including contact management, e-mail marketing and automated communications into the Wix platform. This solution solves a growing need for some small and medium sized ...

Aug. 26, 2015

Small business website platform Wix.com Ltd. says that it's new integrated MyAccount CRM solution has already collected, stored and managed more than 164 million contacts through the platform.

MyAccount's CRM is designed to consolidate mission critical business functions

contact information and activity data sourced through the owner's site. Website owners are also able to upload, integrate and manage external contact lists. Wix's data sharing API, WixHive, further enables users to capture a variety of actions taken by a user's website visitors, such as contact information, messages, purchases, bookings, and more. The visitor data for each site is stored and managed in a centralized database dedicated to that site and can be accessed by installed apps, giving owners the ability to make business decisions, manage customer relationships, and take other actions based on the strength of the integrated data.

- **Send WixShoutOut e-mail campaigns**: Create and distribute e-mail marketing campaigns and announcements to specified contacts or groups.
- **Automate communications using Smart Actions**: Create and manage rule-based communications triggered by visitor activities including welcoming new subscribers, thanking customers after purchases, informing customers of special offers and more. MyAccount offers several pre-defined and customizable Smart Actions which users can choose from or can create their own.
- **Manage industry-specific products**: Access and manage Wix's verticalized solutions including WixStores, WixHotels and WixMusic. Through the MyAccount dashboard, website owners can track their sales, reservations and downloads, issue bills for payment, manage inventory and more.
- **Review site activity and alerts in Newsfeed:** View real time updates of visitor activities as well as customized product information and articles tailored to each website owner's business category.
- **Administer website and account settings**: Manage premium subscriptions, domains and mailboxes, website apps, site settings and analytics, SEO wizard, site permissions and more.

"MyAccount is the central nervous system, coordinating numerous essential business elements in a single, unified setting. We've created an ecosystem where small

business owners can seamlessly integrate their web creation with robust business

Small Business • Technology