

# WooCommerce / Zoho Commerce

Comparison document



# Say hello to Zoho Commerce!

An ecommerce platform that enables businesses to build their own website, accept orders, track inventory, process payments, manage shipping, and market their brand—all from **ONE** place.

## Who is Zoho Commerce for?

- Ecommerce entrepreneurs
- Ecommerce startups
- Mid-sized businesses

Zoho Commerce offers **competitive plans fitting every need and budget.**





# What makes Zoho Commerce special?





Overview

Not beginner-friendly. WooCommerce doesn't have built-in website builder functionality. Needs expert support to start	<b>Beginner-friendly</b> drag-and-drop website builder. Highly customizable for developers
Infrastructure needs to be addressed by merchants, leading to higher cost and effort right at the start	<b>Ready-to-launch</b> infrastructure by Zoho, minimizing store setup cost and effort
Base plugin has very limited functionalities. Need to pay for third-party apps for additional functionalities	<b>Seamless integrations</b> with other Zoho products <b>to build, manage, and market</b> your online store
Integrations with high number of apps increase data privacy and security risks	High level of data privacy thanks to Zoho's <b>stringent privacy and security policies</b>



# The comparison in a nutshell

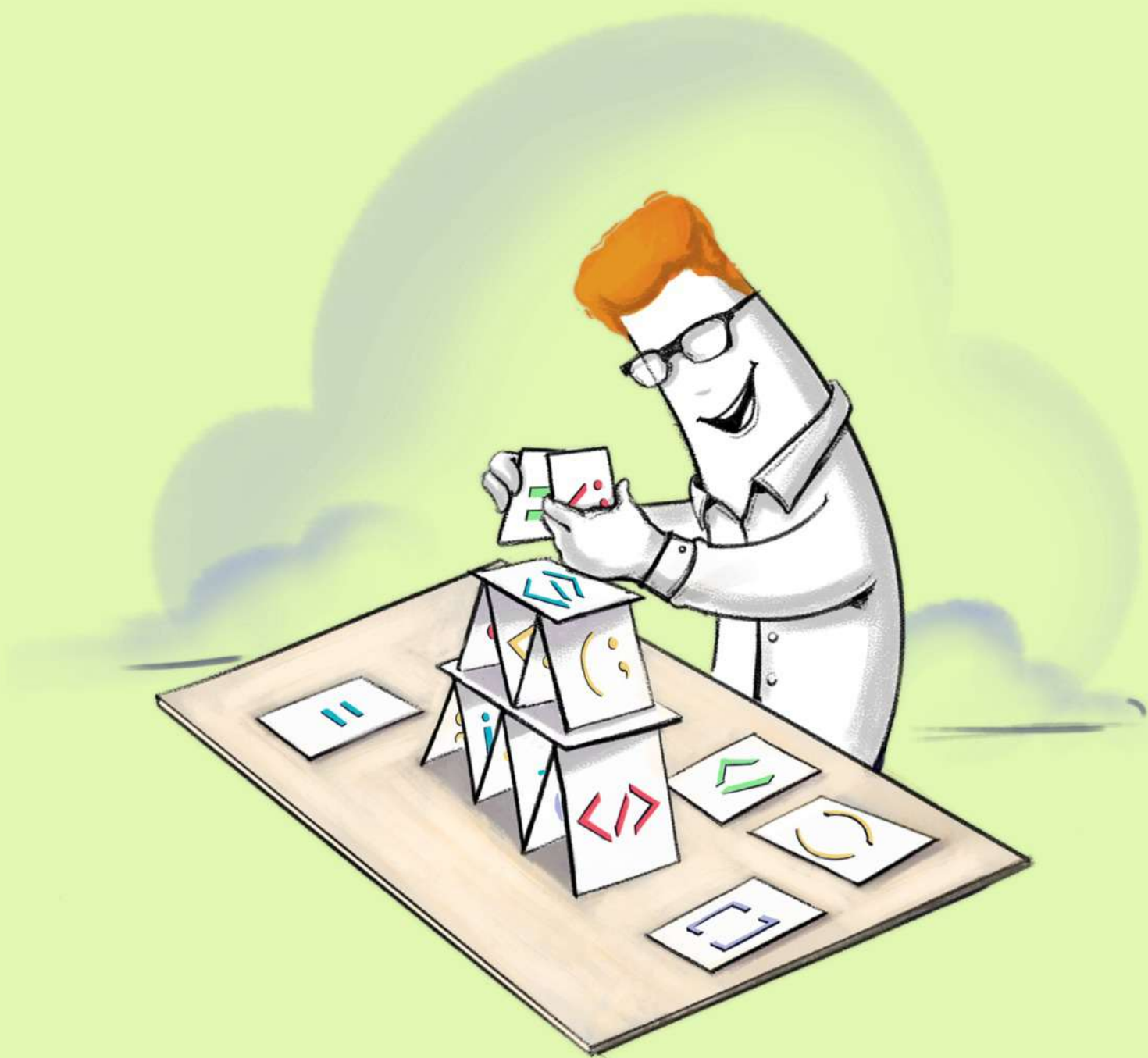


Theme	Key Features	WooCommerce	Zoho Commerce
Pricing	Plans	Free	Starting at \$22 per month*
Build	Hosting	×	✓
	Built-in security	×	✓
	Built-in drag-and-drop page builder	×	✓
Manage	Customer support	×	✓
	Built-in sales reports	×	✓
	Multiple currencies	×	✓
	Accounting/book keeping	×	✓
Market	Advanced email automation	×	✓
	Abandoned cart recovery	×	✓
	AI-powered product recommendations	×	✓

\*Billed annually  
All information in the document is based on publicly available data.

# Build

Simplified store creation—well-begun is half-done!



WooCommerce	Zoho Commerce
No built-in store builder—needs third-party plugins	<b>Low-code (drag and drop) yet highly customizable</b> store builder
Requires developer support at the very outset; hard for beginners	<b>Beginner-friendly</b> —no coding needed
No bundled hosting, SSL certificates, or subdomain	<b>Fully secure turnkey solution for ecommerce.</b> Infrastructure and security addressed
Needs WordPress, self-managed hosting, and third-party applications	<b>Works as a standalone solution</b> without external dependencies

**Wide selection of free, professionally designed templates** that are highly customizable to get a store up and running in a few hours

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# Manage

Centralized store management—the control room for your operations.



WooCommerce	Zoho Commerce
Very basic built-in tax and accounting functionalities	<b>Accounting and taxes simplified</b> with Zoho Books
Multiple currency needs third-party plugin	<b>Multiple currency conversions supported</b> in-product
Built-in import/export not powerful enough—needs third-party plugin	<b>Save time with bulk import/export</b> feature
Flexible shipping functionality needs third-party plugins and manual integrations setup via APIs	<b>Set flexible shipping rates for different Pin codes</b> and control shipping minutely

Control your products, inventory, payments, tax, shipping, and fulfillment all from one place so you can focus on the things that matter

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# Market

Effortless marketing  
to grow your  
business with ease!



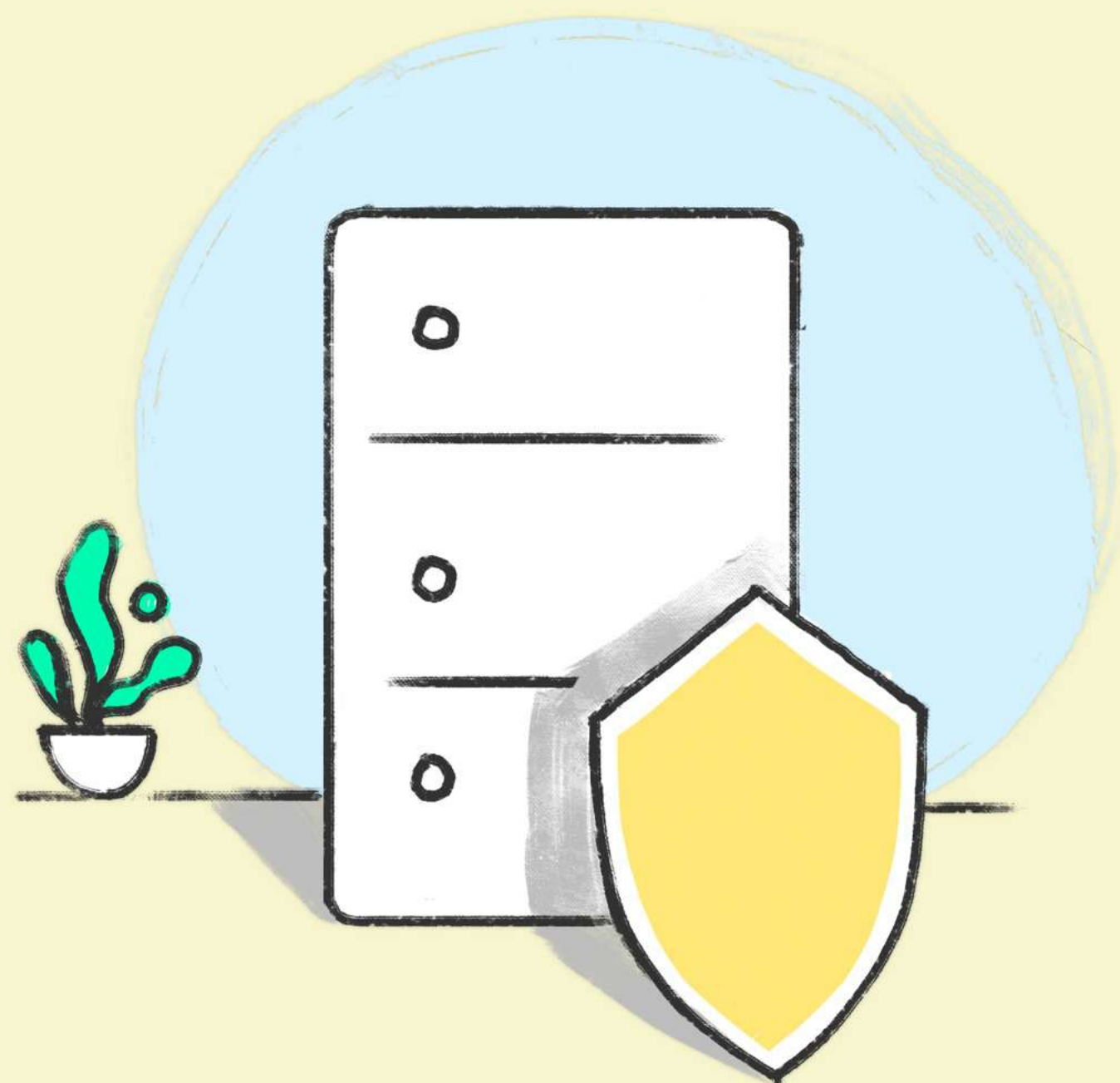
WooCommerce	Zoho Commerce
Need a third-party plugin for abandoned cart recovery	<b>Abandoned Cart Recovery</b> available on all plans to reduce drop-offs
Weak out-of-the-box reports and analytics	<b>Marketing reports and analytics</b> to make informed decisions
No built-in, AI-enabled product recommendation engine; needs expensive third-party apps	<b>AI-powered product recommendation engine</b> to boost product discovery and revenue
Buy button feature not built-in	<b>Buy button functionality</b> adds the ability for you and your affiliates to drive targeted sales

All the necessary marketing tools and features to **help merchants understand, analyze, and market their ecommerce store to their customers**



# Secure

Reliable security and privacy—your business's bodyguard!



WooCommerce	Zoho Commerce
Less control over where your data resides	Option to <b>choose your Data Center</b>
Integration with un-vetted third-party apps in an open source environment increases security and privacy risk	<b>Thoroughly vetted cross-platform integrations</b> to ensure data remains safe and secure

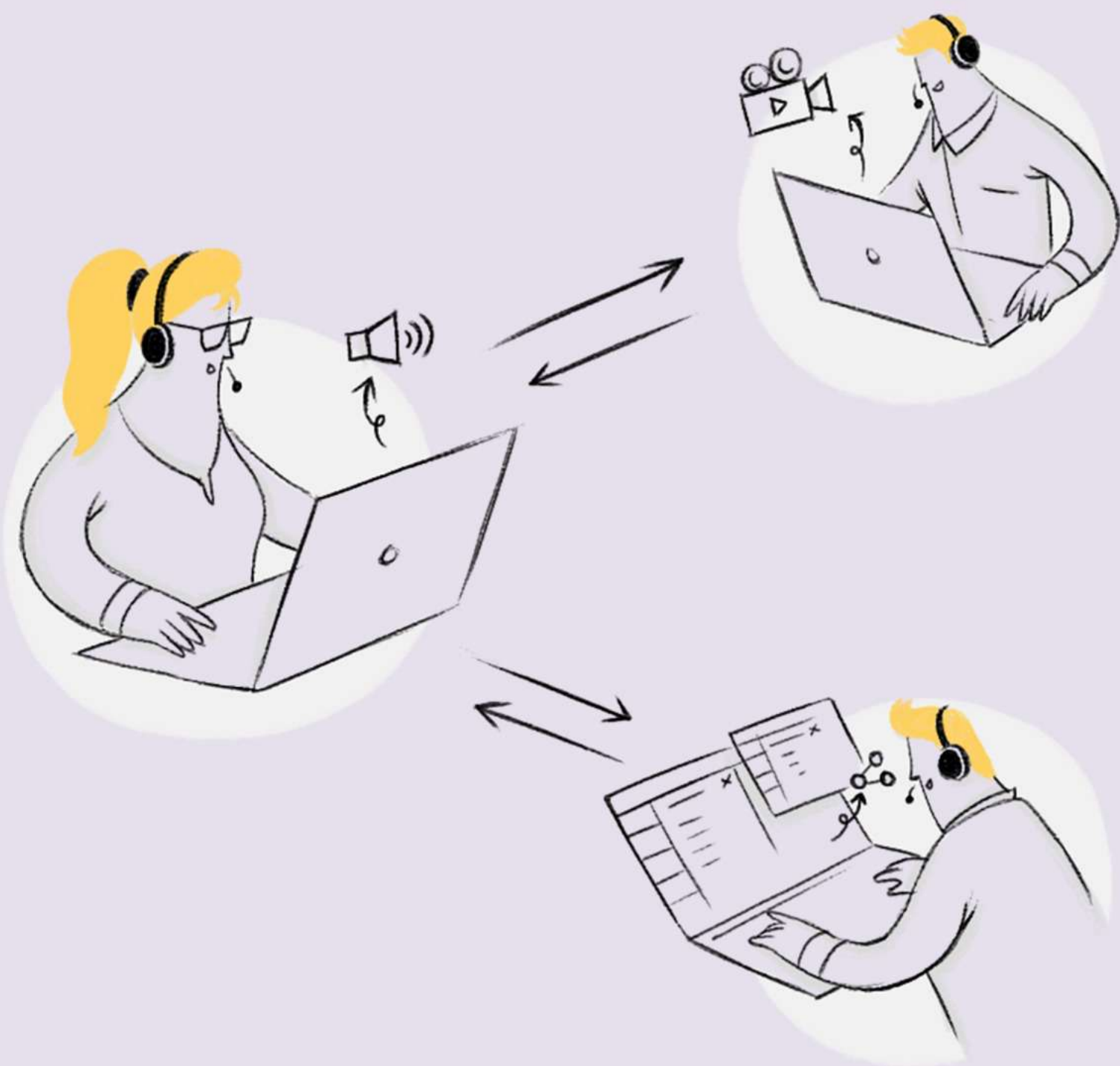
Unflinching commitment to keep our **merchants' and their customers' data safe and secure**

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# Support

Trusted customer service—support you can bank on!



WooCommerce	Zoho Commerce
No customer support	<b>Strong customer support</b>
Unofficial forums mired with out-of-context information, which is too technical for beginners and often outdated	<b>Highly detailed self-help guides for DIY fixes</b>
No email and chat support features	<b>Email and chat support</b> for quick resolutions
Fragmented, undependable freelance industry, often not WooCommerce-certified	<b>Certified Zoho Commerce Specialists</b> for additional support

You don't have to do it alone—our **world-class support team always has your back!**

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# Two decades of helping businesses grow...

## Trusted by over 75 Million Users globally

The world's leading companies trust Zoho to run their different business operations.

HYATT

HYUNDAI

LOTTE INDIA

sodexo

Whirlpool

ONE Business Solution

rablab

"Rablab integrated their business operations and increased productivity with Zoho."

ONEPLUS

Gojek

zomato

amazon.in

SUZUKI

RENAULT

Med LIFE

Bata

Samsonite

CISCO

OLA

IIFL

hotstar

YOKOHAMA

Marriott



A brand you can trust with over **75 million happy users** and counting, since 1996

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**Our customers love**  
**Zoho Commerce**

**Hear what they have to say!**





## F&B

*"During the first two months of the pandemic, I decided to try out Zoho Commerce and built my ecommerce website myself. Since then, our sales have more than tripled, and I see them scaling up even further in the months to come."*

**- Ravichandran Balakumar,**  
Founder,  
Thulam Foods Pvt. Ltd.



## Building Supplies

*"When it comes to website design and layout, Zoho Commerce makes our work easy. For instance, we did not have a mega menu and asked the team at Zoho to enable it for us, and it happened in no time. Not long ago, around 80 per cent of our business was offline, and we also had customers placing orders on the phone. Our online business took off with Zoho."*

**- Aram Piruzyan,**  
Founder and Director,  
DeckMart





## IT Hardware

*"We got more than 500 B2B online orders worth ₹ 1 million in the first three months of switching to Zoho. We are now able to automate workflows, which we had never done before, which is bringing efficiency and productivity to our system. With this combination of ZohoOne and Zoho Commerce, I am now able to think of going global."*

**- Sushil Sharma,**  
Founder,  
PartsBaba



## Home Decor

*"After switching to Zoho Commerce, we got several calls from our customers citing the ease of using the website. It has made payments easier. Collections is a great feature on the website. It's incredible how it has saved us a lot of time. The tech support team at Zoho helped us with the design and we were able to make a great website. "*

**- Howard White,**  
Owner,  
Corbell Silver





## Beauty & Cosmetics

*"It took me just three weeks to launch a fully furnished ecommerce store. Now that I had more time to concentrate on other aspects of my business, my revenue grew by 50%."*

**- Roshni,**  
CEO,  
Nature Foody to Your Skin



## Urban Farming

*"Being on Zoho Books, it was easy for me to decide to move my website to Zoho Commerce. The story of Zoho and the bootstrapping that the company has done is inspiring. We want to take a Make in India product, make it global, and compete with the global players."*

**- Gaurav Narang,**  
Founder and CEO,  
City Greens



# Thank you

For more information, please reach us at

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