

Webnode launched in 2008 and focused on creating the best website builder.

Post-acquisition (2020), team.blue has worked closely together with Webnode to enhance product distribution channels, enabling rollout to a wider customer base and accelerating Webnode even further.

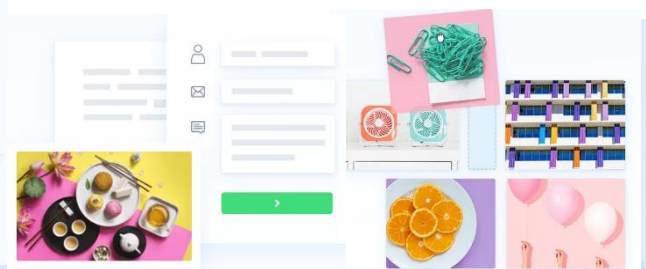
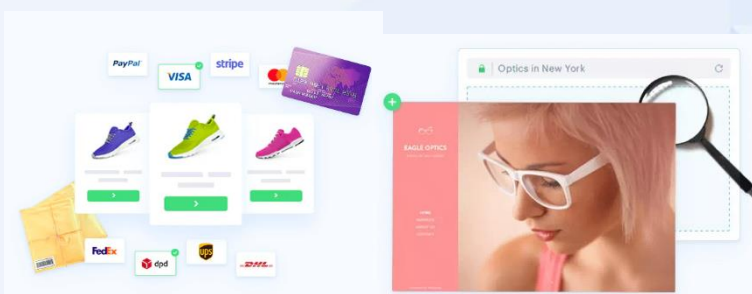
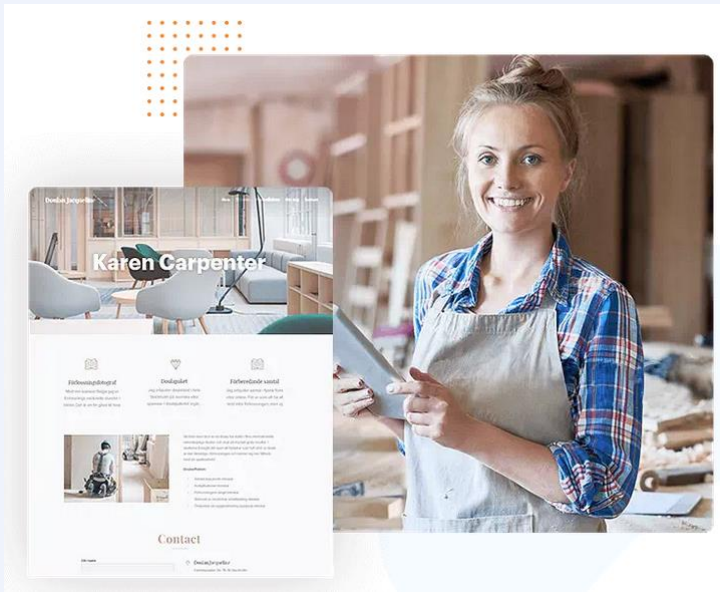


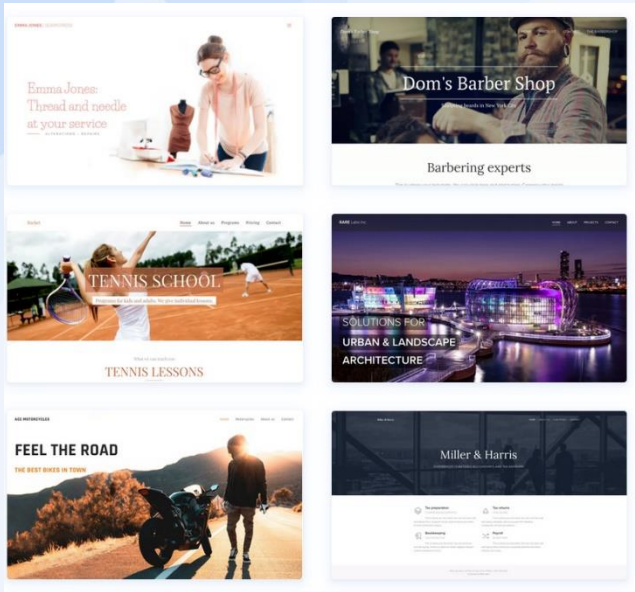
Beautiful & functional product

Webnode spent over 10 years building a product which has resulted in the creation of over 6m websites.

The focus on building a product which is both beautiful and accessible has helped Webnode penetrate the market and create a name for themselves in the website site-builder segment.

The increased trend towards product accessibility has been a key factor in winning market share and driving strong organic growth through the business freemium model.





Local delivery, central support

team.blue has millions of customers in 18 different countries, each with a dedicated team specialized in local marketing.

By leveraging the expertise, local approach and network of team.blue in business units such as marketing automation & customer support, the teams have been able to drive customer conversion rates and reduce churn, whilst also optimizing advertising spending.

Focusing development team resources on new distribution channels has enabled Webnode to create a product which can be rolled out across their global presence.

One solution for SMB customers

The addition of Webnode to team.blue, and team.blue to Webnode, has created new growth opportunities for both.

team.blue has helped Webnode focus on the critical SMB segment, targeting resources at this entrepreneurial customer group. As a result, WebNode has delivered an increase in customer satisfaction, combined with an improvement in churn.

A clear roadmap to accelerated success with the entrepreneurial mindset of team.blue

" At Webnode, our goal is to help customers be successful online. Together with team.blue, we can accelerate this goal even further to create a one stop, easy to use website platform for even more individuals and small businesses. "

Josef Hos, CEO – Webnode

