulfilled	\$299.00

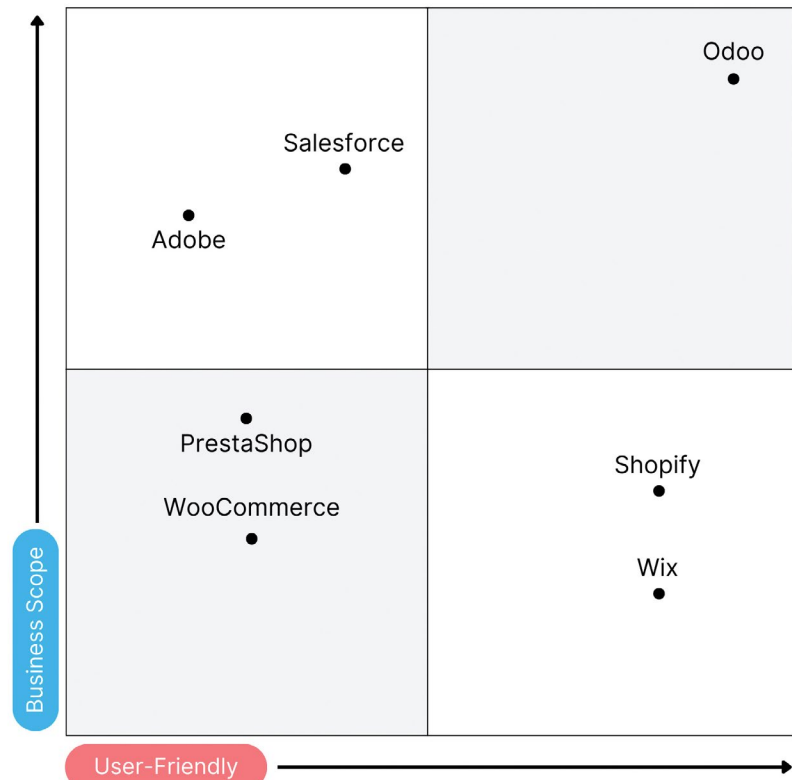
Salesforce Commerce Cloud



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





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.

Odoo, PrestaShop, and WooCommerce are all open-source platforms known for their natural flexibility, setting them apart from solutions like Shopify. They come with a vast ecosystem of community modules and add-ons, reducing the need for extensive customizations. Their cost-effectiveness is enhanced by their licensing model, and they offer the option to customize features when your needs exceed the standard offerings.

Among these options, **Odoo** stands out as the only open-source, all-in-one solution. It offers a multitude of official applications and a wide range of community modules that go beyond e-commerce to cover various business capabilities. Additionally, Odoo provides its own SEO tools to improve your site's ranking. With its user-friendly interfaces, it caters to users with varying technical backgrounds, and its straightforward setup procedures ensure a hassle-free experience.

Regarding **PrestaShop**, despite its promotion as a free solution, online reviews have brought to light that only a handful of options are truly cost-free when it comes to themes, functionalities, and other add-ons. This means you should factor in additional costs alongside the initial expenses for creation 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.

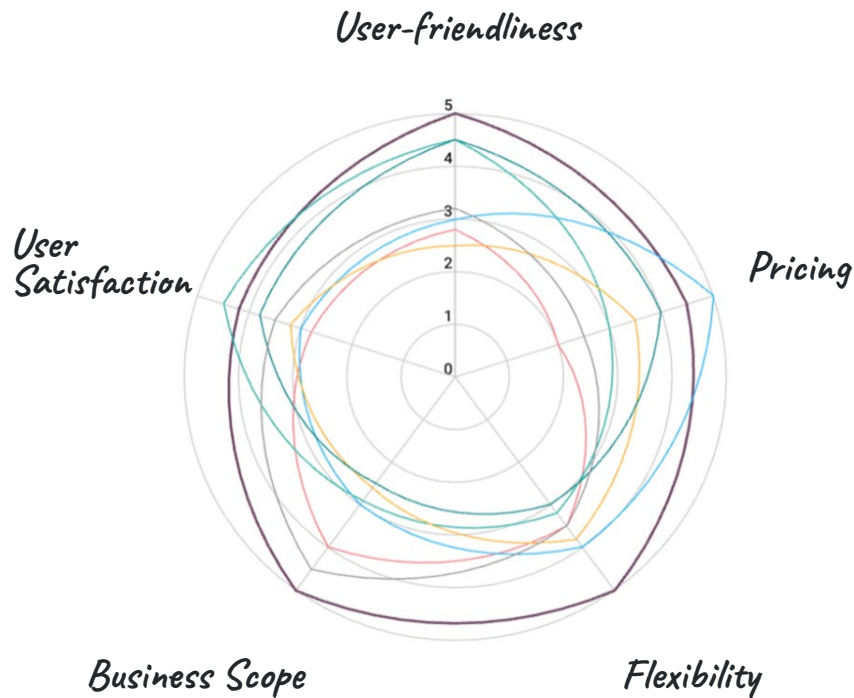
Shopify and Wix, as pure Software as a Service (SaaS) platforms, are designed to be user-friendly, offering a relatively out-of-the-box experience with a lot of available themes and apps. If their standard features align with your needs, they are easier and faster to implement. Their costs are not primarily 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 open-source solutions, 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 **Odoo**.



Value Proposition



- Odoo
- 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 Odoo.

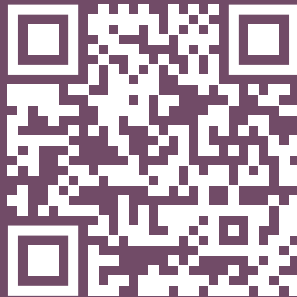
For exceptionally crafted product pages that stand out, Wix and Odoo excel.

If flexibility is a top priority, consider an open-source solution like Odoo, PrestaShop, or WooCommerce.

When seeking an all-in-one solution with advanced features, Odoo, 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, Odoo offers an extensive range of features at a more affordable cost.

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This comparison was compiled by Odoo SA. We did our best to make it objective and fair based on the information available online. If you find mistakes or missing features, please report it to whitepapers@odoo.com and we will update the online version. Our goal is to have a continuously updated comparison of the main competitors to be as accurate as possible.