

How to select your 1st eCommerce app

A GUIDE FOR SMB ONLINE MERCHANTS



What is an eCommerce app?



An eCommerce app is a tool that is developed for the purpose of serving online stores' various needs. If you are an online merchant, it's likely that you'll need help with marketing, logistics, accounting etc.

An eCommerce app can help you speed up your payment processes, acquire more customers, re-new your eCommerce websites or in any aspect of your business.

What is the mostly used business model by these apps?

Most of the eCommerce apps are subscription based meaning that there is no upfront costs and you only pay a monthly usage fee.

In today's eCommerce environment, most of the app business is tied towards the app stores of eCommerce platforms ie. Shopify app store, Wordpress plugin store, Magento extension marketplace.



How to select your vendor if you're looking for an eCommerce app?



Steps of the selection process

01

Target setting

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target setting



You first need to set your targets.

What do you expect to get out of an eCommerce app? Increase sales, smoothen some processes, add a new functionality on top of your eCommerce website ?

If you set your target then it may be easier for you to manage your expectations from the app.

In every single category, you may see many different vendors.

The app stores usually list user reviews or number of downloads for every single app. In some app stores, some apps are featured and appear on banners or on newsletters.

Using these resources and checking the app's own website, you can gain an overall understanding of the developer companies.

vendor review



#2

short listing



#3

It always helps to form a small list including 3 possible vendors at most.

While creating this list, evaluate the pros and cons of different apps and gather the ones that suit most of your needs.

After forming your short-list, you could start trying the apps on your list.

Luckily, most of the eCommerce apps offer a free trial ranging from

14 days to 30 days so you could comfortably install the apps and see how they perform during the trial period.

trial



#4

decision

#5

After the free trial, it's time for you to decide on which app to use.

Review the performance, ease of usage, reporting, price, terms and conditions and cancellation policies before making your decision.

It may also be a good tactic to send a small support e-mail to the vendor asking for help.

By this, you may also check the customer support capabilities of your potential vendor.

thanks for your time!

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