

**ASSUMPTIONS:**

- ≥50,000 Products
- \$250k Sales per month
- 5,000 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.

- \$8,217 per month
- 57 of 100 Performance Score
- 71 Larger Page Size<sup>(1)</sup>
- 6.2x Slower Page Load

**DISTYMAN 50kP:**

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

- \$3,000 per month
- 100 of 100 - Perfect Performance Score
- 71x Smaller File Size
- 6.2x Faster Performance

	Shopify Plus	DistyMan 50kP	Winner
<b>Licensing</b>	<b>\$2,300</b> 3 Year Term	<b>\$3,000</b> Billed Monthly	
<b>Transaction Fees</b>	<b>\$1,500</b> +0.30 per transaction)	- none	DistyMan✓
<b>Tax Management</b>	<b>\$417</b> 0.35% per transaction <b>\$2,000</b> >\$100k per year PIM / ERP Management	- Included	\$8,217 vs \$3,000
<b>Apps</b>	<b>\$2,000</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 Themes	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	negotiated 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)			DistyMan✓
<b>Page Size</b>	<b>10.3MB</b>	<b>0.145MB</b>	
<b>Page Speed</b>	<b>1,690ms</b>	<b>272ms</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 (e.g., from #10 to #3) over a 10.3 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.