

Making websites easy for everyone

Wix.com is a cloud-based web development platform that allows users to create HTML5 web sites and mobile sites through the use of their online drag and drop tools. The platform has made its name as a platform that allows anyone, luddite or not, to build, manage and grow their online presence. It is now available in 190 countries and translated to 14 languages, and has reached the landmark of more than 70 million users, with 45,000 new members joining every day. Eric Mason, Director of Strategic Marketing Communications for Wix.com, says that the reason behind the company's impressive growth is the constant effort they put in to make their service easier to use, and to add more functionality.

Giora Kaplan, Avishai Abrahami and Nadav Abrahami founded Wix.com in 2006 in Tel Aviv, Israel. The group, known for their entrepreneurial activities, was trying to put together another product when Avishai (a developer behind the release of over 15 software pieces) was sent off to develop a website for the idea. Frustrated with the lack of options for customising websites, he came back with an even better thought: to put together a platform that would allow users to easily build unique sites for their projects or small businesses.

By casting aside hard-coded templates and introducing a simple, drag-and-drop approach, people started to use Wix.com in order to easily create a website for

themselves and by themselves. The first version of Wix.com was launched in 2008, and from then on the goal has been the same: to build something beautiful online in a simple way.

The first major milestone was achieved in 2009, when the company reached 1 million users. By 2011, the 10 million mark was reached. Earlier this year, the 50 million users barrier was broken and the current tally puts the mark well over 70 million users around the world. Mr. Mason attributes part of this expansion to satisfied customers and word-of-mouth advertising. "The cumulative effect of people using our site and then telling their friends about it: that's how we managed to multiply our figures so quickly."



Co-Founder and CEO, Avishai Abrahami

Wix.com's story of success was recently shared at the Bank of America Merrill Lynch 2015 Global Technology Conference, held at the Ritz-Carlton Hotel in San Francisco. The company was present at the conference, along with some of the biggest names in information technology .

Wix.com's leading position obtained in the website platform business is



Wix website builder is a 100% code-free drag-and-drop environment on the web



Over half of Wix's 1000+ employees are designers and engineers

underscored by its broad international footprint. With nine offices scattered around Israel, Brazil, Lithuania, Ukraine and the United States, Wix.com boasts a global presence, with plenty of recent promotion in countries like Germany and Russia. The international scope of the organisation is also reflected among its staff, a collection of over 1,000 people from many different nationalities and professional backgrounds.

On this topic, Mr. Mason states that over half of the company's employees have experience in engineering and software developing, because they have set their main focus on strengthening the technology behind the websites and on achieving innovation from within the talent pool of the company.

"Over the last few years we developed a Wix App Market, where third-party developers can build products for our platform. We've also introduced a back-office area where people can manage and grow their business. Another idea we put in place is an amazing new set of mobile solutions as a way to recognise the importance of the mobile market. We're doing everything we can to listen to the

ecosystem and to lead it. We strive to offer things to small businesses even before they know they need it."

Another core factor in the innovation done by the organisation is the language used to build its platform. In 2012, Wix.com was the first website builder to introduce an editor in Hyper-Text Markup Language 5 (HTML5), which is currently compatible with all browsers and devices. The use of this technology lets Wix users build their website once and then be able to seamlessly show it in any platform or device.

This flexibility goes together with the diversity of clients that log into Wix.com daily to manage their personal or business sites. Although Mr. Mason says there are some enterprises handling their website needs through the platform, he identifies the customer sweet-spot to be among small businesses and entrepreneurs.

"We provide our service to photographers, independent contractors, restaurateurs, home-makers that have side-businesses, chauffeur drivers, musicians and hotel managers. We also have plenty of students that use Wix.com to build portfolio websites and plenty of

people who want to do personal branding, no matter what kind of business they're in."

Thinking of this varied community of users, Wix's platform - which won the Best Website Builder - People's Choice award at the 2014 CMS Awards - is built in a layer pattern, which allows users to move any element they want anywhere on the screen, with a template as a mere starting point. "This is the magic of Wix: it permits our users to construct their sites without the need to contact a designer or developer. This underlines our philosophy of wanting to democratise the process of going online," Mr. Mason states.



Wix.com Inc.
Nemal Tel Aviv St. 40
Tel Aviv
Israel
Website: www.wix.com