

Wix.com Ltd.  
Form SC 13G/A  
February 17, 2015

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Schedule 13G

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1 (b), (c) AND (d)  
AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2 (b)

(Amendment No. 2)\*

Wix.com Ltd.  
(Name of Issuer)

Ordinary Shares  
(Title of Class of Securities)

M98068105  
(CUSIP Number)

December 31, 2014  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(Continued on following pages)

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Exhibit Index Contained on Page 18

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1 NAME OF REPORTING PERSON Benchmark Capital Partners VI, L.P. ("BCP VI")  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
Delaware

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER  
6  
REPORTING 0 shares

PERSON

WITH  
SOLE DISPOSITIVE POWER  
7  
0 shares  
SHARED DISPOSITIVE POWER  
8  
0 shares

9  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON H  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10  
EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11  
H.0%  
TYPE OF REPORTING PERSON

12  
PN

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1 NAME OF REPORTING PERSON Benchmark Founders' Fund VI, L.P. ("BFF VI")  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
Delaware

SOLE VOTING POWER

NUMBER OF 50 shares  
SHARES  
BENEFICIALLY

OWNED BY EACH 6 SHARED VOTING POWER  
REPORTING 0 shares  
PERSON

WITH  
SOLE DISPOSITIVE POWER 7  
0 shares  
SHARED DISPOSITIVE POWER 8  
0 shares

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON H  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10 EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11 H.0%  
TYPE OF REPORTING PERSON

12  
PN



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1 NAME OF REPORTING PERSON Benchmark Founders' Fund VI-B, L.P. ("BFF VI-B")  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2

(a)  (b)

3 SEC USE ONLY

CITIZENSHIP OR PLACE OF ORGANIZATION

4

Delaware

SOLE VOTING POWER

50 shares

NUMBER OF

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6

REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7

0 shares

SHARED DISPOSITIVE POWER

8

0 shares

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

9

REPORTING PERSON

H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10

EXCLUDES CERTAIN SHARES

..

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11

H.0%

TYPE OF REPORTING PERSON

12

PN

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1 NAME OF REPORTING PERSON Benchmark Capital Management Co. VI, L.L.C.  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
Delaware

SOLE VOTING POWER

50 shares

NUMBER OF  
SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6  
REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7  
0 shares

SHARED DISPOSITIVE POWER

8  
0 shares

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

REPORTING PERSON H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10 EXCLUDES CERTAIN SHARES ..

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11 H.0%

TYPE OF REPORTING PERSON

12 OO





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1 NAME OF REPORTING PERSON Alexandre Balkanski  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares  
SHARES  
BENEFICIALLY

OWNED BY EACH 6 SHARED VOTING POWER  
REPORTING 0 shares  
PERSON

WITH  
SOLE DISPOSITIVE POWER 7  
0 shares  
SHARED DISPOSITIVE POWER 8  
0 shares

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON H  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10 EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11 H.0%  
TYPE OF REPORTING PERSON

12  
IN



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1 NAME OF REPORTING PERSON Matthew R. Cohler  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6  
REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7  
0 shares

SHARED DISPOSITIVE POWER

8  
0 shares

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

REPORTING PERSON H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10 EXCLUDES CERTAIN SHARES ..

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11 H.0%

TYPE OF REPORTING PERSON

12 IN



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1 NAME OF REPORTING PERSON Bruce W. Dunlevie  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6  
REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7  
0 shares

SHARED DISPOSITIVE POWER

8  
0 shares

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

9  
REPORTING PERSON H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10  
EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11  
H.0%  
TYPE OF REPORTING PERSON

12  
IN



CUSIP NO. M98068105 13 G Page 9 of 19

1 NAME OF REPORTING PERSON Peter Fenton

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2

(a)  (b)

3 SEC USE ONLY

CITIZENSHIP OR PLACE OF ORGANIZATION

4

U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6

REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7

0 shares

SHARED DISPOSITIVE POWER

8

0 shares

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

9

REPORTING PERSON

H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10

EXCLUDES CERTAIN SHARES

..

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11

H.0%

TYPE OF REPORTING PERSON

12

IN

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1 NAME OF REPORTING PERSON J. William Gurley  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6  
REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7  
0 shares

SHARED DISPOSITIVE POWER

8  
0 shares

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

9  
REPORTING PERSON H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10  
EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11  
H.0%  
TYPE OF REPORTING PERSON

12  
IN





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1 NAME OF REPORTING PERSON Kevin R. Harvey  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6  
REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7  
0 shares

SHARED DISPOSITIVE POWER

8  
0 shares

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

9  
REPORTING PERSON H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10  
EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11  
H.0%  
TYPE OF REPORTING PERSON

12  
IN



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1 NAME OF REPORTING PERSON Robert C. Kagle  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6  
REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7  
0 shares

SHARED DISPOSITIVE POWER

8  
0 shares

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

9  
REPORTING PERSON H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10  
EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11  
H.0%  
TYPE OF REPORTING PERSON

12  
IN



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1 NAME OF REPORTING PERSON Mitchell H. Lasky  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER  
6  
REPORTING 0 shares

PERSON

WITH  
SOLE DISPOSITIVE POWER  
7  
0 shares  
SHARED DISPOSITIVE POWER  
8  
0 shares

9  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON H  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10  
EXCLUDES CERTAIN SHARES ..  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11  
H.0%  
TYPE OF REPORTING PERSON

12  
IN

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1 NAME OF REPORTING PERSON Steven M. Spurlock  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

2  
(a)  (b)

3 SEC USE ONLY  
CITIZENSHIP OR PLACE OF ORGANIZATION

4  
U.S. Citizen

SOLE VOTING POWER

NUMBER OF 50 shares

SHARES

BENEFICIALLY

OWNED BY EACH SHARED VOTING POWER

6  
REPORTING 0 shares

PERSON

WITH

SOLE DISPOSITIVE POWER

7  
0 shares

SHARED DISPOSITIVE POWER

8  
0 shares

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

REPORTING PERSON H

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

10 EXCLUDES CERTAIN SHARES ..

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11 H.0%

TYPE OF REPORTING PERSON

12 IN





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This Amendment No. 2 amends and restates in its entirety the Schedule 13G previously filed by Benchmark Capital Partners VI, L.P., a Delaware limited partnership (“BCP VI”), Benchmark Founders’ Fund VI, L.P., a Delaware limited partnership (“BFF VI”), Benchmark Founders’ Fund VI-B, L.P., a Delaware limited partnership (“BFF VI-B”), Benchmark Capital Management Co. VI, L.L.C., a Delaware limited liability company (“BCMC VI”), and Matthew R. Cohler (“Cohler”), Bruce W. Dunlevie (“Dunlevie”), Peter Fenton (“Fenton”), J. William Gurley (“Gurley”), Kevin R. Harvey (“Harvey”), Mitchell H. Lasky (“Lasky”) and Steven M. Spurlock (“Spurlock”) (together with this current amendment thereto, this “Schedule 13G”).

ITEM  
1(A). NAME OF ISSUER

Wix.com Ltd.

ITEM  
1(B). ADDRESS OF ISSUER’S PRINCIPAL EXECUTIVE OFFICES

40 Namal Tel Aviv St.  
Tel Aviv 6350671, Israel

ITEM  
2(A). NAME OF PERSONS FILING

This Statement is filed by BCP VI, BFF VI, BFF VI-B, BCMC VI, and Alexandre Balkanski (“Balkanski”), Cohler, Dunlevie, Fenton, Gurley, Harvey, Robert C. Kagle (“Kagle”), Lasky and Spurlock. The foregoing entities and individuals are collectively referred to as the “Reporting Persons.”

BCMC VI, the general partner of BCP VI, BFF VI and BFF VI-B, may be deemed to have sole power to vote and sole power to dispose of shares of the issuer directly owned by BCP VI, BFF VI and BFF VI-B. Balkanski, Cohler, Dunlevie, Fenton, Gurley, Harvey, Kagle, Lasky and Spurlock are members of BCMC VI and may be deemed to have shared power to vote and shared power to dispose of shares of the issuer directly owned by BCP VI, BFF VI and BFF VI-B.

ITEM  
2(B). ADDRESS OF PRINCIPAL BUSINESS OFFICE

The address for each reporting person is:

Benchmark Capital  
2965 Woodside Road  
Woodside, California 94062

ITEM  
2(C). CITIZENSHIP

BCP VI, BFF VI and BFF VI-B are Delaware limited partnerships. BCMC VI is a Delaware limited liability company. Balkanski, Cohler, Dunlevie, Fenton, Gurley, Harvey, Kagle, Lasky and Spurlock are United States Citizens.

ITEM

2(D) TITLE OF CLASS OF SECURITIES AND CUSIP NUMBER  
and (E).

Ordinary Shares  
CUSIP # M98068105

ITEM 3. Not Applicable.

ITEM 4. OWNERSHIP

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

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(a) Amount beneficially owned:

See Row 9 of cover page for each Reporting Person.

(b) Percent of Class:

See Row 11 of cover page for each Reporting Person.

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote:

See Row 5 of cover page for each Reporting Person.

(ii) Shared power to vote or to direct the vote:

See Row 6 of cover page for each Reporting Person.

(iii) Sole power to dispose or to direct the disposition of:

See Row 7 of cover page for each Reporting Person.

(iv) Shared power to dispose or to direct the disposition of:

See Row 8 of cover page for each Reporting Person.

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following:   x  Yes

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

Please see Item 5.

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY

Not applicable.

IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

ITEM  
8.

Not applicable.

ITEM  
9. NOTICE OF DISSOLUTION OF GROUP

Not applicable.

ITEM  
10. CERTIFICATION

Not applicable.

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SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 9, 2015

BENCHMARK CAPITAL  
PARTNERS VI, L.P., a  
Delaware Limited  
Partnership

BENCHMARK  
FOUNDERS' FUND VI,  
L.P., a Delaware Limited  
Partnership

BENCHMARK  
FOUNDERS' FUND VI-B,  
L.P., a Delaware Limited  
Partnership

BENCHMARK CAPITAL  
MANAGEMENT CO. VI,  
L.L.C., a Delaware  
Limited Liability Company

By: /s/ Steven M. Spurlock  
Steven M. Spurlock  
Managing Member

ALEXANDRE  
BALKANSKI  
MATTHEW R. COHLER  
BRUCE W. DUNLEVIE  
PETER FENTON  
J. WILLIAM GURLEY  
KEVIN R. HARVEY  
ROBERT C. KAGLE

MITCHELL H. LASKY  
STEVEN M. SPURLOCK

By: /s/ Steven M. Spurlock  
Steven M. Spurlock  
Attorney-in-Fact\*

\*Signed pursuant to a Power of Attorney already on file with the appropriate agencies.

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EXHIBIT INDEX

Exhibit	Found on Sequentially Numbered Page
Exhibit A: Agreement of Joint Filing	19

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exhibit A

-

Agreement of Joint Filing

The Reporting Persons agree that a single Schedule 13G (or any amendment thereto) relating to the Ordinary Shares of Wix.com Ltd. shall be filed on behalf of each of the Reporting Persons. Note that copies of the applicable Agreement of Joint Filings are already on file with the appropriate agencies.