

ASSUMPTIONS:

- ≥1,000 Products
- \$25k Sales per month
- 500 Transactions per month
- Excludes Payment Processor Costs
- Excludes Designer / Developer Costs
- Performance Scores are for Desktop

SHOPIFY GROW SITE:

Page Tested = <https://www.minaal.com/collections/bags/products/carry-on-bag-3>



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.

- \$437 per month
- 57 of 100 Performance Score
- 28x Larger Page Size
- 8.44 Slower Page Load

DISTYMAN 1kP:

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

- \$500 per month
- 100 of 100 - Perfect Performance Score
- 28x Smaller File Size
- 8.44x Faster Performance

	Shopify Grow	DistyMan 1kP	Winner
Licensing	\$79 Billed Annually	\$500 Billed Monthly	
Transaction Fees	\$150 +0.30 per transaction)	- none	Shopify Basic✓
Tax Management	\$58 0.35% per transaction >\$100k per year	- Included	\$437 vs \$500
Apps	\$150 \$150 Typically 5-10 apps needed Add \$150 per month	- Included	
Themes (one-time cost)	100+ Official Themes Thousands of 3rd Party ThemS	Unlimited - any html template	DistyMan✓
Layouts	Up to 20 Layouts / Templates	Unlimited html designs: * Global Template * Overrides at every category * Overrides at every individual product	similar
Add-Ons	Thousands	Any code / java allowed	similar
Shipping Calcs	not available	Included	DistyMan✓
API Automation	negotiated fee	negotaied fee	similar
CRON Automation	not available	Included with simple interface	DistyMan✓
Importing	Match their single csv template	Unlimited Import Mappings	DistyMan✓
Google LightHouse Algorithm (desktop)			DistyMan✓
Page Size	4.1MB	0.145MB	
Page Speed	4,220ms	500ms	

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 (e.g., from #10 to #3) over a 4.1 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.