

Wix.com Ltd. Investigation

U.S. Securities Litigation

Wix Investigation Overview

BFA is investigating whether Wix committed securities fraud by making false and misleading statements to investors regarding demand, AI competition, and its ability to deliver new products and innovation to sustain growth. Investors may be able to file a class action to potentially recover losses.

If you lost money on your Wix investment, you are encouraged to submit your information using the form on this page. You may also email adam@bfalaw.com or call 212.789.3619.

Why is Wix being investigated for Securities Fraud?

Wix is being investigated for securities fraud following a significant stock drop. The decline in Wix's stock price caused significant losses to investors.

Wix provides a platform for creating and managing websites without coding. The company has recently increased focus on artificial intelligence tools, including its AI-powered website builder, Wix Harmony, and its acquisition of the AI application platform Base44.

BFA is investigating whether Wix made false and misleading statements to investors regarding demand from professional designers, AI competition, and its ability to deliver new products and innovation to sustain growth.

In truth, Wix's AI tools suffered from "holes" and "missing capabilities," and key AI product timelines were delayed, leaving the company behind in a rapidly evolving competitive environment. As a result, professional designers turned to competing AI tools, reducing demand.

Why did Wix's Stock Drop?

On May 13, 2026, Wix released its 1Q 2026 financial results. The company reported earnings and revenue below consensus expectations, and a sharp decline in

operating margins which it largely attributed to softness in its professional developer business.

During the same-day earnings call, Wix acknowledged that its professional developer customers were using competing AI tools, its new Wix Harmony platform had “holes” and “missing capabilities,” there had been delays in delivering product updates and innovation to professional developer customers, and as a result the company had fallen behind “the workflow and the needs of” professional developers.

This news caused the price of Wix stock to decline \$20.56 per share, or 27%, from a closing price of \$75.88 per share on May 12, 2026, to \$55.32 per share on May 13, 2026.

Wix (WIX) Stock Chart



Image Caption: NASDAQ online chart showing the Wix (WIX) stock drop following the May 2026 announcement.

How Do I Submit My Information?

If you lost money when Wix securities dropped in price, you are encouraged to submit your information using the form on this page to speak with an attorney about your rights.

You can also contact:

Adam McCall
adam@bfalaw.com
212.789.3619

All representation is on a contingency fee basis; there is no cost to you. Shareholders are not responsible for any court costs or expenses of the class action lawsuit. The firm will seek court approval for any potential fees and expenses.

Why Bleichmar Fonti & Auld LLP?

BFA is a leading international law firm representing plaintiffs in securities class actions and shareholder litigation. It has been named a top plaintiff law firm by *Chambers USA*, *The Legal 500*, and *ISS SCAS*.

BFA attorneys have been named “Elite Trial Lawyers” by the *National Law Journal*, “Litigation Stars” by *Benchmark Litigation*, among the top “500 Leading Plaintiff Financial Lawyers” by *Lawdragon*, “Titans of the Plaintiffs’ Bar” by *Law360*, and “SuperLawyers” by *Thomson Reuters*.

BFA’s notable successes include a recovery of over \$900 million in value from Tesla, Inc.’s Board of Directors, as well as \$420 million from Teva Pharmaceutical Ind. Ltd.
Attorney advertising. Past results do not guarantee future outcomes.