



E-Commerce Platform Features

In addition to a technical report on e-commerce retail trends, challenges, and opportunities, we created this quick guide that compares different retail e-commerce platforms and marketplaces based on several indicators to help retailers and makers choose the best option for their business.

Indicators will have a “yes” or “no” to describe if the platform provides that service. Additional details about the indicators are included in the

technical report. The indicators are organized into three phases based on when a business would use each one:

- **Phase 1: Start-Up**
- **Phase 2: Consumer Operations and Purchasing**
- **Phase 3: Marketing and Analytics**

E-Commerce Platforms

[Ablecommerce.com](https://ablecommerce.com)

[Sell.Amazon.com](https://sell.amazon.com)

[Amazon Handmade](https://amazonhandmade.com)

[Ecwid](https://ecwid.com)

[Etsy.com](https://etsy.com)

[Faire.com](https://faire.com)

[IndieMe.com](https://indieme.com)

[Mable](https://mable.com)

[RangeMe](https://rangeme.com)

[Shopify.com](https://shopify.com)

[Squarespace](https://squarespace.com)

[Web.com](https://web.com)

[Wix.com](https://wix.com)

[WooCommerce+WordPress](https://woocommerce.com)



In the top, right-hand corner of each platform’s page are flags indicating whether it is for retailers, wholesalers, and/or both.

If the platform is not specifically for either retail or wholesale sales, it will instead be flagged as an e-commerce development platform that only focuses on platform/website development versus sales.

[Take Our Quiz to See Which Platform Will Meet Your Needs](#)

This project is commissioned by the DECD Office of Business Development and is funded by the Maine Jobs & Recovery Plan.

E-Commerce Platform Features

Ablecommerce.com

RETAILER

WHOLESALE



Description

Ablecommerce.com is an economics software program that allows merchants to sell shippable or digital goods on the internet.

PHASE 1: START UP

Cost	\$0-\$1,995/year
Technical Support	Forums, Ticket Center, User Guides, Website
Plug-Ins and Integrations	Yes
Inventory Management	Yes

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing	Yes
SEO	Yes
Data Import/	Yes
Taxes	Yes

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E-Commerce Platform Features

Sell.Amazon.com

RETAILER



Description

Amazon Marketplace is the largest e-commerce platform.

PHASE 1: START UP

Cost	\$0.99/item sold or \$30.99/month
Technical Support	Individual and Professional plans offer seller support
Plug-Ins and Integrations	Yes
Inventory Management	Yes

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	N/A
Checkout Customization	N/A
POS Options	No
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Either seller or Amazon
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Yes

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E-Commerce Platform Features

Amazon Handmade

RETAILER



Description

Amazon Handmade offers handmade sellers the opportunity to showcase their products on the largest online marketplace in the world, reaching a wide audience and potentially saving money and time on fees and product identifiers.

PHASE 1: START UP

Cost	Requires Amazon Professional account (\$39.99/mo), but the monthly fee is waived after the first month with an approved Handmade account. Each sale deducts a 15% referral fee.
Technical Support	FAQ and Forums
Plug-Ins and Integrations	Yes
Inventory Management	Yes
Content Management System/ Store Configuration:	
Storefront Themes	Yes
Optimizing the Customer Experience	N/A
Checkout Customization	N/A
POS Options	No
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Either seller or Amazon
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Yes

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Ecwid



Description

Ecwid is an e-commerce platform that lets you organize your products, customize your storefront, accept credit card payments, track and respond to orders. Ecwid allows seamless integration to sell directly on social media platforms.

PHASE 1: START UP

Cost	\$0 to \$99/month
Technical Support	Varies by plan
Plug-Ins and Integrations	Yes
Inventory Management	Yes

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Yes



Description

Etsy is a marketplace for individual or businesses to sell their products.

PHASE 1: START UP

Cost	\$0.20, 6.5% transaction fee 3%+\$0.25 payment processing fee 12% ad fee if buyer clicks on your ad (no opt-out)
Technical Support	Forums, FAQ, submit request
Plug-Ins and Integrations	Yes
Inventory Management	Yes

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	N/A
Checkout Customization	No
POS Options	No
Fulfillment Options	No

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller pays discounted shipping
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Yes

**Description**

Faire is a wholesale marketplace that connects independent "brands" (sellers) to independent boutiques (buyers).

**PHASE 1:
START UP**

Cost	15% per order and \$10 first-time customer fee, plus payment processing Payment processing fees vary depending on the payout timeline chosen
Technical Support	User guides, submit support request
Plug-Ins and Integrations	Yes
Inventory Management	Yes
Content Management System/Store Configuration:	
Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	N/A
POS Options	N/A
Fulfillment Options	Yes

**PHASE 2:
CONSUMER OPERATIONS
AND PURCHASING**

Subscriptions/Discounts/Product Features	Yes
Shipping and Order Fulfillment	Faire pays shipping
Returns	Yes

**PHASE 3:
MARKETING AND
ANALYTICS**

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/Export	Yes
Taxes	Yes



Description

Indieme.com is a wholesale marketplace for artists.

PHASE 1: START UP

Cost	\$425-\$599/year
Technical Support	Email, phone
Plug-Ins and Integrations	Limited
Inventory Management	Unclear

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	Unclear
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Limited
SEO	Yes
Data Import/	Yes
Taxes	Unclear

**Description**

Mable distributes food and beverage brands not found in mainline distributors, and helps retailers guide their next generation of loyal customers through tech-enabled distribution of unique, value-driven brands.

**PHASE 1:
START UP**

Cost	Free to sign up with a 12.5% one-time referral fee and a flat 12.5% commission on orders from new relationships. Any orders from existing relationships are free
Technical Support	Submit support request
Plug-Ins and Integrations	Yes
Inventory Management	N/A
Content Management System/Store Configuration:	
Storefront Themes	No
Optimizing the Customer Experience	Yes
Checkout Customization	No
POS Options	N/A
Fulfillment Options	Yes

**PHASE 2:
CONSUMER OPERATIONS
AND PURCHASING**

Subscriptions/Discounts/Product Features	N/A
Shipping and Order Fulfillment	Seller
Returns	No

**PHASE 3:
MARKETING AND
ANALYTICS**

Analytics	Unclear
Marketing Solutions	Yes
SEO	N/A
Data Import/Export	Unclear
Taxes	Unclear

**Description**

RangeMe is the leading product discovery, sourcing, and purchasing platform where retailers and suppliers discover, connect, and grow their business..

**PHASE 1:
START UP**

Cost	\$0 to \$2,500/ month
Technical Support	Chatbot, email
Plug-Ins and Integrations	Unclear
Inventory Management	Unclear

**Content Management System/
Store Configuration:**

Storefront Themes	No
Optimizing the Customer Experience	Yes
Checkout Customization	Unclear
POS Options	No
Fulfillment Options	Yes

**PHASE 2:
CONSUMER OPERATIONS
AND PURCHASING**

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

**PHASE 3:
MARKETING AND
ANALYTICS**

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Unclear

E-Commerce Platform Features

Shopify.com

RETAILER

WHOLESALE



Description

Shopify.com is an e-commerce website builder with built in blog functionality.

PHASE 1: START UP

Cost	Variable depending on POS and features desired For in-person POS, \$5 or \$89/month For in-store and online, \$39-\$399/month Each plan has variable credit card rates
Technical Support	Chatbot
Plug-Ins and Integrations	Yes
Inventory Management	Yes
Content Management System/Store Configuration:	
Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS

Subscriptions/Discounts/Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing	Yes
SEO	Yes
Data Import/	Yes
Taxes	Yes

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E-Commerce Platform Features

Squarespace

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Description

Squarespace is a flexible website builder and content management system that can create different types of websites, including e-commerce and more. Best for small websites and e-commerce stores.

PHASE 1: START UP

Cost	\$23/month to \$65/month Different features are included in different pricing plans
Technical Support	Email, chat, social media
Plug-Ins and Integrations	Yes
Inventory Management	Yes

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	No

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	N/A

PHASE 3: MARKETING AND ANALYTICS

Analytics	Basic
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Yes

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Description

Web.com is a website builder/e-commerce platform.

PHASE 1: START UP

Cost	\$15.99/month to \$44.99/month However, e-commerce solutions are offered only in higher-priced tiers
Technical Support	Chat bot
Plug-Ins and Integrations	Yes
Inventory Management	Yes
Content Management System/Store Configuration:	
Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	No

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Unclear
Taxes	Yes

Wix.com



Description

Wix.com is a website builder with a full suite of intuitive tools and powerful AI for site creation.

PHASE 1: START UP

Cost	\$29/month to \$159/month for plans that include e-commerce
Technical Support	Guides or callback based on support request
Plug-Ins and Integrations	Yes
Inventory Management	Yes

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Yes, limited transactions per month

WooCommerce+WordPress



Description

WooCommerce is an open-source e-commerce plugin for WordPress, a website builder and content management system. It is known for being simple to install and customize and for the market position of the base product as freeware, even though many of its optional extensions are paid. It is developed and supported by Woo and includes contributions from a global community of developers.

PHASE 1: START UP

Cost	\$21/month to \$1,000/month
Technical Support	Unclear
Plug-Ins and Integrations	Yes
Inventory Management	Yes

Content Management System/ Store Configuration:

Storefront Themes	Yes
Optimizing the Customer Experience	Yes
Checkout Customization	Yes
POS Options	Yes
Fulfillment Options	Yes

PHASE 2: CONSUMER OPERATIONS AND PURCHASING

Subscriptions/ Discounts/ Product Features	Yes
Shipping and Order Fulfillment	Seller
Returns	Yes

PHASE 3: MARKETING AND ANALYTICS

Analytics	Yes
Marketing Solutions	Yes
SEO	Yes
Data Import/ Export	Yes
Taxes	Yes