DECISION SHEET

Shopify Plus vs Advanced Decision Sheet

Fill in before your Plus sales call. One sheet per store.

START HERE

Plus costs **$24,012 a year** more than Advanced. Any **Yes: Plus** below justifies it; fees alone pay back only at about **$6M**.

Features you need this year

Do you need a custom app with a Shopify Function?	Yes: Plus
Do you need a field or step on the information, shipping or payment step?	Yes: Plus
Do you need more than 3 B2B catalogs, or deposits?	Yes: Plus
Do you need two or more extra stores for wholesale or regions?	Yes: Plus

Published prices

Advanced, paid yearly	**$3,588 a year**
Plus, 3-year term	**$27,600 a year**
Plus, 1-year term	**$30,000 a year**
Third-party fee	**0.6% vs 0.2%**

Fee math

Do you sell over $6M a year through a third-party gateway?	Yes: Plus
Is your growth blocked by product pages, cart or speed?	Yes: Advanced

Your yearly sales: _____

Sales via third-party gateway: _____

Plus card rate quoted: _____

Variable platform fee: _____

Break-even sales = $24,012 divided by your rate gap

Advanced vs Plus limits

Staff accounts	**15 vs unlimited**
B2B catalogs	**3 vs unlimited**
Expansion stores	**Up to 9 on Plus**

One Yes: Plus answer is enough. With none, stay on Advanced and fix the storefront.

Choose Advanced when

- Your roadmap has no Plus-only feature
- Gains wait in product pages, cart and speed
- Fee savings stay under $24,012

Choose Plus when

- You need a custom Function or a checkout step
- You need over 3 B2B catalogs or a second store
- Fee savings top $24,012 a year

Cost of being wrong with Advanced: a Plus feature you need waits, and you add it later on a new term.
Cost of being wrong with Plus: $24,012 a year or more for each year of the term.
Default: Advanced, until a Plus-only feature is on this year's roadmap.

Not sure? Get a second opinion: kaspianfuad.com/services

Kaspian Fuad, Shopify developer and CRO consultant
Built 3 storefronts and 5 checkout and admin extensions on Shopify Plus for a regulated UK group.

kaspianfuad.com/blog/is-shopify-plus-worth-it | v1.0 | 2026-11-18
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