



Platform Evaluation Guide

Migrating your business from **Amazon**

Take control of your brand and customer relationships by migrating from Amazon to Shopify. Access all the tools and apps you need to manage, market, and grow your store. Work with a Shopify Partner to create unique solutions for your business.

Why Shopify

- More control over your brand
- Own your customer relationship and communicate directly with buyers
- Easier to use
- Better value for cost of subscription

Recommended apps for a seamless transition

Marketplace for buyer discovery: [Amazon channel integration](#) - Free + Amazon Professional Seller account

FEATURE	THEM	US
Multiple payment methods	●	●
Access to over 3,000+ apps	X	●
Marketing integration with FB, Google...)	X	●
Sell everywhere. One platform for online and in-person sales.	X	●
Manage your business with a single dashboard for orders, shipping, employees, and payments.	X	<ul style="list-style-type: none"> x Basic Shopify • Shopify • Advanced Shopify
Business analytics and reporting	●	<ul style="list-style-type: none"> x Basic Shopify • Shopify • Advanced Shopify

