



# How Wix Leveraged Similarweb's API for Strategic Data-Driven Business Decisions



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Wix gained deeper insights into millions of websites simultaneously, oversaw industry movements and trends, optimized data-driven decisions, and amplified business outcomes with Similarweb. By leveraging Similarweb's API, Wix enhanced its machine learning models, spotted trends earlier, and significantly influenced the product roadmap.

## WIX

Wix is among the most popular website builders in the world. The platform empowers individuals and businesses to create stunning websites without the need for coding knowledge, offering a wide range of customizable templates, drag-and-drop tools, and various features to design and launch professional websites.

### THE CHALLENGE

## From reactive to proactive: Understanding market dynamics

Shawn and his Strategy and Research team were faced with the challenge of keeping up with the pace of change. The team's traditional approach was often reactive, following trends rather than anticipating them. They needed to transform their strategy to understand market dynamics ahead of the curve to guide their marketing and product strategies effectively.

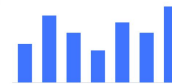
### THE SOLUTION

## Analyzing millions of sites with Similarweb's API

Shawn's team leveraged Similarweb's API to analyze millions of websites across various endpoints like traffic, keywords, and user habits. This enabled them to quickly process vast data volumes and understand industry trends, shifting Wix's approach from reactive to proactive decision-making.

### similarweb API

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**"Similarweb's API has been key in shaping our product roadmap by enabling us to detect trends early. This integration not only enhanced our machine learning models but also streamlined our data-driven decision-making process."**

**Shawn Lucas**  
Head of Strategy & Research  
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THE SUCCESS

## Identifying future trends and impacting product roadmaps

Similarweb's API empowered Shawn to make impactful business decisions by providing unique insights other platforms were unable to provide. By incorporating Similarweb's data into Wix's machine learning models, Shawn and his team made the Wix model more effective by identifying trends ahead of time and influencing the company's product roadmap significantly. The breadth of Similarweb's data, including unique endpoints, sets it apart from competitors and provides comprehensive web intelligence.



**“Similarweb has a unique competitive advantage to not just be used as an SEO or Traffic tool, but truly a web-intelligence tool providing unique insights we have not been able to distill from others such as SEMRush or Ahrefs. We are always looking for new use-cases for Similarweb data!”**

Shawn Lucas | Head of Strategy & Research | Wix

Insights delivered by Similarweb led to improvements in machine learning models and the optimization of data-driven decisions

## Get started today: Win your market with Similarweb

Ready to drive growth and increase ROI?

Get a 360° view of the digital world, seize competitive opportunities, and grow your market share with Similarweb.

Contact us

Experience Wix's success with a personalized demo. Book now to find out!

### similarweb API

