

# 5 THINGS YOU MIGHT NOT KNOW ABOUT MAGENTO.

BUT WILL HELP YOU WHEN IT COMES TO PICKING A PLATFORM

eclipse



**MAGENTO IS  
ONE OF THE MOST  
POPULAR ECOMMERCE  
PLATFORMS AROUND  
THE WORLD.**

## MAGENTO: A BRIEF HISTORY

**AS OF 2020, THERE ARE MORE THAN 250,000 ACTIVE ECOMMERCE SITES POWERED BY MAGENTO, THIS ACCOUNTS FOR AROUND 12% OF ALL ONLINE STORES.**

Back in 2008 Roy Rubin, Yoav Kutner and the development team working on Magento released the first stable version of the platform to the world. Over the next 10 years, they built something that had a huge impact globally, setting the benchmarks for collaborative, flexible eCommerce. They created an enviable marketplace with thousands of extensions and saw a quarter of a million businesses transacting billions in revenues. Magento set the pace and changed the game.



**THE MAJORITY OF MAGENTO USERS ARE  
IN THE UNITED STATES, WITH 39,612 SITES.  
THE COUNTRY WITH THE SECOND MOST  
MAGENTO POWERED WEBSITES IS THE  
UNITED KINGDOM, WITH 8,799 WEBSITES  
LIVE THERE.**

Source: [Builtwith.com](https://www.builtwith.com)

**IN THE LAST TWO YEARS, CERTAIN BRANDS USING MAGENTO HAVE SEEN A WHOPPING 200% INCREASE IN GROWTH, AND MORE STILL HAVE SEEN A 100% INCREASE.**

Source: [Magento](#)

**MAGENTO HANDLES OVER \$155 BILLION  
IN TRANSACTIONS EVERY YEAR.**

**THAT IS MORE THAN A THIRD OF THE VOLUME  
HANDLED BY THE TOP 1000 E-RETAILERS IN THE US  
AND CANADA.**

Source: Magento

**MERCHANTS THAT USE **MAGENTO** GROW  
**THREE TIMES FASTER** ON AVERAGE.**

**MERCHANTS USING **MAGENTO** GENERALLY REPORT  
**THREE TIMES IMPROVED GROWTH** IN THE VALUE OF  
TRANSACTIONS AFTER MIGRATING TO THE  
PLATFORM.**

Source: Magento

**TIME-TO-VALUE/INVESTMENT PAYBACK  
WITH MAGENTO IS APPROXIMATELY 5.2  
MONTHS.**

**IN LESS THAN HALF A YEAR, YOUR INVESTMENT IN  
MAGENTO IS RECOVERED BY THE INCREASE IN  
BUSINESS IT BRINGS YOU.**

Source: Magento



THE LONG AND SHORT OF IT

**MAGENTO IS ONE OF THE MOST POPULAR ECOMMERCE PLATFORMS AROUND THE WORLD & CONTINUES TO PERFORM AS ONE OF THE TOP ECOMMERCE PLATFORMS GLOBALLY.**

Magento is packed with benefits and features that are ideal for a business looking to start online. It's the ability to scale with the growth of your business, give you everything you need to create an exceptional customer experience and assure that you'll always have a reliable offering that makes Magento Commerce Cloud a great choice. The next step is finding someone to help you build it.

**THAT'S WHERE ECLIPSE COMES IN...**



**eclipse**

## **MAGENTO SMALL BUSINESS ACCELERATOR**

The Eclipse tailored solution for Small businesses built on Magento Commerce Cloud is an ideal starting point for all of those going through or who want fast growth. Packed to the brim with features and benefits, the Magento Commerce Cloud won't have you needing to think about re-platforming as your store grows, gains more customers and goes international.

We've tailored a solution for everyone, no matter where the start point in the market. It's just about picking the right one for you and then we can get together and get you accelerated toward success.

Take a look at what we have on offer and reach out so we can help you launch your new digital shop front.

**LETS CHAT**

## **ECLIPSE**

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