Build powerful apps for Wix
Wix in numbers

+248M
Users

+6M
Premium subscription

+1.2M
eCommerce subscriptions

2x
Wix Partners growth in the last 2 years

+54M
Participants book a service online in 2022

+8.5M
Tickets sold in 2022

1.5M
New blog posts/month

+225K
New blog posts that get comments or likes per month

*Partners is defined as agencies and freelancers that build sites or applications for other users
Wix revenues around the world
FX-Neutral Revenue by Geography (% of total) and Q4’22 Y/Y Growth

North America +11% Y/Y
59% of total

Europe +10% Y/Y
26% of total

Asia and others +5% Y/Y
11% of total

Latin America +1% Y/Y
4% of total

Supported languages 22

Note: Q4’22 Revenue by Geography and Y/Y change based on constant FX rates from Q4’21. Numbers may not add due to rounding.
App Market numbers in 2022

+2.5M
Third-party app installs in 2022

+300
Third-party apps in Jan 2022

60% growth
In new third-party apps during 2022
+500 apps in Jan 2023

25%
YoY growth in dev net collections

Commercial Terms

- 100/0 rev/share in Year 1, then 80/20
- No processing fees
- Payouts on monthly basis (from $200 threshold)

[View App Market]
New Integration Opportunities for App Developers
What Wix users are looking for

eCom Related capabilities:

- Cross Border Shipping
- Order Management
- Wholesale
- Shipping Advanced Rules
- Upsell/Cross sell
- Purchase Order Management
- Package Protection
- Retail marketplaces/Sales Channels:
  - Global: Etsy, Walmart, ebay
  - Local: Kafland.de, Flipkart, Rakuten, Marcado Libre

Get in Touch
What Wix users are looking for

eCom Related capabilities:

- Trust Badges
- Shipping tracking \ post order
- Multichannel
- Chargebacks Management
- Import Catalog to Wix
- Supply Chain
- Shopper identity verification
- Carbon Offset
- Integration with Datev Germany
What Wix users are looking for

Additional capabilities:

- SEO Tools
- Shift Management
- Chatbot builders
- Advanced Photo Editor Tools
- Support tools (Zendesk)
- Food Delivery Providers
- Food POS integrations
- Service Marketplaces: Tripadvisor, Airbnb
App Market highlights

Develop on any stack
Build on your own stack or use Wix stack and hosting for your app.

Support
Get help from our dedicated Developers Care team of experts.

Management tools
Manage your reviews, support, stats, payouts, coupons & refunds.

Billing APIs
Subscription/ one-time payment / Pay-as-you-go billing.

Docs and guides
APIs are constantly being added and updated.

Fair pay terms
We pay out your revenue share on a monthly basis.
“We’ve been thrilled to see strong user growth on Wix. This performance is similar to what we’ve seen on other highly regarded ecommerce platforms.”

Mike Rossi, the CEO of Smile.io
“Since launch, we’ve seen tremendous adoption and growth around the world. In just a few years, Wix has grown to be one of the top ecommerce stores for ShipStation merchants, creating millions of exceptional delivery experiences.”

Auctane (ShipStation)
“We are great believers of the Wix platform. It feels a second before takeoff and we, as app developers, want to take part in it”

Shahar Albeck, CEO of Effective Apps
“Wix has been an outstanding partner to Shippo, from the business and technical sides. The platform is easy to use and includes metrics that help us understand how our app is used by customers.”
“Wix has helped us substantially to grow our user base and receive indispensable feedback for further product development... Any app that wants to go big should see Wix as a must.”

Tim Hammermann, Co-Founder & CEO, Visitor Analytics
“We’ve seen substantial user growth each month and received very positive feedback from our customers about the integration flow.”
“When we did the tech assessment we see you invest a lot in APIs. This is a really positive sign for us”

Parker McMahon, Product Strategy at Klaviyo
“A big congratulations to you guys for doing such great work with Wix. It's really commendable.”

Abhishek Kumar, CEO at Pushowl
“Wix is the 2nd largest eCom platform and we put our bets in 2023 in our partnership with Wix, where we have a great team to work with and where we can expand our product beyond eCommerce (restaurants, events etc.)”

Jaunius Danielius, Director Product at Omnisend
Ready to build your app?

01  Sign up for our Dev Center and create an app

02  Explore our API docs and watch our Guided tutorial on how to build an app

03  Read our Articles and guides if you need help

Get in Touch
Thank You!