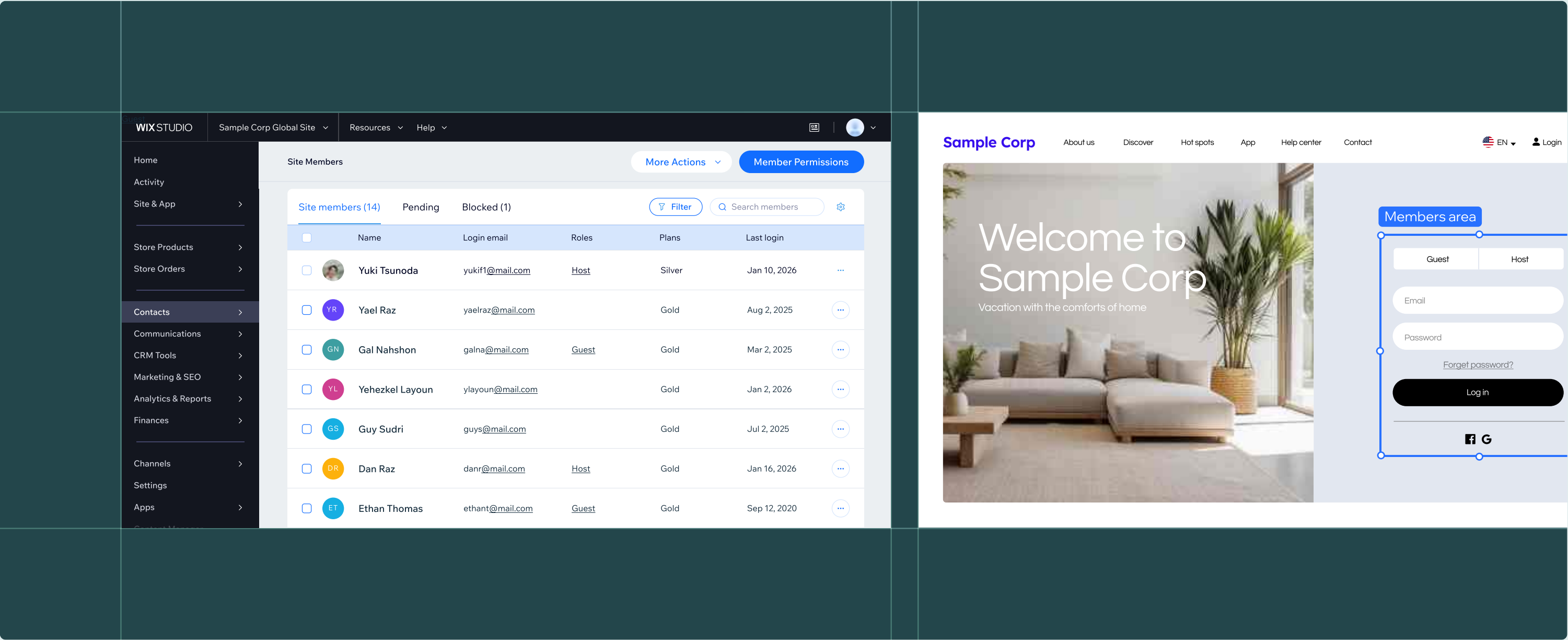


Feature Spotlight: Members Area

Large organizations use the Wix Enterprise Members Area to manage complex user hierarchies and protect high-value business data at scale, while keeping everything controlled from a single workspace.



Secure, personalized member experiences

The Wix Enterprise Members Area adds a secure membership layer to any site. Turn public pages into gated, high-value spaces where logged-in members get tailored content and a smoother journey. By letting visitors create accounts and log in, teams can build loyalty, protect sensitive content and deliver more relevant experiences with real member data.

- ## Secure content and access control

Control exactly who sees what across every site.

- **Gated content:** Protect specific pages or full sections behind member login.
 - **Role-based access:** Assign roles or badges (for example VIP, Partner, Internal) and use them to grant or restrict access.
 - **Members approval workflows:** Manually approve new members, review reported users and block accounts from a central dashboard.



Seamless user experience

Reduce friction for members and keep sign-up and login simple.

- **SSO and social login:** One-click registration with Google, Facebook and Apple, plus support for Single Sign-On (SSO) in enterprise setups.
- **Branded identity:** Match registration, login and profile pages to your brand.
- **Personalized profiles:** Configure profile fields and registration forms to collect the data your teams need.

Integrated ecosystem

Use the Members Area as the connective layer across your Wix Enterprise sites.

- **Streamlined transactions:** Let members store payment methods in a Wallet for faster checkout in Stores and Bookings.
- **Pre-populated forms:** Auto-fill member details in Events, Bookings and custom forms to reduce drop-off.
- **Unified directory:** Members are added to your Wix contact list automatically for segmentation, email marketing and lifecycle management, and integrations connect that data to CRMs like Salesforce and HubSpot.

How it helps

Members Area helps you create secure, personalized spaces that deepen relationships and open new revenue streams across your site portfolio.

- **Customer portals:** Give customers a secure space to view project updates, documents and account history.
- **Partner access zones:** Share assets, brand guidelines or wholesale pricing with verified partners only.
- **Training and education:** Host course material or internal certification programs for employees and students.
- **Subscription models:** Restrict premium content to paying members and power recurring revenue.

