

	MYSTORE ESSENTIALS	MYSTORE PROFESSIONAL	MYSTORE UNLIMITED	
Product limit	50	1000	70000	
Categories	5	10000	10000	
Shopping Experience				
Adaptive Storefront Widget (desktop, tablet, mobile)	Yes	Yes	Yes	Customer can shop using any device
Favorites and Wishlist		Yes	Yes	Customer can put products in personal wish list to buy them later
Configurable Buy Buttons for embedding into site	Yes	Yes	Yes	If there are just one or two products to sell then merchant can add Buy Buttons to the site instead of adding fully featured product catalog
Real-time shipping estimates based on customer IP	Yes	Yes	Yes	Displays shipping cost estimation based on IP before customer enters delivery address
Media rich category and product descriptions	Yes	Yes	Yes	Merchant can apply formatting, insert images, videos, tables etc. into product description
Automatic price adjustment for product options	Yes	Yes	Yes	If product option affects product price then price dynamically changes when option is selected
Fast content delivery with CDN	Yes	Yes	Yes	Using content delivery network to load storefront faster in different geographic locations
Automatic Abandoned Cart Recovery		Yes	Yes	System will automatically send email follow up in two hours if customer put products in cart and did not check out
Product filters		Yes	Yes	Allows customer to filter products by price, category, product options such as size, color, material etc., product attributes, availability in stock, on sale.
Tips	Yes	Yes	Yes	Customer can leave tips when placing the order.
Name your price (donations)	Yes	Yes	Yes	Customers can enter their price for the product. Merchant can set minimal price and fixed pricing tiers.
Product ribbons	Yes	Yes	Yes	Place customizable text labels like "New" or "Free shipping" over the main product image to attract customers and bring in more sales.

Product subtitles	Yes	Yes	Yes	Add a short text that gives an extra description to your product or serves as a tagline. The text will be displayed on your product list and product details page.
Video in product gallery		Yes	Yes	Add to product gallery videos from YouTube, TikTok and other video hostings.
Custom checkout fields	Yes	Yes	Yes	Easily add custom fields to any checkout step in order to request extra information from customers.
Customize interface texts in the storefront	Yes	Yes	Yes	Editor for customizing interface texts in the storefront
Payment method fee		Yes	Yes	Merchant can add a fee for using certain payment method. E.g. add a 2% surcharge if order is paid by cash.
Repeat Order	Yes	Yes	Yes	Customers can quickly repeat orders with the "Repeat order" button in their account or the Order Confirmation email. Customers are directed straight to checkout to place the same order or make changes if some items can't be ordered again.
Catalog Management				
Built-in storefront translations	Yes	Yes	Yes	
Built-in backend translations	Yes	Yes	Yes	
Inventory tracking	Yes	Yes	Yes	Tracking how many of each product is currently in stock
Product options (Size, Drop-down, Radio Buttons, Text, Date Picker, File, Checkboxes)	Yes	Yes	Yes	Merchant can set various attributes of products such as color, size, date, optional add-ons, gift wrapping etc. Product options can affect price.
Product variations with stock control		Yes	Yes	Product variation is extension of product option that allow to track inventory per each combination of options
E-goods	Yes	Yes	Yes	Electronically deliverable products such as music files, ebooks, video etc.
E-goods max size (Mb)		100	1024	10240
E-goods download protection	Yes	Yes	Yes	Protection preventing customers sharing download links

Customers can attach files to orders	Yes	Yes	Yes	Customer can upload file related to order e.g. image to be printed on a mug
Image gallery	Yes	Yes	Yes	
WYSIWYG editor for HTML product descriptions	Yes	Yes	Yes	
Automatic thumbnail generation with image sharpening	Yes	Yes	Yes	
Product can be in more than one category	Yes	Yes	Yes	
Product types and attributes	Yes	Yes	Yes	Define custom attribute for each product such as brand, part number, volume etc. Merchant can group products that are sharing the same attributes in product types
Support for local currency	Yes	Yes	Yes	Support currencies for various locations. Only one currency at a time can be active.
Product dimensions		Yes	Yes	Ability to define dimensions of products that are used for shipping calculation
Multilingual Store		Yes	Yes	Ability to add product descriptions, options, and categories in a few languages
Transliteration of products URLs	Yes	Yes	Yes	Transliteration of products URLs into latin alphabet for better CEO and easy URL sharing
Purchase price	Yes	Yes	Yes	Purchase price of the product for calculating a margin
Shipping and Tax				
Delivery zones	Yes	Yes	Yes	Define geographical zone that are used for shipping and tax calculation. Zone examples: US state, EU, Australia, zip code range, list of UK counties etc.
Shipping configuration wizard	Yes	Yes	Yes	Step by step assistant for shipping setup

Automatic tax calculations for USA, Europe, UK, Canada, Australia, New Zealand, India, South Africa, Taiwan, Singapore, Malaysia, Indonesia, Saudi Arabia, Canary Islands, Melilla, and Ceuta. IOSS (Import One-Stop-Shop) support for sales to EU customers outside of EU.	Yes	Yes	Yes	
Manually configurable Shipping/Tax zones, rates and rules	Yes	Yes	Yes	
Realtime shipping quotes for UPS, USPS, FedEx, Canada Post, EMS, Royal Mail, Correios and Australia Post	Yes	Yes	Yes	Automatic calculation of shipping cost by shipping carrier
Use real time quotes without setting account with carrier	Yes	Yes	Yes	
Configure available shipping methods per product	Yes	Yes	Yes	Configuring which shipping methods can be used to deliver the product. Merchant can define whitelist or blacklist of shipping methods per product.
Realtime shipment tracking	Yes	Yes	Yes	Emailing tracking number to customers to let them track their orders
Handling fees		Yes	Yes	Setting up additional fee e.g. for additional packing, insurance etc.
Price includes tax	Yes	Yes	Yes	Set product price including tax (VAT, PST, GST etc.)
Tax invoices	Yes	Yes	Yes	Advanced tax invoices management: pdf invoices storage, sequential invoice numbers
VAT ID for EU business customers		Yes	Yes	Collect VAT ID during checkout for VAT reverse charge
Tax exempt customers		Yes	Yes	Set certain customers as tax exempt e.g. charity, veteran organisations etc.

Import VAT for EU and UK	Yes	Yes	Yes	Support for import VAT for EU (IOSS) for orders below EUR 150 and UK for orders below GBP 135
Buy and print shipping labels in the store control panel	Yes	Yes	Yes	Buy and print shipping labels for USPS, bPost and PostNL in the store control panel
In-store order pickup	Yes	Yes	Yes	Special delivery method when customer need to come to store and pick up order
Scheduled pickup	Yes	Yes	Yes	Customer can choose time when to pick up order
Delivery and Pickup Calendar	Yes	Yes	Yes	Synchronize orders that require local delivery or pickup to Google Calendar, iCal, Outlook Calendar, or other calendar apps.
Delivery zone on a map	Yes	Yes	Yes	Merchant can limit local delivery area to any custom area on the map.
Set product delivery time	Yes	Yes	Yes	Set the estimated delivery time for the product
Limit delivery by order subtotal	Yes	Yes	Yes	Merchant can limit availability of delivery by order subtotal
Limit delivery by business hours	Yes	Yes	Yes	Merchant can limit availability of delivery by business hours
Payment per shipping	Yes	Yes	Yes	Connect specific payment methods with particular shipping options in your store.
Promotions				
Discount coupons	Yes	Yes	Yes	Coupon codes that can be entered during checkout to get discount or free shipping
Discounts on order total and number of items purchased		Yes	Yes	Ability to set discounts based on order total or number of items of the same type purchased
Sale and promotional price	Yes	Yes	Yes	Regular price, MSRP, full price etc. that is compared to current product price
Automatic "On Sale" and "Sold out" labels	Yes	Yes	Yes	
Customer groups and discounts for groups		Yes	Yes	Ability to set customer groups and assign percentage or absolute discounts for group members.
Automated advertising at Google Shopping	Yes	Yes	Yes	Automatic creation of Google Shopping ads for products and running ad campaigns

Automated advertising at Facebook	Yes	Yes	Yes	Automatic creation of Facebook ads for products and running ad campaigns
Share product on Facebook, Pinterest, Twitter, Google+, Tumblr	Yes	Yes	Yes	
Gift cards		Yes	Yes	Purchase and redeem gift cards in the store. Card balance can be used for partial payment for the order or placing few orders.
Automated Marketing Emails		Yes	Yes	Automated personalized marketing emails to store customers based on their actions.
Mailchimp integration		Yes	Yes	Send marketing emails and newsletters with Mailchimp. Synchronize customers, products, orders, discount coupons, and abandoned carts to send personalised emails and offers. Use other Mailchimp marketing tools to create ads for Facebook and Instagram, publish and schedule posts for Facebook, Instagram, and Twitter, and add an email capture popup to your store.
Integrations				
List Products on Facebook	Yes	Yes	Yes	Automatically export your products to Facebook and run ad campaigns. Sell your products directly on Facebook in relevant geographies.
List Products on Instagram	Yes	Yes	Yes	Automatically export your products to Instagram and run ad campaigns.
Selling on Amazon (via third party app)		Yes	Yes	Export and sell products on Amazon. Synchronize inventory between Amazon and online store. Requires third party service subscription
Selling on eBay (via third party app)		Yes	Yes	Export and sell products on eBay. Synchronize inventory between eBay and your store. Requires third party service subscription

Facebook Messenger Integration	Yes	Yes	Yes	Communicate with store visitors via Facebook messenger
Remarketing with Google Analytics	Yes	Yes	Yes	Set up remarketing campaigns using Google Analytics
Google Shopping Feeds	Yes	Yes	Yes	Generate XML products feed for Google Shopping. Useful for merchants who need more control on Google Shopping ads
WordPress native Connection plugin	Yes	Yes	Yes	https://wordpress.org/plugins/ec
Migration from Woocommerce	Yes	Yes	Yes	Automatic products migration from WooCommerce
Joomla native connection plugin	Yes	Yes	Yes	https://extensions.joomla.org/ex
Drupal native connection plugin	Yes	Yes	Yes	https://www.drupal.org/project/e
Square POS			Yes	Integration with POS system. Support products and inventory synchronization.
User Experience				
Interactive Onboarding	Yes	Yes	Yes	Set of interactive recommendations that helps with initial configuration of online store
Mobile Store Management App and POS				
Store Management App for iOS		Yes	Yes	Native mobile application for setting up and managing online store from iOS mobile device
Store Management App for Android		Yes	Yes	Native mobile application for setting up and managing online store from Android mobile device
API Support				
JavaScript API	Yes	Yes	Yes	https://developers.ecwid.com/ar
Developer API	Yes	Yes	Yes	https://developers.ecwid.com/ar
Instant Site				
Design templates	Yes	Yes	Yes	
Site Map	Yes	Yes	Yes	
Easy visual customization	Yes	Yes	Yes	
SEO friendly	Yes	Yes	Yes	

Free SSL certificate	Yes	Yes	Yes	
Stock images	Yes	Yes	Yes	
Orders				
Recurring subscriptions		Yes	Yes	Allow merchant to sell subscription based products. Only available with Lightspeed Payments and Stripe payment gateways.
Customizable e-mail notifications	Yes	Yes	Yes	Modify content and design of store email notifications
Order history for customers and administrator	Yes	Yes	Yes	
Order email notifications to multiple recipients	Yes	Yes	Yes	
Edit / create orders		Yes	Yes	Merchant can create new orders or modify existing orders
Track payment and shipping status	Yes	Yes	Yes	Store will send email notifications on order status changes
Customer IP in order details	Yes	Yes	Yes	Display customer IP in order details for fraud check
Warning if IP is different from billing country	Yes	Yes	Yes	Warning for merchant if IP country and billing country do not match
View unfinished orders		Yes	Yes	
Invoice printing	Yes	Yes	Yes	
Bulk invoice printing	Yes	Yes	Yes	Mass printing of invoices. E.g. when packing all orders placed during the day.
Edit Invoice		Yes	Yes	Modify invoice content and design
Attach invoice to order confirmation email	Yes	Yes	Yes	Option to send invoice as an attachment to order confirmation email
Order comments field	Yes	Yes	Yes	
Configurable min/max order amount limits		Yes	Yes	
Staff order notes		Yes	Yes	Add note to the order that is visible only for store staff. E.g. instructions for the cook or reason for order refund
Preorders	Yes	Yes	Yes	Allow customer to preorder products that are currently out of stock

Low stock notification	Yes	Yes	Yes	Notify merchant when inventory of certain product drops below set threshold. This feature helps merchant to restock products in time
Set next order number	Yes	Yes	Yes	Set order number from which store will start to incrementally set order numbers. Useful if merchant is migrating from other shopping cart and want to keep orders sequence
Staff accounts		0	0	Additional accounts for merchant's employees. Not available if using SSO.
Permissions for staff accounts				Set access permissions for staff members to granularly control which functionality of the store they can access.
App Market				
App Marketplace	Yes	Yes	Yes	App market from which merchant can install apps to add new features and integrations to online store
Data Management				
CSV export for order data	Yes	Yes	Yes	
CSV export for customer data	Yes	Yes	Yes	
CSV import for product data	Yes	Yes	Yes	
CSV export for abandoned carts	Yes	Yes	Yes	
Configurable measurement units, date/time formats and currency symbol.	Yes	Yes	Yes	
Store Design Customization				
Visual design customization wizard	Yes	Yes	Yes	Merchant can flexibly configure look and feel of online store without programming.
Customizable CSS design schemes	Yes	Yes	Yes	Customize store design and functionality with CSS
SEO				

SEO friendly URLs support	Yes	Yes	Yes	Display store URLs in SEO friendly format when embedding store into website
SEO fields for products and categories	Yes	Yes	Yes	Set product and category title and meta description for search engines
Tracking and Reporting				
Reports and sales stats	Yes	Yes	Yes	Native reports and free reporting app by Kliken Stats
Tracking and e-commerce reporting with Google Universal Analytics	Yes	Yes	Yes	
Custom tracking code on "Thank you for your order" page	Yes	Yes	Yes	
Tracking pixels	Yes	Yes	Yes	Facebook, Pinterest and Snapchat tracking pixels.
Compliance				
Cookie consent banner	Yes	Yes	Yes	Explicitly ask customer's permission to track customer using cookies, tracking pixels etc.
Accept the Terms and Conditions before ordering	Yes	Yes	Yes	Customer must check checkbox confirming acceptance of Terms and Conditions before proceeding to checkout
Customer's consent for marketing emails	Yes	Yes	Yes	Ask customer's consent to send marketing communication
Accessible Storefront	Yes	Yes	Yes	Storefront is suitable for use by visually impaired customers
Legal Pages	Yes	Yes	Yes	Merchant can define and publish Terms & Conditions, Privacy Policy, Shipping & Payment Info, Return Policy etc.
Download customer's personal data	Yes	Yes	Yes	Merchant can download file with customer's personal data in machine readable format to fulfill GDPR right for data access.
Delete customer's personal data	Yes	Yes	Yes	Merchant can delete customer's personal data to fulfill GDPR right to be forgotten

Website Sales Channels				
Instant Site	Yes	Yes	Yes	Instant Site is a one-page website. It enables you to instantly create your own website and start selling online at any time. Mobile and SEO friendly, easily customizable without coding. 70+ website templates.
Embed store in custom web site	Yes	Yes	Yes	
Buy Now buttons	Yes	Yes	Yes	Tool for creating Buy Now buttons that customer can add to a website.
Payment Options				
Offline Payments	Yes	Yes	Yes	
Lightspeed Payments	Yes	Yes	Yes	
PayPal Standard, PayPal Express Checkout, PayPal Advanced and PayPal Payflow Link, PayPal Payments Pro Hosted, PayPal Bill Me Later, PayPal Plus	Yes	Yes	Yes	
Stripe also includes (SOFORT, Giropay, iDEAL)	Yes	Yes	Yes	
2Checkout	Yes	Yes	Yes	
AfterPay	Yes	Yes	Yes	
American Express Payment Gateway	Yes	Yes	Yes	
Authorize.Net SIM	Yes	Yes	Yes	
Bancomer	Yes	Yes	Yes	
Beanstream (Hosted Payment Form)	Yes	Yes	Yes	
Chase Integrated Payments (WePay)	Yes	Yes	Yes	
e-Path	Yes	Yes	Yes	
eWAY (Hosted Payment Page)	Yes	Yes	Yes	
First Data Global Gateway e4	Yes	Yes	Yes	
Giropay (via Stripe)	Yes	Yes	Yes	
iDEAL (via Mollie)	Yes	Yes	Yes	
iDEAL (via Stripe)	Yes	Yes	Yes	
iPay88	Yes	Yes	Yes	

iPayment	Yes	Yes	Yes	
Klarna (via Stripe)	Yes	Yes	Yes	
Moneris eSELECTplus (Hosted Paypage)	Yes	Yes	Yes	
MultiSafepay (iDEAL, credit cards, Giropay, DIRECTtebanking, etc)	Yes	Yes	Yes	
Network Merchants	Yes	Yes	Yes	
Pag Seguro	Yes	Yes	Yes	
Payeezy	Yes	Yes	Yes	
PayFast	Yes	Yes	Yes	
PayJunction	Yes	Yes	Yes	
PayLeap	Yes	Yes	Yes	
PayOnline System	Yes	Yes	Yes	
Paytrail	Yes	Yes	Yes	
PayU Biz: India	Yes	Yes	Yes	
PayU Money: India	Yes	Yes	Yes	
Realex Payments / Global Iris	Yes	Yes	Yes	
Robokassa (Webmoney, Yandex. Money, etc)	Yes	Yes	Yes	
Opayo	Yes	Yes	Yes	
Sberbank	Yes	Yes	Yes	
SOFORT (via Stripe)	Yes	Yes	Yes	
Square Payments	Yes	Yes	Yes	
Virtual Cart Services	Yes	Yes	Yes	