

When Shopify Plus actually pays for itself

Most assume Shopify Plus breaks even north of 1M dollars a year. Run the real math on a typical Advanced store and the cost breakeven is about 645,000 dollars a month in GMV.

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Most people assume Shopify Plus pays for itself somewhere north of 1M dollars a year in sales. Run a typical Advanced store through the real math and the cost breakeven comes out at about 645,000 dollars a month in GMV. Here is why.

Plus is a fixed jump

Roughly 2,300 dollars a month versus 399 dollars a month on Advanced, so 1,901 dollars a month more. It only earns that back three ways:

- A lower transaction fee on sales not taken through Shopify Payments (about 0.2% versus 0.6%).
- Paid apps it bundles for free.
- Staff seats it unlocks.

A worked scenario

At 150k a month GMV, a 600 dollar monthly Shopify transaction-fee bill (so about 100k of sales running through a third-party gateway), and 3 bundled apps at 60 dollars: savings are 400 dollars on fees plus 180 dollars on apps, which is 580 dollars a month. Against a 1,901 dollar jump, Plus costs you 1,321 dollars a month more at 150k GMV.

Only the fee saving scales with revenue, so the lines do not cross until about 645k a month. If most of your sales already run through Shopify Payments, that breakeven climbs higher still.

The breakeven tells you when to move up, not the whole decision

Two things the monthly math leaves out, and they pull in opposite directions.

Moving up is easier than people fear. Going from Advanced to Plus is a plan change on the same store, not a replatform: your products, customers and order history stay put, and the upgrade is usually live within about 24 business hours. So you do not need to budget for a painful migration before the lines cross. Moving onto Shopify from Magento or BigCommerce is a real data migration; upgrading within Shopify is not.

The commitment runs the other way. Advanced is month to month, but Plus is sold on a committed term that auto-renews: about 2,500 dollars a month on a one-year contract or about 2,300 on a three-year one. So the decision is asymmetric. You can step up the month the lines cross, but you cannot step back the month they re-cross. Clear the roughly 645k breakeven with comfortable margin, and ideally durably rather than on one peak month, before you sign,

because a seasonal dip back below it still bills the full Plus term.

Frequently asked questions

At what revenue does Shopify Plus pay for itself?

For a typical Advanced store the cost breakeven is about 645,000 dollars a month in GMV, not the often-assumed 1M dollars a year. Plus is about 1,901 dollars a month more than Advanced and earns that back through a lower off-gateway transaction fee, bundled paid apps and extra staff seats.

How much more does Shopify Plus cost than Advanced?

Roughly 2,300 dollars a month versus 399 on Advanced, about 1,901 dollars more. It recovers that via a lower transaction fee on sales not taken through Shopify Payments (about 0.2% versus 0.6%), the paid apps it bundles, and the staff seats it unlocks.

Does Shopify Plus require a contract?

Yes. Unlike month-to-month Advanced, Plus is sold on a committed term that auto-renews: about 2,500 dollars a month on a one-year contract or about 2,300 on a three-year one. So clear the roughly 645,000 dollars a month GMV breakeven durably before you sign, because a seasonal dip back below it still bills the full term.

Is upgrading from Shopify Advanced to Plus a migration?

No. It is a plan change on the same store, not a replatform: your products, customers and order history carry over and the upgrade is usually live within about 24 business hours. That is different from migrating onto Shopify from Magento or BigCommerce, which is a full data migration.

Find your own Plus breakeven

Free, no signup: agent.mue.app/tools/shopify-plus-breakeven-calculator

agent.mue.app/articles/when-shopify-plus-pays-for-itself

