

# Ecwid / Zoho Commerce

Comparison document

# Say hello to Zoho Commerce!

An ecommerce platform that enables businesses to build their own website, accept orders, track inventory, process payments, manage shipping, and market their brand—all from **ONE** place.

## Who is Zoho Commerce for?

- Ecommerce entrepreneurs
- Ecommerce startups
- Mid-sized businesses

Zoho Commerce offers **competitive plans fitting every need and budget.**



# What makes Zoho Commerce special?





ECWID



ZOHO COMMERCE

<p>Very low product limit on lower plans</p>	<p>Sell <b>more products</b> even on <b>lower-priced plans</b></p>
<p>Integrations with high number of apps increase data privacy and security risks</p>	<p>High level of data privacy thanks to Zoho's <b>stringent privacy and security policies</b></p>
<p>Very limited functionalities to run and grow your business on lower-tier plans</p>	<p><b>Seamless integrations</b> with other Zoho products to <b>build, manage, and market</b> your online store</p>

Overview

# The comparison in a nutshell

Theme	Key Features	Ecwid	Zoho Commerce
<b>Pricing</b>	Plans	Free forever plan + starting at \$14.08 per month	Starting at \$22 per month*
<b>Build</b>	Free templates	×	24+ (and growing)
	Advanced drag-and-drop editor	×	✓
<b>Manage</b>	Advanced accounting functionalities	×	✓
	Product limit	Very low on lower plans	Higher than Ecwid for all plans except Advanced
	Self-owned local data centers	✓	✓
<b>Market</b>	Built-in AI-powered product recommendations	×	✓
	Advanced blogging features	×	✓
	Abandoned cart recovery	Not available on lower plans	✓

\*Billed annually

All information in the document is based on publicly available data.

# Build

Simplified store creation—well-begun is half-done!



Ecwid	Zoho Commerce
No themes or templates provided	<b>Professionally designed and free templates</b>
Basic editor that is time-consuming and complicated	<b>Powerful drag-and-drop editor</b> to easily customize your website
Poor version control, which makes it hard to roll back changes to the website	<b>Excellent version control</b> allows to switch the site back to earlier versions with a single click
Very low number of product listings on lower plans	List a <b>higher number of products</b>

**Wide selection of free, professionally designed templates** that are highly customizable to get a store up and running in a few hours

# Manage

Centralized store management—the control room for your operations.



Ecwid	Zoho Commerce
Very basic built-in tax and accounting functionalities	<b>Accounting and taxes simplified</b> with Zoho Books
Most features require third-party integrations that are expensive and come with data risks	Scale most ops activities with <b>integrations within the Zoho ecosystem</b> itself
Staff accounts available only on higher plans	<b>Staff accounts</b> can be set up on every paid plan
Poor version control. Changes might not be saved if simultaneous editing is done on multiple devices	<b>Excellent version control</b> so you can restore to previous versions with the click of a button

**Control your products, inventory, payments, tax, shipping, and fulfillment all from one place**  
so you can focus on the things that matter

# Market

Effortless marketing to grow your business with ease!



Ecwid	Zoho Commerce
Abandoned cart recovery available only on the higher-tiered plans	<b>Abandoned Cart Recovery</b> feature available on all plans to reduce drop-offs
Basic blogging functionality	<b>Advanced blogging features</b>
No built-in, AI-enabled product recommendation engine; needs expensive third-party apps	<b>AI-powered product recommendations</b> to increase sales
Most marketing features require third-party integrations that are expensive, with associated data privacy risks	Automate most marketing activities with <b>seamless integrations within the Zoho ecosystem</b>

All the necessary marketing tools and features to **help merchants understand, analyze, and market their ecommerce store to their customers**



# Secure

Reliable security and privacy—your business's bodyguard!



Ecwid	Zoho Commerce
Large third-party app ecosystem makes Ecwid implementations vulnerable to data security risks	<b>Thoroughly vetted cross-platform integrations</b> to ensure data remains safe and secure

Unflinching commitment to keep our **merchants' and their customers' data safe and secure**

## Two decades of helping businesses grow...

### Trusted by over **80 Million Users** globally

The world's leading companies trust Zoho to run their different business operations.

		 "Instead of looking for information in different tools, with Zoho One we were able to see it in one place." 			FOSSIL	amazon.in	
	DAIMLER				hotstar		

A brand you can trust  
with over  
**80 million happy users** and  
counting since 1996



**Our customers love**

**Zoho Commerce**

**Hear what they have to say!**



## F&B

*"During the first two months of the pandemic, I decided to try out Zoho Commerce and built my ecommerce website myself. Since then, our sales have more than tripled, and I see them scaling up even further in the months to come."*

**- Ravichandran Balakumar,**

*Founder,*

*Thulam Foods Pvt. Ltd*

Click [here](#) to watch the full video



## Building Supplies

*"When it comes to website design and layout, Zoho Commerce makes our work easy.*

*For instance, we did not have a mega menu and asked the team at Zoho to enable it for us, and it happened in no time. Not long ago, around 80 per cent of our business was offline, and we also had customers placing orders on the phone. Our online business took off with Zoho."*

**- Aram Piruzyan,**

*Founder and Director,*

*DeckMart*

Click [here](#) to read about DeckMart's journey



## IT Hardware

*"We got more than 500 B2B online orders worth ₹1 million in the first three months of switching to Zoho. We are now able to automate workflows, which we had never done before, which is bringing efficiency and productivity to our system. With this combination of ZohoOne and Zoho Commerce, I am now able to think of going global."*

**- Sushil Sharma,**

Founder,

PartsBaba

Click [here](#) to read about PartsBaba's journey



## Home Decor

*"After switching to Zoho Commerce, we got several calls from our customers citing the ease of using the website. It has made payments easier. Collections is a great feature on the website. It's incredible how it has saved us a lot of time. The tech support team at Zoho helped us with the design and we were able to make a great website. "*

**- Howard White,**

Owner,

Corbell Silver

Click [here](#) to read about Corbell Silver's journey



## Beauty & Cosmetics

*"It took me just three weeks to launch a fully furnished ecommerce store. Now that I had more time to concentrate on other aspects of my business, my revenue grew by 50%."*

**- Roshni,**  
CEO,  
Nature Foody to Your Skin  
Click [here](#) to watch the full video



## Urban Farming

*"Being on Zoho Books, it was easy for me to decide to move my website to Zoho Commerce. The story of Zoho and the bootstrapping that the company has done is inspiring. We want to take a Make in India product, make it global, and compete with the global players."*

**- Gaurav Narang,**  
Founder and CEO,  
City Greens  
Click [here](#) to watch the full video

# Thank you

For more information, please reach us at

[presales@zohocommerce.com](mailto:presales@zohocommerce.com)