

ي ف دئار يخي رات دئار ةيمقر ل ا ةراج ت ل ا Shopify و وت ني جام ت اق حل م رفوم





Shopify

أما ع 15 عم.يئيبال Adobe Commerce (Magento) ماطن يف دئار لولح دوزم مدخت يهو. Magento 2 لولحو قحلم 300 نم رثكأ ةكرشلل مدقت ،قوسل يف عورشم 1,700 نم رثكأ حاجنن تنجأنو ليمع 20,000 زواجتت ءالمع ءدعاق لوأل زكرم للحتو Magento 2 تاقحلمل لوأل رايلأل اهنأ ةكرشلل فرغت. نيرشابم اهي سفانم نيبت اعيبم لثي نم

عسوتل ببسب أريبك أومن ةيمقرلل ءراجتلا تاقيبطت قوس دهشي Adobe Commerce (Magento 2) لحت. ةينورتكللإ ءراجتلا يف رمتسمل يظحت اهنإ ثيح ، (DCP) ةيمقرلل ءراجتلا تصنم نيبت ءئار ءناكم اذه يف ءكرشلل لمعت. اهي سفانم برقأ نم ءرم 1.8- بب ربكأ ءيبعشب Adobe Commerce ءصنم لتافاضلل يسيسيئر دوزمك يمانتمل قوسل Magento. تافاضل يروطم نيبت ءئار ءناكمب طفحتو

ءالمعلا عيوننو و يفارغلل عيوننو

تاعيبملا ديلوت متي. ءعونتم ءيملاع ءالمع ءدعاقل اهتامدخ ءكرشلل مدقت ءالمعلا عيزوت عم ،(35%) ءيلا مشلا اكيرمأو (47%) ابوروأ نم يسيسأ لكشب ءدعاق لمشتو. (29%) ءيلا مشلا اكيرمأو (54%) ابوروأ ءهباشتم بسنب ،20% سبالملاو ءايزالل لثمت ثيح ،تاجتنملا نم ءفلتخم تائف ءالمعلا رتوي بمكل ءزهجأو رخآل ءايحل بولسأو ،13% قئادلل لزنملاو امهنم لكل 10% تاي نورتكلا

تافاضللا كلذ يف امب ،ءالمعلا ل لماش لح ريفوت يلل لامألل جذومن زكري تالمكلاو تانيسحتلاو صيصختلاو كارتشال رببع تايقرتلاو طاقتلال لدعم زيزعتل طاشنب ءكرشلل لمعت. نامألل معدلاو ءنايصلل 2022 ماع يف 59% لطلوكل لكشب نسحت يذللو ،يناثل ماعلا يف اهب 2023 ماع يف 64%و

كلذ يف امب ،ومنل تايحي تارتسا نم ديدعلا ءكرشلل عبتت:

لالخ نم 10-15% ءبسنن وتنجامل تباثلا يونسلل ومنل نم ءدافتسالا قوسل يف اهتدايرو اهب صاخلا كارتشال جذومن

Shopify

أومن عرسأل Shopify ءصنم نم ءدافتسالل ءيفاضلل تانوكمل ريوطت ءبسنن ومنن يتللو ،ءطسوتملاو ءريغصلل تاكلشلل يلل زكرت يتللو يلل نم دختسملا ددع يف أريبك أومن ءكرشلل ترهطأ دقو. آيونس 20-25% 2023 سطرغأ ذنم Wix و Shopify لثم ءليدبل تصنملا

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