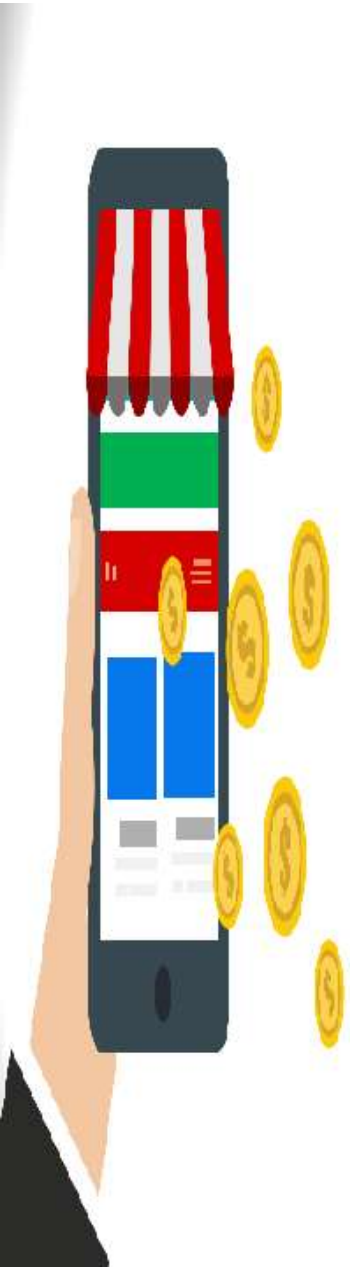
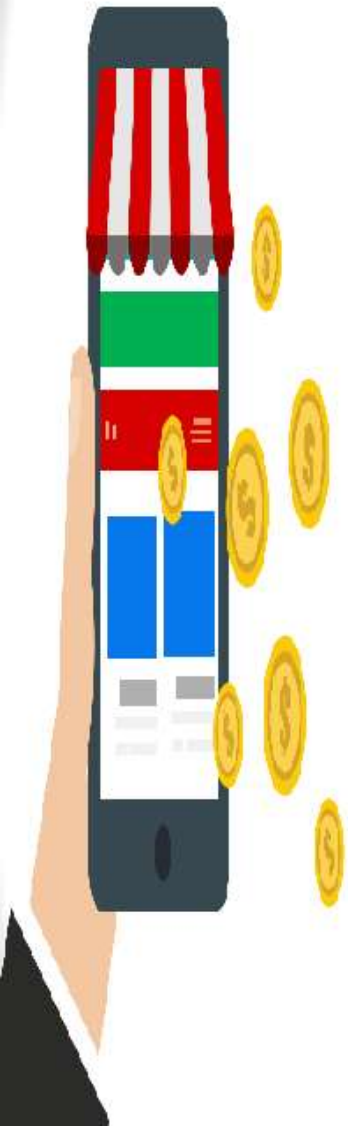


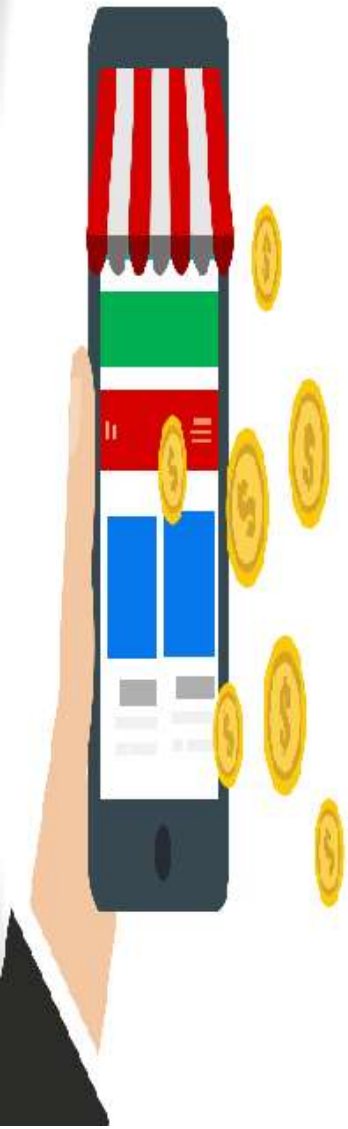
E-Commerce

Dr. Rastgoo



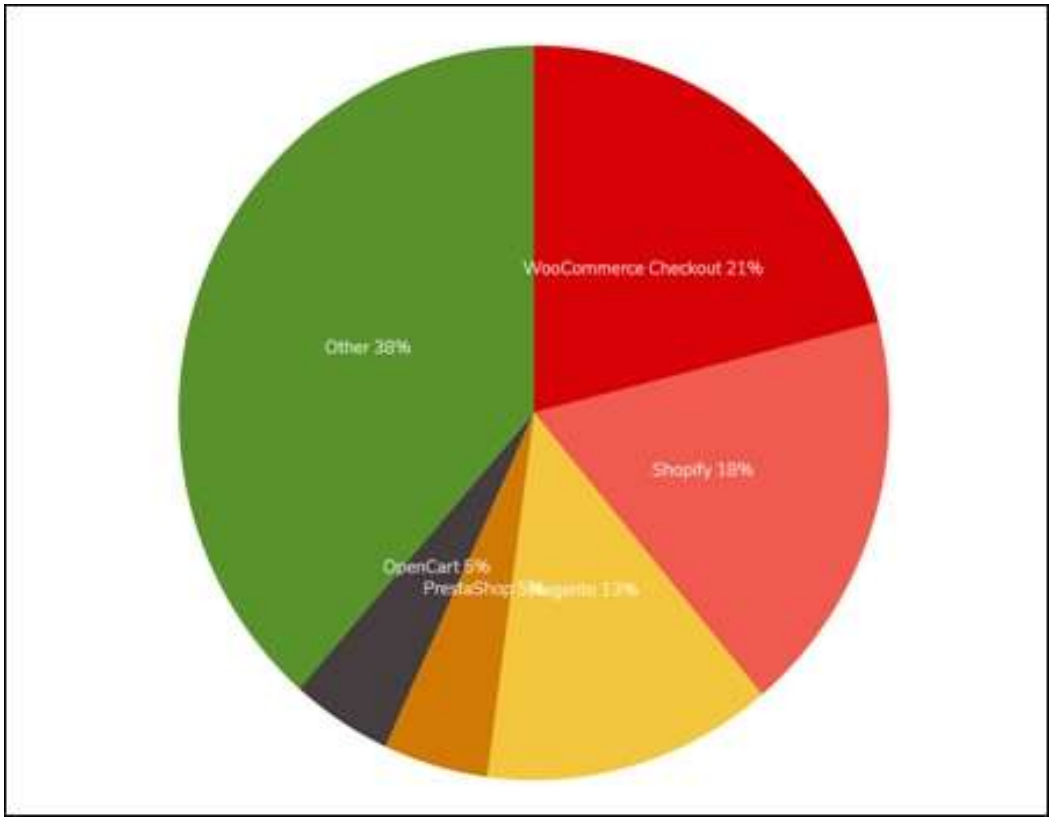
Top Ecommerce Platforms

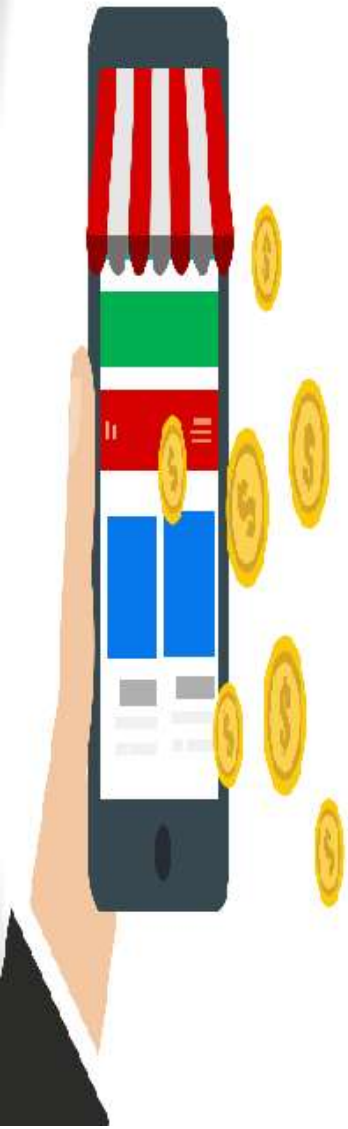
- There are a number of ecommerce platforms you can choose from.
- However, it is significant for you to understand the short-term and the long-term impact on the future of your ecommerce business.
- To help you decide, following are the top 5 ecommerce platforms along with their market share so that you can decide which platform suits your business best.



Top Ecommerce Platforms

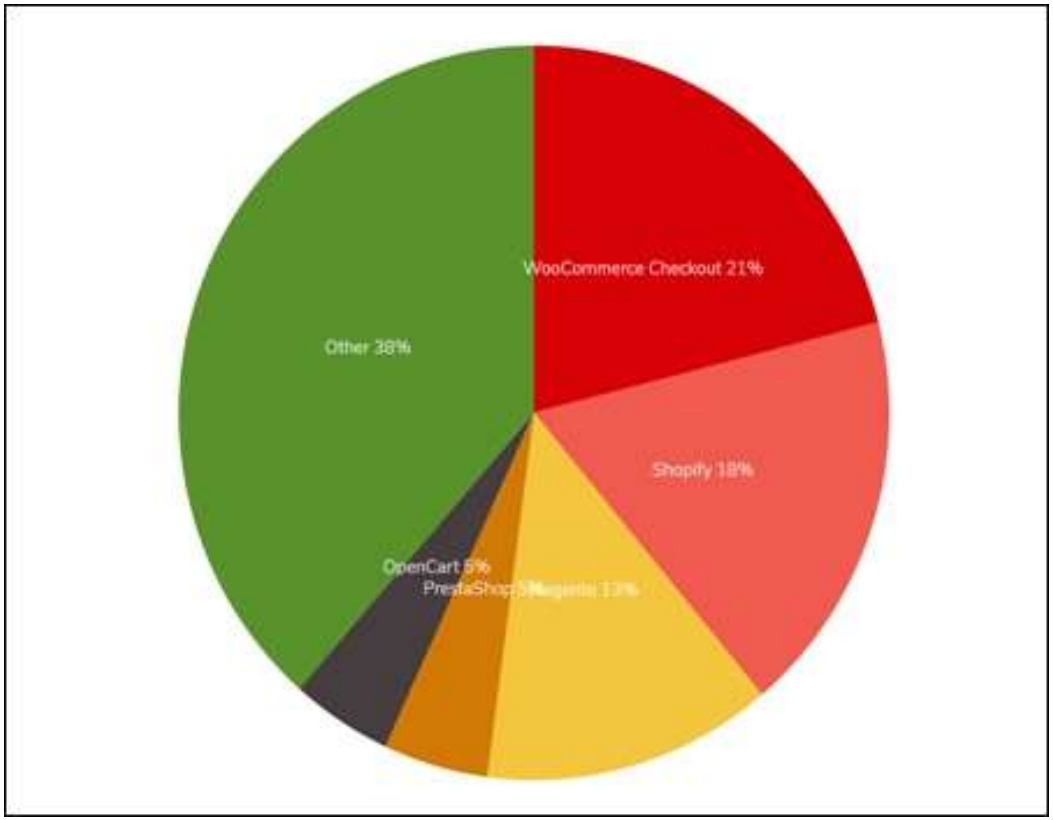
- A survey conducted by BuiltWith covering 1 million ecommerce websites identified the best ecommerce platforms from 2018.
- Take a look at the illustration below.

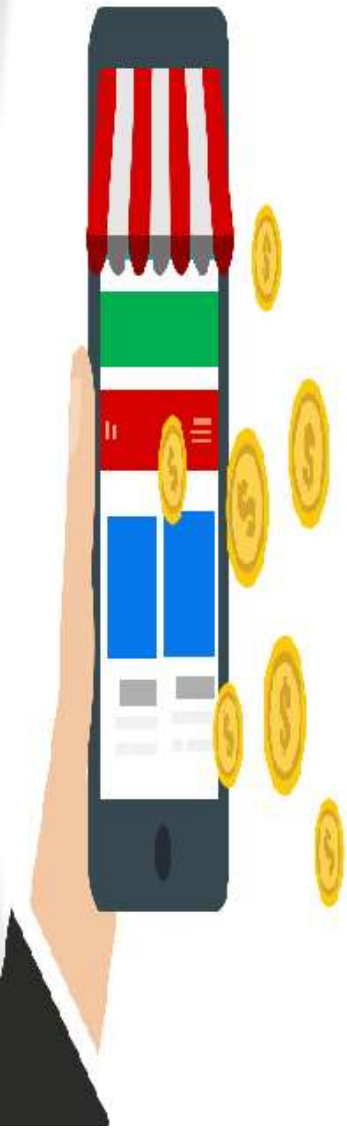




Top Ecommerce Platforms

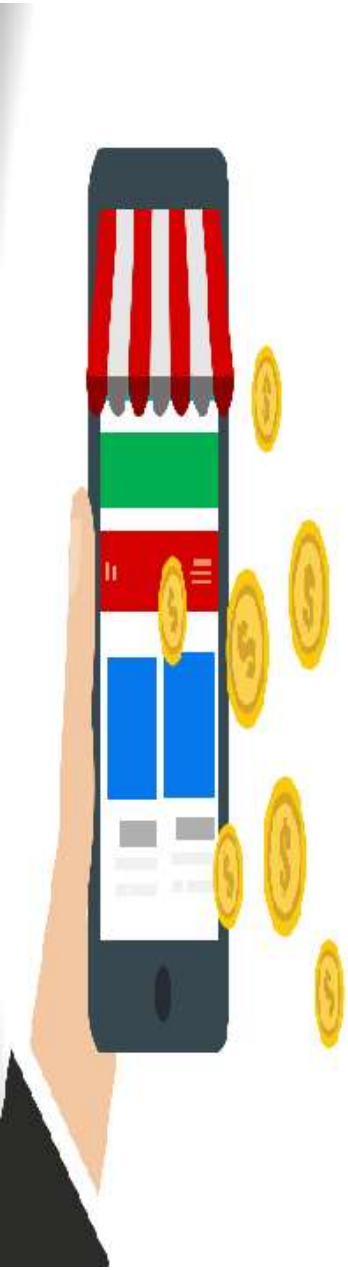
- Talking about the largest ecommerce market share, WooCommerce leads the chart with nearly 24,000+ websites out of one million.
- Shopify has the 2nd largest market share with nearly 20,000+ websites.
- Magento secures the 3rd place among the top ecommerce platforms with 15,000+ websites.
- PrestaShop and OpenCart have been trending recently, and they managed to secure a spot among the top five ecommerce platforms with a market share of five percent each.





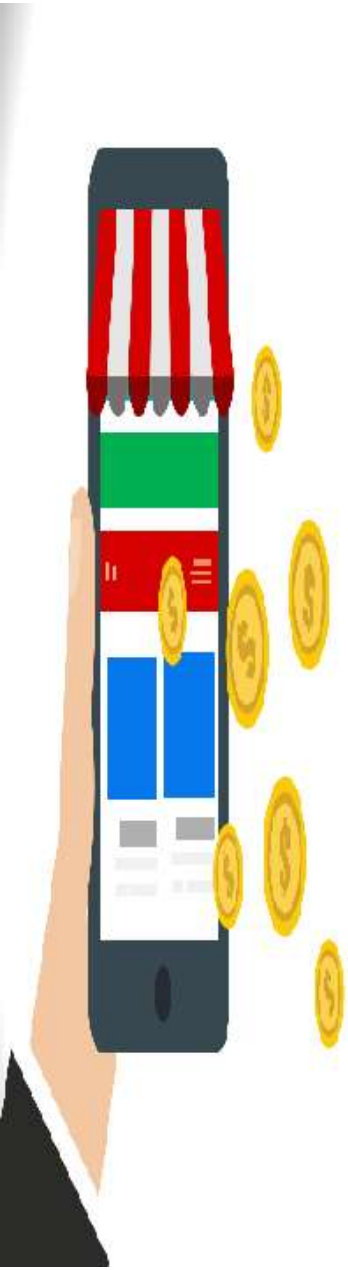
Standalone software

- A program that run as a separate computer process, not an add-on of an existing process.
- Standalone program, a program that does not require operating system's services to run. A portable application, which can be run without the need for installation procedure.
- Some examples are Notepad, Calculator, Microsoft Word, Adobe Photoshop, Autodesk 3D Max, Google Chrome.



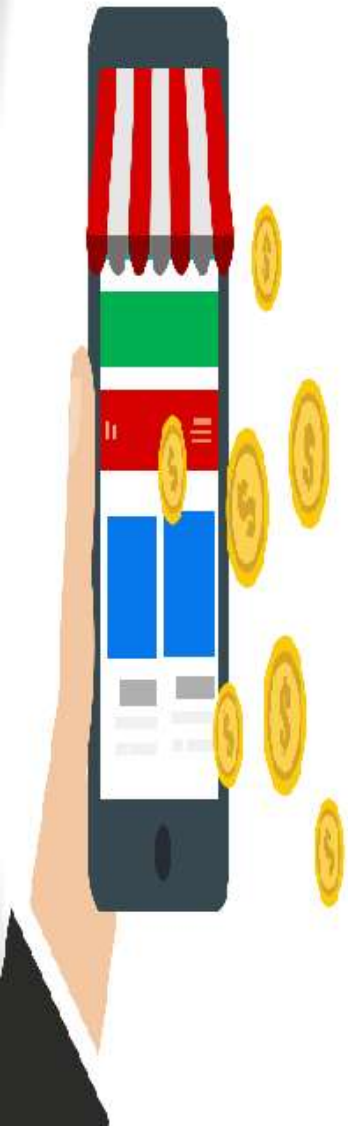
WooCommerce

- It is a standalone software that needs to be installed on a web server.
- It's a part of your existing WordPress website, and it's deeply integrated with it.
- It offers a variety of features such as product management, order management, multiple payment gateways, customer management via third-party plugins alongside thousands of WooCommerce themes both free and paid.



WooCommerce

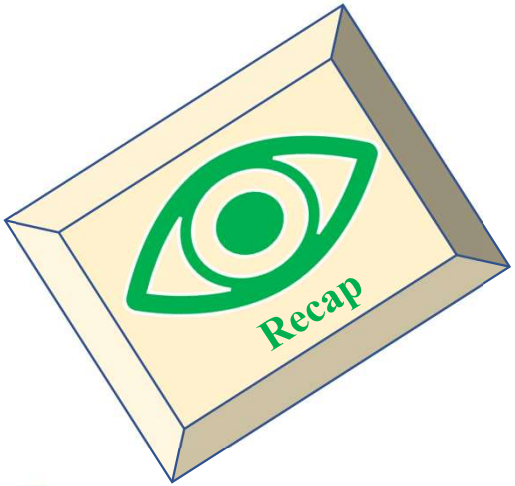
- Moreover, it is a mobile-friendly platform up to the extent made available by the theme.
- You can also get your hands on reports based on sales and store activity.
- Furthermore, you can easily offer discounts and coupon codes and enjoy thousands of extensions.

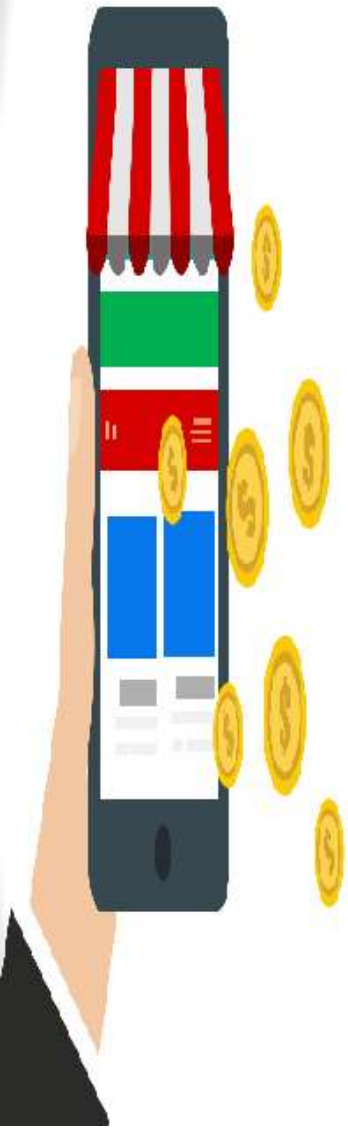


WooCommerce

- WooCommerce is an open-source e-commerce plugin for WordPress. It is designed for small to large-sized online merchants using WordPress. Launched on September 27, 2011, the plugin quickly became popular for its simplicity to install and customize and for the market position of the base product as freeware.

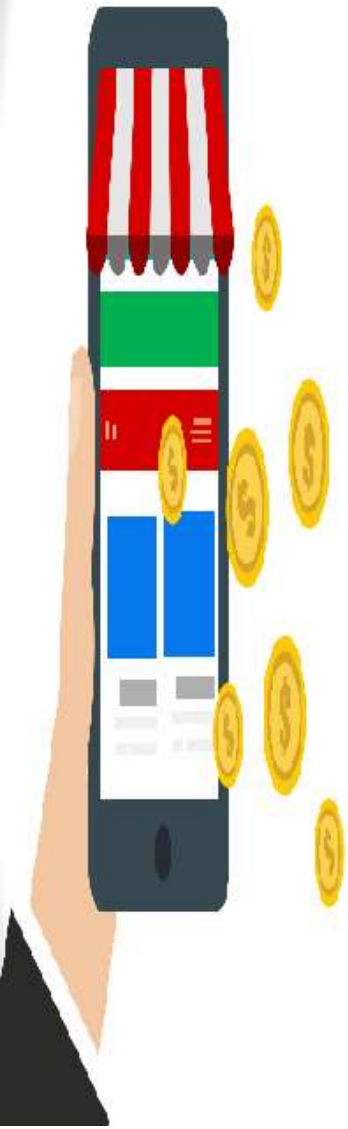
- Original author(s): Mike Jolley, James Koster.
- Operating system: Unix-like, Windows.
- Initial release: 2011.
- Written in: PHP.
- Stable release: 5.3.0





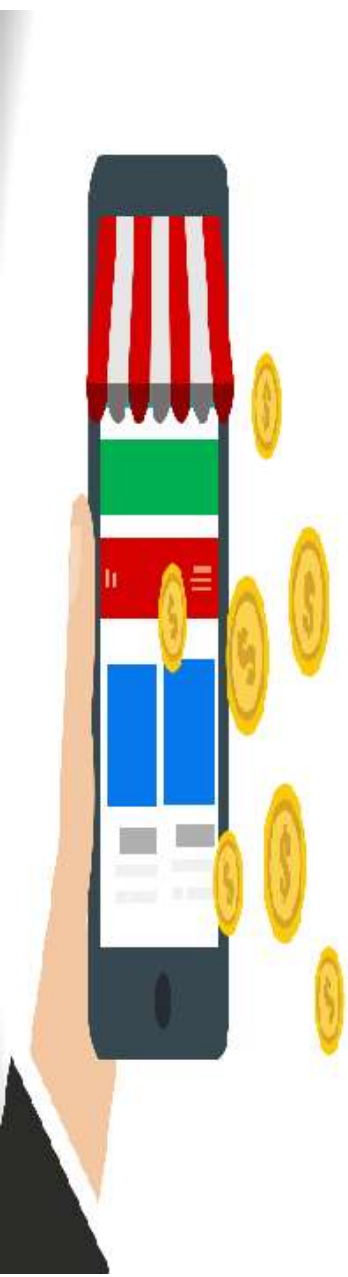
Shopify

- Unlike WooCommerce, Shopify is a subscription-based service.
- It offers a subdomain and a hosting space for your ecommerce store and you can also hook up your own domain name as well.
- Its variety of features include product management, order management, multiple payment gateways, basic customer management, unlimited bandwidth, 100+ professional themes and thousands of Shopify apps.



Shopify

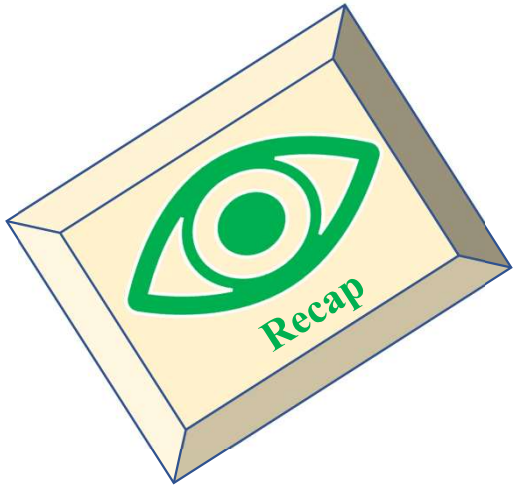
- It is a mobile-friendly platform which also allows you to edit HTML and CSS directly.
- You can also get your hands on reports based on sales and store activity.
- Additionally, you can easily offer discounts, gift cards, and coupon codes with the help of Shopify.

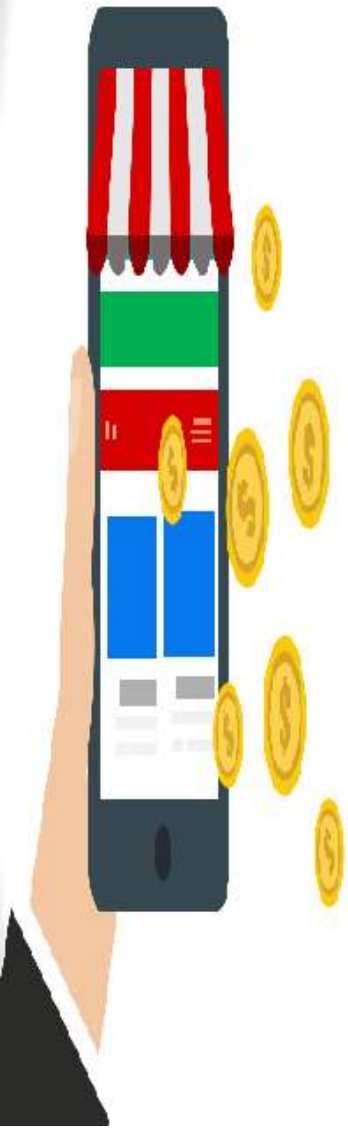


Shopify

- Shopify Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. It is also the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems.

- Customer service chat: Online Chat
- Headquarters: Ottawa, Canada
- Founded: 2006
- Founders: Tobias Lütke, Daniel Weinand, Scott Lake

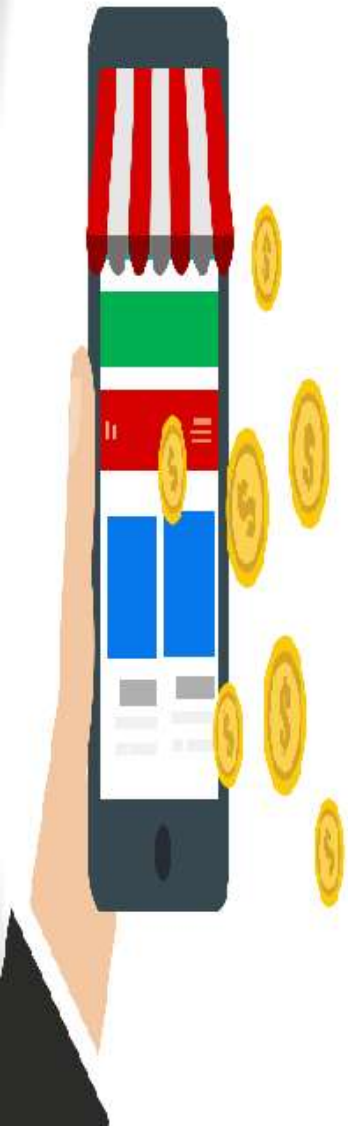




Magento

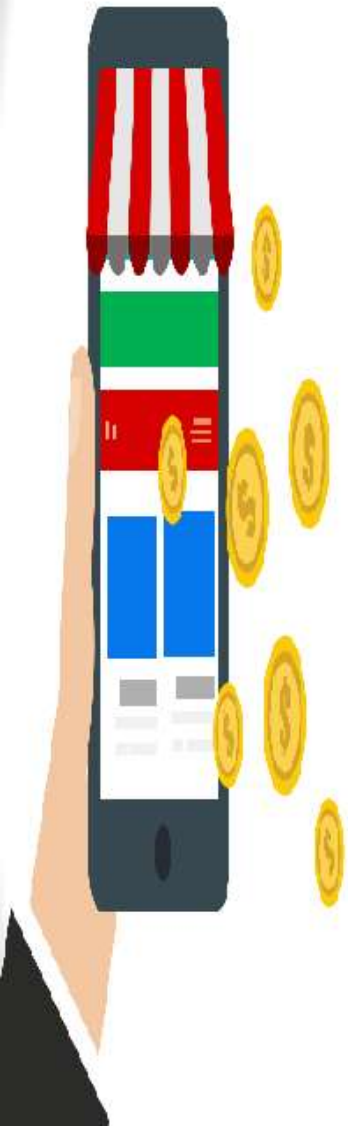
- Magento is a also a subscription-based mobile-friendly service that provides a subdomain alongside a hosting space for your ecommerce store where you can also hook up your own domain name.

- Its features include product management, order management, multiple payment gateways, basic customer management, 100+ professional themes, and unlimited bandwidth.



Magento

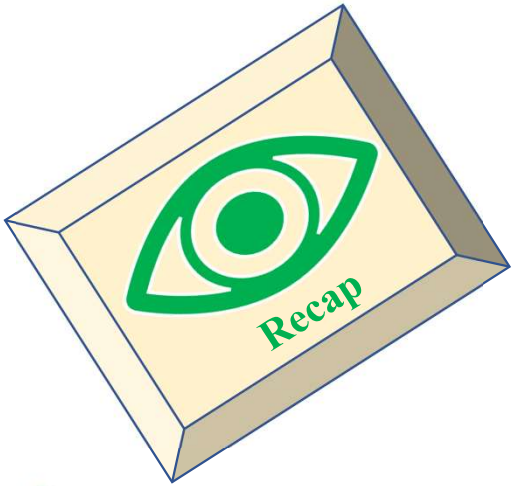
- It allows you to easily offer discounts and coupon codes on your store.
- You can sell your products in person, as well as on marketplaces and social platforms.
- Furthermore, it offers great analytics module, with reports, purchase funnels, abandoned carts stats, and much more.

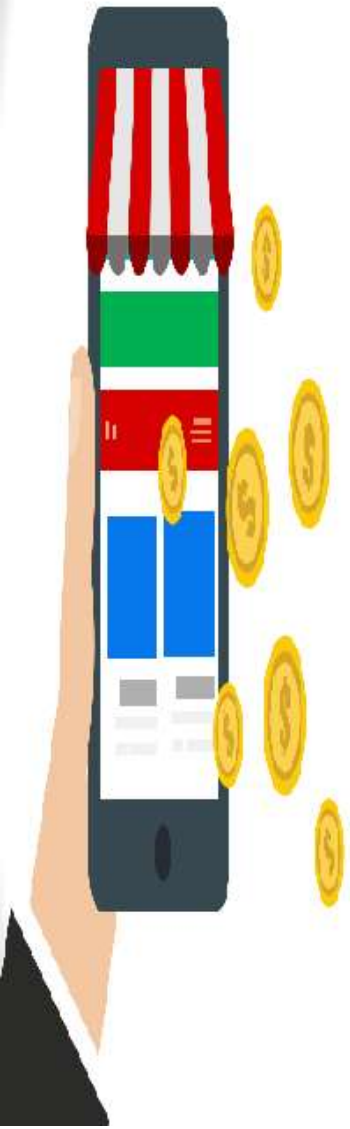


Magento

- Magento is an open-source e-commerce platform written in PHP. It uses multiple other PHP frameworks such as Laminas and Symfony. Magento source code is distributed under Open Software License v3.0. Magento was acquired by Adobe Inc in May 2018 for $1.68 billion.

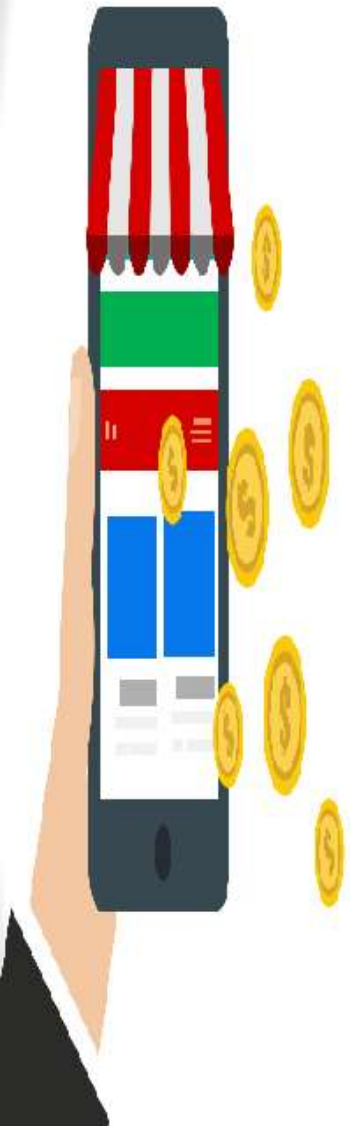
- Developer(s): Magento, Inc
- License: OSL v3, AFL v3
- Initial release: March 31, 2008; 13 years ago
- Stable release: 2.4.3 / 2021-08-10





PrestaShop

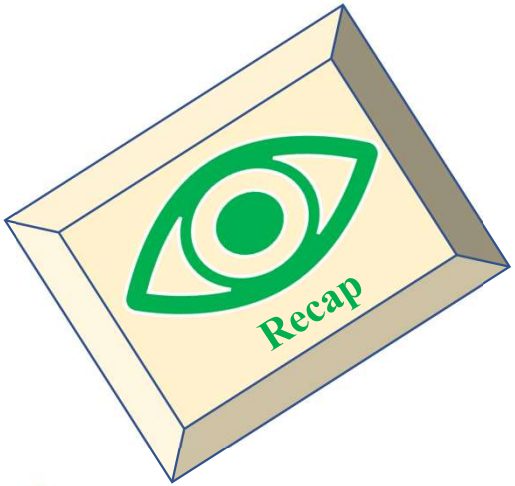
- PrestaShop is an open source ecommerce platform that offers many built-in features for managing products, payments, shipping, manufacturers and vendors.
- It uses a web template system that allows its users to modify their store themes and add new features via add-on modules.
- The PrestaShop Addons marketplace is a platform for third-party developers where they can sell their themes and modules to other merchants.

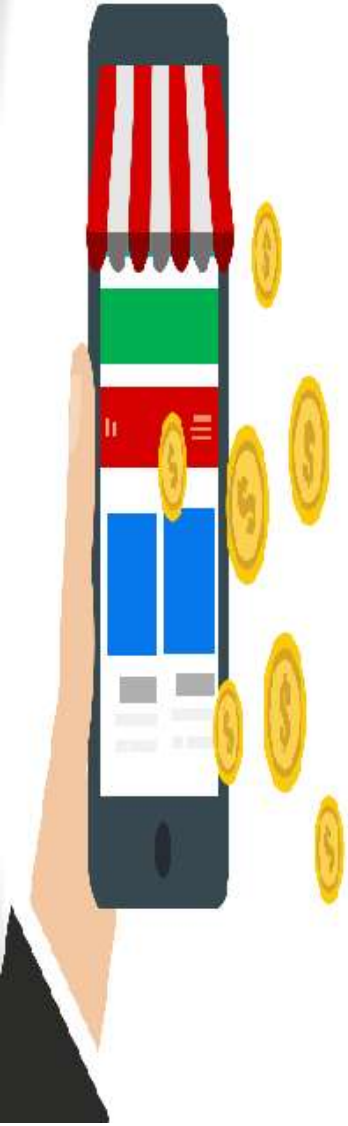


PrestaShop

- PrestaShop is an open source e-commerce platform. The software is published under the Open Software License. It is written in the PHP programming language with support for the MySQL database management system. It has a software dependency on the Symfony PHP framework.

- Founder: Bruno Lévêque, Igor Schlumberger.
- Founded: 2007; Paris, France.

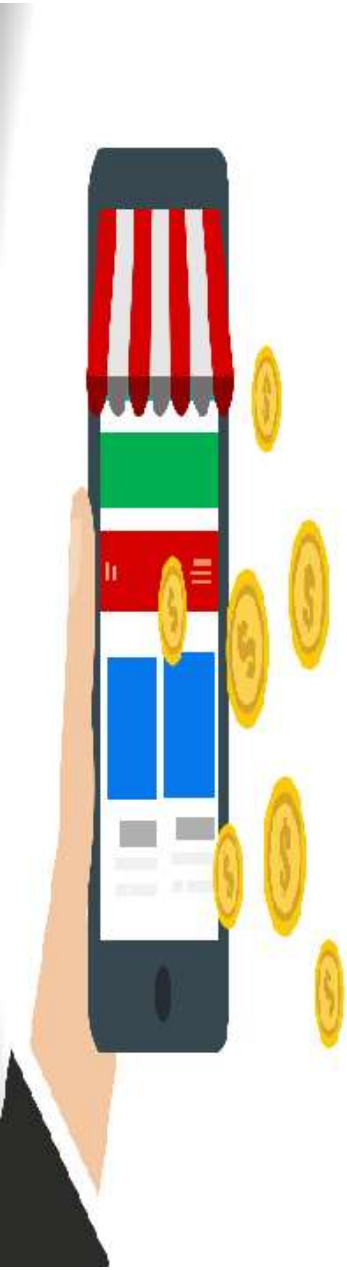




OpenCart

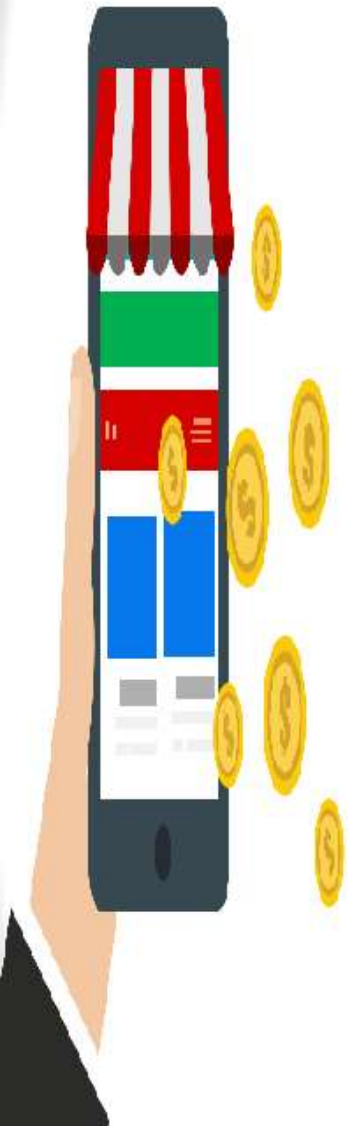
- OpenCart is a PHP based open source online store management system that uses a MySQL database and HTML components.

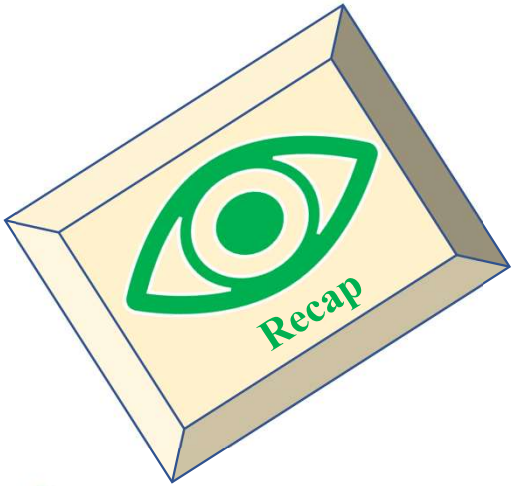
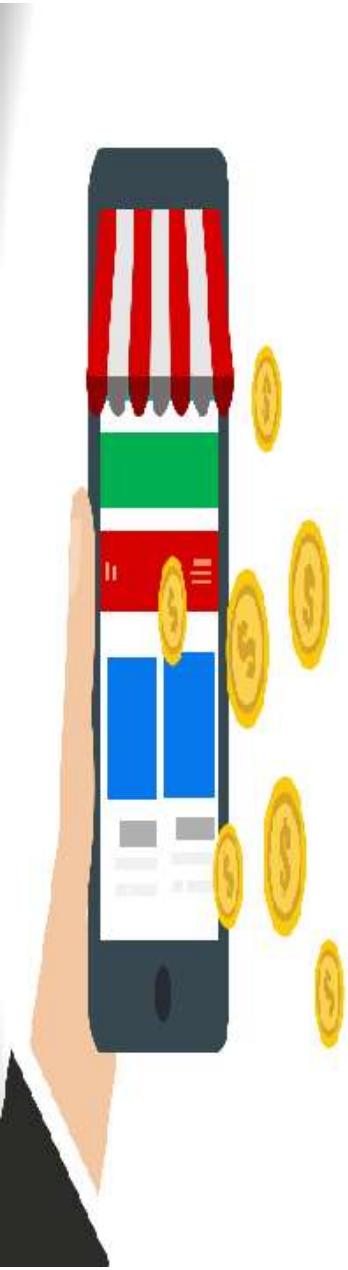
- You can customize the platform however you may please to ensure a smoothly running online store.



OpenCart

- This complete ecommerce solution allows you to launch your online store and add or manage the products listings with ease.
- It offers all the standard online store functionality you need such as support in different languages or currencies.
- You can also integrate numerous themes to give your website a distinctive look.



PrestaShop

- OpenCart is an online store management system. It is PHP-based, using a MySQL database and HTML components. Support is provided for different languages and currencies. It is freely available under the GNU General Public License. As of May 2016, 342,000 websites were using OpenCart. Wikipedia
- Developer(s): OpenCart Ltd
- Creator: Christopher G. Mann
- Initial release: April 2010
- Written in: PHP