

# Build powerful apps for Wix

```
const express = require('express');

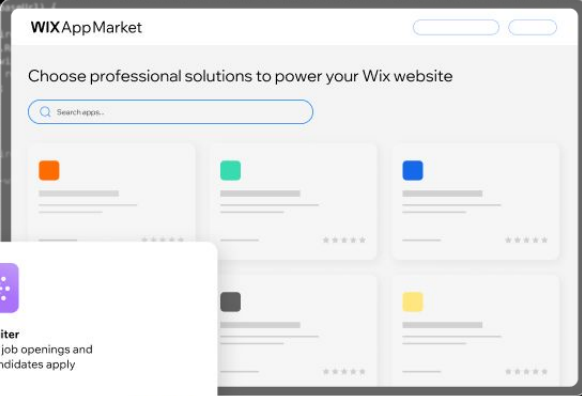
class WixAuthController {
  constructor(appId, wixOAuthFacade,
    refreshTokenDao, redirectUrl,
    this.appId = appId;
    this.redirectUrl = red
    this._router = express
    this.wixOAuthFacade =
    this.refreshTokenDao =
    this.baseUrl = baseUr
    this.registerRoutes();

  registerRoutes() {
    this._router.get('/red
    this.redirectUrlHandler);
    this._router.get('/app
    this.appUrlHandler);
  }

  get router() {
    return this._
  }

  appUrlHandler =
    const getme
    return this

```



**Wix AppMarket**

Choose professional solutions to power your Wix website

Search apps...

**Recruiter**  
Show job openings and let candidates apply  
7 Day Free Trial ★★★★★

# 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



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

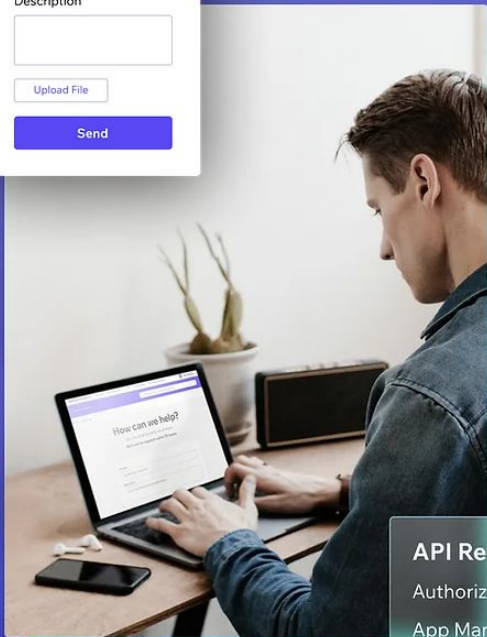
- 100/0 rev/share in Year 1, then 80/20
- No processing fees
- Payouts on monthly basis (from \$200 threshold)

[View App Market](#)

# New Integration Opportunities for App Developers

Subject

Description



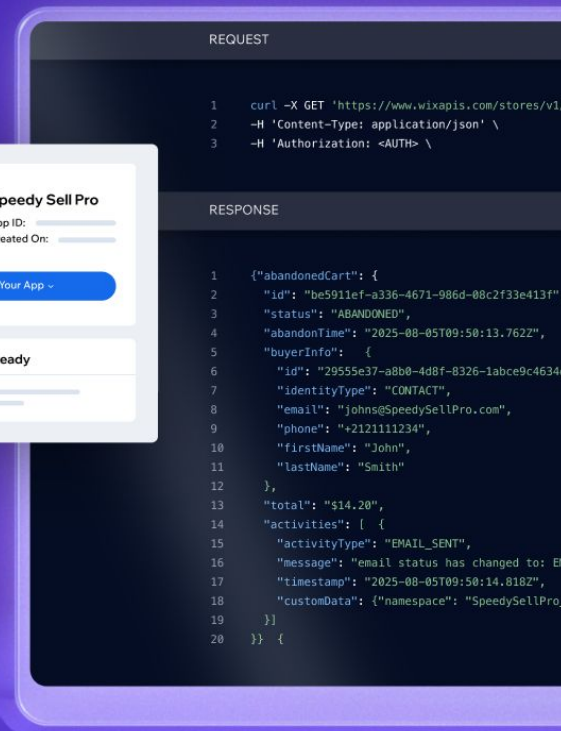
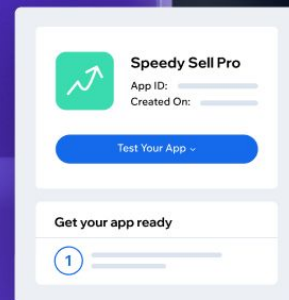
## API Reference

- Authorization
- App Management
- Business Info
- Contacts
- Coupons
- Inbox
- Marketing

# What Wix users are looking for

eCom Related capabilities:

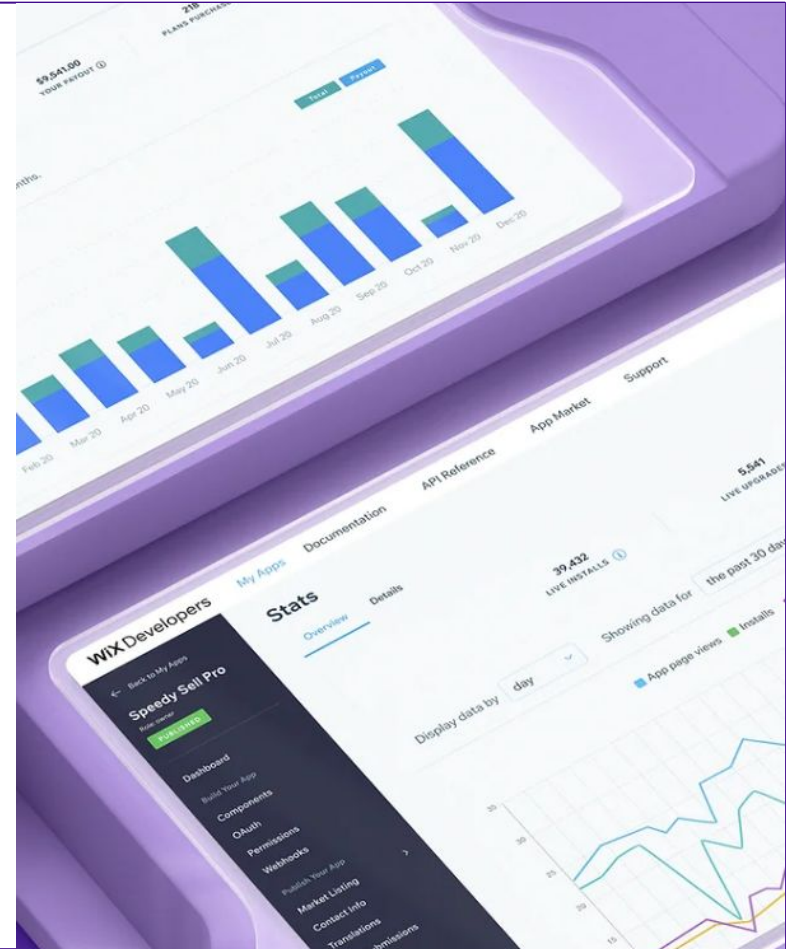
- ❑ Cross Border Shipping
- ❑ Order Management
- ❑ Wholesale
- ❑ Shipping Advanced Rules
- ❑ Upsell/Cross sell
- ❑ Purchase Order Management
- ❑ Package Protection
- ❑ Retail marketplaces/Sales Channels:
  - ❑ Global: Etsy, Walmart, ebay
  - ❑ Local: Kafland.de, Flipkart, Rakuten, Marcado Libre



# What Wix users are looking for

eCom Related capabilities:

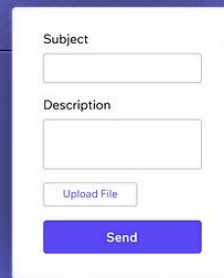
- ❑ Trust Badges
- ❑ Shipping tracking \ post order
- ❑ Multichannel
- ❑ Chargebacks Management
- ❑ Import Catalog to Wix
- ❑ Supply Chain
- ❑ Shopper identity verification
- ❑ Carbon Offset
- ❑ Integration with Datev Germany



# 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

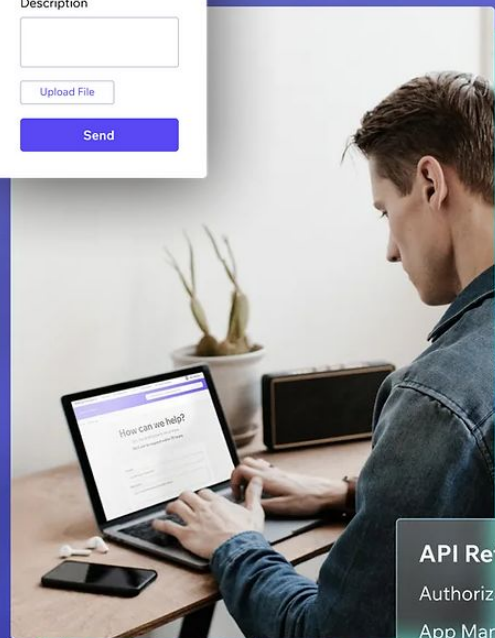


Subject

Description

Upload File

Send



## API Reference

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# App Market highlights

<b>Develop on any stack</b>	Build on your own stack or use Wix stack and hosting for your app
<b>Support</b>	Get help from our dedicated Developers Care team of experts
<b>Management tools</b>	Manage your reviews, support, stats, payouts, coupons & refunds
<b>Billing APIs</b>	Subscription/ one-time payment / Pay-as-you-go billing
<b>Docs and guides</b>	APIs are constantly being added and updated
<b>Fair pay terms</b>	We pay out your revenue share on a monthly basis



*Mike Rossi, the CEO of Smile.io*

**“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.”**



*Auctane (ShipStation)*

**“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.”**



*Shahar Albeck, CEO of Effective Apps*

**“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”**



*Shippo*

**“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.”**



*Tim Hammermann, Co-Founder & CEO, Visitor Analytics*

**“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.”**



*Printful*

**“We’ve seen substantial user growth each month and received very positive feedback from our customers about the integration flow.”**



*Parker McMahon, Product Strategy at Klaviyo*

**“When we did the tech assessment we see you invest a lot in APIs. This is a really positive sign for us”**





*Abhishek Kumar, CEO at Pushowl*

**“A big congratulations to you guys  
for doing such great work with Wix.  
It's really commendable.”**



*Jaunius Danielius, Director Product at Omnisend*

**“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.)”**

# 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!

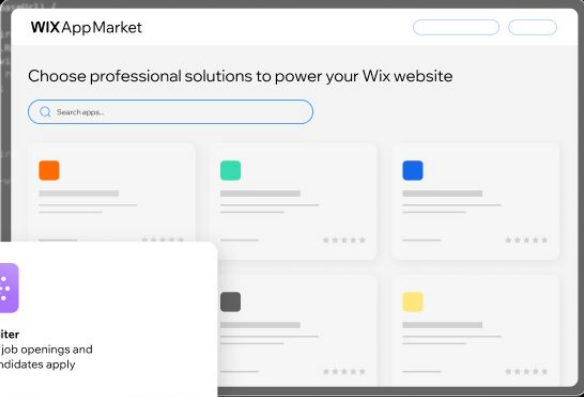
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  registerRoutes() {
    this._router.get('/red
    this.redirectUrlHandler);
    this._router.get('/app
    this.appUrlHandler);
  }

  get router() {
    return this._
  }

  appUrlHandler =
    const getIm
    return
  }
}
```



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