

ASSUMPTIONS:

- ≥100,000 Products
- \$500k Sales per month
- 10,000 Transactions per month
- Excludes Payment Processor
- Excludes Designer / Developer Costs
- Performance Scores are for Desktop

SHOPIFY PLUS SITE:

Page Tested = <https://www.thekocplies.com/en/en/p/blue-pleated-maxi-dress-3328.htm>



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.

- \$10,530 per month
- 57 of 100 Performance Score
- 25 Larger Page Size
- 6x Slower Page Load

DISTYMAN 100kP:

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

- \$5,000 per month
- 100 of 100 - Perfect Performance Score
- 25x Smaller File Size
- 6x Faster Performance

	Shopify Plus	DistyMan 100kP	Winner
Licensing	\$2,300 3 Year Term	\$5,000 Billed Monthly	
Transaction Fees	\$3,000 +0.30 per transaction)	- none	DistyMan✓
Tax Management	\$1,230 0.35% per transaction >\$100k per year	- Included	\$10,530 vs \$5,000
Apps	\$2,000 \$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	negotiated 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	3.7MB	0.145MB	
Page Speed	3,090ms	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 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.