



How Shopify Helps Ecommerce Stores Grow Smarter



Thinking about a redesign?

This guide breaks down why Shopify might be the right move for your business. From powerful integrations to built-in scalability, discover how switching to Shopify can streamline operations, support growth, and give you more control over your store's performance without slowing you down.

What is Shopify?



Shopify is an all-in-one commerce platform built to help businesses start, grow, and manage their online stores. It's designed with entrepreneurs in mind whether you're launching a brand from scratch or scaling to meet rising demand. What sets Shopify apart is its balance of simplicity and power. You get a user-friendly backend paired with a robust app ecosystem, flexible integrations, and built-in tools for everything from product listings to payments and shipping. Founded in 2006, Shopify started as a solution to sell snowboards online and quickly evolved into a platform that powers millions of businesses worldwide. Today, it supports brands of every size across more than 175 countries, proving its strength as a platform that adapts to your business not the other way around.



Understanding Shopify Plans and Choosing What Fits

Shopify is designed to support your business at every stage, and their plan structure reflects that. Whether you're launching your first product or managing thousands of orders a week, there's a plan that aligns with your goals without overcomplicating things.

Basic Plan

Built for Beginners

This is the starting point for brands that are new to e-commerce or moving from marketplaces to their own store. It covers everything you need to set up, sell, and manage your online business—from product pages to checkout—without the noise of advanced features you may not need just yet.

Shopify Plan

Geared for Growth

When your business starts gaining traction, this mid-tier plan offers more tools to help you optimize. You'll get better reporting, improved shipping rates, and added flexibility to support your day-to-day operations as orders and customer needs grow.

Advanced Plan

For Operational Efficiency

If you're dealing with larger volumes or managing a more complex business, this plan is made for you. With deeper analytics, custom reporting, and tools that simplify multi-location fulfillment or tax automation, it's a smart move for brands that need better insight and more control.

Shopify Plus

Engineered for Scale

This is Shopify's enterprise-level solution. It's ideal for high-volume brands or businesses that sell across multiple countries or channels. With dedicated support, custom automation, and advanced integrations, Shopify Plus gives you the infrastructure and flexibility to scale efficiently without losing performance.



Expert Tip

Choose the Shopify plan that fits where your business is today but make sure it can scale with you tomorrow. Most growing stores start with the Shopify Plan, then move up to Advanced or Plus as needs evolve.

No matter where you're starting from, Shopify's plans are structured to grow with you. Each one includes reliable hosting, secure checkout, and access to a wide range of apps and tools all backed by 24/7 support. You choose the plan that fits your business today, knowing the platform is built to support your growth tomorrow.

Unlocking More with Shopify Apps

One of Shopify's biggest strengths is its expansive App Store home to thousands of vetted tools designed to extend the functionality of your store. Whether you're looking to automate shipping, enhance product reviews, improve SEO, or streamline returns, there's likely an app for it. These apps let you customize your store's backend to match your exact needs without needing to build custom code from scratch.

Shopify carefully vets each app before it's listed, reviewing for performance, security, and compatibility. That means you're not just getting plug-ins you're getting trusted tools that work seamlessly with the Shopify platform and integrate smoothly with your existing workflows.

Here's how apps can make a measurable difference:

- **Save Time with Automation** – From fulfillment to marketing, apps can help you cut down on manual tasks and free up time for strategy and growth.
- **Enhance the Customer Experience** – Add features like live chat, loyalty programs, or custom product filters to improve how customers shop and interact with your store.
- **Scale Smarter** – As your business grows, you can add tools that support advanced reporting, inventory syncing, B2B features, and more—without changing platforms.
- **Stay Competitive** – With access to innovation across shipping, checkout, marketing, and customer service, you can quickly adopt what's working in your industry.

Most apps are easy to install and backed by reliable support, with options ranging from free tools to premium integrations for scaling businesses. It's flexibility without complexity and it's one more reason Shopify is built to grow with you.



Expert Tip

Shopify's App Store isn't just about customization it's how you stay competitive. Look for apps that automate repetitive tasks, improve the shopping experience, or plug into your existing tools.

Selling DTC or B2B Here's How Shopify Supports Both

Whether you're selling directly to customers or working with wholesale partners, Shopify offers flexible tools that make it easier to run your business. Understanding the unique benefits for each model can help you get more out of the platform—right from the start.



For Direct-to-Consumer

Brands-Sell smarter, stay in control

- Customizable storefront to reflect your brand
- Fast, mobile-optimized checkout that converts
- Built-in marketing tools and email automation
- Real-time analytics to guide decisions

For B2B and Wholesale Brands

Simplify complex sales

- Custom catalogs and pricing by customer
- Support for purchase orders and net payment terms
- Multi-storefront management under one login
- Seamless integrations with ERPs and CRMs

Shopify gives you the freedom to grow your business your way whether that means selling one product to thousands or managing high-volume B2B orders with ease.

Key Features That Make Shopify Work for Your Business

Shopify packs powerful tools into a user-friendly platform, so you can spend less time troubleshooting and more time growing. Here are the features that matter most to e-commerce businesses.

Customizable Online Store

Choose from professional themes or build your own for a fully branded shopping experience.

Secure, Fast Checkout

Shopify's optimized checkout is built to convert—secure, mobile-ready, and lightning fast.

Integrated Payments

Accept credit cards, PayPal, Shop Pay, and more with ease.

Inventory and Product Management

Track inventory, set up variants, and manage product listings all in one place.

Marketing and SEO Tools

Run email campaigns, connect to social platforms, and improve your SEO without third-party tools.

App Store with 8000+ Add-Ons

Extend your store's capabilities with apps for shipping, loyalty, reviews, accounting, and more.

24/7 Support

Get help whenever you need it from Shopify's reliable customer support team.

Analytics and Reporting

See what's working, track sales, and make smarter decisions with built-in data dashboards.

Whether you're new to e-commerce or scaling fast, Shopify offers the right mix of tools to keep your business moving forward smoothly and efficiently.



How Shopify Compares to Other Platforms



E-Commerce Platform Comparison by Business Stage

Shopify stands out for its ease of use, scalability, and all-in-one functionality. While competing platforms offer solid features, they often require more setup, technical knowledge, or third-party tools to get the same results. Here's how they compare at a glance:

Platform	Best for	Hosted All-in-One	Easy Setup	Built-in Payments	App Ecosystem
Shopify	Small to Enterprise	✓	✓	✓	✓
WooCommerce	Mid to Enterprise	✗ (Self-Hosted)	⚠ Moderate	⚠ (Plugin-Based)	✓
BigCommerce	Mid to Enterprise	✓	✓	✓	⚠ Moderate
Squarespace Commerce	Small to Mid	✓	✓	✓	⚠ Limited
Wix Commerce	Small	✓	✓	✓	⚠ Limited
Magento (Adobe Commerce)	Enterprise	✗ (Self-Hosted)	✗	✓	⚠ Moderate

How Shopify Compares to Other Platforms (Cont.)



Platform	Performance & Speed	Developer Dependence	B2B & DTC Ready	Mobile Optimized
Shopify	✓	⚠ Low (Optional Dev)	✓	✓
WooCommerce	⚠ (Hosting Dependent)	⚠ Medium-High	✓	⚠ Theme Dependent
BigCommerce	✓	⚠ Low	✓	✓
Squarespace Commerce	✓	✓ (No Code Needed)	⚠ Limited B2B	✓
Wix Commerce	✓	✓ (No Code Needed)	⚠ Limited B2B	✓
Magento (Adobe Commerce)	✓ (With Investment)	✗ High Dev Required	✓	✓

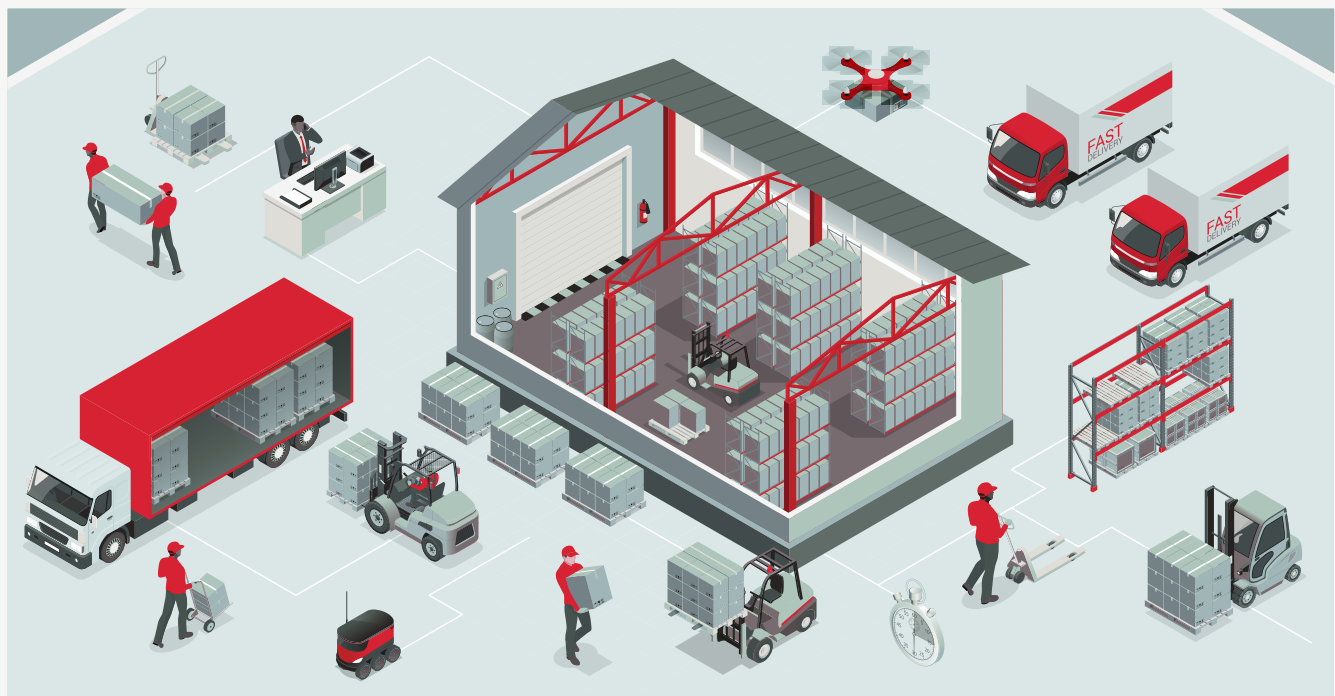
How Shopify Compares to Other Platforms (Cont.)



Platform	Multi-Channel Selling	24/7 Support	Security Included	Customization
Shopify	✓	✓	✓	✓
WooCommerce	⚠ (Plugins Needed)	✗	✗	✓ (Full)
BigCommerce	✓	✓	✓	✓
Squarespace Commerce	⚠ Limited Channels	✓	✓	⚠ Some Limits
Wix Commerce	⚠ Limited Channels	✓	✓	⚠ Some Limits
Magento (Adobe Commerce)	✓	⚠ Paid Support	⚠ (Self-Managed)	✓ (Advanced)

Shopify and Badger Integration That Just Works

Badger Fulfillment Group offers a seamless integration with Shopify, providing e-commerce businesses with a comprehensive and efficient fulfillment solution. Their direct API integration ensures that when an order is placed on your Shopify store, Badger's system automatically picks, packs, and ships the order promptly, with tracking information synced back to your store in real-time.



WAREHOUSE

DISTRIBUTION

DELIVERY



Key Benefits of Integrating Shopify with Badger Fulfillment Group



By integrating with Badger Fulfillment Group, Shopify store owners can streamline their logistics operations, ensuring efficient order fulfillment and enhanced customer experiences.

Onsite Support

Each Shopify merchant has access to a support team located within the warehouse, ensuring personalized support and swift communication.

24-Hour Receiving

Inbound products are typically inspected, counted, and strategically stored within 24 hours of arrival, enabling faster order processing.

Same-Day Pick, Pack & Ship

Orders received before 12 PM are processed and shipped the same day, enhancing customer satisfaction with prompt deliveries.

2-Day Shipping Across the U.S.

With strategically located facilities, Badger offers competitive 2-day shipping rates nationwide, reducing transit times and costs.

Customized Shipping Rates

Badger provides affordable and tailored shipping and fulfillment rates to match your business requirements.

Volume Discounts

As your Shopify sales and shipping volume increase, Badger offers volume discounts on monthly storage rates, supporting your business growth

