4 Ecommerce Platform and its features

**Platform Name**: Wix

**Company Name**: Wix.com Ltd

**The technologies used**:

For the Frontend they use:

React.js for their site editor

Velo by Wix a built in development environment which allows users to write custom code and access API’s

HTML

Wix Editor and Editor X which are wix’s own tools for building responsive UI’s visually

For the Backend they use:

Node.js for their API’s especially their velo API

Serverless architecture Wix uses serverless computing to let users run backend code without managing servers.

For Databases and Data Storage

Wix Data is the companies database that allows users to create custom collections and connect them as they please all within their website

Ecommerce and payments

Wix mostly uses Wix payments but it does allow the integration of third-party gateways such as Paypal, Stripe and Square

Cloud Infrastructure

Custom cloud infrastructure

CDN’s(Content Delivery Network) to deliver websites globally with low latency

Other Tech

Wix SEO Tools which custom built tools to optimize their search engines

Wix Analytics – Internal tools for tracking user behavior, conversions, and performance.

Wix App Market – Lets developers build and publish apps using Wix’s APIs.

Security and Compliance

CAPTCHA, firewalls, and other modern security practices

GDPR compliance (General Data Protection Regulation) a European Union Law that protects the privacy and personal data of EU residents

**Customization Capabilities**

Templates: Access to over 900 designer-made templates tailored for various industries.

Velo by Wix: Allows developers to add custom functionalities using JavaScript and integrate with external APIs.

Open APIs & SPIs: Facilitates the creation of custom solutions, such as ERP integrations or unique checkout experiences. wix.com

AI Tools: Incorporates AI-driven features like product description generators and personalized shopping experiences to enhance user engagement.

**Core Features**

Store Creation: Build and customize online stores with ease using the intuitive editor.

Product Management: Manage unlimited products, including digital goods, with options for variants, inventory tracking, and bulk import/export.

Order & Shipping Management: Track orders, manage shipping options, and handle returns seamlessly.

Payment Solutions: Accept payments through various gateways, including Wix Payments, PayPal, and Stripe.

Marketing & SEO: Utilize built-in tools for email marketing, social media integration, SEO optimization, and more.

Analytics & Reporting: Gain insights into sales performance, customer behavior, and website traffic.

Mobile Optimization: Ensure a responsive design that offers a seamless shopping experience across devices.

**Pricing Model**

Wix offers a range of pricing plans to cater to different business needs:

Light for 16$/month:

Free domain for 1 year

2 GB storage space

Multi-cloud hosting

Light marketing suite

2 site collaborators

Core for 27$/month:

50 GB storage space

Basicmarketing suite

Accept payments

Basic eCommerce

5 site collaborators

Business for 39$/month:

100 GB storage space

Standard marketing suite

Standard eCommerce

10 site collaborators

Business Elite for 149$/month

Unlimited storage space

Multi-cloud hosting

Advanced marketing suite

Advanced eCommerce

Advanced developer platform

100 site collaborators

All premium plans come with free hosting, a custom domain for one year, and access to Wix's full suite of business tools.

**List of Companies who use Wix**

Wix is mostly used by smaller companies and individuals however many big companies do use it for promotional microsites and certain product focused pages some examples include Walmart, Adidas, Renault Group, and even The New York Times some more include:

1. Air Asia <https://www.airasia.com/>
2. Fiverr <https://www.fiverr.com/>
3. Tesla <https://www.tesla.com/>
4. Coca – Cola <https://www.coca-cola.com/us/en>
5. Walmart <https://www.walmart.com/>
6. Nikon <https://www.nikon.com/>
7. Renault Group <https://www.renaultgroup.com/en/>
8. The New York Times <https://www.nytimes.com/>
9. Oxfam <https://www.oxfam.org/en>
10. Adidas <https://www.adidas.com/us>

I got all of these sites from Wix’s site

<https://mycodelesswebsite.com/wix-big-companies/#examples>