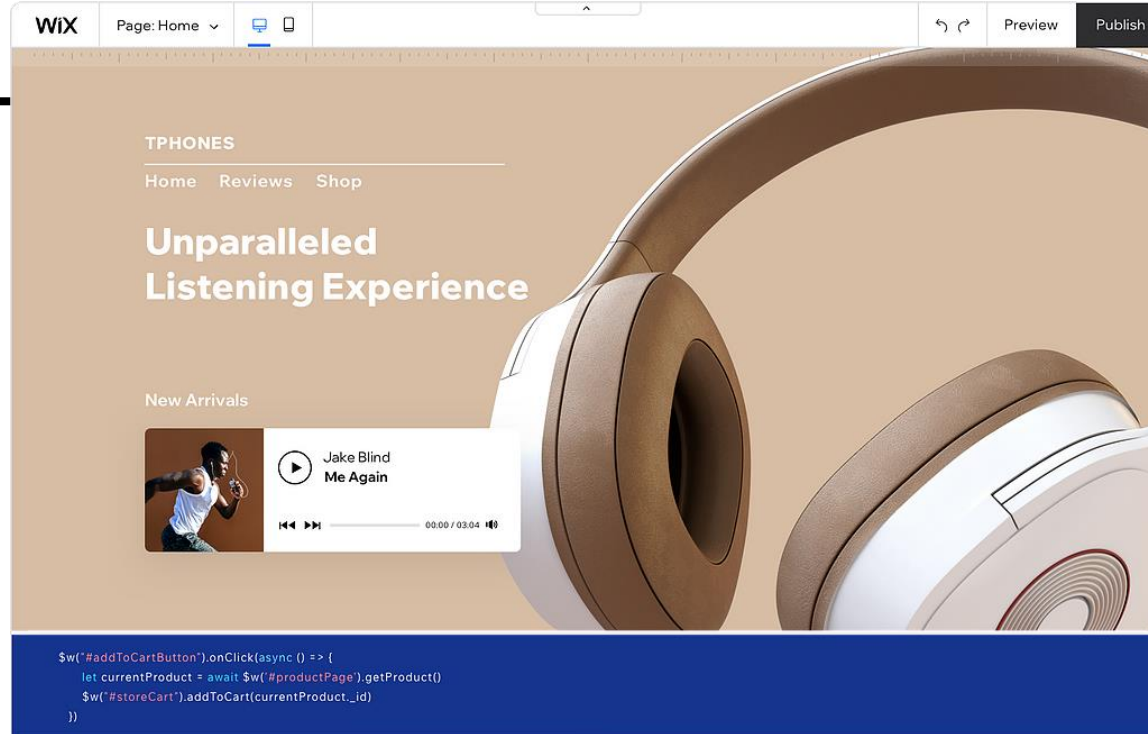# WiX

Where any business, community or person can **create their dreams online**

By:

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A snapshot of how it works

About The Brand

- Cloud-based website development platform.
- Founded in 2006.
- By 2010, user base reached **3.5 Million users**. Currently at **200 Million users**.
- Largest ever IPO for Israeli Company in 2013.
- 220 employees speaking 17 languages from 18 different countries.

Pre-Wix Website Development

- Hiring professionals such as designers and developers.
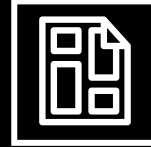- Learn coding and building a website on your own.

The Solution?

- Know how to code? No
- Understand databases? No
- Knowledge of systems design? No
- Can create dynamic websites? No

Solution ⟶ **WIX**

How It Works?

Pre-built editor that allows edit, drag and drop items. No need for manual coding but support for coding is added.

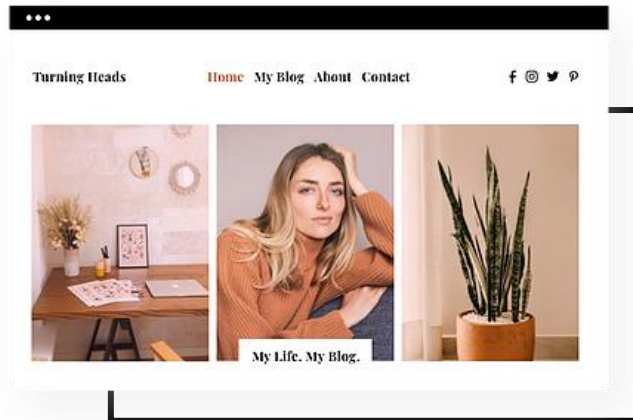User can choose from pre built templates and customize them as per the requirements.

Offers other features like creating logos, hosting your website with just a click and buying a domain.
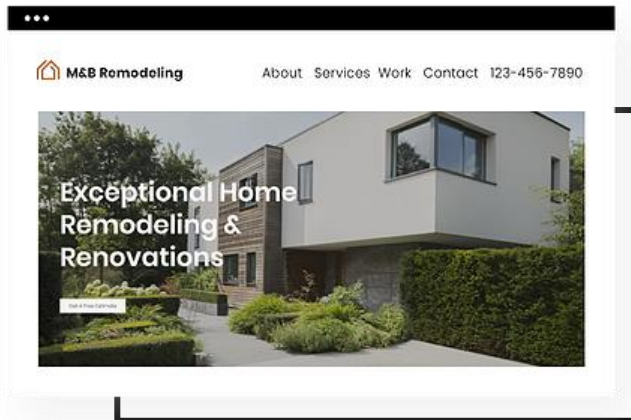
Developer support to make third party application extending the functionality of a website including Chatbots, weather information etc.
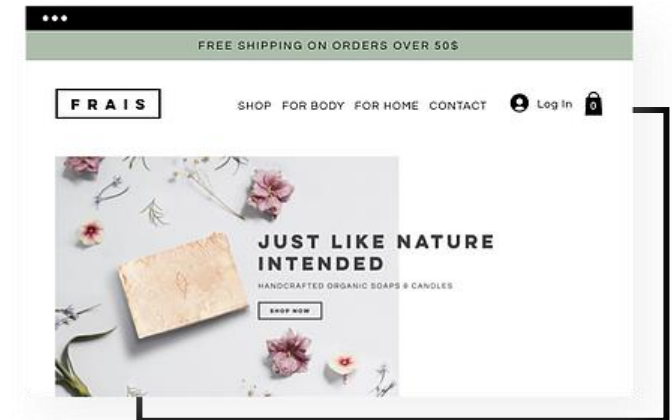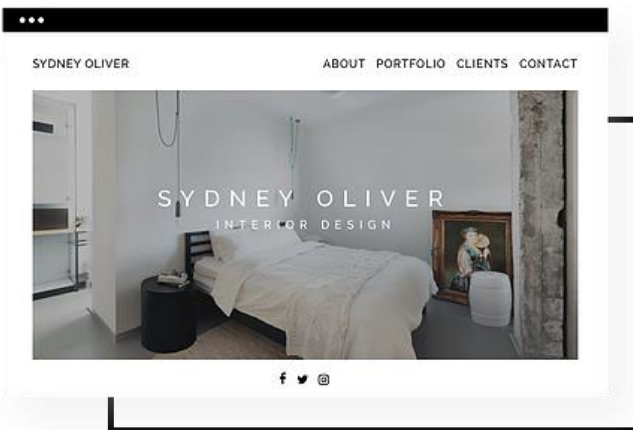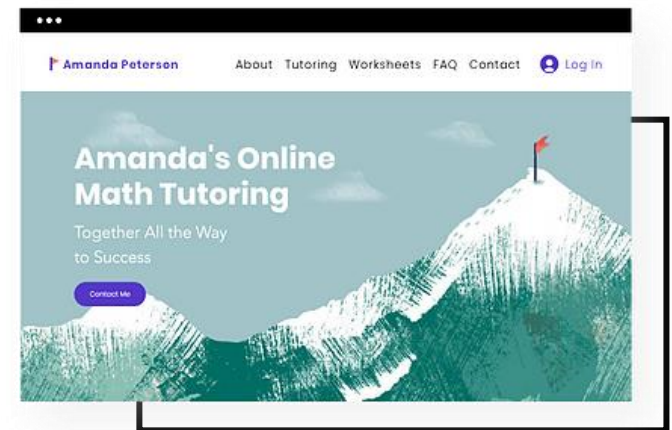
Templates

Blog

Business

Online Store

Design

Photography

Education

Technologies Involved

1 Client Side

- Uses JavaScript
- Incorporates libraries like Polyfill, Lodash and Sentry

2 Server Side

- Uses Scala
- Shifted from JAVA to improve testing, get a smaller code base and making the app reactive.

3 Traffic Analysis

- Uses Google Analytics
- Useful for tracking website activity and get information on the traffic source

4 Advertising Network

- Uses Google Ads
- Creates online ads for better audience reach

Our Innovation

- **Wix Editor** – Main platform to edit and build the website.
- **Wix Code** – Integrated development environment to manage your data.
- **Wix SEO Wizard** – Improves SEO of website with simple tutorials.
- Many more innovations added like Wix App Market, WixMusic, WixBlog, WixAnswers etc

Revenue Generation

- Based on monthly subscription plans along with free services. Freemium Model.
- Free Version – Limited functionalities with wix.com as subdomain. Lower storage bandwidth and contains WixAds.
- Premium Version – No Wix Ads, higher storage bandwidth, own domain, priority customer support.
- 4 types - VIP, Unlimited, Combo, Connect Domain

Our Pricing

		VIP	Unlimited	Combo	Connect Domain
		First Priority Support	**MOST POPULAR** Entrepreneurs & Freelancers	For Personal Use	Most Basic ⓘ This Plan displays Wix ads
		US$ **24** 50 /month	US$ **12** 50 /month	US$ **8** 50 /month	US$ **4** 50 /month
Custom Domain	ⓘ	✓	✓	✓	✓
Free Domain for 1 Year	ⓘ	✓	✓	✓	—
Remove Wix Ads	ⓘ	✓	✓	✓	—
Free SSL Certificate	ⓘ	✓	✓	✓	✓
Bandwidth	ⓘ	Unlimited	Unlimited	2GB	1GB
Storage Space	ⓘ	35GB	10GB	3GB	500MB
Video Hours	ⓘ	5 Hours	1 Hour	30 Minutes	—
Site Booster App Free for 1 Year	ⓘ	✓	✓	—	—
Visitor Analytics App Free for 1 Year	ⓘ	✓	✓	—	—
Professional Logo	ⓘ	✓	—	—	—
Social Media Logo Files	ⓘ	✓	—	—	—
Customer Care	ⓘ	Priority Customer Care	24/7 Customer Care	24/7 Customer Care	24/7 Customer Care

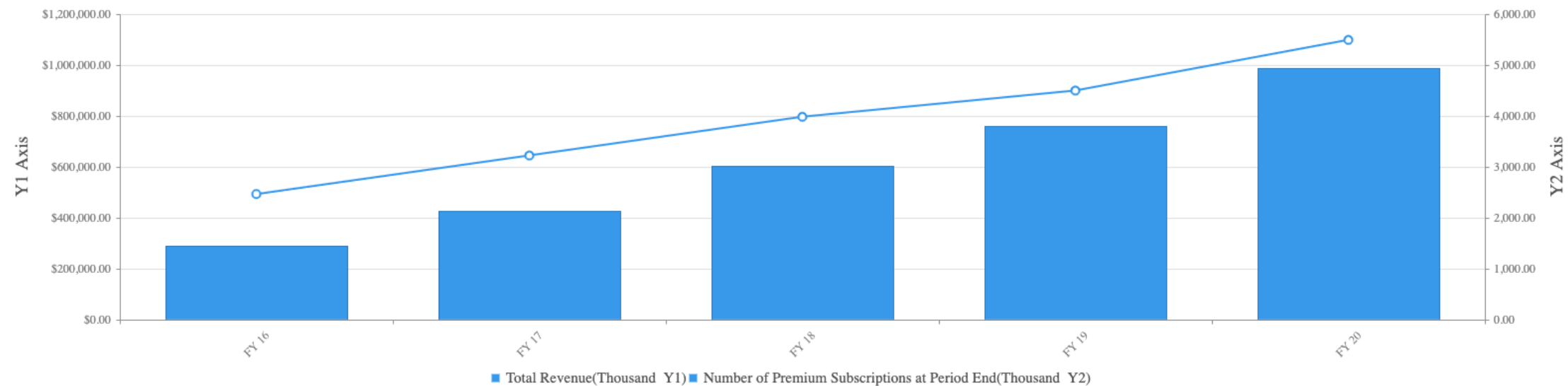SUBSCRIPTION + FREEMIUM MODEL

Data Analytics
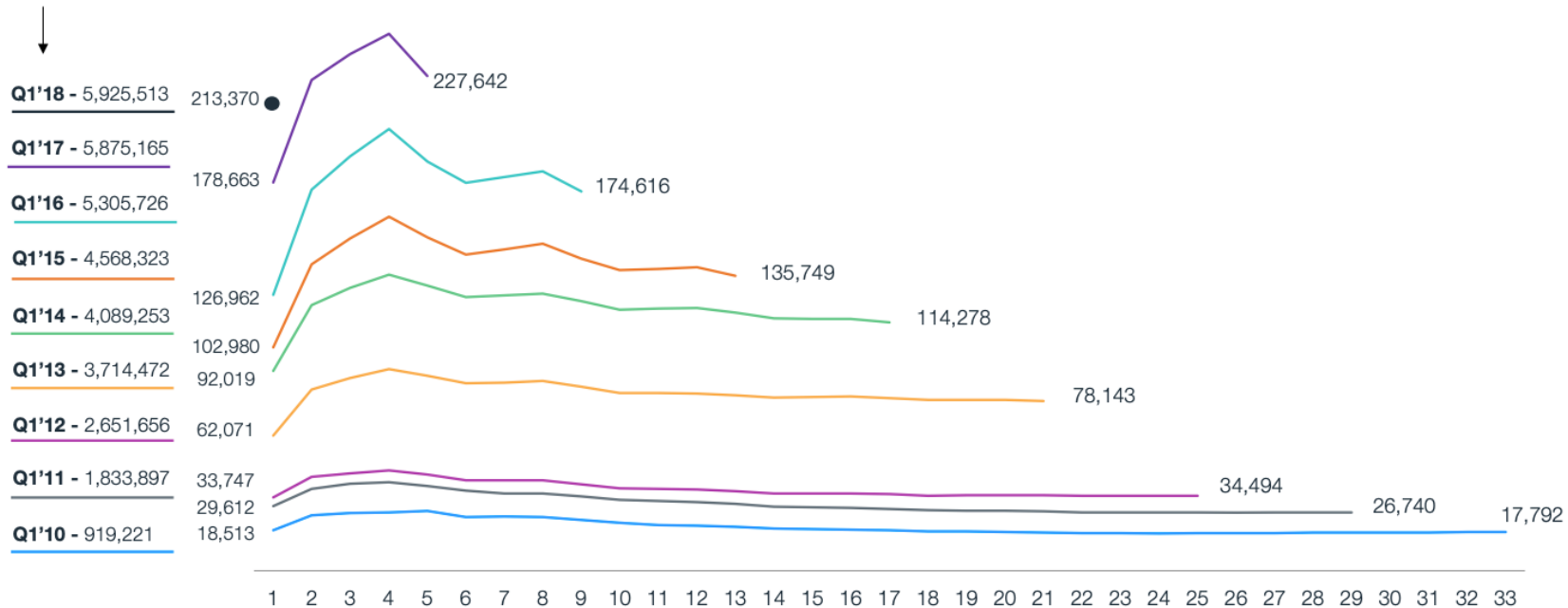
Consistent = Predictable

Existing Cohorts expecting to generate future collection of **$4.3 Billion**

Revenues

Revenue (Thousand)

■ Total Revenue(Thousand Y1) ■ Number of Premium Subscriptions at Period End(Thousand Y2)

Every 100K subscription =
$165 Million
in collection over 8 years

Interactive Analyst Centre

https://icrm.indigotools.com/IR/IAC/?Ticker=WIX&Exchange=NASDAQGS

Competitive Analysis

	WiX	WORDPRESS	SQUARESPACE
Website Publishing	One-Click	Developer Based	One-Click
Ease of Business Applications	In-Built	Third Party Plugins	Very Limited Resources
Responsive Designs	No	No	Yes
Maintenance Infrastructure	Yes	Hosting Company Based	Yes
Development Support	Yes	Yes	No
Security	Yes	User's Responsibility	Yes

What lies Ahead?

Innovating and adapting with the ongoing pandemic and planning to introduce the following features –

- Zoom Integration
- Support of Facebook Ads
- Expanding Wix eCommerce

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