



REPORT

# The 2025 State of the Website

# Foreword

A company's website is more than just a digital presence or a place to share content. It's the centerpiece of customer engagement — where businesses build connections that drive trust, loyalty, and growth. Yet, creating lasting relationships with customers in today's competitive landscape isn't exactly a walk in the park. They expect relevant, personalized experiences and seamless digital journeys, but as websites grow in complexity, making this a reality continues to be a challenge.

For marketing teams, the website can be both their greatest opportunity and their biggest frustration. They know a powerful website can help them deliver exceptional user experiences, but outdated tools, siloed processes, and limited access to real-time data often restrict their ability to test, personalize, and refine web experiences. And as AI continues to transform how people search and interact online, traditional web strategies alone can no longer do the heavy lifting.

To start making positive headway, marketing leaders — who are under immense pressure to improve conversions and deliver more relevant, quality content to their customers — need to rethink their existing website playbooks. This starts by enabling a new level of agility, collaboration, and data-driven decision making through technology and organizational processes.

As organizations look ahead to 2025 and beyond, it's up to these leaders to reimagine what the website can achieve, encourage greater innovation and collaboration on the website, and ensure their teams are investing in strategies and technology that both meet the demands of today and ensure sustainable success in the years to come.

**Webflow’s second annual “The State of the Website” report, in partnership with Vanson Bourne, was produced from interviews with 500 marketing leaders across the US & Canada.**

Webflow conducted an online survey between June 2024 and July 2024 across the United States and Canada using a rigorous, multi-level screening process to ensure only suitable candidates participated. Respondents are all marketing leaders, which are defined as someone who holds a Director-level position or above in a marketing department. All respondents work at an enterprise organization in the public or private sector with at least 50 employees.

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# A snapshot of the current state of the website

In this report, explore what today's organizations define as their top website priorities, discover what marketing leaders identify as their top challenges, and learn where businesses need to invest in 2025 to set their websites up for long-term success.

91%

say **the website drives more revenue** than any other marketing channel

90%

of marketing leaders report their **tech stack has grown** in the last 12 months

69%

plan to **increase or maintain their investments in AI tools** to support web initiatives

96%

believe they **could collaborate better with engineers** and cross-functional teams

SECTION ONE

# Decoding website priorities

Breaking down the current state of the website and marketing leaders' priorities heading into 2025



# The website remains the most critical marketing asset.

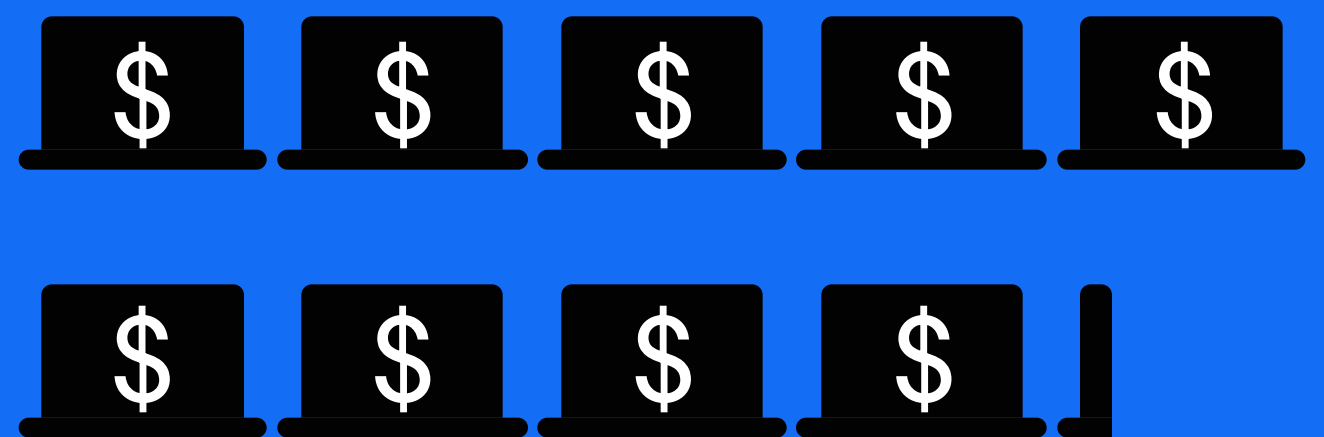
It's no secret that the website is the backbone of modern organizations and is central to marketing efforts. As a result, for the majority of our survey respondents, it's also the primary revenue driver.

**91%** of respondents report that the website drives more revenue than any other marketing channel, and **62%** of companies report more than half of their revenue comes from the website (vs. other digital properties).

Additionally, efficient teams — ones who stay on time and on budget — are twice as likely to report the majority of their revenue comes from the website. This is a clear signal that the most efficient teams focus on optimizing their websites before any other digital channel.

# 91%

of respondents state their website drives more revenue than any other channel

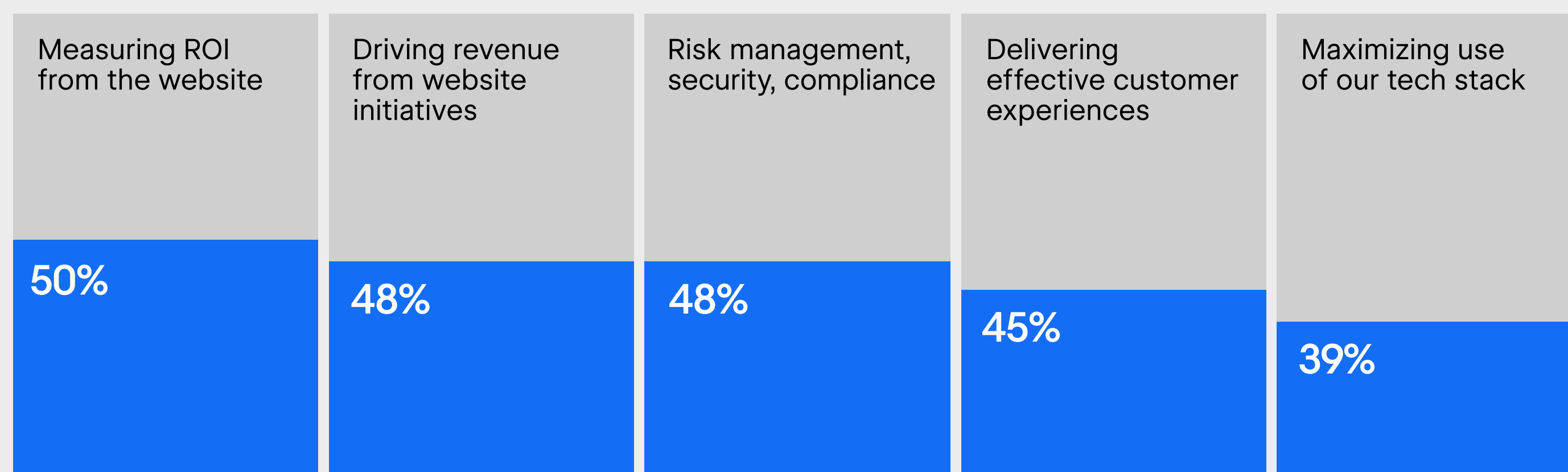


Teams who stay on time and on budget are twice as likely to report the majority of their revenue comes from the website

# 2x

# Leaders want a better understanding of the website's impact on the bottom line.

## Primary website challenges respondents hope to address over the next 12 months



Of respondents' primary website challenges, the top two they hope to address in the next year are directly related to the impact it has on their bottom line:

- 1. Measuring ROI from the website**
- 2. Driving revenue from website initiatives**

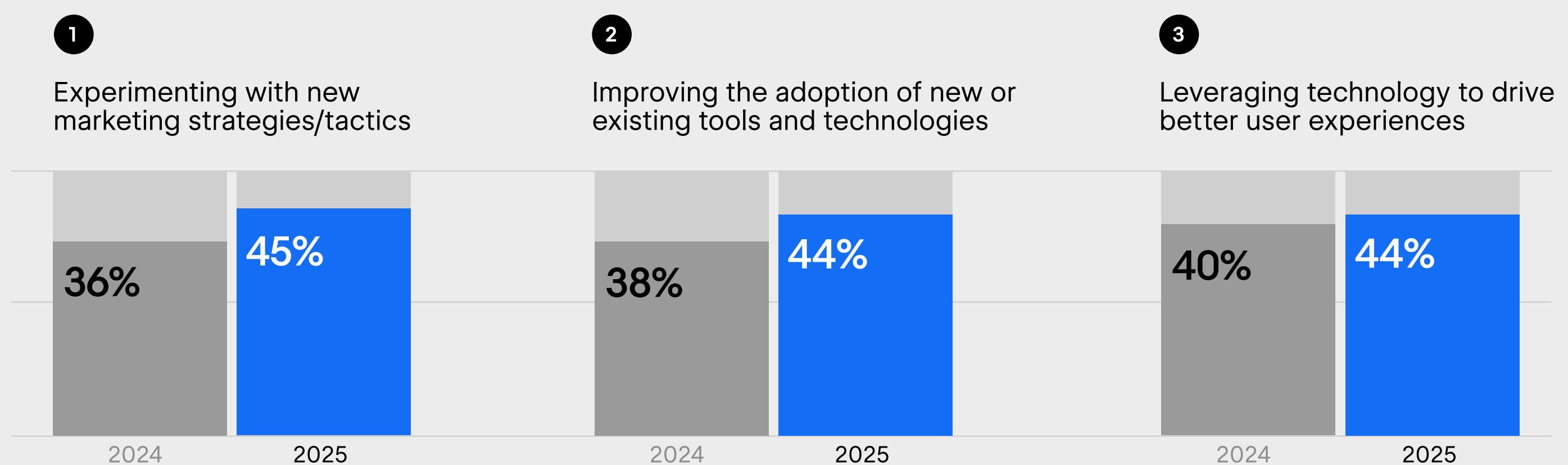
Survey respondents believe one of the key driving factors behind these challenges is the lack of clear reporting and data-driven decision-making.

Looking ahead to 2025, it's clear marketing leaders understand that while the website is a key revenue driver, they will need to make smarter investments in measurement, performance analysis, and innovation to drive even greater, scalable impact.



# Organizations want to experiment to drive more business growth from the website.

## Marketing leaders' top 3 priorities this year versus last year



These three priorities go hand-in-hand because as leaders look to prioritize experimentation in 2025 (+9% vs. 2024), effectively using technology to do so will be critical to their success.

Additionally, experimenting on the website can help businesses better understand users and deliver more relevant experiences that convert site visitors into customers.

# Marketers want the ability to deliver powerful web experiences.

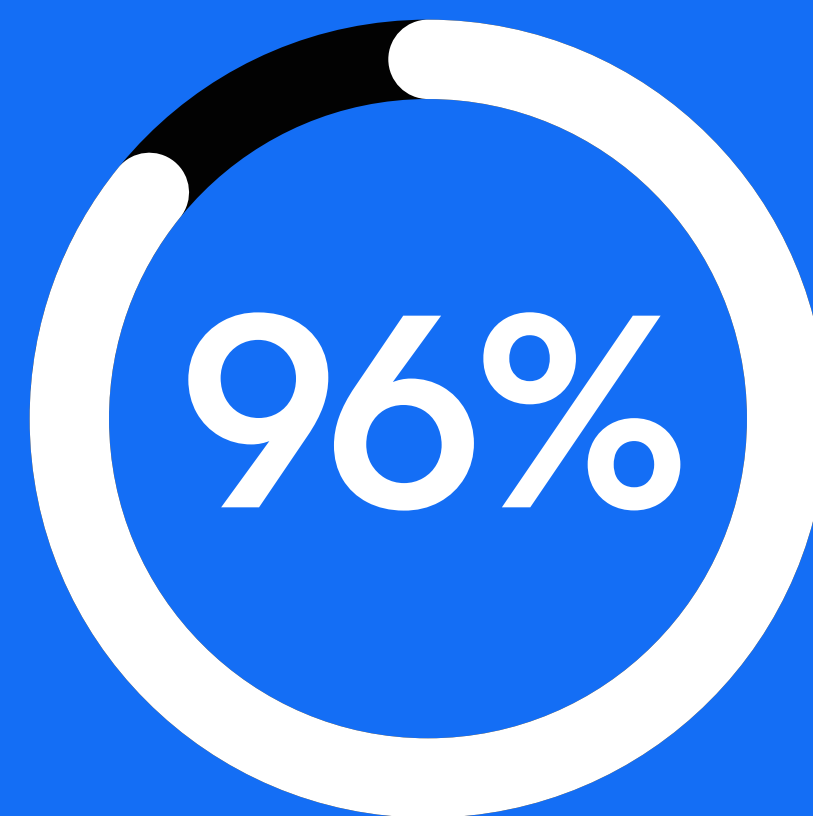
Marketers are struggling to have autonomy over some or all parts of the website that they need to consistently deliver powerful web experiences. As a result, 60% of respondents find it difficult to keep up with the number of website projects on their plate.

The two driving factors hindering marketers from having the control and autonomy they crave are:

1. Ineffective cross-functional collaboration
2. Website tools that require technical skills

When it comes to collaboration issues, marketing leaders admit, and are even more aware going into 2025, that their team could collaborate better with the engineers and developers who maintain their organization's website (+5% vs. 2024).

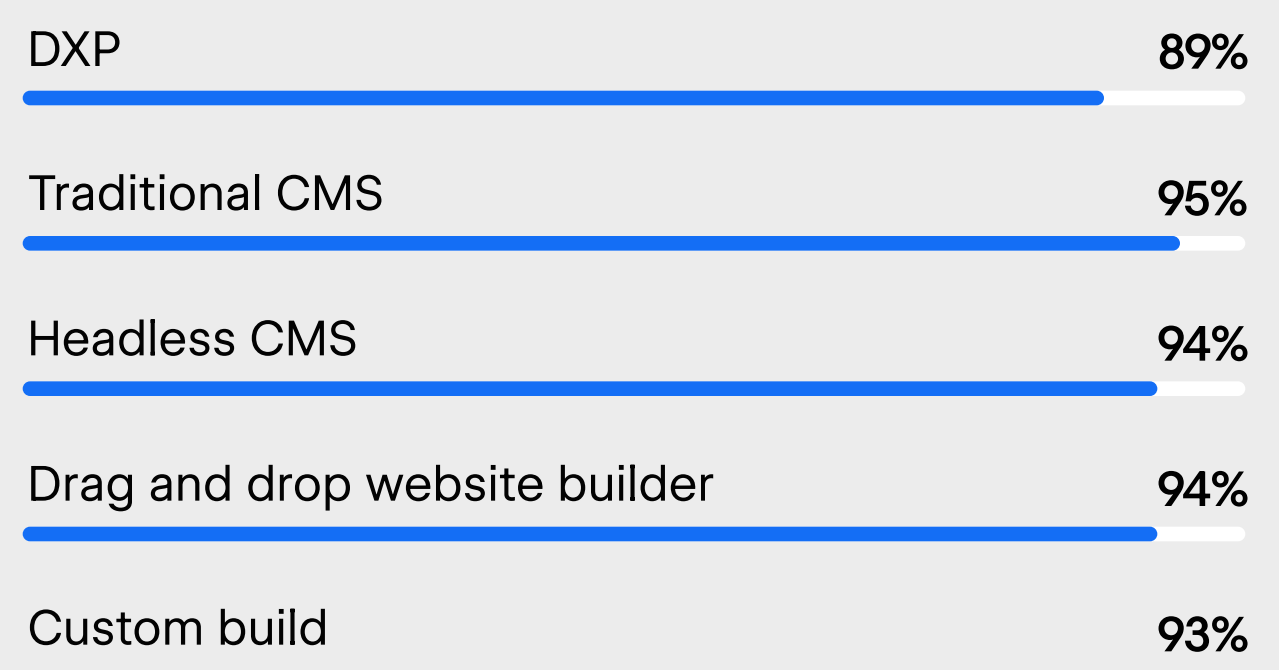
Additionally, the technology organizations are using to manage their websites (DXPs, headless and traditional CMS's, drag & drop site builders, custom code) force marketers to rely on technical teams for site set up, ongoing maintenance, and their ability to really execute their site initiatives — compromising their ability to keep up with the pace of web projects.



say their marketing team could collaborate better with engineers/developers

“Strongly agree” or “slightly agree”

## Companies using these tools feel the most restricted



## SECTION TWO

# Identifying key website challenges

Digging into the major problems marketing leaders need to solve and the driving forces behind primary website pain points

# Marketers' current web stacks are missing the mark.

Marketing leaders know the right technology is a critical component to lasting website success, so much so that **90%** of respondents report their tech stack has grown in the last 12 months.

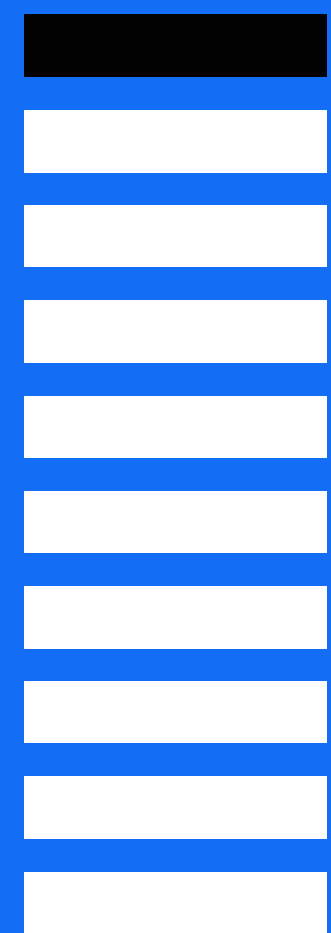
Despite this growth, teams are struggling to realize the impact of new tools. Only **17%** of marketing leaders at large enterprises — companies with over 10,000 employees — report their tech stack meets all of their essential requirements.

This represents a reality where bringing on new tools is not enough, with many teams struggling to successfully leverage or implement them, or potentially adding tools to their stack that simply fail to deliver on their needs.

“My organization’s marketing technology stack has grown in the last 12 months.”

**90%**

“Strongly agree” or “slightly agree”

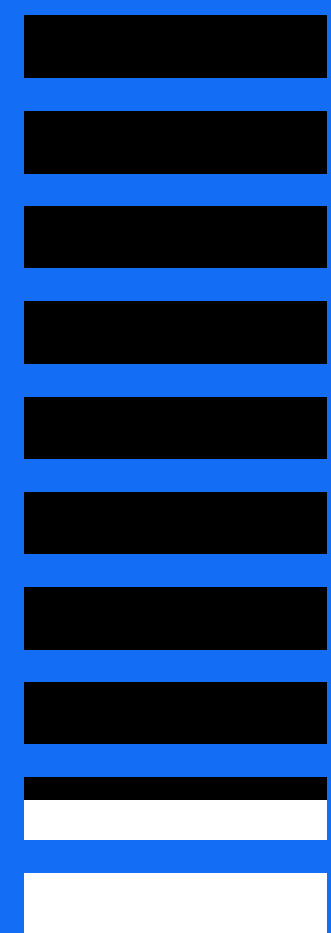


“My organization’s marketing technology stack meets all our requirements”

companies with 10k+ employees

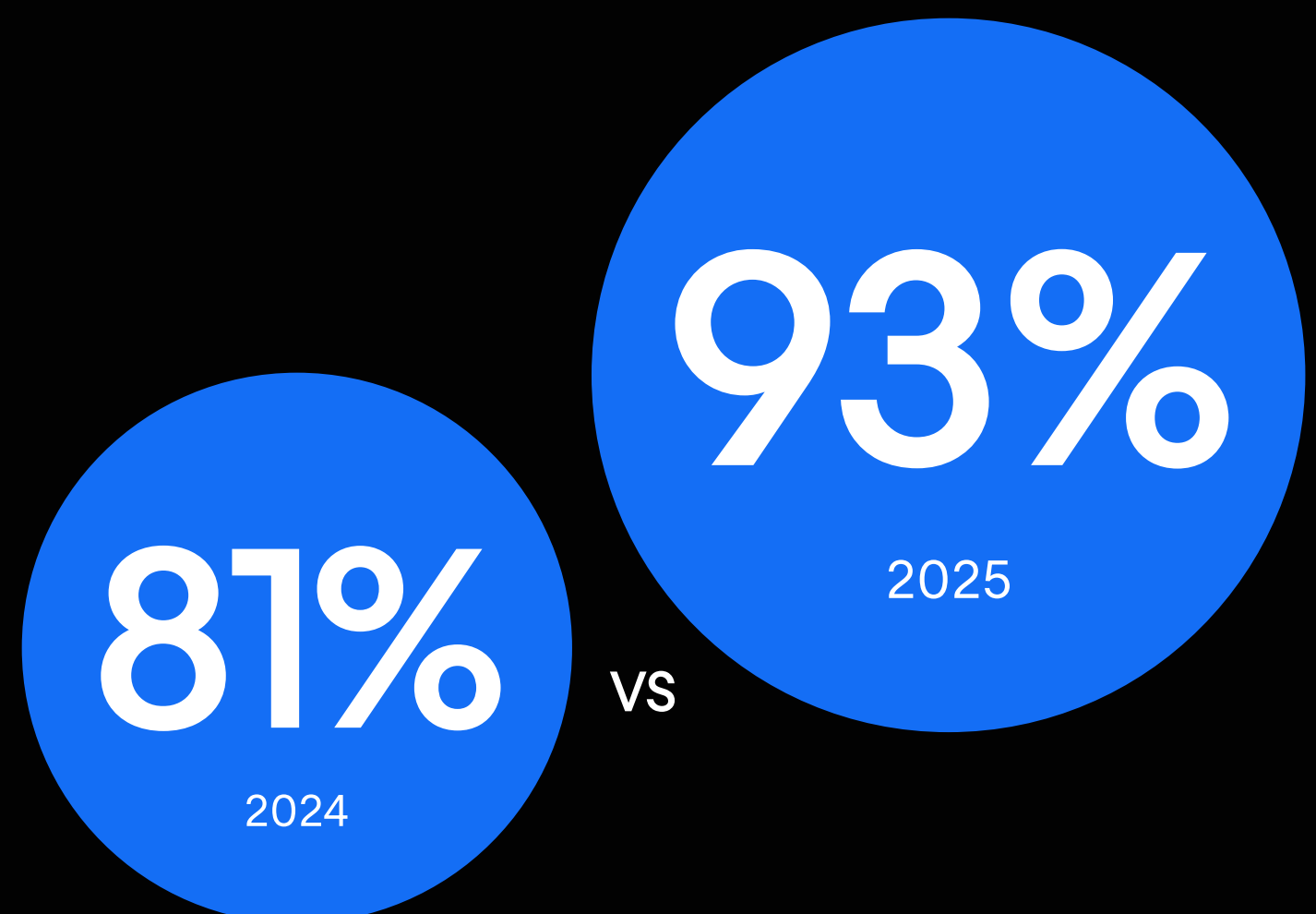
**17%**

“Strongly agree” or “slightly agree”



# Marketers are lacking effective tools and processes to collaborate on the website.

“When it comes to website updates, our marketing team feels restricted by developers/other teams.”



■ “Strongly agree” or “slightly agree”

Respondents believe the primary driving factors behind all of their core website challenges are:

1. Inefficient web dev process / too many website stakeholders
2. Ineffective collaboration across teams

At face value, this appears to be a larger issue primarily linked to workflows, culture, and process, but respondent data provides signals that issues with collaboration are also a symptom of ineffective technology.

More respondents this year (+12%) feel restricted by technical teams, and 96% agree they need tools that inherently foster collaborative relationships. This is yet another signal suggesting teams are using website tools that make it difficult or impossible for marketing teams to build web initiatives autonomously and with agility.

# Legacy web solutions are trapping teams in silos.

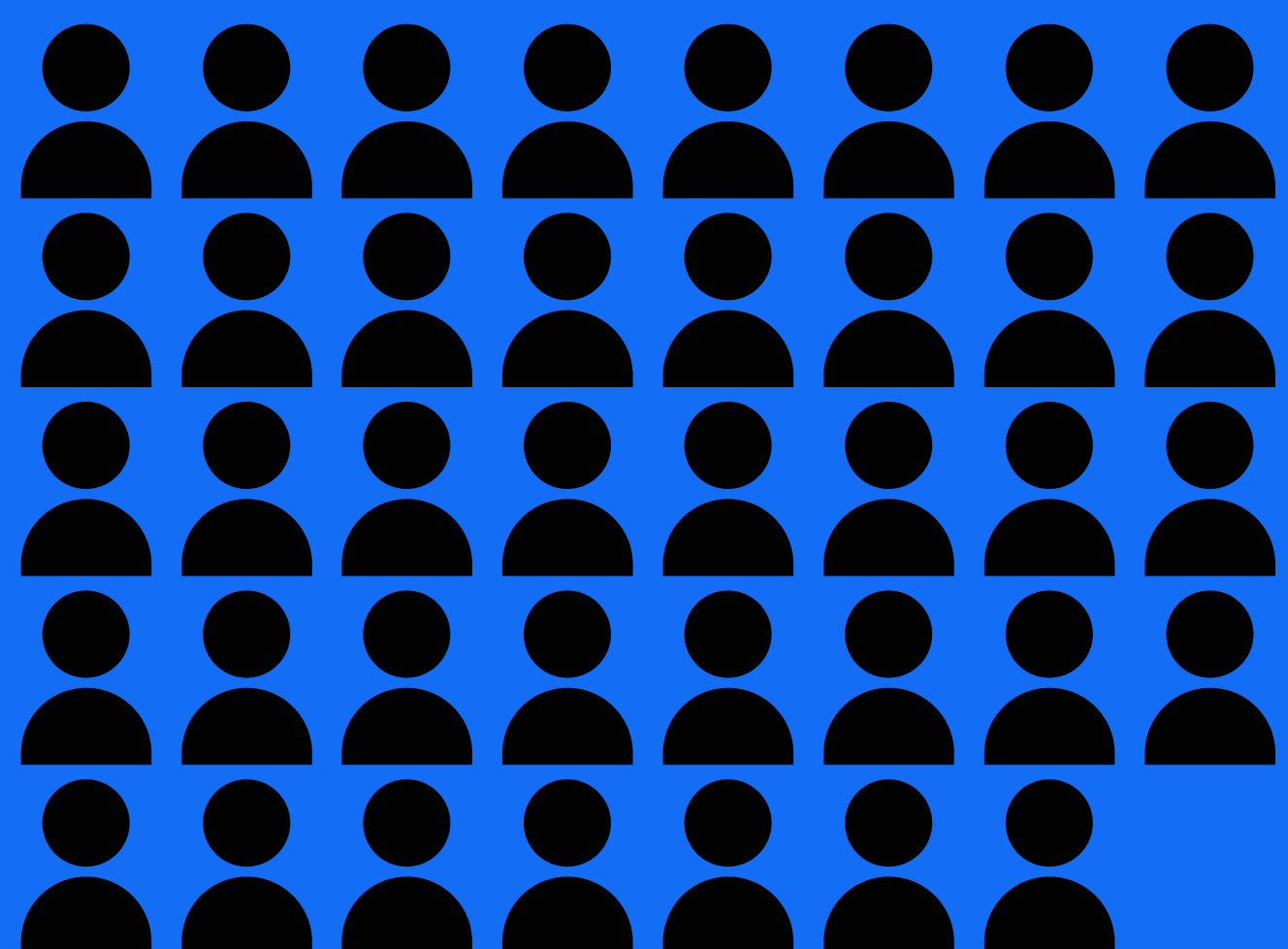
Without tech that enables both technical and non-technical teams to collaborate on the website, teams are trapped into separate, siloed tools. This promotes poor collaboration that resembles an assembly line with back-and-forth handoffs.

With this way of working, every phase of a web project is blocked by the one preceding it. Not only does this leave teams feeling restricted by one another, but it also cultivates the belief that there are too many website stakeholders involved in web initiatives at any given time.

“We need more tools to help foster collaboration between the teams working on the website.”

96%

■ “Strongly agree” or “slightly agree”



# Marketers are struggling with cross-functional collaboration.

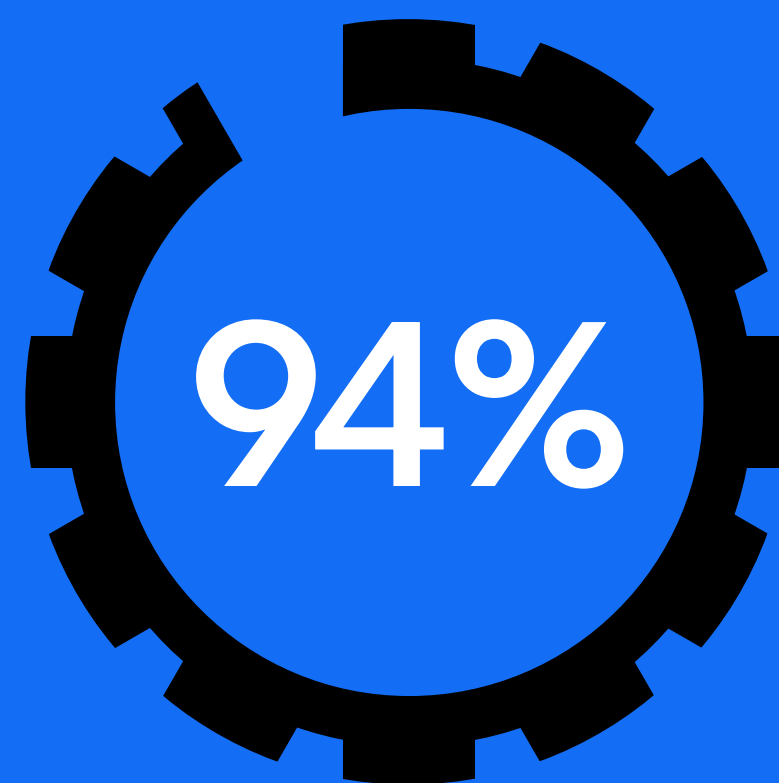
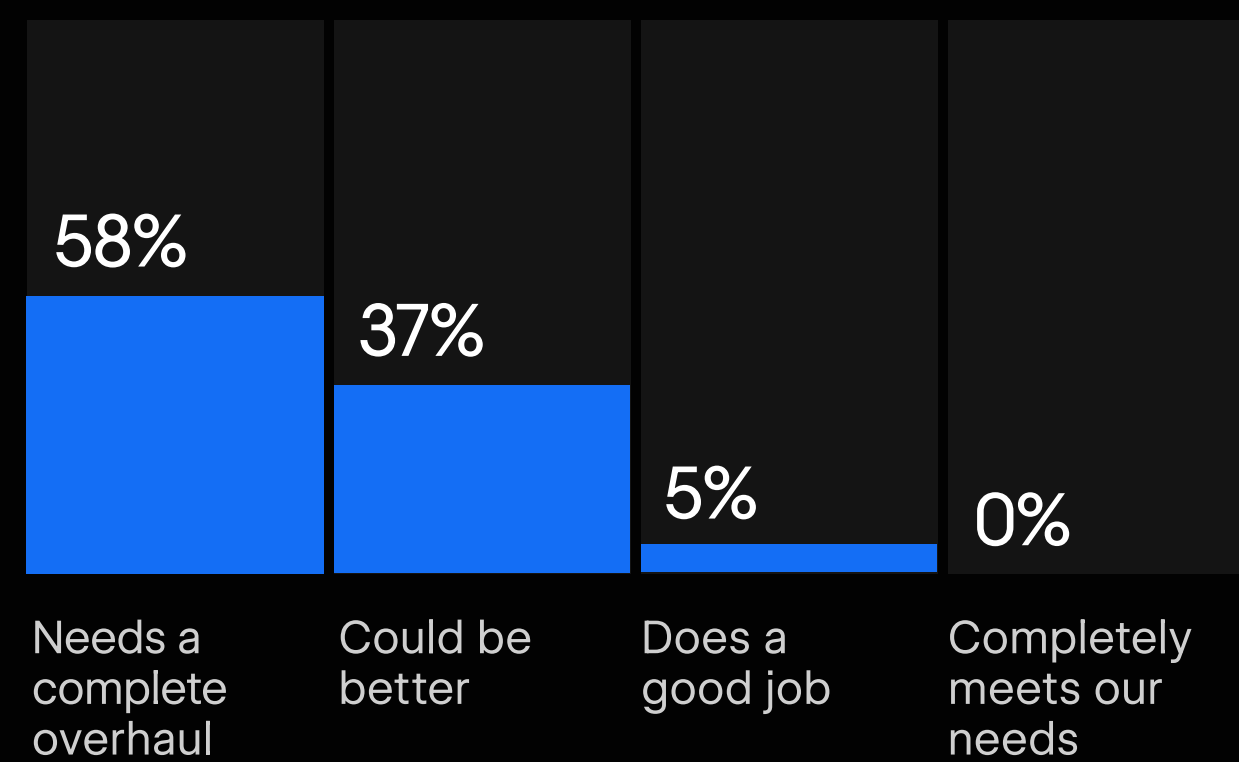
The primary repercussion of ineffective tech and dysfunctional collaboration is an inability to deliver powerful, relevant customer experiences.

More than half of marketing leaders (**58%**) believe that they will need to completely overhaul their tech stack to improve user experiences on the website.

Marketing leaders realize their ability to deliver more powerful web experiences hinges on better tech and even better team dynamics, which is likely why **96%** believe engineering should have greater influence on the organization's overall website strategy. This signals their awareness of the cross-functional relationships that must exist to truly level up their websites.

“To improve the user experience of our website, our current tech stack...”

■ Agree



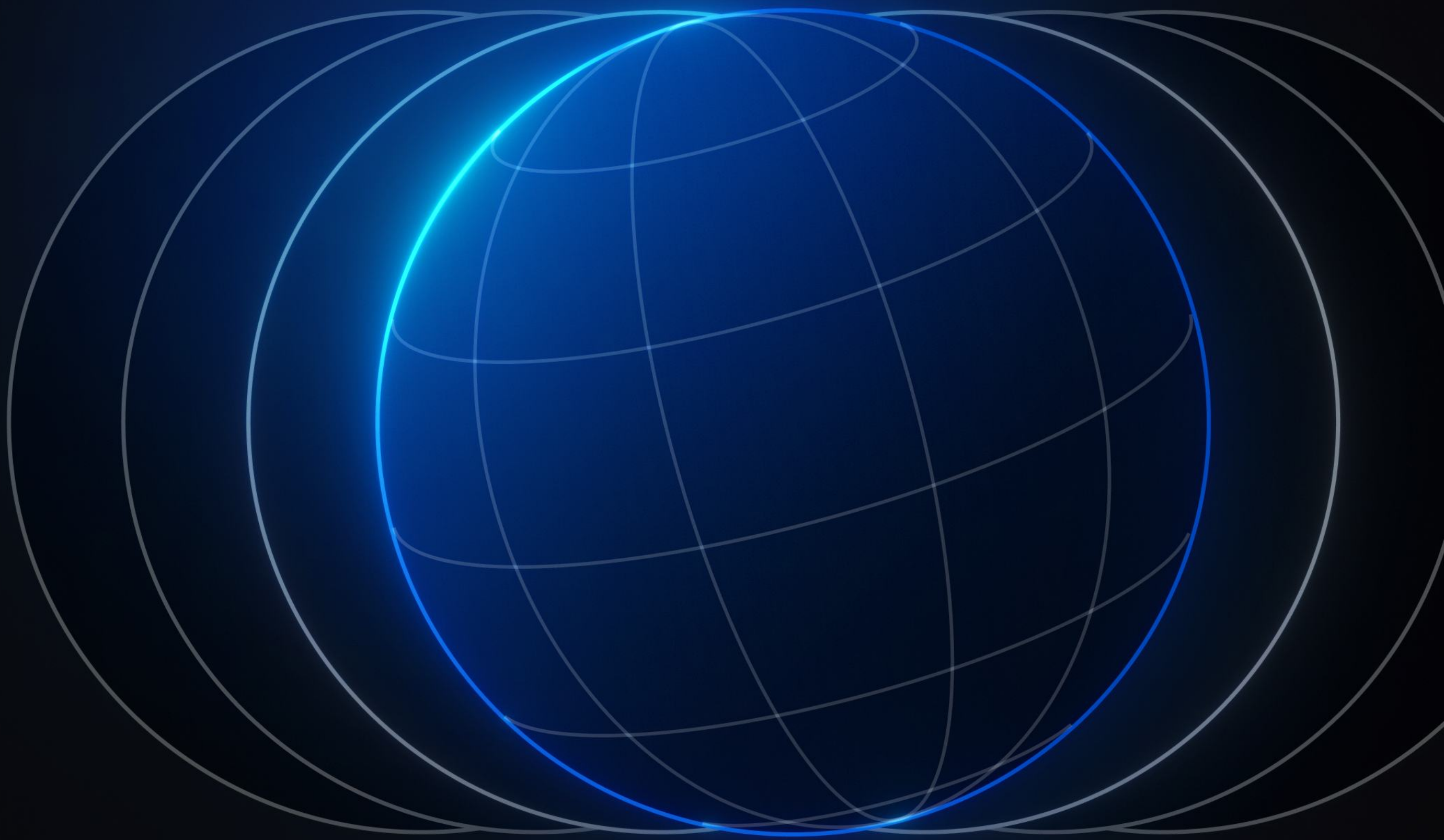
of marketing teams believe Engineering should have greater influence in website strategy

“Strongly agree” or “slightly agree”

SECTION THREE

# Future-proofing the website

Exploring how marketing leaders can cultivate a culture of agility and innovation to keep up with customer expectations





# Organizations are invested in future-proofing their websites.

Marketing teams understand the importance and benefits of future-proofing their website — making investments that make the website more adaptable and set it up for long-term success.

Marketing leaders believe the top benefit to future-proofing your website is the ability to stay agile and continuously adapt to customers' needs.

Furthermore, in order to help their websites stand the test of time, marketing leaders are making strategic investments in a number of key areas:

- AI
- Content management system
- Conversion rate optimization
- Integrations & APIs
- Personalization
- Experimentation & A/B testing

## What do you believe are the key benefits of future-proofing your website?

- 1 Ability to stay agile and continuously adapt to customers' needs
- 2 Ability to adapt marketing strategy to new tech
- 3 Ability to scale alongside the business's needs

## What tools does your organization currently use to support your website?

AI	79%
Content management system	73%
Conversion rate optimization	72%
Integrations and APIs	71%
Personalization	68%
Experimentation + A/B testing	68%

# Spotlight: AI and the website

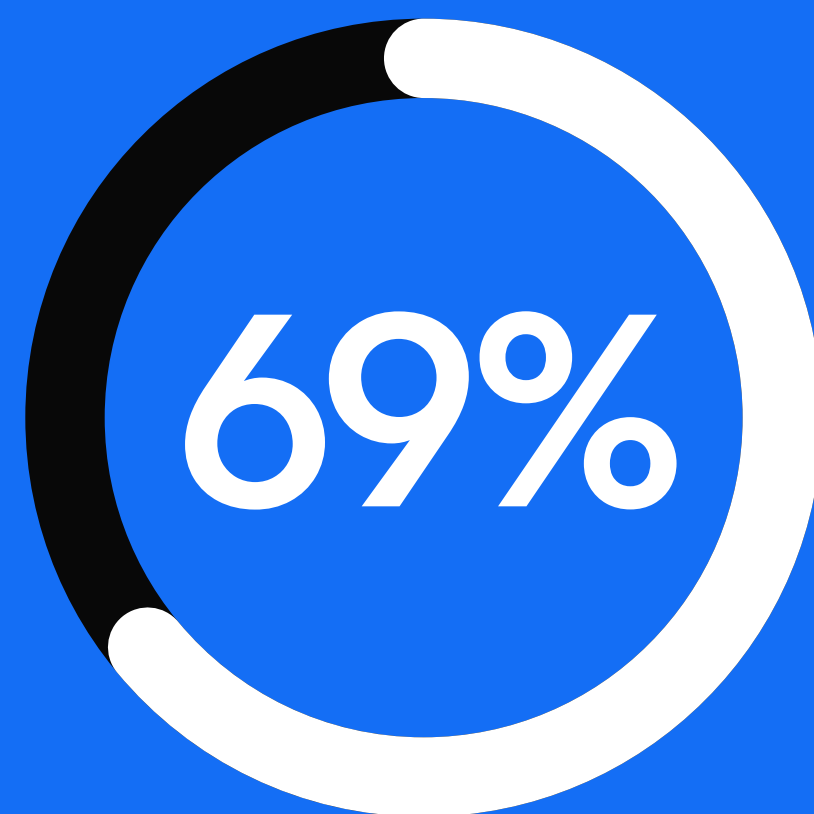
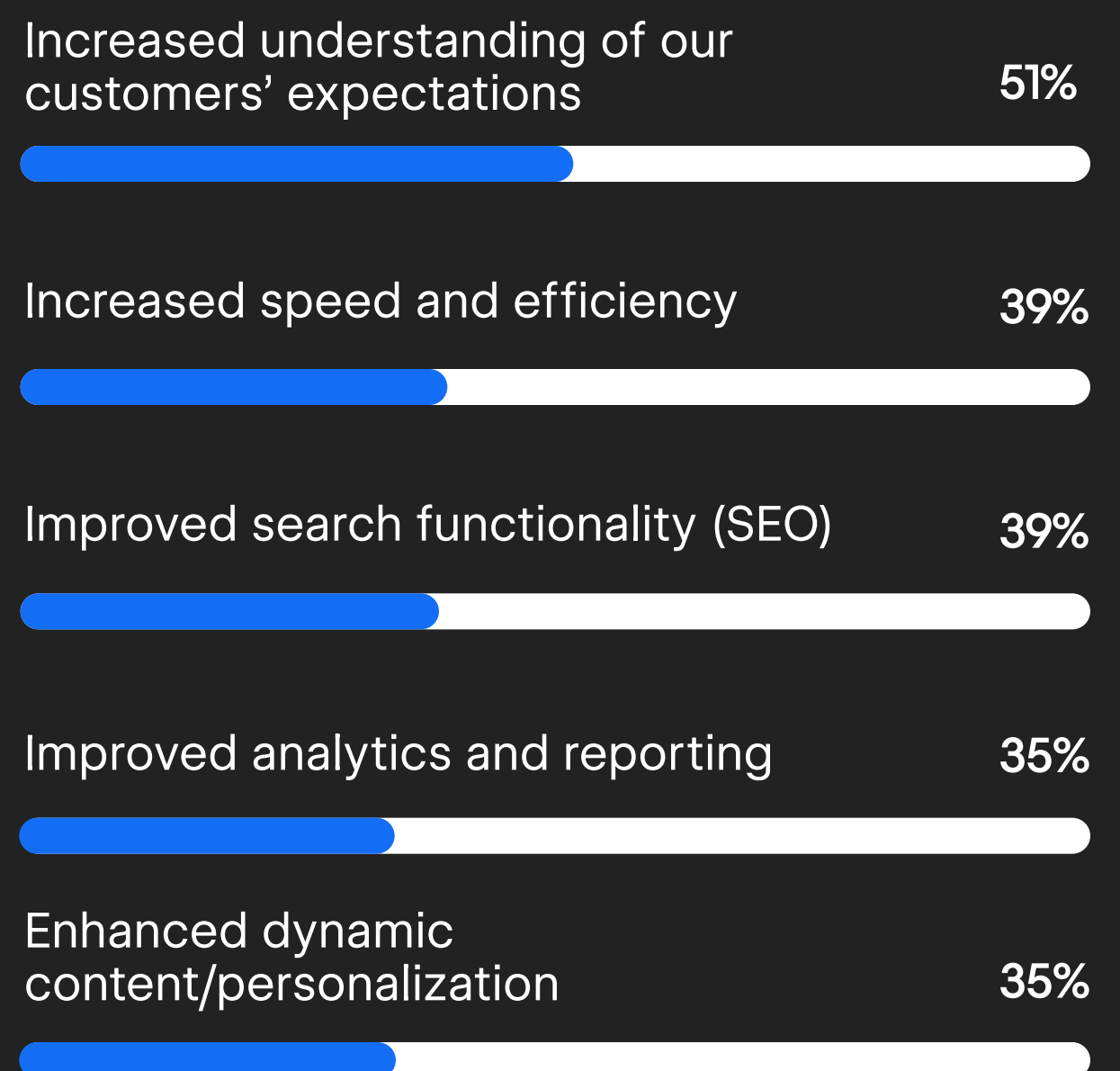
Respondents believe the top five benefits of leveraging AI for the website are:

1. Increased understanding of customers' expectations
2. Increased speed and efficiency
3. Improved SEO
4. Improved analytics and reporting
5. Enhanced dynamic content / personalization

Teams that are currently struggling to stay on time and on budget for web projects are especially bullish on the impact AI can have on the website, with **94%** reporting they believe it can increase their understanding of customer expectations.

**79%** of respondents currently have and actively use AI tools for the website, and **69%** of respondents currently using AI tools plan to either maintain or increase their investments in them in 2025 — a signal that its positive impact is actively realized among leaders.

## Top 5 benefits of leveraging AI for the website:



of teams currently using AI tools  
plan to maintain or increase  
their investments

# Spotlight: personalization and the website

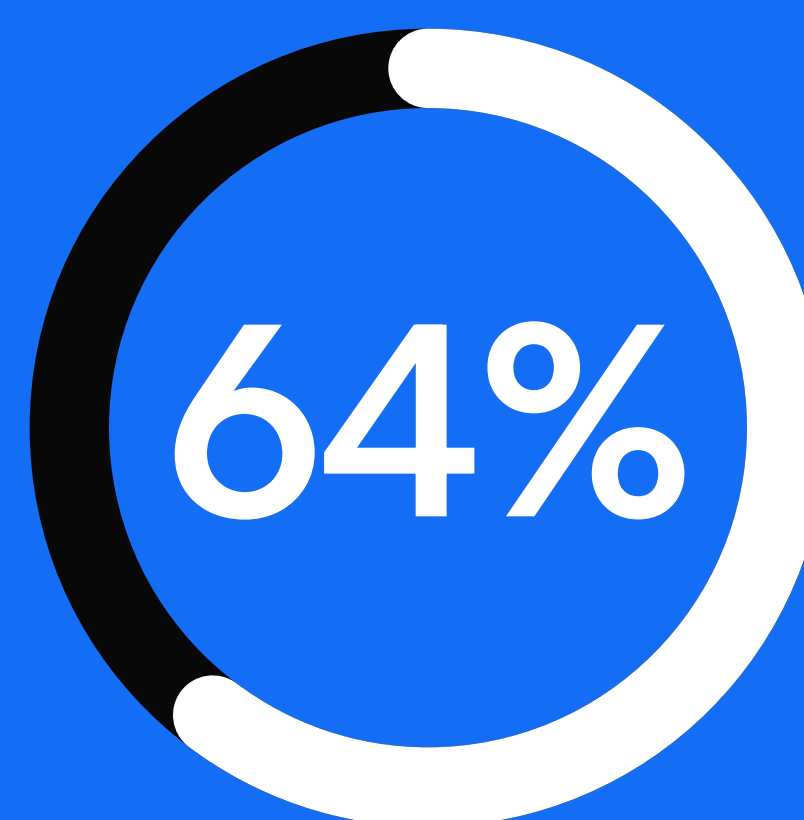
Respondents believe the top five benefits of leveraging personalization for the website are:

1. Increased positive sentiment associated with the brand and customer
2. Increased understanding of our customers' expectations
3. Increased likelihood of converting visitors
4. Achieved our goals or top priorities for the year
5. Increased engagement

68% of respondents currently have and actively use personalization tech for the website, and 64% of respondents currently using these solutions plan to either maintain or increase their investments in them in 2025.

However, nearly one-third of teams (29%) using personalization tools plan to reduce their investment in them in 2025. Recalling how the majority of respondents' tech stacks have grown in the last year yet are struggling to realize positive impact, this serves as another indicator of how the specific tools or strategies organizations have implemented may not be delivering on their needs.

## Top 5 benefits of using personalization for the website:



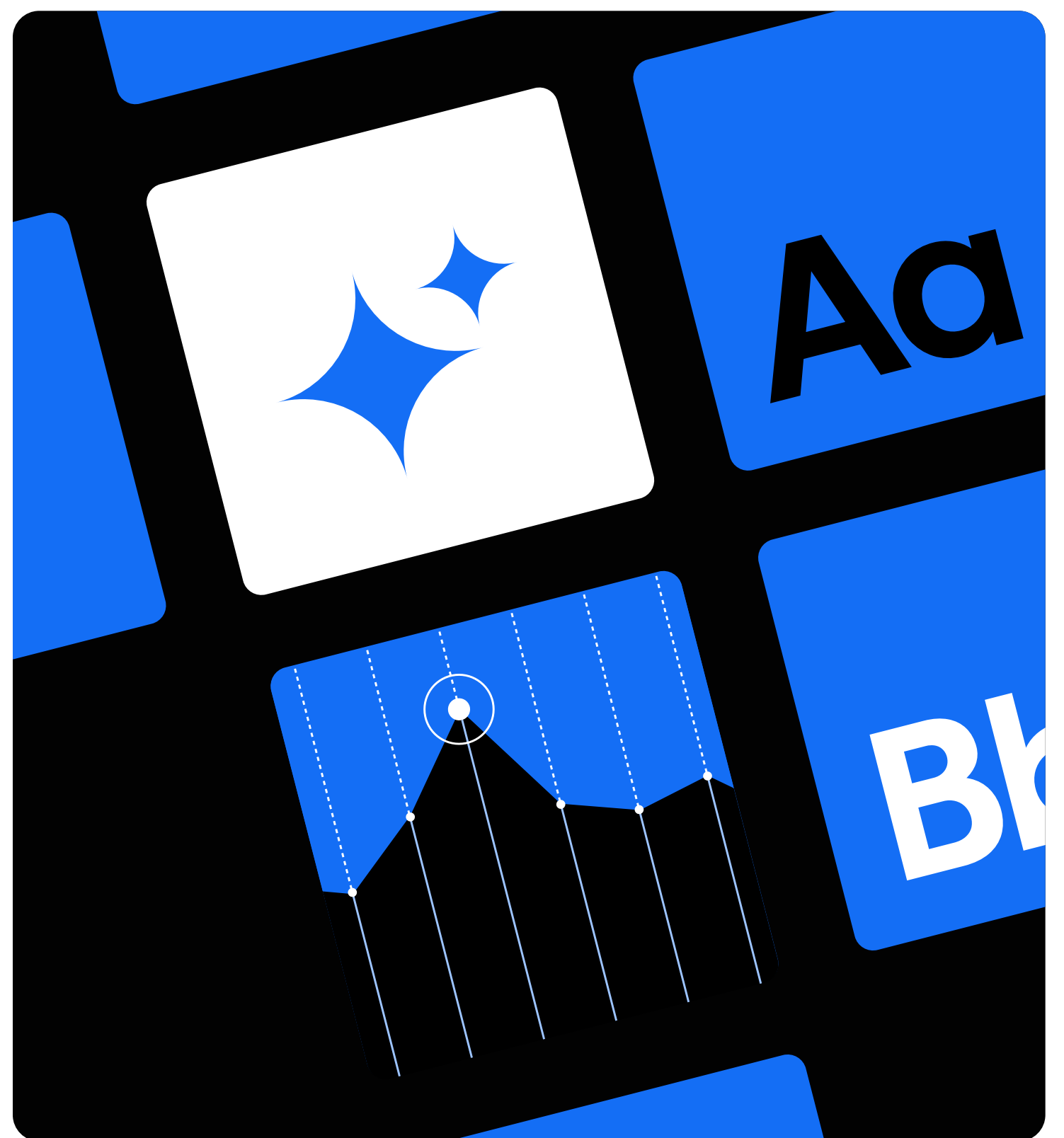
of teams currently using personalization tools plan to maintain or increase their investments

# Marketers need to be innovative on the website.

Teams will be able to deliver on their primary website challenges next year (ROI, revenue) if they better understand their customers.

That's why marketing leaders have their eyes on emerging tech: AI, personalization tools, analytics, A/B testing tools, and more that will help them better understand and deliver on users' needs and expectations.

These solutions will give marketers the agility, learnings, and customer data they need to deliver more powerful website experiences that convert users — future-proofing their websites in the process.



SECTION FOUR

# Investing in tomorrow

Recommendations for marketing leaders and web teams heading into 2025



# To generate greater ROI in 2025, leaders should make focused, strategic website investments.



As marketing leaders look to tackle two primary website goals in 2025 — measuring ROI from the website and driving revenue from website initiatives — they need powerful website technology and innovative marketing strategies to make this a reality.

With 90% of respondents' tech stacks growing this year, it's clear leaders have an appetite for new tooling now more than ever. Additionally, they make it clear they are willing to invest in more sophisticated technology — AI, A/B testing, experimentation tools, and more — which is certainly a move in the right direction.

However, to drive lasting revenue from the website, the real work must start long before a new tool is added to their stacks.

Marketing leaders must focus first and foremost on how they can deliver on their primary goals. The first way to do so is by ensuring *the right tools* are brought on to build and manage web experiences. The second is by successfully developing and implementing *innovative website strategies* — ones that your tech stack should help you execute — to engage users, generate traffic, and drive conversions.

## INVESTING IN TOMORROW

Bringing on the right tools means choosing ones that reduce bloat in an organization's web tech stack, seamlessly integrate with other solutions, and help both technical and non-technical teams build, manage, and optimize website experiences collaboratively. This means waving goodbye to assembly lines and saying hello to tools that promote truly integrated ways of working together to achieve shared website goals.

Simultaneously, successfully developing and implementing website strategies will be critical to leaders' abilities to future-proof the website.

Especially during this era where delivering on customer experiences is paramount, the most successful and highest revenue-generating website strategies will be the ones that are:

- **Innovative**
- **Help web teams better understand customer behavior and needs**
- **Use data to continuously iterate, optimize, and deliver best-in-class experiences**

**The time to test, learn, analyze, and consistently deliver is now, and the teams that succeed in doing so will multiply their ROI in 2025.**



SECTION FIVE

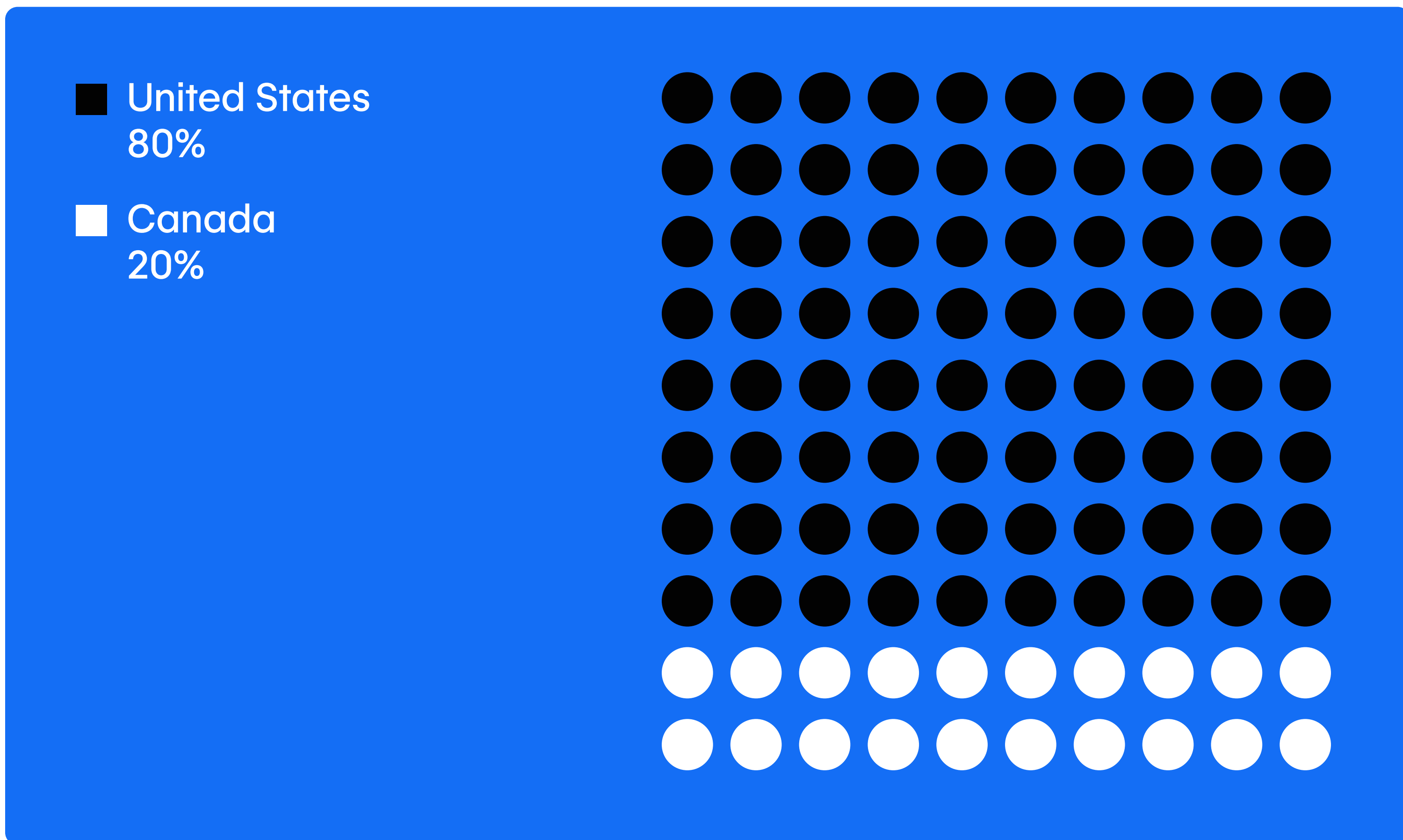
# Appendix

Sector, geographic,  
and organization response data



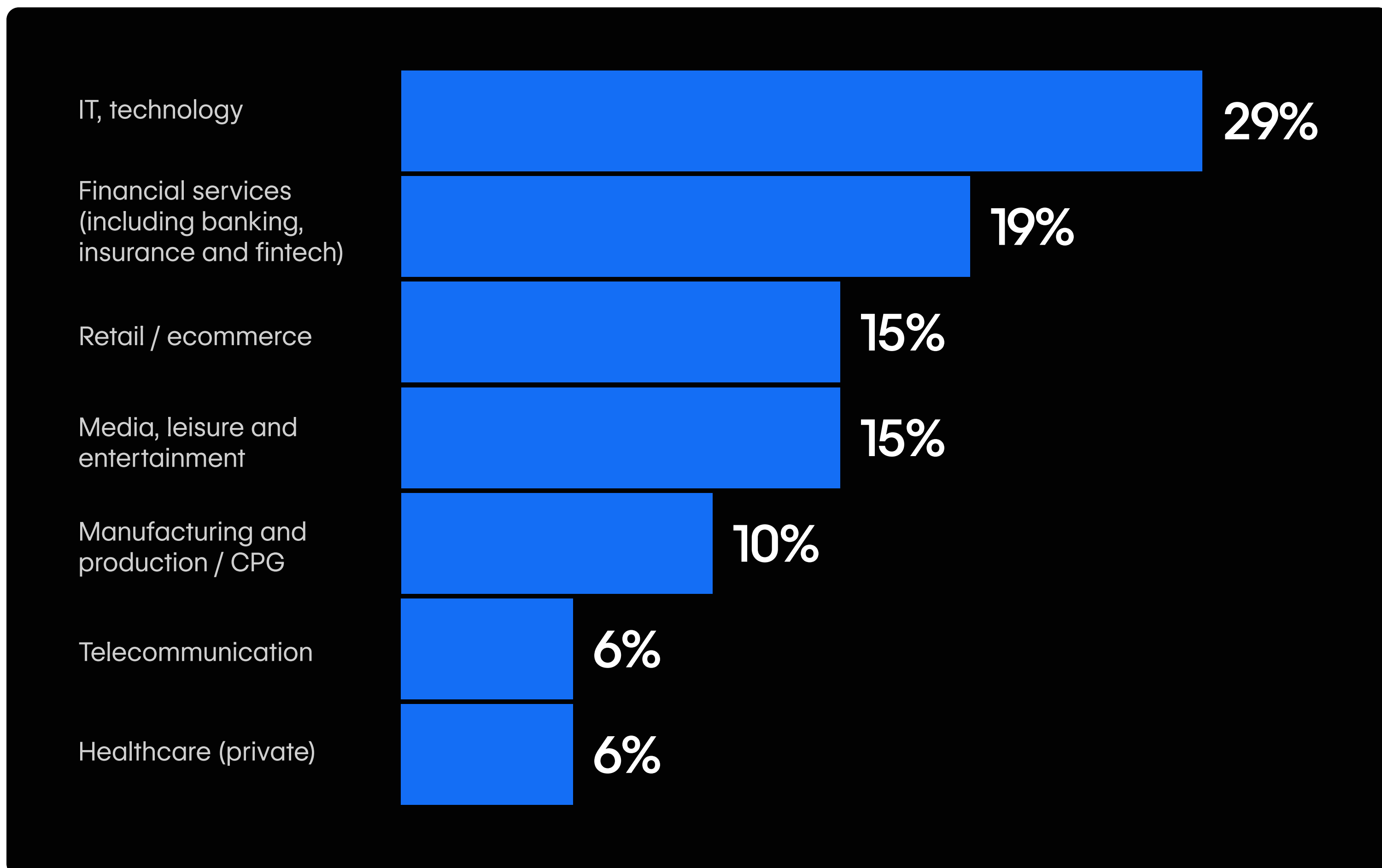
# Geography

Countries represented by  
survey respondents



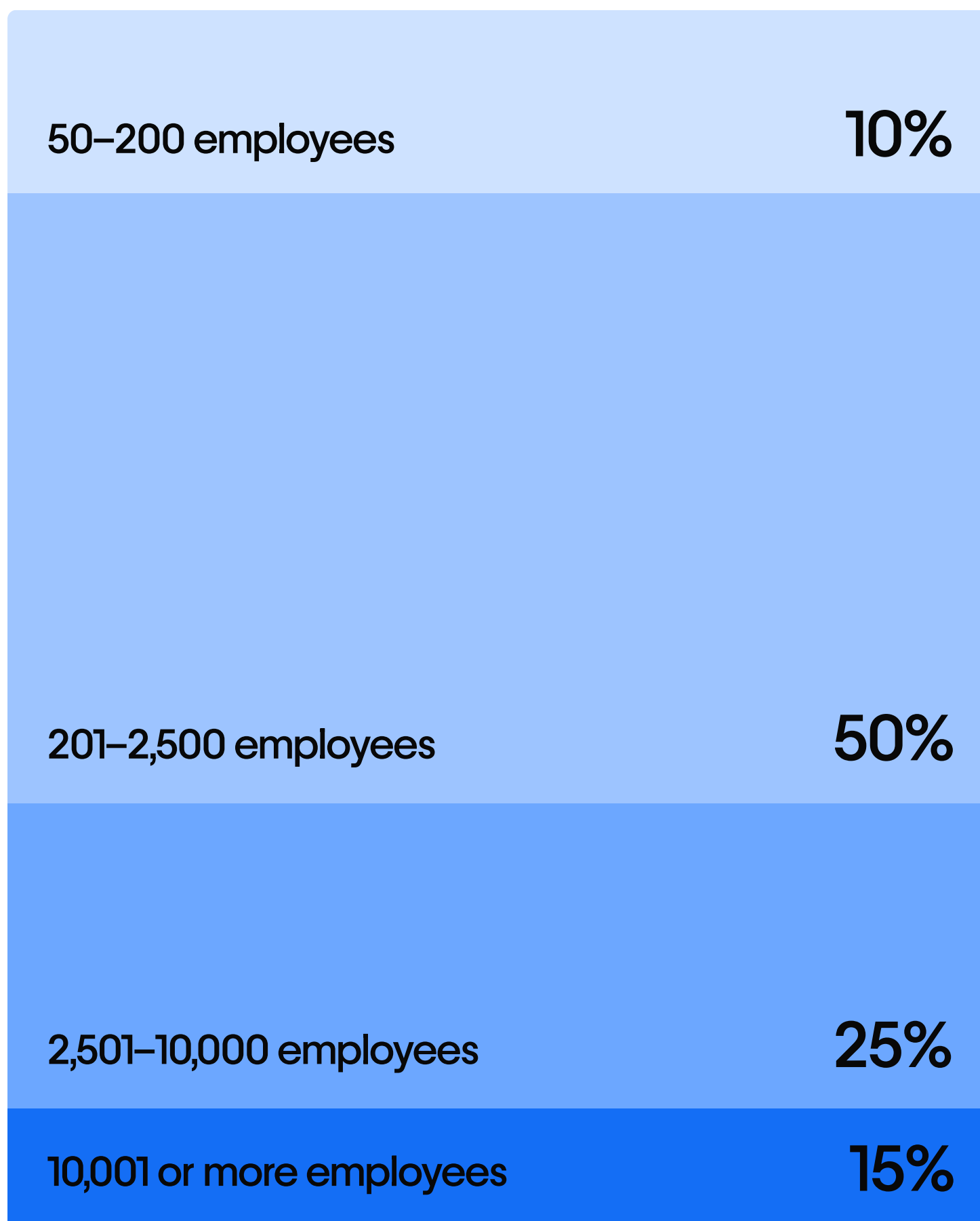
# Industry

## Industries represented by survey respondents

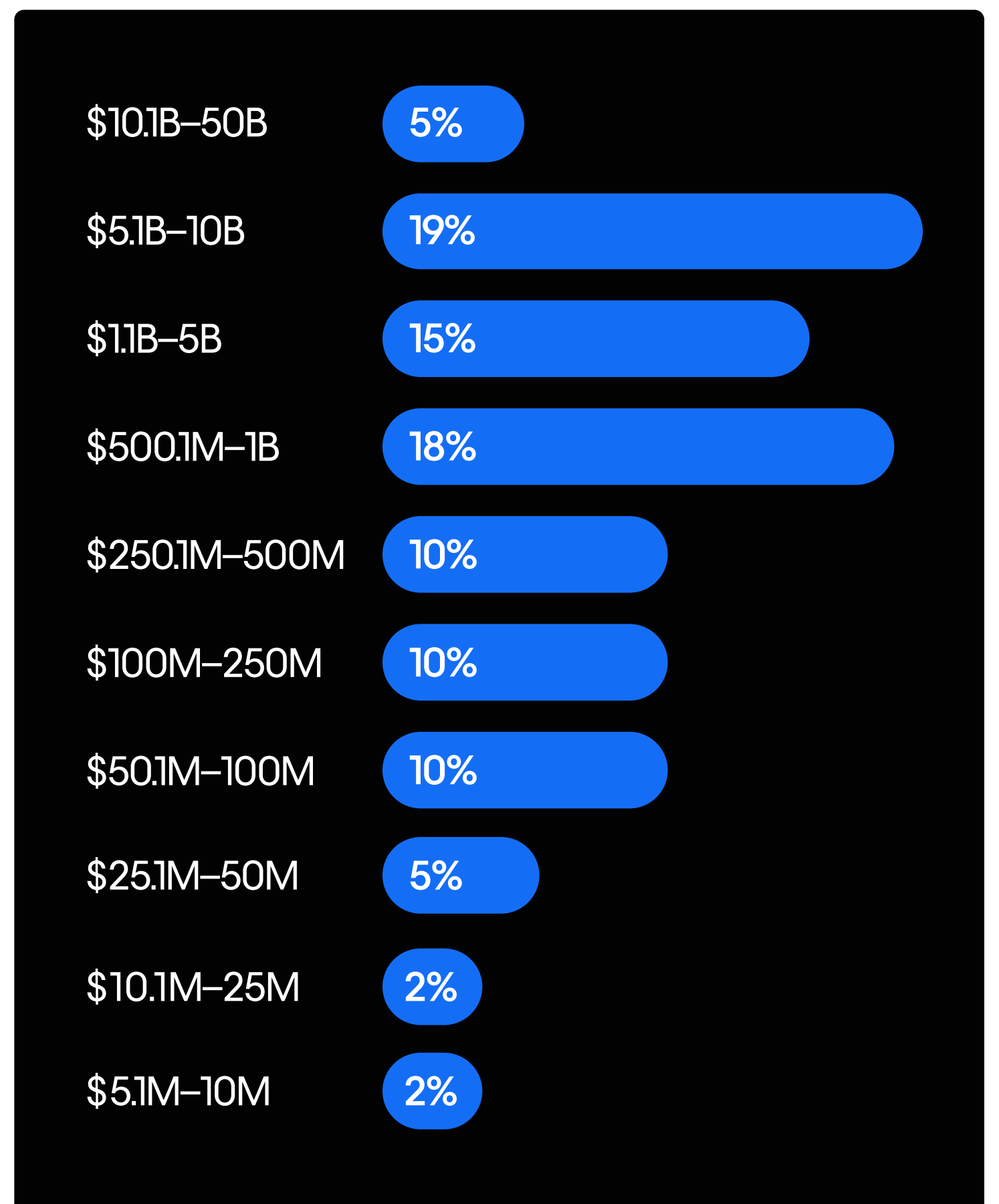


# Company size and revenue

Company sizes of survey respondent organizations

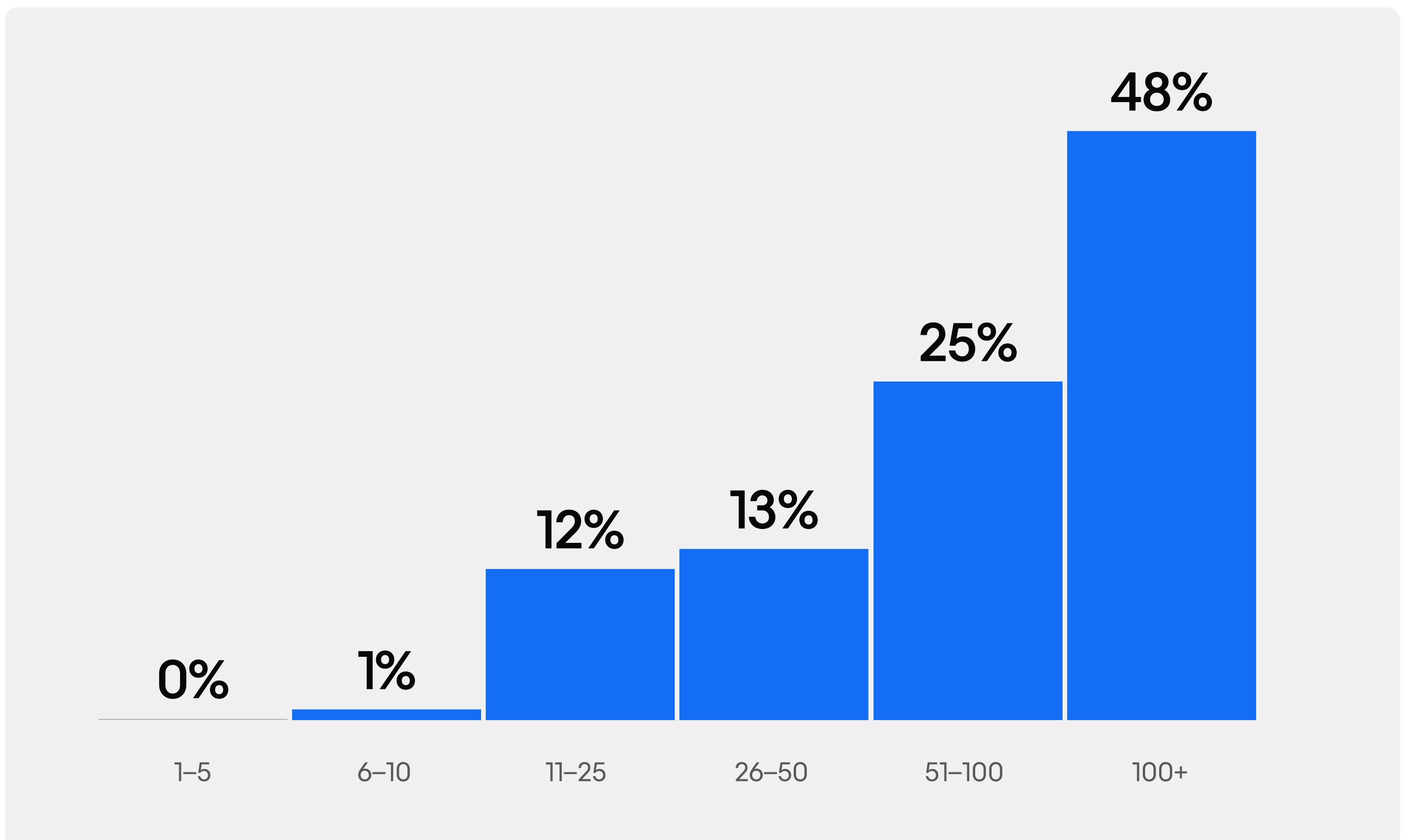


Company revenue of survey respondent organizations



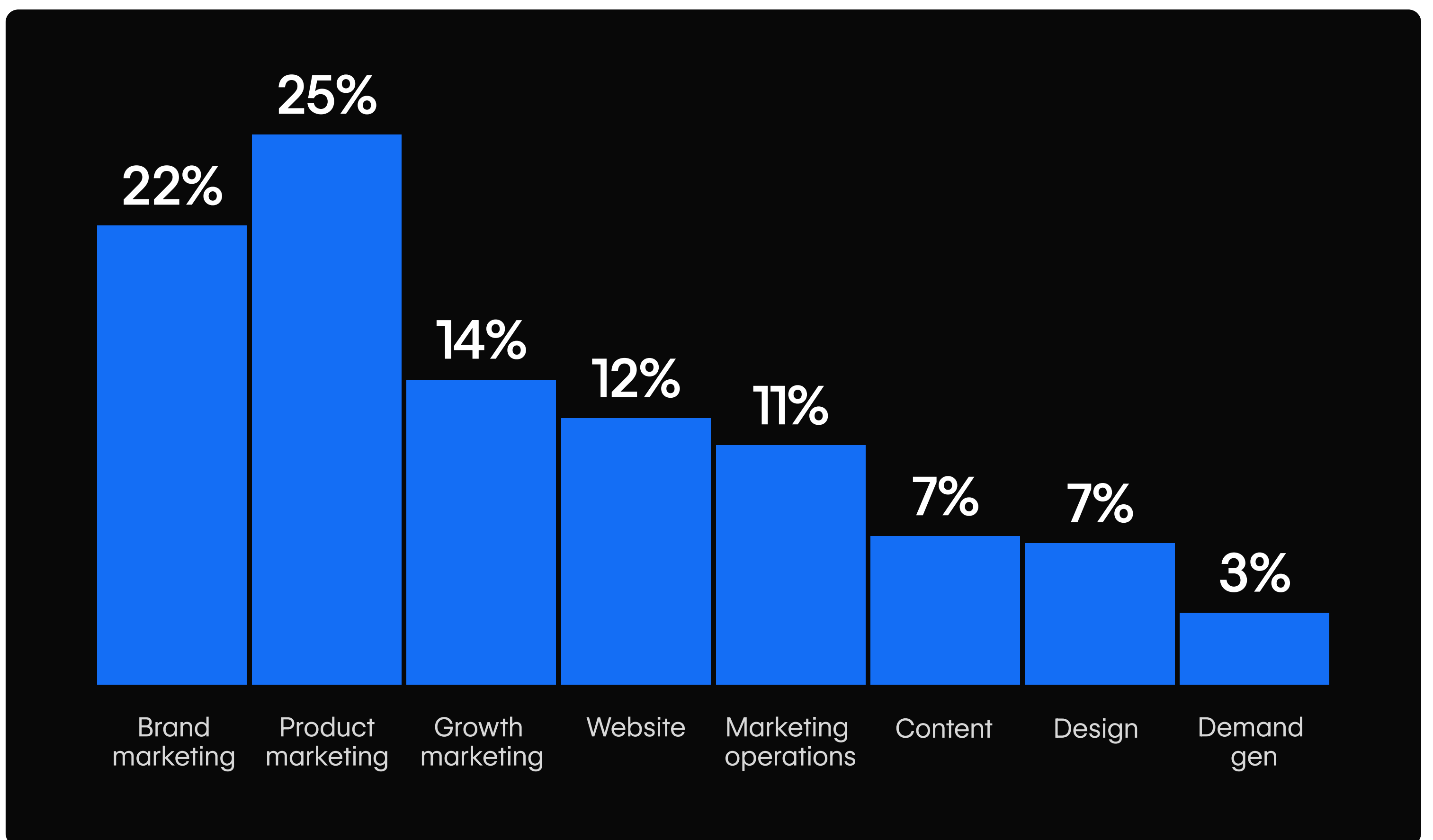
# Marketing department size

Marketing team sizes at survey respondent organizations



# Marketing function

Marketing functions represented  
by survey respondents





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