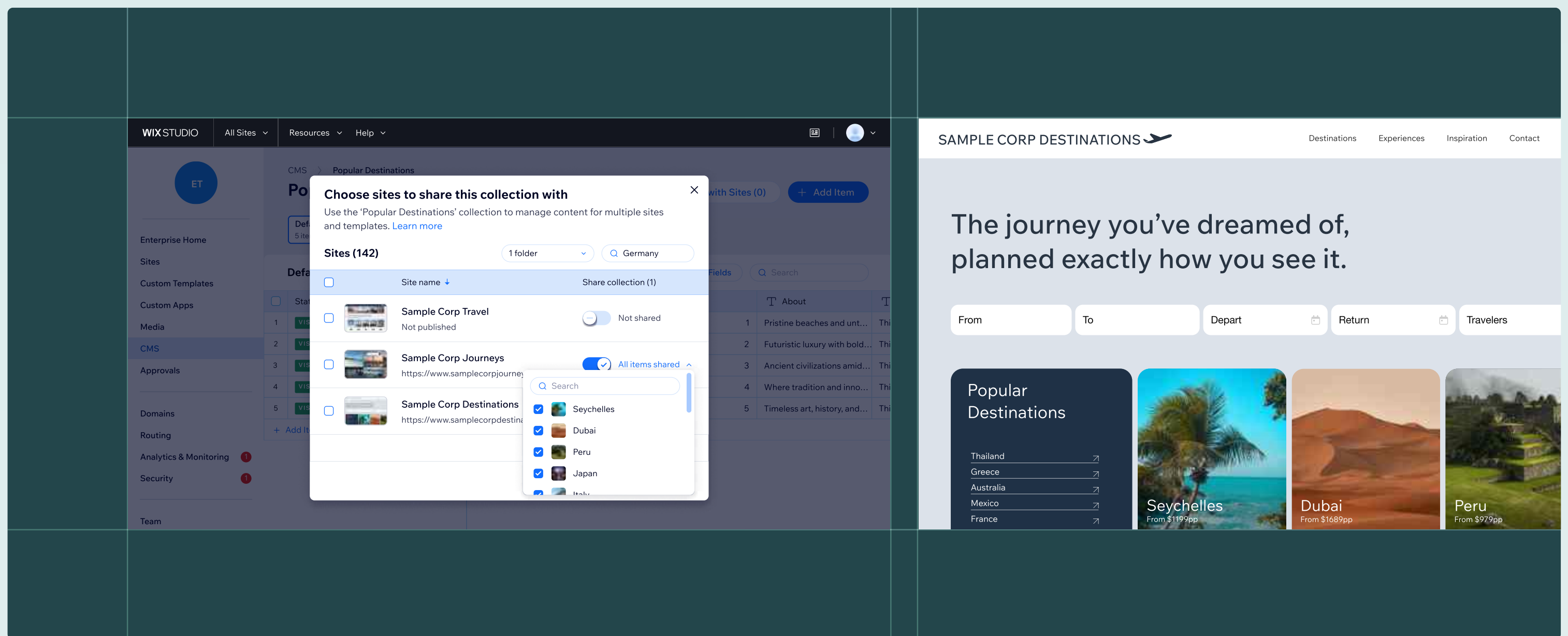


Feature Spotlight: CMS Shared Collections

Enterprise teams use shared collections as a central content layer to govern data across many sites, keep content aligned and scale launches without overhead.



Centralize content once. Power every enterprise site.

Shared collections in the Wix Enterprise CMS give your teams a single, account-level data layer that multiple sites and templates can read from. Structure content once, manage it in the enterprise dashboard, and reuse it across your portfolio without duplication or versions getting out of sync.

Centralized, headless data layer

Shared collections act as a reusable data source that lives at the enterprise account level.

- **Headless and account-level: A shared collection is not tied to a single site.** It lives in your enterprise account and serves as a headless data source for any connected site or template.
- **Enterprise dashboard management:** The Organization CMS Manager creates and maintains shared collections from CMS in the enterprise dashboard, owning schema, content and sharing.
- **Read-only on consuming sites:** On sites that use a shared collection, designers can bind data to repeaters, dynamic pages and other elements. Content and fields are edited centrally, not per site.



For more, go to:
<https://www.wix.com/enterprise>

Built to scale across templates and sites

Shared collections plug into your templates so every new site starts with the right data model.

- **Template integration:** The Organization CMS Manager shares a collection with specific custom templates so they ship with a predefined content structure.
- **Auto-included on site creation:** When a site is generated from a template that uses a shared collection, the site automatically includes that collection and its existing connections to elements and pages.
- **Consistent structure across sites:** Because shared collections are reused instead of cloned, every site inherits the same schema and relationships, keeping portfolios aligned over time.

Governance, permissions and architecture

Shared collections combine strict governance with flexible permissions and clear implementation details.

- **Central governance:** Only the Organization CMS Manager can change shared collections in the enterprise dashboard. This reduces compliance risk and prevents local edits to sensitive data.
- **Flexible permissions:** Shared collections respect standard CMS permission modes (Public, Form Submissions, Custom), supporting use cases from read-only catalogs to multi-site lead capture and collect-and-display scenarios.
- **Current architecture:** Shared collections are implemented as a hidden, automated site collection per enterprise account. For advanced integrations with Wix apps, Blocks or external data sources, teams connect via API to this hidden site using its MSID.

How it helps

Here's how shared collections support complex, multi-site content operations.

- **Single source of truth:** Keep product catalogs, people directories, partner lists and other core datasets in one place, then expose them across as many sites as needed.
- **Faster multi-site launches:** Standardize content structures at the template level so every new site spins up with the right schema and live connections from day one.
- **Consistent experiences:** Ensure every site surfaces the same up-to-date content in different layouts and formats, without manual sync work.
- **Safer content operations:** Limit who can edit high-value or regulated data while still giving local teams design flexibility and read access.



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