MIGRATION PLAYBOOKS

BigCommerce to Shopify Migration Guide

Comprehensive guide for API-based product transfers, customer migration, and multi-channel preservation.

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2026 Edition

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Why Move from BigCommerce to Shopify?

BigCommerce offers a solid eCommerce platform, but Shopify's ecosystem advantages, app marketplace, and developer community make it the preferred choice for growing brands. This guide covers the technical migration process in detail.

Key reasons brands migrate include Shopify's larger app ecosystem (8,000+ apps vs 1,200+), better third-party integrations, stronger POS capabilities, and the Shopify Plus enterprise tier with advanced customization options.

Data Export from BigCommerce

BigCommerce provides CSV export functionality for products, customers, and orders. For complex stores, use the BigCommerce API to extract data with full fidelity, including custom fields, variant structures, and category hierarchies.

- Export products via BigCommerce Admin or API
- Extract customer data including addresses and groups
- Download order history for reference data
- Export blog posts and web pages content
- Document product options and modifier configurations
- Save all product and category images at original resolution

Data Transformation & Import

BigCommerce and Shopify have different data models. Products with more than 3 options in BigCommerce need restructuring for Shopify's 3-option limit. Customer groups need mapping to Shopify's customer tags or wholesale channel.

Use Shopify's bulk import tools or the Admin API for large catalogs. Transform product option structures, map customer groups to tags, and convert BigCommerce's category tree to Shopify collections.

Multi-Channel Migration

If you sell on Amazon, eBay, Facebook, or Instagram through BigCommerce, plan the channel migration carefully. Shopify has native integrations for all major sales channels.

Reconnect each sales channel after migration. Shopify's Facebook and Instagram channels require re-authentication. Amazon integration through Shopify requires relinking your Amazon Seller account.

Testing & Launch

Execute a comprehensive testing plan covering product display, checkout flow, payment processing, shipping calculations, tax calculations, and all sales channel integrations.

- Verify all products with correct pricing and images
- Test checkout with multiple payment methods
- Validate shipping rate calculations
- Confirm tax calculations by jurisdiction
- Test sales channel sync (Amazon, Facebook, Instagram)
- Verify email notification templates
- Run performance tests with expected traffic loads
- Execute launch day cutover plan

About Creative Labs

Creative Labs is a global eCommerce agency specializing in Shopify development, SEO, conversion optimization, and digital growth strategies. We help brands build online stores that convert and scale.

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