

Shopify vs. Salesforce Commerce Cloud

Site speed comparison

In ecommerce, speed equals sales. Shopify stores have proven to blaze ahead, rendering **1.5x faster than Salesforce** stores. How many sales have you let slip through your site by not using Shopify?



Storefront speed

We wanted to know how fast Shopify stores were relative to Salesforce Cloud Commerce stores, so we looked at First Contentful Paint (FCP), referred to as site speed, which measures the perceived speed of a site even before it fully loads. Faster sites help make the shopping journey easier for your customers from start to finish, and therefore increase conversion. And the best part? You'll save on time and money since Shopify sites have plug-and-play capabilities and are fast from day one.

93%

of Shopify stores are fast

vs

32%

of Salesforce stores are fast



Salesforce

1.5x

Shopify stores are 1.5x faster than stores on Salesforce, on average.

CASE STUDY STAPLES CANADA

“We saw the traffic come in, but we saw no degradation of performance. Couple that with the fact that Shopify Plus is a cloud system, so there's largely nothing for us to manage. That's even better. We're not consumed by servers going down or managing capacity anymore. We can focus our team's efforts into really paying attention to the customer experience.”

Andy Lee,
Senior Director, Digital Product Management, Staples

→ [Read the full case study](#)





Server speed

Time to First Byte (TTFB), or server speed, is the amount of time it takes for the server to respond to a customer's browser request, and indicates the health of its underlying infrastructure. Server speed is important because it's going to directly affect your buyer's experience on your page. Shopify's server speed is recognized as the fastest among competitors, mostly because our global cloud infrastructure strategically places our site servers closer to your buyers. Our storefronts software is executed at the network's edges, rather than centrally, to further maximize site speed and enhance overall performance. This approach benefits your potential buyers by reducing their wait times and improving service reliability.



Conversion

Slow page load times impact more than just site speed—but also your ability to generate revenue. And if you're looking to grow your business, you'll need the fastest commerce platform to get you there. Site speed is important because just a half-second improvement could increase your conversion, according to Shopify data, research, and experiments. Site speed's impact on conversion is one of the many reasons why **Shopify converts 36% better than Salesforce**, on average.

0.5 sec

faster could improve
your conversion



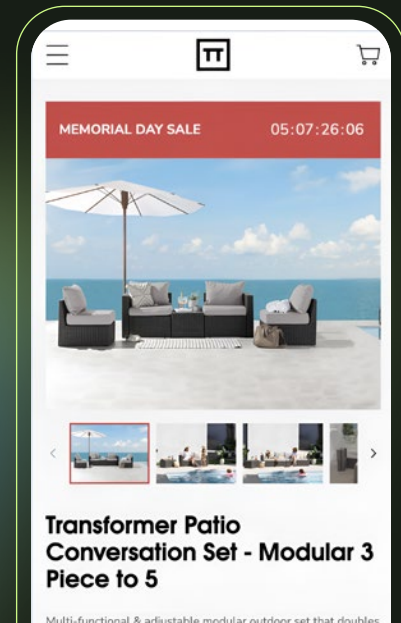
2.2x

Shopify's server speed is
2.2x faster than Salesforce's.

CASE STUDY TRANSFORMER TABLE

Upon switching to Shopify Plus, Transformer Table's team reported an immediate **67% increase in their site speed.**

→ [Read the full case study](#)



To learn more about site speed on Shopify and get an audit of how your site stacks up, visit Shopify.com/Sitespeed

[Visit Shopify.com/Sitespeed](https://Shopify.com/Sitespeed)

*Statistics are based on data according to Google's Core Web Vitals (CWV), collected for a representative sample of sites on Shopify and its competitors—covering 200,000 sites across a sampling of all revenue bands and all major commerce platforms.