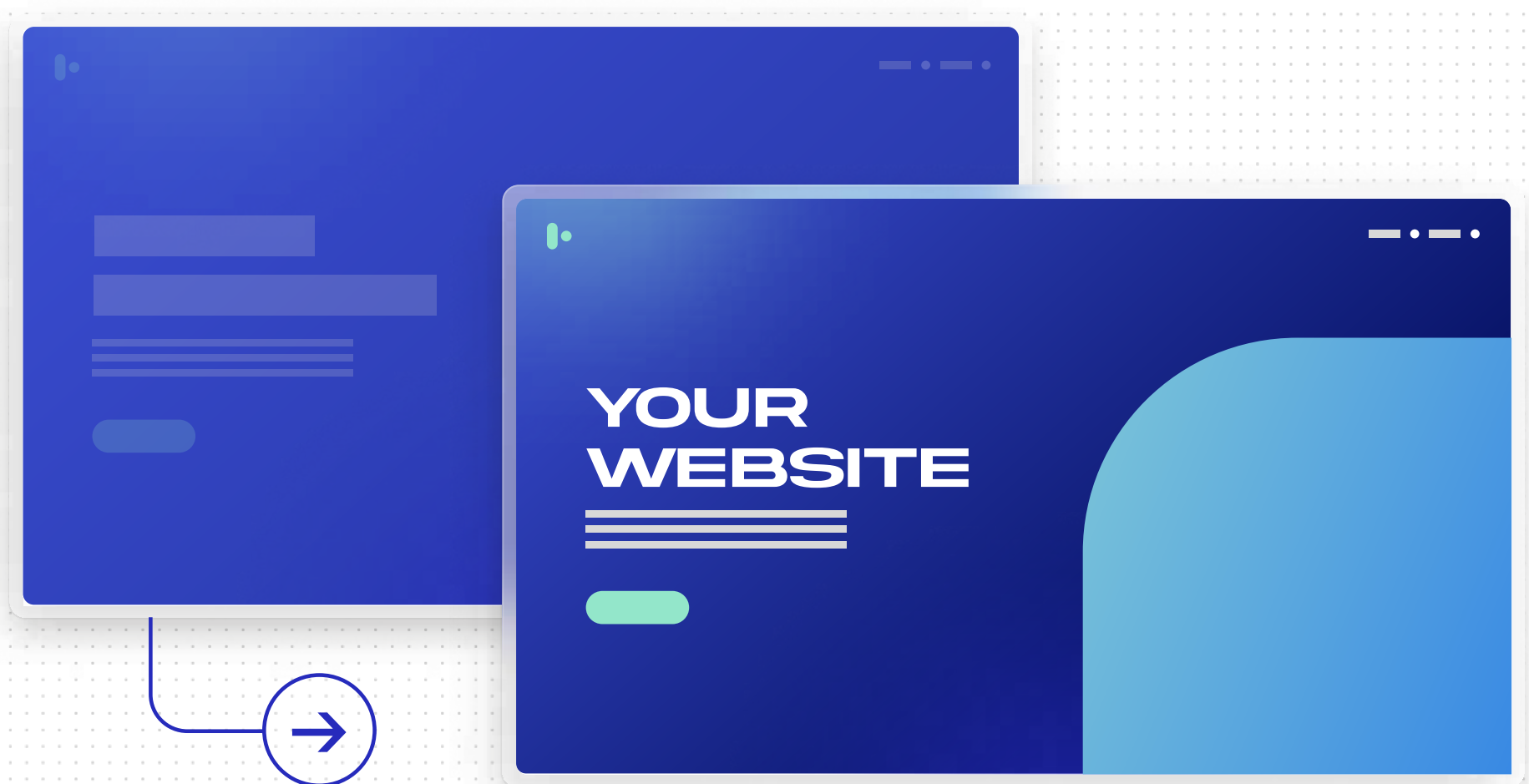


The Customer Website Opportunity

How software companies can turn customer-facing websites into recurring revenue, greater product adoption, and stronger retention



A note about this research

This analysis was developed using generative AI to identify and synthesize independent industry research, U.S. labor data, public pricing and product information, and a directional review of 40 software platforms across four industries. It is desk research, not independently commissioned primary research.

Because disclosure of website-specific revenue, adoption, and operating costs is limited, the ranges presented are directional, not audited benchmarks or forecasts. They are intended as a transparent starting point to refine with your own customer, pricing, and cost data.

Websites can create value across your business

A

More annual recurring revenue

Websites can be sold as a recurring add-on, included in a premium package, used to increase the value of an existing subscription, or offered through a preferred technology partner with an agreed referral or revenue-sharing model.

B

Services margin and expansion revenue

Implementation, migration, design, and customization can be packaged with margin, while additional features and services create opportunities to grow revenue as customer needs evolve.

C

Deeper product adoption and retention

A connected website brings more customer activity into your platform, keeps information and workflows connected, and reduces the need for separate tools. As customers use more of your platform to run their business, it becomes more valuable, strengthening adoption, stickiness, and retention.

D

Competitive differentiation

An integrated website offering allows you to solve more of the customer's problem and provide a more complete alternative to platforms that stop at the underlying software.

Why the opportunity exists

→ Even if your customers aren't asking for websites

The customer journey starts on a website

The people your customers want to reach usually interact with a website first. Candidates discover jobs, patients research providers, renters evaluate properties, and policyholders compare options online. When that experience is slow, outdated, or disconnected, it can reduce the effectiveness of the workflows your software supports.

Demand may not sound like a website request

Customers may ask for more candidates, patients, renters, buyers or policyholders without identifying the website as part of the solution. They may also be unlikely to request a capability they do not expect you to provide. A clearly packaged website offering turns that underlying need into something customers can understand, buy, and adopt.

Customers may already be solving it elsewhere

Customers frequently address their website needs through agencies, freelancers, standalone technology providers, or internal teams. That spending demonstrates an existing budget category, and an opportunity to bring more customer value and revenue into your platform.



The commercial model is already established

In our directional review of 40 leading vertical-software platforms:

50%

Offered a full customer website product

20%

Offered a related hosted experience

Prevalence varied by industry and product type

The sample is directional, not representative of the entire market, but demonstrates an established product and monetization model across multiple software categories.

A practical way to size the revenue opportunity



Addressable customers ×
expected adoption × annual
revenue per website

= potential
website ARR

Scenario	Addressable customers	Adoption	Annual revenue per website	Potential website ARR
Conservative	1,000	10%	\$500	\$50,000
Base case	1,000	20%	\$1,200	\$240,000
Scaled base	5,000	20%	\$1,200	\$1,200,000
Upside case	1,000	35%	\$3,000	\$1,050,000

These are directional opportunity scenarios, not forecasts. Pricing can vary based on customer volume, packaging, and the additional capabilities or services included. The estimates represent potential gross recurring revenue before platform fees and internal delivery costs.

From revenue potential to business case



What customers appear willing to spend

Public pricing is limited, particularly for enterprise products, but the observable market provides several useful anchors:

\$600 to \$1,200*

per year for lower-cost or lightly managed offerings

\$1,800 to \$4,200*

per year for more fully managed website services

\$1,800 to \$5,600*

or more in one-time implementation, customization, or setup fees

Custom pricing

for enterprise website products, multi-site portfolios and more complex implementations

** These ranges should not be treated as a recommended Wix price. They indicate that customers already pay for website technology and services through a combination of recurring fees and implementation spend.*

The complete economic model

Potential ARR is only one part of the opportunity. A complete business case considers three sources of value:

Direct revenue

- ↳ Website subscription or package uplift
- ↳ Implementation and services margin
- ↳ Additional product or transaction revenue enabled by the website

Broader customer value

- ↳ Deeper use of connected product workflows
- ↳ Stronger customer acquisition outcomes
- ↳ Greater competitive differentiation
- ↳ Higher customer stickiness
- ↳ Potential improvement in retention and expansion

Total cost to provide

The largest cost variable is whether you build and operate the underlying website capability yourself or work with an established technology partner.

The economics of building it yourself

Providing customer websites requires more than hosting pages. A credible offering may need:

- A scalable website builder and reusable templating system
- Security and accessibility capabilities
- Customer provisioning and account management
- Integrations with the core software
- Analytics and reporting
- Domains, hosting, SSL, and publishing infrastructure
- Migration tools and services
- An ongoing product roadmap
- Customer implementation and support

The operational complexity can grow quickly. Customer needs can range from a standard template to a complex migration or custom build. Without a flexible delivery model and clear service boundaries, a repeatable offering can quickly become resource-intensive.

Using May 2025 U.S. Bureau of Labor Statistics salary medians and a 35% allowance for benefits and employer costs, our directional model produced the following estimates:

Internal model	Illustrative annual run rate
Lean cross-functional team	\$700,000–\$900,000*
More mature product and service operation	\$1.2 million–\$2+ million*

* These estimates are planning ranges, not observed budgets. Actual costs depend on product scope, existing capabilities, compliance requirements, and support expectations.

Why an established technology partner changes the math

A technology partnership can change the shape of the investment. The question is not simply whether your team can build a website solution. It is whether building and maintaining an entire website platform is the best use of your product, engineering, and operational resources.

With Wix Enterprise, the website technology, infrastructure, templates, implementation, migration, security, support, and ongoing maintenance are handled through the partnership. Additional customization or Professional Services can be scoped as needed.

Instead of building and maintaining the underlying website infrastructure, your teams can focus on:

↳ Defining the commercial package and pricing

↳ Bringing the offering to market

↳ Managing customer relationships

↳ Measuring adoption, revenue, and outcomes

Partnership does not eliminate investment. It directs more of that investment toward customer value and competitive differentiation instead of recreating website infrastructure.

→ The economic test is:

Website ARR + services margin + incremental product revenue + validated retention value – Wix platform fees – optional Professional Services – internal integration and go-to-market costs

=

Net
business value

Why Wix Enterprise

Wix has built and operated website technology since 2006. It’s the third most-used CMS in the world. Today, approximately 10% of the internet is built on Wix’s CMS platform.

As a public company generating nearly \$2 billion in annual revenue, Wix combines the scale, stability, and infrastructure of a globally recognized technology provider with capabilities designed for complex enterprise and multi-site use cases.

→ A partnership with Wix Enterprise can provide:

Centralized management across large numbers of customer websites

Reusable templates and scalable site provisioning

Enterprise security, permissions and governance

Integrated business applications and APIs

Migration, implementation and customization services

Platform support and ongoing maintenance

↪ An established product roadmap maintained by a dedicated website technology company

This is different from outsourcing individual website projects. Wix Enterprise provides a repeatable foundation for a website offering that can be connected to your platform, adapted to different customer needs, and brought to market under your commercial model, without requiring you to build and maintain the underlying website technology yourself.

Explore the opportunity for your platform

If you’re considering offering websites to your customers, Wix Enterprise can help you assess the revenue opportunity, define the right partnership model, and understand what it would take to bring the offering to market.

Request a consultation with our team

Sources and methodology

- ↪ NMHC and Grace Hill, 2024 Renter Preferences Survey, 172,703 respondents.

↪ J.D. Power, 2026 U.S. Insurance Digital Experience Study, based on 11,553 evaluations.
- ↪ U.S. Bureau of Labor Statistics, May 2025 wage data for software developers, web developers, and digital interface designers.

↪ Directional market review conducted in September 2026 using publicly available product and pricing information from 40 recognizable software platforms, 10 each across HR Tech, PropTech, HealthTech and InsurTech.

Evidence standard: Independent research with a disclosed methodology is treated as higher-confidence evidence. Public product and pricing information is used to establish commercial precedent but may not reflect realized contract pricing. Adoption, revenue, margins, and cost scenarios are directional and should be validated using company-specific information.