



## Wix Studio Expands Growth Opportunity for Partners to Sell Website Templates and Monetize their Creations

*Agencies and freelancers creating on Wix Studio can further increase their revenue streams by selling templates alongside their services within the Wix ecosystem*

NEW YORK, April 17, 2024 /PRNewswire/ -- [Wix.com Ltd.](#) (NASDAQ: WIX), the leading SaaS website builder platform to create, manage, and grow a global, digital presence<sup>1</sup>, today announced that Partners creating on Wix Studio can sell Studio templates directly within the Wix Marketplace. The expansion of the Wix Marketplace enables Partners to not only offer their services but also market and sell templates they've created, further diversifying their offerings and increasing their earning potential.

The Wix Marketplace, a centralized hub that allows users to search for a professional who can help them at any stage of their business, now allows Partners to sell templates in addition to their services, creating a seamless experience for both sellers and buyers. Moreover, selling templates on the Wix Marketplace presents Partners with a unique opportunity to generate revenue and also attract leads. Templates serve as an effective marketing tool, showcasing the platform's capabilities and enticing potential clients and colleagues.

"Expanding the Wix Marketplace to include template sales not only empowers our Partners to unlock additional revenue streams and strengthen their presence within the Wix community but also fosters a thriving ecosystem of creativity and innovation. It's an exciting opportunity for Partners to collaborate with and benefit from other experts, as we've seen with beautifully crafted templates combining design and dev skills," said Michal Bignitz, VP of Partners at Wix. "This fosters a thriving ecosystem of creativity and innovation and puts us one step closer to the goal we envision for Studio to become the place where experts in web design, development, user experience, marketing, SEO, and more can monetize their creations and collaborate."

More information about how to sell templates can be found [here](#).

### About Wix.com Ltd.

[Wix](#) is the leading SaaS website builder platform to create, manage, and grow a global, digital presence<sup>1</sup>. What began as a website builder in 2006 is now a complete platform providing self-creators, agencies, and enterprises, with distinguished performance, security, and a reliable infrastructure. With a focus on continuous innovation, a wide range of commerce and business solutions, advanced SEO, marketing tools, and industry-leading AI technologies, Wix users have full ownership of their brand and unmatched creative freedom. Complimenting the Wix platform for self-creators, [Wix Studio](#) is an advanced creation and management platform for agencies and freelancers.

For more about Wix, please visit our [Press Room](#).

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<sup>1</sup> Based on number of active live sites as reported by competitors' figures, independent third-party data and internal data as of Q4 2023.