



# 2024 Global Equal Pay Report — Wix.com

Number of employees  
5,283

Number of locations  
15 countries

Date  
December 31, 2024







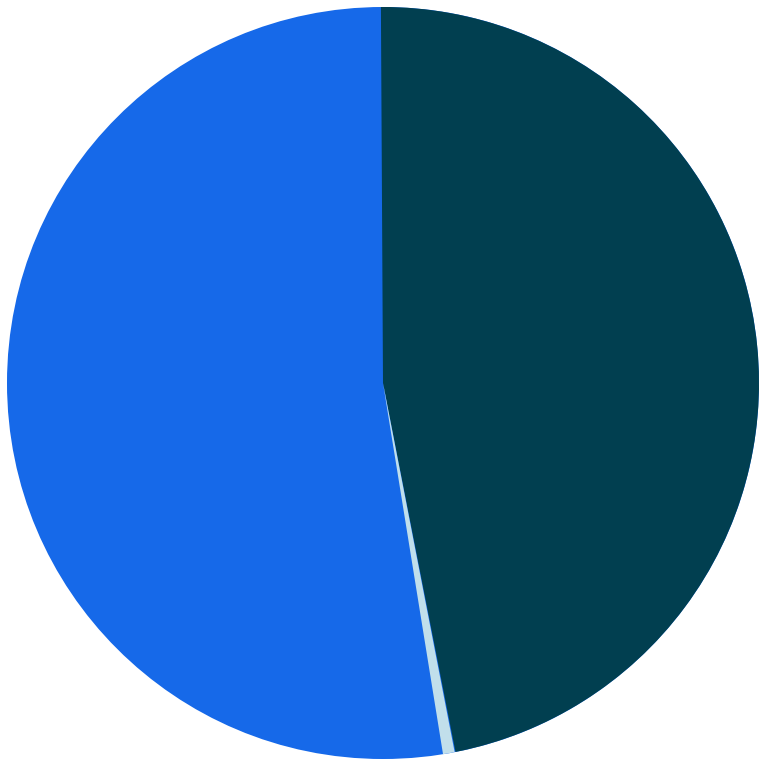
Wix was built around the idea that everyone has the right to be successful online. As an employer, we're defined by this same vision: Shaping a workplace that embraces everyone and gives each person the platform to grow, succeed and have a real impact. We believe in creating an inclusive culture, making sure that equal opportunities allow every team member to maximize their potential and be rewarded accordingly.

Equality has been one of Wix's core values for years, and is something we actively pursue - including diligently reviewing compensation fairness for many years. If we uncover non-justified discrepancies, we fix them. While pay varies, our commitment ensures it's tied strictly to skills and performance, steering clear of any bias.



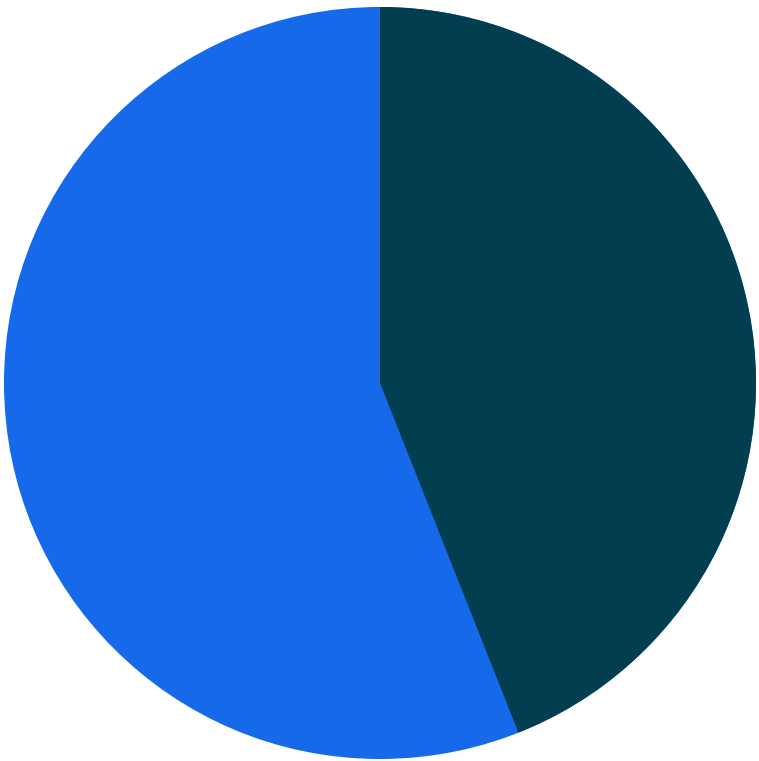


To start, here’s some general data on the gender split at Wix<sup>1</sup>:



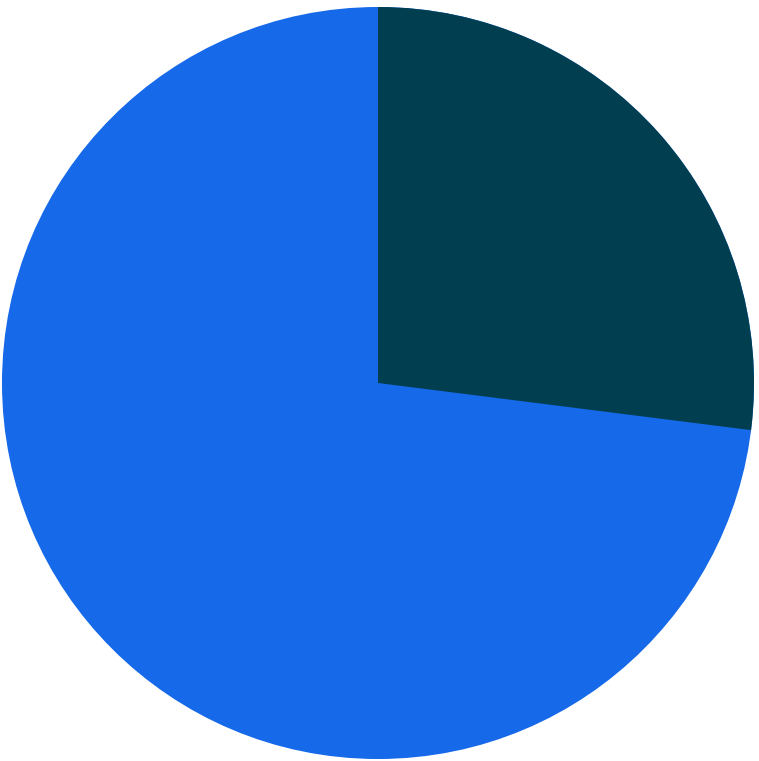
Wix workforce

- 53.9% – Men
- 46.0% – Women
- 0.1% – Other<sup>2</sup>



Wix leadership

- 57% – Men
- 43% – Women



Wix tech<sup>3</sup> roles

- 72% – Men
- 28% – Women

1 As of December 31, 2024.

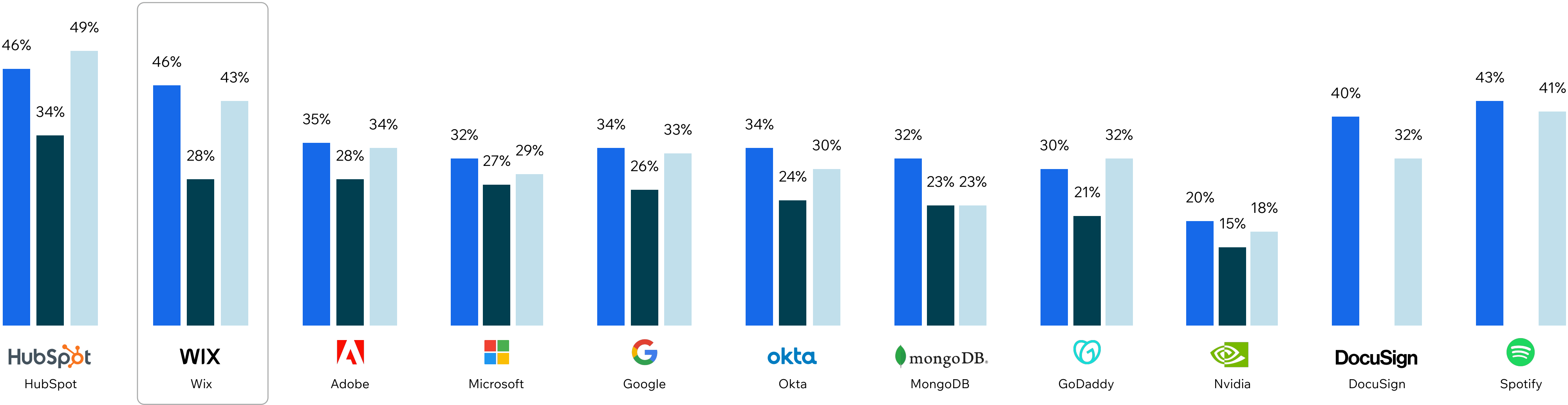
2 “Other” may include not specified, third gender, two-spirit, transgender, gender-fluid and other gender identities.

3 “Tech” includes R&D, Data Science, Product, UX, Security, IT and Data Dev.

Women in tech benchmark

Wix is ranked in the top percentile among our peers\* in representation of women across tech positions, as well as leadership positions:

% Women    ● Total    ● Tech    ● Leadership



\*According to the companies' public data, as published by them as of 2024.



# The model

1. The model we use in order to calculate gender pay gaps focuses on gaps within professional groups per country, while also accounting for professional expertise.
2. To maintain employees' privacy, information is shared only regarding groups with at least 25 employees, and in which the women/men sample is large enough (at least 8 employees from each gender), so that no single employee can be identified.
3. The analysis was conducted on base salary for full time employees.
4. In this report, we're focusing only on gender pay gaps.





# Results

Our overall weighted\* average pay gap between men and women\*\* decreased by ~40%, from **1.9%** in 2023 to **1.2%** in 2024 (in favor of men).

\* An average that's calculated according to the groups' sizes.

\*\* Other & non-binary employees are, of course, part of our ongoing efforts and are included in all compensation-related decisions.





# Global analysis insights

1. Overall, in most of the groups, gaps either shrank since 2023 or stayed the same.
2. When employees move between roles, it can take time to update their salary or title. This may temporarily create data inaccuracies and show pay gaps in the report. Once updates are made, these gaps usually close.
3. Some of the gaps shown derive from the fact that within certain groups, we have more men in higher seniority levels & tech positions.



2024 Global Equal Pay Report - Wix.com

| Job family          | Global weighted average | Ireland | Israel | Lithuania | Poland | US global salary | US hourly salary | Ukraine |
|---------------------|-------------------------|---------|--------|-----------|--------|------------------|------------------|---------|
| BA Analyst          | 1.1%                    | —       | 1.2%   | —         | —      | —                | —                | 0.0%    |
| BizDev              | —                       | —       | —      | —         | —      | —                | —                | —       |
| Business Operations | -4.5%                   | —       | -4.5%  | —         | —      | —                | —                | —       |
| Content Writing     | -1.1%                   | 3.4%    | -2.2%  | —         | —      | —                | —                | —       |
| Customer Care       | 0.1%                    | 0.2%    | 0.5%   | —         | 0.5%   | -0.7%            | 0.3%             | -0.1%   |
| Data Science        | —                       | —       | —      | —         | —      | —                | —                | —       |
| Design              | -0.4%                   | —       | -0.4%  | —         | —      | —                | —                | —       |
| Facilities          | —                       | —       | —      | —         | —      | —                | —                | —       |
| Finance             | -0.8%                   | —       | -0.8%  | —         | —      | —                | —                | —       |
| Fintech & Payment   | —                       | —       | —      | —         | —      | —                | —                | —       |
| HR                  | -2.0%                   | —       | -2.0%  | —         | —      | —                | —                | —       |

\* Gaps presented in negative values are in favor of men; gaps presented in positive values are in favor of women. A hyphen (-) means that the sample is too small.

\*\* The analysis focuses on 6 main locations with substantial amount of employees.



2024 Global Equal Pay Report - Wix.com

| Job family       | Global weighted average | Ireland | Israel | Lithuania | Poland | US global salary | US hourly salary | Ukraine |
|------------------|-------------------------|---------|--------|-----------|--------|------------------|------------------|---------|
| IT HD            | –                       | –       | –      | –         | –      | –                | –                | –       |
| IT Systems       | -3.5%                   | –       | -3.5%  | –         | –      | –                | –                | –       |
| Legal            | -1.7%                   | –       | -1.7%  | –         | –      | –                | –                | –       |
| Marketing        | -1.3%                   | –       | -2.9%  | –         | –      | 3.3%             | –                | –       |
| Site Operations  | -3.3%                   | –       | -3.3%  | –         | –      | –                | –                | –       |
| Product          | -2.1%                   | –       | -2.1%  | –         | –      | –                | –                | –       |
| R&D              | -1.5%                   | –       | -1.0%  | 0.0%      | -1.8%  | –                | –                | -4.2%   |
| Sales            | -3.3%                   | –       | –      | –         | –      | -3.3%            | –                | –       |
| UX               | -0.6%                   | –       | -0.6%  | –         | –      | –                | –                | –       |
| Weighted average | -1.2%                   | 0.5%    | -1.3%  | 0.0%      | -0.8%  | 0.2%             | 0.3%             | -2.3%   |

\* Gaps presented in negative values are in favor of men; gaps presented in positive values are in favor of women. A hyphen (-) means that the sample is too small.

\*\* The analysis focuses on 6 main locations with substantial amount of employees.

Over the past year, we've made efforts to open more opportunities for women in tech roles at Wix, as well as increase women's representation in tech managerial roles. These efforts include:

- Working with dedicated organizations (such as SheCodes) to encourage women to apply to tech jobs at Wix.
- Attending workshops to help women from underserved communities to improve their CVs, LinkedIn profiles & interviewing skills - providing them with a dedicated link to apply to Wix positions, and boost their visibility.
- In student programs, we work to try to achieve equal representation of men and women candidates in the initial funnel.
- Whenever possible, including women interviewers in the interviewing process, to both give visibility to leading women at Wix and to create a more positive interviewing process for women candidates.
- Making sure negotiation skills aren't a factor for setting one's pay level.
- Dedicated discussions in R&D management & leadership meetings.



# Results of our efforts

These efforts led to higher percentages of women being hired to tech roles at Wix, as well as to our student positions:

- **41% of the R&D students** hired in 2024 were women (compared to 30% in 2023).
- **22% of seniors hired to R&D positions** in 2024 were women (compared to 17% in 2023).

In addition, more women were promoted within the R&D organization. We've seen an increase in women in managerial positions, and especially in women who are managers-of-managers: From 12% in 2023 to 25% in 2024.

**We're continuing these initiatives throughout 2025.**