

The Ultimate Guide to Finding the Best Ecommerce Agency for Your Business



Running a modern ecommerce business is more complex than ever. As platforms evolve and customer expectations rise, brands need more than just a storefront. They need strategic, technical, and creative support to stay competitive. That is where ecommerce agencies come in.

Over the past few years, the number of [digital agencies](#) in the US has surged by more than 50%. These agencies are also growing in size. In 2018, nearly three quarters of firms operated with fewer than 10 employees. Today, that share has dropped as more agencies grow into the 11 to 50 employee range, a segment that now represents over a quarter of the market. These shifts signal growing demand for full-service ecommerce support.

Ecommerce agencies can be transformative for businesses of any size, from startups looking to launch fast to ecommerce brands navigating complex [multi-channel strategies](#). Whether it's building a tailored ecommerce website, optimizing performance, or integrating backend systems, a strong marketing company can help maximize profitability and drive sales from day one.

In this article, you'll discover leading [BigCommerce-certified agencies](#) and get the guidance you need to choose a partner that drives real results.

What is an ecommerce agency and what do they offer?

An ecommerce agency is a specialized service provider that helps businesses build, optimize, and grow their online stores. These agencies combine technical, creative, and strategic expertise to support [every stage of the ecommerce journey](#), from [ecommerce SEO](#) and growth marketing to end-to-end digital marketing agency services.

Unlike freelancers or in-house teams, ecommerce agencies bring a broader range of capabilities and industry experience. While an in-house marketing team may focus on a few core responsibilities, agencies typically offer cross-functional support and scalable resources, often bringing in strategists, social media management, and analytics experts to ensure a cohesive experience across every touchpoint. They also stay current on platform updates, best practices, and industry trends, making them a valuable long-term partner.

Ecommerce agencies can provide a wide range of services, including:

- **Design and user experience:** Custom storefronts that reflect your brand and drive conversions.
- **Development and integrations:** Backend solutions, third-party tools, and custom features.
- **Platform migrations:** Seamless transitions from legacy platforms to modern solutions like BigCommerce.
- **Conversion rate optimization (CRO):** Data-driven enhancements to increase sales.
- **Search engine optimization (SEO):** Strategies to improve visibility and organic traffic.
- **Digital marketing:** Campaign planning, paid search, pay-per-click, email automation, performance marketing, SMS, and more.

Whether you need full-scale support or help in a specific area, the right ecommerce agency can fill in the gaps with cost-effective solutions that improve your ROAS and enhance the customer experience.

Types of ecommerce agency services.

[Ecommerce agencies](#) offer a broad range of services designed to help businesses build, market, and scale their online presence. At the foundation is custom website design and ecommerce platform development, where agencies [create branded storefronts](#) and implement the technical infrastructure needed to support seamless shopping experiences. This includes everything from responsive design to complex backend architecture tailored for platforms like BigCommerce.

On the marketing side, agencies drive traffic and customer engagement through email marketing, content marketing, [SEO](#) services, PPC, social media marketing through sites like

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TikTok, and product feed management. These efforts ensure that your brand is visible across search engines, marketplaces like Amazon, and digital channels, and that visitors are nurtured into loyal customers.

Strategic consulting is another key offering, helping brands navigate major initiatives such as [replatforming](#), international expansion, and omnichannel integration. Whether you're transitioning from a legacy platform or looking to unify your digital and physical sales channels, the right ecommerce marketing agency can provide expert guidance every step of the way. These services are particularly valuable for small businesses looking to scale, or those making the leap to platforms like [Shopify Plus](#) or [WooCommerce](#).

For growing businesses with more advanced needs, agencies often provide specialized services like [headless commerce solutions](#), mobile-first user experiences, and custom API development. They can also help automate backend operations with ERP and order management system integrations, while refining the customer journey through [ongoing conversion rate optimization](#) and improving retention.

With this comprehensive support, ecommerce agencies empower brands to focus on business growth while ensuring every aspect of their digital presence is built for performance, online visibility, and scale.

How to choose the right ecommerce agency

Selecting an ecommerce agency is a strategic decision. Start by aligning on your goals, budget, and tech stack. Whether you are launching, migrating, or scaling, your agency should understand your business needs and platform preferences.

Review portfolios and case studies to evaluate their track record. Agencies with experience in your industry or with similar challenges are more likely to deliver faster, better results, especially if they bring years of experience working with ecommerce companies or online businesses.

Just as important is how well you work together. Pay attention to communication style and cultural fit. A strong agency partnership should feel collaborative, with shared goals and clear expectations.

When expertise, alignment, and trust come together, you are set up for long-term success.

Key criteria to evaluate ecommerce agencies.

Evaluating ecommerce agencies goes beyond surface-level impressions. To find the right fit, start by assessing their expertise in your specific industry or platform. Agencies with experience in verticals like B2B, [subscription commerce](#), or fashion often bring deeper insights and more

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relevant strategies. BigCommerce-certified agencies also offer platform-specific knowledge that helps ensure smooth implementation and long-term scalability.

It is equally important to understand how the agency operates. Ask which services are delivered by in-house teams and which are outsourced. Agencies with strong internal capabilities tend to offer better quality control, faster turnaround, and more cohesive communication. However, when managed well, external specialists can also enhance a project's scope and depth.

Finally, transparency is key. Look for clear pricing models, defined deliverables, and realistic timelines. Agencies that communicate expectations up front are more likely to deliver on time and within budget, setting the stage for a productive, trust-based relationship.

By focusing on these criteria, you can confidently narrow your options and choose an agency that matches both your goals and your working style.

Red flags to watch out for.

While many ecommerce agencies deliver excellent service, it is important to recognize warning signs that could signal a poor fit.

Be cautious of agencies that offer vague proposals without clear metrics for success. If an agency cannot define how they will measure performance, whether through traffic, conversion rates, or revenue impact, it may be difficult to hold them accountable.

Poor communication is another red flag. Delayed responses, missed meetings, or unclear updates can disrupt progress and strain collaboration. A good agency should feel like a responsive, proactive extension of your team.

Finally, beware of aggressive upselling that does not align with your business goals. Recommendations should be based on your needs, not the agency's revenue targets. If you feel pressured into add-ons or expanded scope without a clear strategic reason, it is worth reconsidering the partnership.

Spotting these issues early can save time, budget, and frustration, helping you [find an agency](#) that truly supports your success.

Questions to ask ecommerce agencies before hiring

Initial calls are your chance to look beyond services and evaluate how well an agency fits your business. Come prepared with questions that reveal both their capabilities and their approach to partnership.

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Ask about past results, team structure, timelines, and how they define success. Strong answers will be specific, backed by examples, and tied to measurable outcomes. Vague or generic responses may signal a lack of experience or focus.

Use the conversation to gauge communication style, transparency, and overall fit. The right agency should not just check the technical boxes, they should feel like a strategic ally who understands your goals, has a strong [digital marketing strategy](#), and knows how to run effective marketing campaigns across paid media, google ads, and even [influencer marketing](#).

Strategic questions.

Beyond basic capabilities, strategic questions help uncover how an agency thinks, solves problems, and adds value over time. These deeper conversations can reveal whether they are equipped to support your long-term goals.

- **How do you approach ecommerce platform migration?**

Look for a structured process that includes risk mitigation, data integrity, SEO preservation, and minimal downtime. Experienced agencies should walk you through their methodology with clear milestones.

- **How do you measure ROI and campaign performance?**

Strong agencies will tie results to business outcomes like revenue, customer acquisition cost, and lifetime value — not just vanity metrics. Ask how often they report and how insights inform future optimization.

- **What industries or use cases are you most experienced in?**

Understanding their niche experience can help determine whether they are familiar with your customer base, regulatory landscape, or operational needs. Industry-specific knowledge often leads to faster results and fewer surprises.

Asking the right strategic questions ensures you partner with an agency that brings not just execution, but true ecommerce expertise.

Operational questions.

Understanding how an agency operates on a day-to-day basis is just as important as evaluating their strategy. These questions help set expectations and avoid miscommunication down the line.

- **Who will manage my project day-to-day?**

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Clarify whether you will have a dedicated project manager or account lead. Knowing who your main point of contact is, and their level of involvement, helps streamline collaboration.

- **How do you communicate updates, and how often?**

Ask about their preferred tools, meeting cadence, and how progress is tracked. Regular, structured updates are a sign of a reliable and organized team.

- **What happens if deadlines slip or changes arise?**

Projects evolve, and it is important to know how the agency handles shifting timelines or scope adjustments. Look for transparency, proactive communication, and a clear process for managing change.

These operational insights help you assess not just how an agency delivers work, but how they work with you.

How to find reputable ecommerce agencies

Finding the right ecommerce agency starts with knowing where to look. While [word-of-mouth](#) referrals are helpful, there are plenty of trusted resources to expand your search.

Explore platforms like [Clutch](#), [UpCity](#), and [GoodFirms](#), which offer verified reviews, case studies, and rankings to help evaluate agency performance — especially useful when comparing a digital marketing agency or marketing company based on specialization and ad spend efficiency.

You can also tap into ecommerce communities, SaaS vendor networks, and online events, particularly if you're looking for a New York-based marketing company with proven results in online retail or DTC growth. Partners recommended by trusted tech providers or active within ecommerce ecosystems often bring deeper platform knowledge and a stronger sense of collaboration.

Lastly, check official agency directories on platforms like BigCommerce, Shopify, and Magento. These listings highlight certified partners, making it easier to find agencies that meet platform standards and align with your business needs.

Casting a wide but strategic net ensures you connect with agencies that are credible, capable, and a strong fit for your goals.

Why work with a BigCommerce-certified agency?

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When you partner with a BigCommerce-certified agency, you are choosing a team that has been thoroughly vetted for ecommerce success. These agencies are part of the [BigCommerce Partner Program](#), which includes multiple tiers, Certified, Preferred, and Elite, each reflecting the agency's level of experience, performance, and platform expertise.

BigCommerce reviews each partner's capabilities, past performance, and client results before awarding certification. This ensures that every listed agency meets a high standard of technical skill, strategic thinking, and customer service.

Certified partners bring deep knowledge of the BigCommerce platform. They have access to advanced training, support resources, and early API releases, giving them a clear edge when it comes to building scalable, high-performing storefronts. Many also work closely with BigCommerce teams to align on strategy and stay ahead of platform updates.

Working with a certified agency means you are not just hiring a vendor. You're gaining a strategic partner with the tools and experience to build cutting-edge solutions and boost brand awareness.

Benefits of BigCommerce-certified agencies.

BigCommerce-certified agencies offer more than just technical support, they help you unlock the full value of the platform. With deep platform knowledge and proven experience, these partners can significantly accelerate your time to launch while building solutions tailored to your business.

Certified agencies are trained to take advantage of BigCommerce's integrated tools, including native features like [Multi-Storefront](#), Page Builder, and built-in SEO. This leads to more efficient builds, fewer workarounds, and a stronger foundation for growth.

You also gain access to ongoing support and a direct line of communication with BigCommerce. Many certified partners work closely with our internal teams, aligning strategy and ensuring your ecommerce store is built with best practices in mind.

Some are even designated as B2B Specialized Certified agencies, offering tailored experience for manufacturers, wholesalers, and other B2B sellers. For merchants looking to launch faster, the [B2B Quick Start Accelerator Program](#) is another powerful resource available through select partners.

Whether you are navigating complex B2B needs, planning for international expansion, or integrating with ERP and CRM systems, BigCommerce-certified agencies bring the platform familiarity and technical depth to execute with confidence.

BigCommerce ecommerce agencies to consider

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Finding the right agency often starts with seeing who is already driving results on the platform. Here are a few standout BigCommerce-certified partners across tiers, industries, and use cases.

Top ecommerce marketing agencies.

BigCommerce-certified agencies come in all specialties, from conversion-focused design to complex enterprise integrations. Here are a few standout partners known for their unique strengths:

- **Silk Commerce:** With deep experience in fashion, beauty, and lifestyle, Silk Commerce delivers high-performance BigCommerce solutions, including replatforming, headless builds, and omnichannel integrations.
- **Mira Commerce:** A leader in composable commerce, Mira Commerce specializes in building flexible, API-driven architectures. They excel in enterprise integrations and digital transformation for complex retail ecosystems.
- **Cronix:** A Certified BigCommerce Partner, Cronix supports mid-market growth with custom development, API integrations, and tailored B2B and B2C ecommerce solutions.
- **Apply Digital:** An Elite BigCommerce Partner, Apply Digital specializes in composable commerce solutions and custom digital experiences for enterprise brands across global markets.
- **DotcomWeavers:** A BigCommerce B2B Specialized partner with 15+ years of experience, DotcomWeavers delivers custom web design, B2B solutions, and seamless ERP integrations for growing ecommerce brands.

For a list of all BigCommerce-certified partners, visit our [Partner Directory](#).

How to use the BigCommerce Partner Directory

The [BigCommerce Partner Directory](#) is a valuable resource for finding certified agencies that meet your unique business needs. Unlike pay-to-play listings, every agency in the directory has been vetted by BigCommerce for expertise, performance, and customer success.

To get started, use the filters to sort by services offered, region, industry focus, or partner tier. You can search by categories like web design, web development, content creation, digital marketing services, or website development depending on your goals. Whether you need help with design, development, B2B complexity, or international expansion, these filters make it easy to surface the right candidates.

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As you browse, review case studies, certifications, and client feedback to evaluate each agency's strengths. You can also use built-in contact tools to start a conversation directly from the platform.

With the right filters and a clear understanding of your goals, the Partner Directory is one of the fastest ways to identify a trusted ecommerce partner.

Tips for using the directory effectively.

To make the most of the BigCommerce Partner Directory, start by checking each agency's tier status and industry specialization. Partners at the Preferred or Elite level have demonstrated consistent success, while vertical expertise ensures they understand your unique business needs.

Next, take time to review project examples and client feedback. Case studies can reveal how an agency approaches challenges similar to yours, and testimonials offer insight into communication, delivery, and outcomes.

Finally, narrow down your list and schedule introductory calls. These conversations are key for comparing not just services, but also working style, transparency, and cultural fit.

With the right prep, the directory becomes more than a search tool, it becomes your gateway to a high-performing ecommerce partnership.

The final word

Choosing the right ecommerce agency is one of the most impactful decisions you can make for your business. The right partner brings not just technical skills, but strategic guidance, platform expertise, and a shared commitment to your growth.

BigCommerce makes it easier to find that partner. With a curated directory of certified agencies, platform support, and proven tools, you have everything you need to make an informed, confident choice.

Explore the [BigCommerce Partner Directory](#) to find a trusted agency that can help you launch faster, scale smarter, and stay ahead in today's competitive ecommerce landscape.

FAQs about ecommerce agencies

What services do ecommerce agencies typically offer?

Ecommerce agencies offer a wide range of services to help businesses build, optimize, and grow their online stores. Common offerings include custom website design, ecommerce platform

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development, SEO, digital marketing, and conversion rate optimization. Many also provide specialized support such as replatforming, ERP and CRM integrations, headless commerce architecture, and internationalization strategies. The right agency will tailor its ecommerce marketing services to your specific goals, whether you are launching a new storefront or scaling an established brand.

How do I choose the right ecommerce agency for my business?

Start by aligning your goals, budget, and tech stack. Look for agencies with experience in your industry and platform, and review their portfolios and client success stories. Ask about their project management process, team structure, and how they measure results. Pay close attention to communication style and cultural fit, a strong agency partnership should feel collaborative and transparent. BigCommerce's Partner Directory is a great place to start, with vetted agencies across service tiers and specialties.

What are the benefits of working with a BigCommerce-certified agency?

BigCommerce-certified agencies are pre-vetted for platform expertise, technical skill, and proven results. They receive advanced training, access to partner support, and early insights into platform updates, allowing them to build faster, smarter solutions. These partners understand how to leverage native BigCommerce features and integrations to deliver tailored, scalable ecommerce experiences. Whether you need help with design, development, B2B complexity, or global expansion, certified agencies offer the experience and alignment to support long-term success.

What's the difference between an agency and a freelancer?

An ecommerce agency typically offers a full team of specialists, including designers, developers, marketers, and project managers, providing end-to-end support across strategy, execution, and optimization. Freelancers often focus on a single area of expertise and may lack the capacity or tools for large or complex projects. Agencies also tend to offer more structure, scalability, and long-term support, making them a better fit for businesses looking to grow or replatform with confidence.

Can ecommerce agencies help with platform migration?

Yes, many ecommerce agencies specialize in platform migration. They manage the full process, from data transfer and design replication to SEO preservation and third-party integrations, ensuring a smooth transition with minimal disruption. Agencies experienced with BigCommerce can also help you take full advantage of the platform's features from day one, setting your store up for long-term growth, online sales, and performance.

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