

Plytix vs. Sales Layer: Pricing, reviews, and why teams switch

A mid-market buyer's guide · Updated October 2026

We log and analyze every conversation we have with prospects, partners, and customers. Looking at the last 24 months, Sales Layer came up more than 300 times across 56 deals where teams compared both platforms. Most buyers who chose between the two picked Plytix, and the same reasons kept coming back: pricing they could see, support that stayed with them, and a platform that delivered what was shown. Here's what buyers told us, so you can compare both platforms and make the choice that's right for your team.

WHAT 300+ MENTIONS TOLD US

56

COMPANIES COMPARED BOTH

65%

HEAD-TO-HEAD WIN RATE

30%

UNKNOWN OR STILL DECIDING

41%

OF WINS WERE SWITCHERS

HOW WE BUILT THIS REPORT

Sales Layer insights: CRM notes, meetings, and call transcripts from October 2024 to October 2026 · **Plytix quotes and ratings:** G2 reviews and published Plytix customer stories · **Privacy:** names and companies withheld

Top 3 reasons companies choose Plytix

Whenever a team chose Plytix, the same three reasons came up in the conversation. They reflect what we prioritize as a company: pricing you can see, support that continues long after the sale, and an honest, no-pressure sales process.



1. Price

With Plytix you don't have the feeling that prices are made up on the spot in order to squeeze every penny out of you. Our prices are fair, which is why we don't mind sharing them on our website.

Every plan and add-on priced by SKU count



2. Support

At Plytix we don't stop caring about you after you've signed the contract. And we don't pass on the implementation work to an agency who'll charge you extra.

Named Account Manager from day one



3. Trust

With Plytix there's no gap between what the salesperson said and what the platform does. We always recommend that you get a pilot account with your own data before buying.

Pilot account on your own data before you sign



Plytix vs. Sales Layer: two very different business models

Both Plytix and Sales Layer are established players in the PIM market, but they are built on fundamentally different business models and architecture principles. While Sales Layer targets complex enterprise stacks with variable, quote-based pricing, Plytix focuses on giving growing mid-market brands a powerful, intuitive platform at a transparent, published price.

When teams migrated from Sales Layer to Plytix, three frustrations came up again and again.



#1 Hidden cost and scale limits

Caps and add-on modules that push the bill past the original quote.



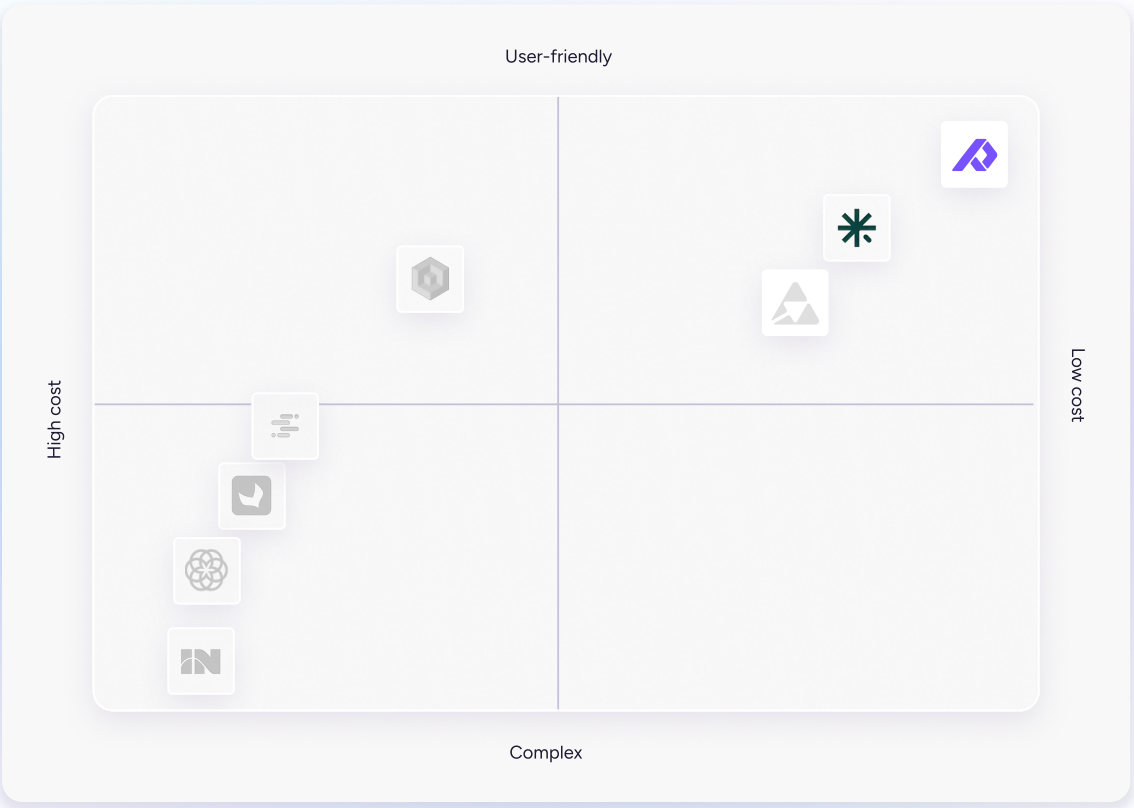
#2 Connector reliability issues

Integrations that look complete in the demo, then fall short once live.



#3 Unresponsive customer care

Slow answers, missed training, and teams left to run a complex system alone.



Hidden cost and scale limits

The most common complaint buyers raised about Sales Layer, by a wide margin. The starting price is rarely the problem. The bill grows as soon as your catalog, your team, or your channel list does.

SALES LAYER: WHAT BUYERS REPORTED

Buyers described limits on SKUs, users, connectors, and storage, along with additional modules introduced after signing.

- An irrigation manufacturer kept only 4,000 of its 30,000 products in the platform to control costs.
- A US furniture manufacturer saw its monthly fee rise from \$1,700 to \$2,200.

IN THEIR WORDS

"We keep running into things along the way where, oh no, users weren't unlimited, that's another module and 100 dollars more."

Owner, catalog printing business, Chile (translated)

"We've also paid extra for the allowance of numbers of SKUs... the limit on users and also the limit on connectors as well. We've got no scope for another connector."

Finance lead, industrial parts distributor, UK

PLYTIX: HOW IT WORKS

Plytix publishes every plan and add-on, priced by SKU count. You see the full cost before you speak to sales, and it does not rise when your team grows.

- **Unlimited seats** and unlimited file storage on every plan.
- **Add-ons priced by SKU count, not usage.** One Brand Portals add-on covers as many portals as you need.
- **Month-to-month contracts** that can be canceled at any time.

IN THEIR WORDS

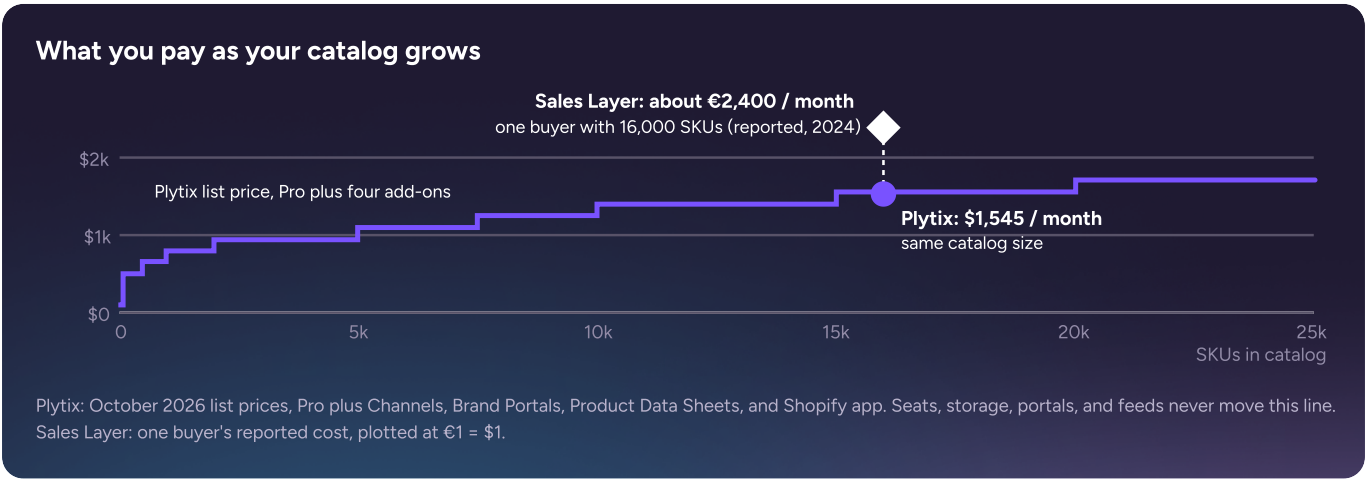
"Plytix helped us grow sales while saving £15k a year on printed catalogs!"

Michael Prime, Marketing Manager, Birlea

"Continuous support, continuous improvements, simple interface, no hidden prices..."

William David J., Mid-Market, G2 review

AT A GLANCE	SALES LAYER (REPORTED)	PLYTIX
Time to ROI 	17 months	2.3 months
Free plan	Not offered	Free tier, no time limit
User seats	Capped, additional seats charged	Unlimited on every plan
Channels and feeds	Charged per connector	Unlimited with the Channels add-on
Pricing model	Quote-based	Published online, priced by SKU count



Connector reliability issues

A Sales Layer integration that looks complete in a demo can fall short in production. Buyers told us the gaps surfaced only after go-live, when they were most expensive to fix.

SALES LAYER: WHAT BUYERS REPORTED

Buyers described connectors that synced product data but not category structure, or that failed and required manual correction.

- A US medical supplies distributor with 150,000 SKUs sought a replacement after repeated BigCommerce sync problems.
- A US industrial manufacturer moved to Plytix after its WooCommerce integration did not work as expected.

IN THEIR WORDS

"It can make changes from our product level, but from our category level, we can't do anything. We want to make sure that it works fully and not half integrated."

Finance lead, industrial parts distributor, UK

"There have been several instances where we have wasted days because of sync issues."

Medical supplies distributor, 150,000 SKUs, US

PLYTIX: HOW IT WORKS

Plytix pairs native ecommerce apps with self-service feeds, and proves the full sync on your own store before you commit.

- **Native apps** for Shopify and BigCommerce.
- **Channels** for marketplaces, retailers, and distributors, with no limit on the number of feeds.
- **API access on every plan**, with webhooks on Pro and Enterprise.
- **Sync demonstrated on your own store**, with your own data, before you sign.

IN THEIR WORDS

"Updating and sharing content to platforms like Shopify takes seconds—it's a total game-changer."

Arash Shahreva, Director of Systems & Process Improvement, Hagen Group

"Our product data is now centralized, more accurate, and enriched, helping us deliver the experience we strive for to our customers."

Regan Wright, Ecommerce Catalogue Specialist, Pacific Automation

AT A GLANCE	SALES LAYER (REPORTED)	PLYTIX
Ecommerce integrations	Connectors with reported category and sync gaps	Native Shopify and BigCommerce apps
Additional channels	Charged per connector	Unlimited feeds with the Channels add-on
Validation before purchase	Gaps reported after go-live	Sync shown on your own store before signing

SALES LAYER + BIGCOMMERCE

"Lots of issues with Sales Layer connecting to BigCommerce, looking to replace. Promised a lot but isn't working out."

Medical lab supplies distributor, 150,000 SKUs, US

PLYTIX + BIGCOMMERCE

15 hrs

saved per week

70%

less missing content

20%

more sales

Pacific Automation feeds its BigCommerce store directly from Plytix.

Unresponsive customer care

Often the final straw for existing Sales Layer customers. Slow answers, missed training, and partner-led setups left teams running a complex system on their own.

SALES LAYER: WHAT BUYERS REPORTED

Buyers described difficulty reaching the team, training that was never delivered, and a platform that became hard to run once the person who set it up had left.

- A UK baking supplies manufacturer contacted Sales Layer and did not receive a response.
- A design furniture brand in Spain had a training session booked that never took place.

IN THEIR WORDS

"Sales Layer has bad customer service and their prices are very high."

Sporting goods brand, 10,000 SKUs, Spain (translated)

"I didn't set up Sales Layer, so I can find it quite confusing."

Finance lead, industrial parts distributor, UK

PLYTIX: HOW IT WORKS

With Plytix, the team that onboards you is the team that supports you, and the platform is simple enough that knowledge never sits with one person.

- **A named Account Manager** for every customer from day one.
- **Onboarding run in-house**, so there is no handoff between implementer and support.
- **A live demo on your own data** before you sign.

IN THEIR WORDS

"The support is fantastic, and I am in Plytix every day."

Sam B., E-Commerce Manager, mid-market, 2025. [G2 review](#)

"When issues do arise, the customer support team is responsive and effective, always doing their job efficiently to resolve problems promptly."

Product Manager, mid-market, 2024. [G2 review](#)

"Most importantly, one of the best support and sales experiences I had."

Marwan A., Growth Data Scientist, mid-market, 2022. [G2 review](#)

AT A GLANCE	SALES LAYER (REPORTED)	PLYTIX
Quality of support 	Rated lower	Rated higher
Time to value 	4 months	Under 1 week
Point of contact	Delays reaching the team	Named Account Manager
Onboarding	Often partner-led	Run by the Plytix team
Training	Sessions reported as not delivered	Part of in-house onboarding

FALL 2026



Best Support

ENTERPRISE

FALL 2026



Best Results

MID-MARKET

FALL 2026



Best Relationship

MID-MARKET



SUMMARY

Plytix and Sales Layer, side by side

CRITERIA	SALES LAYER (REPORTED)	PLYTIX
User seats	Capped, additional seats charged	Unlimited on every plan
File storage	Storage caps reported	Unlimited on every plan
Channels and feeds	Charged per connector	Unlimited feeds with the Channels add-on
Pricing model	Quote-based	Published online, priced by SKU count
Contract	Annual	Month to month, cancel any time
Onboarding	Often partner-led	Included, run by the Plytix team
Support	Delays and missed training reported	Named Account Manager
Product sheets and catalogs	Via InDesign and EasyCatalog	Plytix Product Data Sheets, bulk PDF export

INDEPENDENT REVIEWS

Time to ROI	17 months	2.3 months
Time to value	4 months	Under 1 week
Quality of support	Rated lower	Rated higher
Ease of setup	Rated lower	Rated higher

Rows above the G2 group reflect what prospects and customers reported in sales conversations between October 2024 and October 2026. Sales Layer's current offering may differ. G2 rows are taken from the G2 Product Information Management category as of March 2026.

What teams get with Plytix

£3,500 a year

saved by [Safety First Aid](#) after replacing a separate feed management tool with Plytix.

24x faster

to market at [Leigh Country](#), whose customer success manager "answered every question, and made the whole process feel easy."

50% faster

[Hagen Group](#) adds content to its sales channels, including Shopify, at least 50% faster.

IN FAIRNESS

Where Sales Layer is a strong choice

Sales Layer is a capable platform with recognized strengths in Amazon syndication and attribute-level translation. For organizations with a dedicated IT team, complex enterprise workflows, and a corresponding budget, it can be a strong choice. For growing mid-market teams that value speed, independence from IT, and a price they can see up front, Plytix is the better fit.

BEST FIT ACCORDING TO G2 	SALES LAYER	PLYTIX
Company size	50 to 1,000 employees	10 to 1,000 employees
Catalog size	10,000 to 500,000 SKUs	100 to 200,000 SKUs
Industries	B2B, distribution, and manufacturing	All industries

Switching from Sales Layer is simpler than you think

Your product data is already centralized, so you start from structured data, not spreadsheets. Our onboarding team handles the heavy lifting.



Export

Export products, attributes, assets, and categories from Sales Layer as CSV or XLSX files.



Map and configure

The Plytix onboarding team maps your data model and configures your channels.



Run in parallel

Operate both platforms side by side until your team is ready to switch over.

Plytix is rated higher than Sales Layer for ease of setup on G2.

Questions buyers ask before switching

Will our store go offline during the switch?

No. Your existing connections remain active while the new setup is configured and tested in Plytix.

We are under an annual contract. Can we start now?

Yes. Most switchers begin before their Sales Layer term ends. Because Plytix is month to month, you can start on a smaller plan and move across fully when ready.

Will our images and files transfer?

Yes. Assets move into Plytix DAM with your products, and every file is confirmed before you switch anything off.

Are there hidden costs or seat limits?

No. Every plan includes unlimited seats. Add-ons such as Channels and Brand Portals are priced by SKU count and published on the pricing page.

How much does Sales Layer cost?

Sales Layer does not publish its prices, so costs vary by quote. Buyers we spoke with reported paying about €2,400 per month for a catalog of around 16,000 SKUs, and one US manufacturer saw its monthly fee rise from \$1,700 to \$2,200. Buyers also reported paying extra for users, connectors, and modules.

Is Plytix cheaper than Sales Layer?

In the comparisons buyers shared with us, yes. At 20,000 SKUs, Plytix Pro with Channels, Brand Portals, Product Data Sheets, and the Shopify app costs \$1,545 per month at October 2026 list prices, with unlimited seats and storage included. Every Plytix price is published on our pricing page.

What's the difference between Plytix and Sales Layer?

Both are product information platforms. Sales Layer uses quote-based pricing and often relies on implementation partners. Plytix publishes its prices, includes onboarding by its own team, and is built for marketing and ecommerce teams to run without IT.

What are the best Sales Layer alternatives?

Teams moving away from Sales Layer usually want predictable pricing, reliable integrations, and responsive support. Plytix is a common choice for growing mid-market brands because it offers unlimited seats, published pricing, and native apps for Shopify and BigCommerce.



Compare both platforms on your own data

Bring your SKU count, your channels, and your current Sales Layer quote. We will show you the same setup in Plytix and exactly what it costs.

[Book a demo](#) →

[See pricing](#)

About this report. Sales Layer quotes come from our sales conversations between October 2024 and October 2026. Where the only record is a sales note, it has been summarized rather than quoted, and quotes marked as translated were originally in Spanish. Plytix customer quotes and ratings come from public G2 reviews and published Plytix customer stories, with G2 data and badges as of March 2026. Prices are correct as of October 2026. Sales Layer is a trademark of its respective owner. Plytix is not affiliated with or endorsed by Sales Layer. Statements about Sales Layer reflect experiences reported to us and may not reflect their current offering. © Plytix SLU, Málaga, Spain.