

PRESS RELEASE

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WEEBLY LAUNCHES WEEBLY 4, A COMPLETE PLATFORM THAT INTELLIGENTLY UNITES WEBSITES, ECOMMERCE, AND MARKETING IN ONE PLACE

Evolved platform combines integrated storefront with smart marketing automation to fuel business growth and save time for busy entrepreneurs

SAN FRANCISCO, CA – SEPTEMBER 21, 2016 (EMBARGOED FOR 9:00AM PT / 12:00PM ET) –

[Weebly](#), the global service now empowering more than 40 million entrepreneurs worldwide, today announced a major evolution with Weebly 4, a fully-integrated platform that delivers a full suite of tools to help any entrepreneur start, grow and succeed online. Now with the most customizable website and storefront plus enhanced ecommerce, built-in marketing, a complete insights dashboard, mobile management and more, Weebly 4 delivers it all under one roof.

With intelligence at its core, Weebly 4 is now the most customizable and intuitive commerce platform on the market: Advanced ecommerce features are paired with integrated email marketing which auto-creates email campaigns based on store actions, collects contacts grouped by customers' behavior and offers the first full funnel insights of email campaign to ecommerce sales in one platform. Weebly 4 demystifies getting found on Google with an engineered advantage on every site, expert advice with Weebly's first Ultimate Guide to SEO plus a real-time score and site specific tips to improve. An immersive dashboard gives deep insights across the entire business including appointment scheduling, customer chat, accounting, and email marketing that can be run from anywhere on Weebly's updated mobile app.

Created with a new layer of intelligence designed to fuel growth, Weebly 4's full comprehensive feature set and visuals can be found here: www.weebly.com/4

In a new survey conducted by Wakefield Research, 60% of entrepreneurs who started an online business in the last year found customer acquisition to be the biggest challenge and on average have to use at least four different platforms to run their online business. Unable to figure out email marketing, 79% admit they still send professional emails from their personal accounts but 87% say they know it is seen as less professional. SEO is still a mystery with 43% admitting they don't know what SEO stands for but 98% of entrepreneurs said they know SEO is crucial to the survival of their online business. On average, online entrepreneurs believe it would cost more than \$6,000 to get expert SEO help. Weebly 4 will help demystify these hurdles and give a single, simplified solution in one platform to help anyone learn how to grow their business online.

Since the release of Carbon, the third generation of Weebly, the company is now boasting 10 million additional user to bring the total to 40mm, the largest third party App Center with over 200 vetted third party apps, a 5 star rated iOS app in the Apple Store and a spike of 40% year over year growth in people building and managing sites on a mobile device. The Weebly Mobile App remains the only solution to create *and* manage an online business from a phone or tablet. Weebly 4 aims to build on this growth and empower the next wave of entrepreneurs to grow their business on Weebly across any device.

"When we started Weebly, the challenge was building a website. Now with 40 million entrepreneurs and over 300M monthly visitors to a Weebly site or store, we're tackling the next hurdle of growing a site into a successful online business," **says David Rusenko, Co-Founder and CEO of Weebly.** "With Weebly 4, we are helping people conquer the hurdle of getting found online and reaching new customers. Right now the business of running a business is a real hassle, and our ultimate goal is to make it much easier for our customers, saving them time, helping them grow and be successful, and ultimately, helping them focus more on doing what they love."

About Weebly

Founded in 2007, Weebly is a complete platform that allows anyone to start and grow an online business with curated website templates, powerful ecommerce and integrated marketing. More than 40 million entrepreneurs around the world use Weebly to grow their customer base, fuel sales and market their idea. Designed for any entrepreneur who wants to reach a global audience, Weebly gives everyone the freedom to create a high-quality site and store that works brilliantly across any device. Weebly offers a range of pricing options, including free and premium consumer plans, as well as enterprise offerings and is consistently the highest-rated website building mobile app in the App Store and Google Play. Weebly is based in San Francisco and its investors include Sequoia Capital, Tencent Holdings, Baseline Ventures, Floodgate, Felicis, Ron Conway and Y Combinator.

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