



## Djangify eCommerce Builder Demo

<https://ecommerce-builder.djangify.com/>

You are probably here because you are curious about the Djangify eCommerce Builder and want to see what it can actually do before making any commitments. That's exactly why this demo exists. The link above is a fully functional eCommerce store running the exact same software you'd be using to sell your own digital products. You can register an account, browse products, make purchases, and experience the complete customer journey – all without spending a penny.

### **What Can You Do Here?**

Everything a real customer would do on a live store:

- Create an account using the registration system.
- Add products to your basket and go through the checkout process.

- Make test payments using Stripe's test card numbers (4242 4242 4242 4242, any future expiry date, any CVC).
- Access your purchased downloads from your account dashboard.
- See exactly how digital delivery works.

This gives you something screenshots and feature lists never can – the actual experience of using the platform, both as a store owner exploring the possibilities and as a customer seeing what your buyers would experience.

### **Why Does This Matter?**

Choosing an eCommerce platform is a significant decision. You are not just picking software; you are choosing the foundation for your business. Most platforms expect you to sign up, enter payment details, and commit before you have truly understood what you are getting. We think that's backwards.

By the time you have explored this demo, you will know whether the eCommerce builder fits your needs. Understand the customer experience you'd be offering and have a genuine feel for the platform.

### **What Happens Next?**

Once you have explored the demo and decided the eCommerce builder is right for you, you have two paths forward: **self-hosted deployment** where you run the complete software on your own infrastructure, or **managed hosting** where we handle everything for you. Each approach has distinct advantages depending on your technical comfort and business needs. But that decision can wait. Right now, go create an account, add something to your basket, and see how it all works. **The best way to understand this eCommerce builder is to use it.**

## **A Complete Tour of Your Digital Store Platform**

The Djangify eCommerce Builder (aka eBuilder) is a Django-based eCommerce platform built specifically for selling digital products. Think of it as a self-hosted alternative to platforms like Gumroad or Shopify, but without the ongoing platform fees eating into your revenue and without a corporation controlling your business.

Let's walk through exactly what's included.

### **The Shop System**

At its core, eBuilder handles everything you need to sell digital products. Product listings with descriptions, images, and pricing. Secure checkout powered by Stripe. Automatic digital delivery once payment completes. Customer accounts where buyers can access their purchases anytime.

This isn't a basic file download system bolted onto a blog. It's purpose-built for digital commerce, handling the complete flow from discovery to delivery.

### **The Page Builder**

Your store needs more than just product pages. The page builder lets you create any page your site requires using a block-based system. Hero sections for impactful introductions. Image galleries to showcase your work. FAQ blocks for common questions. Three-column layouts for feature comparisons. Content sections for detailed information.

You build pages by combining these blocks through the admin interface – no coding required. Each page can have its own layout while maintaining consistent styling across your site.

## **The Blog System**

Content marketing remains one of the most effective ways to attract customers. eBuilder includes a full blog system with a TinyMCE editor for rich content creation. Categories and tags for organisation. SEO-friendly URLs and metadata. Schema.org markup for search engines.

Your blog posts live alongside your store, driving traffic and establishing authority in your niche.

## **The Info Pages System**

Some content doesn't fit neatly into blog posts or the page builder. Info pages handle standalone content like about pages, contact information, terms of service, and privacy policies. Simple, straightforward pages that every business needs.

## **The Admin Interface**

Behind everything sits a modern admin panel built with Adminita, a custom Django admin theme. This is where you manage products, process orders, create content, and configure your store. It's designed to be intuitive without sacrificing power.

## **What This Means for Your Business**

When you choose the self-hosted option, you receive all of this – the complete source code, every app, full documentation. You deploy it on your infrastructure, customize it to your needs, and own it outright. There are no monthly platform fees, no transaction percentages, no restrictions on what you can sell or how you can modify the software.

For managed hosting customers, you get full access to use all these features through our hosted service. Your store runs on our infrastructure with all updates and maintenance handled for you. However, managed hosting is a service subscription – you are using the platform, not downloading the software. If you later decide you want complete ownership and the ability to run eBuilder yourself, you can upgrade to self-hosted and take your database with you, ensuring a seamless transition.

This distinction matters: self-hosted means you own the software; managed means you are paying for us to run it for you.

## **Sell Globally from Day One – Multi-Currency Support**

Digital products don't respect borders. Your ebook, template, course, or software can sell just as easily to someone in Sydney as someone in Southampton. The Djangify eCommerce Builder is designed with international sales in mind from the start.

### **Built by a UK Developer, Built for Global Commerce**

While Djangify was created in the United Kingdom, it isn't limited to UK businesses or British customers. The platform supports multiple currency formats out of the box, allowing you to price and sell your products in the currency that makes sense for your market.

### **Supported Currency Formats**

Djangify currently supports:

- **GBP (£)** – British Pounds
- **USD (\$)** – US Dollars
- **CAD (CA\$)** – Canadian Dollars

- **AUD (AU\$)** – Australian Dollars

Your store displays prices in your chosen currency throughout the entire customer journey – from product listings through checkout to order confirmations. There's no awkward currency switching or confusion about what customers are actually paying.

### **Why This Matters**

If you're selling to an American audience, showing prices in dollars removes friction. Customers see familiar pricing without mentally converting from pounds. The same applies to Canadian and Australian markets – local currency pricing feels more natural and professional.

This isn't just about convenience. Studies consistently show that displaying prices in a customer's local currency increases conversion rates. People are more likely to complete a purchase when they immediately understand the price without calculation.

### **Stripe Handles the Complexity**

Behind the scenes, Stripe processes payments in your configured currency. You receive payouts in your local currency based on your Stripe account settings, with Stripe handling any necessary conversions. This means you can sell in USD to American customers while receiving GBP into your UK bank account, or vice versa.

The platform handles the display; Stripe handles the money movement. You focus on selling products.

## **Choosing Your Currency**

When setting up your Djangify store, you select your primary currency. This applies across your entire store – all products, the basket, checkout, and order records use this currency consistently.

If your primary market is the United States, configure for USD. Targeting Australian creatives? Set up in AUD. Selling mainly to UK customers? GBP makes sense.

The decision typically comes down to where most of your customers are located. Price in the currency they expect to see.

## **International Business, Local Feel**

Whether you're a UK-based creator selling courses to Americans, a Canadian designer offering templates to a global audience, or an Australian developer distributing software worldwide, Djangify adapts to your market.

The platform doesn't force you into a UK-centric model just because that's where development happens. Your store, your currency, your market.

**Available as a [self-hosted product HERE](#)**

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# **Selling Digital Products Without Platform Fees – How eBuilder Works**

If you are selling ebooks, courses, templates, software, music, or any other digital product, you have probably noticed something frustrating about existing platforms: they all want a cut of your sales.

Gumroad takes a percentage. Shopify charges monthly fees plus transaction fees. Etsy takes listing fees and transaction fees. The more successful you become, the more you pay.

eBuilder takes a different approach.

## **The Ownership Model**

With self-hosted eBuilder, you pay once for the software and then it's yours. No monthly platform fees. No percentage of each sale. No arbitrary restrictions on what you can sell or how much you can earn.

Your payment processing goes directly through your own Stripe account. Stripe's fees are unavoidable – they process the actual card transactions – but you are not paying an additional platform layer on top.

If you sell a £50 digital product, you keep what Stripe doesn't take for processing. There's no eBuilder fee added on top.

## **How Digital Delivery Works**

When a customer purchases a digital product, several things happen automatically. Stripe processes the payment and confirms success. eBuilder records the order



against the customer's account. Download links become available in the customer's account dashboard. The customer receives confirmation via email with access instructions.

Downloads are tied to customer accounts, not one-time links. Your customers can return and re-download their purchases whenever they need to. You can update product files and existing customers automatically get access to the new versions.

## **Managing Your Products**

Adding a digital product is straightforward. Upload your file through the admin interface. Add your product title, description, and images. Set your price. Publish.

You can create product variations, bundle multiple files together, or sell individual items. The system handles file storage, access control, and delivery – you focus on creating products worth selling.

## **Why This Matters for Your Bottom Line**

Let's do simple maths. Say you sell 100 products at £20 each. That's £2,000 in revenue.

On a platform taking 10% plus payment processing, you might lose £200 to the platform and another £50-60 to Stripe. You keep roughly £1,740.

With self-hosted eBuilder, you pay only Stripe's processing fees. You keep approximately £1,940-1,950.

That's an extra £200 in your pocket from just £2,000 in sales. Scale that to £20,000 in annual sales and you are keeping an extra £2,000 per year. The numbers only become more significant as your business grows.

## **Managed Hosting as a Starting Point**

Not ready to manage your own server? Our managed hosting service lets you start selling immediately. You get all the features without the technical overhead.

This is a genuine service subscription – we host your store, handle updates, manage security, and keep everything running. You are paying for that ongoing service, not purchasing the software to download and run yourself.

When your business grows and you are ready to take full control, you can transition to self-hosted. Your products, customers, and order history come with you. The database you have built transfers to your own infrastructure, and then you own and operate everything yourself.

But remember: managed hosting is paying for a service; self-hosted is purchasing software you own and operate. They serve different needs at different stages of business growth.

## **Self-Hosted or Managed Hosting – Finding the Right Fit for Your Business**

This is the question everyone asks, and the honest answer is: it depends on where you are right now and where you want to be. Let's break down both options clearly so you can make an informed decision.

### **Self-Hosted: Complete Ownership**

When you choose the self-hosted eCommerce builder, you are purchasing the complete software package. You receive the full source code, all applications, documentation, and the right to deploy it on any server you control.

This means you handle your own hosting (a VPS from providers like Hetzner, or similar typically costs £5-20 per month depending on your needs). You are responsible for server maintenance, updates, and security. You have complete freedom to modify the code, add features, and change every aspect of how the platform works.

### **Self-hosted is right for you if:**

You are comfortable with basic server administration or willing to learn. You want complete control over your platform and data. You plan to change the software beyond standard configuration. You are building a long-term business and want to eliminate recurring platform fees. You have specific hosting requirements or compliance needs.

### **Managed Hosting: Simplicity and Support**

Managed hosting means we run eBuilder for you. Your store lives on our infrastructure. We handle server maintenance, security updates, backups, and

technical issues. You focus entirely on your business – creating products, serving customers, and growing sales.

This is a service subscription with a monthly fee. You are paying for ongoing hosting and management, not purchasing software to download.

**A crucial point to understand:** With managed hosting, you use the platform but you don't receive the source code or the ability to run eBuilder independently. You are a customer of our hosting service, not a software owner.

This isn't a trick or a limitation – it's simply how service businesses work. Netflix doesn't give you their streaming platform when you subscribe. Managed hosting works the same way: you are paying for access to a service we operate on your behalf.

### **Managed hosting is right for you if:**

You want to start selling quickly without technical setup. Server administration isn't something you want to learn or manage. You prefer predictable monthly costs to upfront software purchases. You are testing the market and want low commitment to start. You value having support handle technical issues.

### **The Migration Path**

Here's where it gets interesting: these options aren't mutually exclusive over time.

You are free to start with managed hosting to validate your business idea. No large upfront investment, minimal technical overhead, quick setup. You can sell products, build a customer base, and prove the concept works.

When the business reaches a point where complete ownership makes sense – maybe you want specific customisations, or the maths favour eliminating monthly fees, or you simply want full control – you can upgrade to self-hosted.

### **And your data comes with you.**

Your products, customer accounts, order history – everything you have built transfers to your self-hosted installation. You are not starting over; you are moving your established business to infrastructure you own.

This is genuinely portable. We're not trying to lock you into managed hosting forever. If self-hosted becomes the better option for your business, we'll help you make that transition smoothly.

### **What You are Not Getting**

Let's be completely transparent about what each option doesn't include:

#### **Managed hosting does not give you:**

- The source code
- The ability to download and run eBuilder yourself
- Software ownership
- The right to deploy on your own servers

Paying for one month of managed hosting and then cancelling doesn't give you the software. That's not how this works. If you want to own and operate eBuilder yourself, you need to purchase the self-hosted package.

## **Self-hosted does not give you:**

- Our managed hosting services
- Automatic updates and maintenance
- Technical support for server issues
- Hands-off operation

You are responsible for your own infrastructure. We provide the software and documentation, but running it is your responsibility.

## **Making the Decision**

Ask yourself these questions:

- Do I want to manage a server, or do I want someone else to handle that?
- Am I looking for a quick start or a long-term investment?
- Does my business need custom modifications to the platform?
- How do the ongoing costs compare over my expected timeline?

There's no wrong answer. Some businesses thrive on managed hosting indefinitely – the simplicity and support justify the monthly cost. Others want complete ownership from day one and are happy to handle their own infrastructure.

Both options give you an eCommerce platform built for digital products, without the percentage-based fees that eat into your margins on other platforms. The difference is whether you want to own and operate the software yourself or pay us to do that for you.

Take your time exploring the demo. When you are ready to move forward, you'll know which path fits your situation.

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