

**ASSUMPTIONS:**

- ≥10,000 Products
- \$100k Sales per month
- 2,000 Transactions per month
- Excludes Payment Processor
- Excludes Designer / Developer Costs
- Performance Scores are for Desktop

**SHOPIFY ADVANCED SITE:**

Page Tested = <https://www.boska.com/en/products/fondue-saf-party-pro>



According to Google: A "good" Shopify performance score is typically defined as ≥50, with scores ≥70 considered great. Average Page Load speeds are 1.65 - 2.6 seconds.

- \$1,277 per month
- 34 of 100 Performance Score
- 25 Larger Page Size
- 6x Slower Page Load

**DISTYMAN 10kP:**

Page Tested = <https://distyparts.com/product/2210504651>

- \$1,250 per month
- 100 of 100 - Perfect Performance Score
- 25x Smaller File Size
- 6x Faster Performance

	Shopify Advanced	DistyMan 10kP	Winner
<b>Licensing</b>	<b>\$299</b> Billed Annually	<b>\$1,250</b> Billed Monthly	
<b>Transaction Fees</b>	<b>\$600</b> +0.30 per transaction)	- none	DistyMan✓
<b>Tax Management</b>	<b>\$58</b> 0.35% per transaction >\$100k per year	- Included	\$1,277 vs \$1,250
<b>Apps</b>	<b>\$320</b> \$150 Typically 5-10 apps needed Add \$150 per month	- Included	
<b>Themes</b> (one-time cost)	100+ Official Themes Thousands of 3rd Party ThemS	Unlimited - any html template	DistyMan✓
<b>Layouts</b>	Up to 20 Layouts / Templates	Unlimited html designs: * Global Template * Overrides at every category * Overrides at every individual product	similar
<b>Add-Ons</b>	Thousands	Any code / java allowed	similar
<b>Shipping Calcs</b>	not available	Included	DistyMan✓
<b>API Automation</b>	negotiated fee	negotaied fee	similar
<b>CRON Automation</b>	not available	Included with simple interface	DistyMan✓
<b>Importing</b>	Match their single csv template	Unlimited Import Mappings	DistyMan✓
<b>Google LightHouse Algorithm</b> (desktop)	 34	 100	DistyMan✓
<b>Page Size</b>	<b>3.7MB</b>	<b>0.145MB</b>	
<b>Page Speed</b>	<b>3,090ms</b>	<b>500ms</b>	

**The Value of Performance**

per Google AI (Gemini)

A perfect performance score of 100 offers lowest bounce rates, best user experience, engagement and conversion while improving long-term page rank.

A well-optimized 0.145MB page may climb several positions (eg., from #10 to #3) over a 3.7 MB competitor with identical content.

Page speed of 272ms significantly improves user engagement and conversion rates, which benefits long-term page rank.

Moving up just one position in SEO's top 10 can increase click-through rates (CTR) by 30.8%.

Every 100ms of delay decreases conversion rates by up to 7%. A 500ms delay causes a 26% increase in frustration and 8% decrease in engagement.