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December 10, 2025

From 2025 Breakthroughs to 2026 Momentum

WP Engine Product Review

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Today's Agenda

Products we've delivered throughout 2025
and what you can look forward to next year.

1. More Than hosting: Platform, Security, and User Portal
2. In the Ecosystem: NitroPack & ACF
3. Beyond Hosting: Designed for Your Use Case
4. Innovation with AI

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More than 100 releases in 2025

- Insights & Reporting
- Developer Efficiency
- Migration & Onboarding
- Security
- Services & Support
- Stability & Scalability
- eCommerce
- Ecosystem
- AI

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More Than Hosting

Enterprise-Grade Platform Arrives in UAE

WP Engine Failover keeps you online

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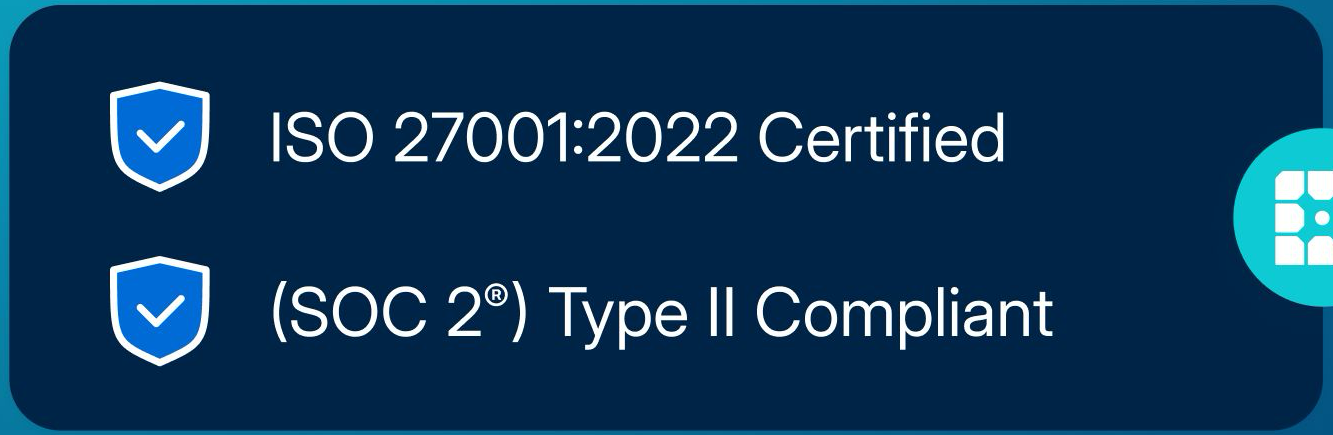
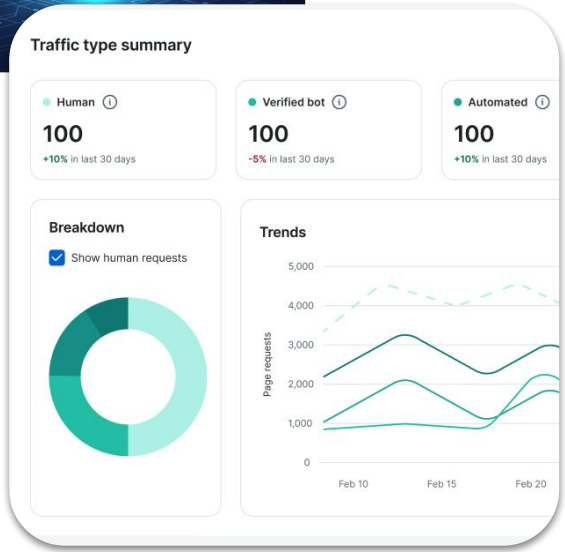

ISO 27001:2022 Certified
(SOC 2®) Type II Compliant

Bot Mitigation & Basic Visibility

VISIBILITY ◘ OPTIMIZE ◘ SECURE

WP Engine's powerful bot mitigation strategy protects our customers from malicious requests at the edge. Supercharge your bot strategy in 2026 with visibility into your traffic, while remaining secure.



Keep malicious requests at bay

Powerful bot mitigation from WP Engine has already **blocked over 75 Billion malicious requests** at the edge.

COMING SOON!

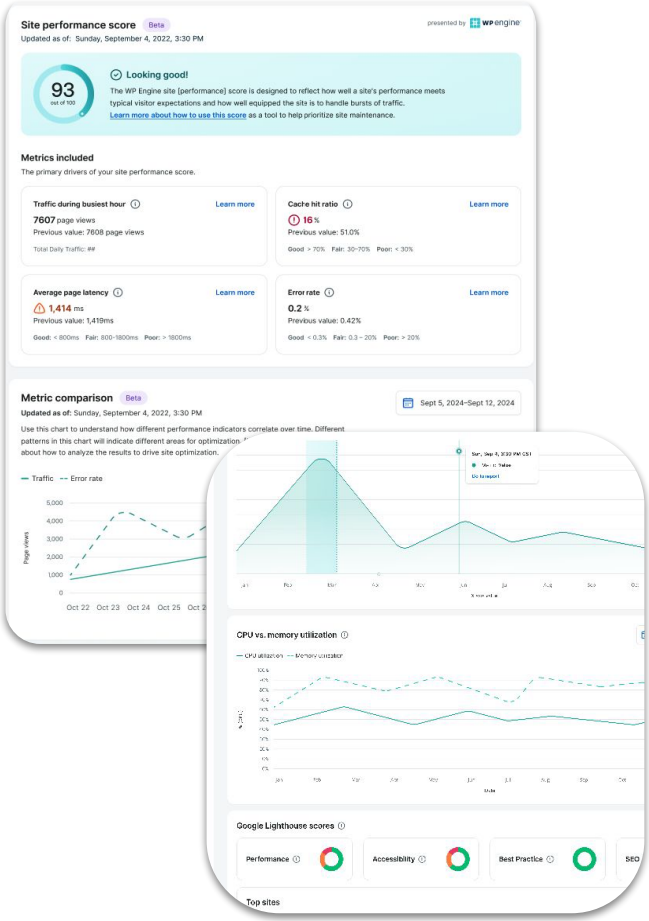
Empower your bot strategy

In 2026, we are bringing bot visibility to all WP Engine customers through our user portal. Gain knowledge into traffic type and bot categories to make educated strategic decisions.

Detailed Site Performance Metrics

OPTIMIZE ◘ VISUALIZE ◘ IMPROVE

Drill down to the site level to gain visibility into performance and prioritize where to spend resources. Empower your team with actionable insights that inform performance improvements.



Robust Traffic Details

Dive into pageview and traffic information on a concise dashboard. See daily traffic, peak hour trends, location data, and more.

Resolve Slow Pages and Errors

Monitor errors, slow pages, latency and slow queries in one easy page view. Dive into areas that need attention to quickly pinpoint issues and resolve them

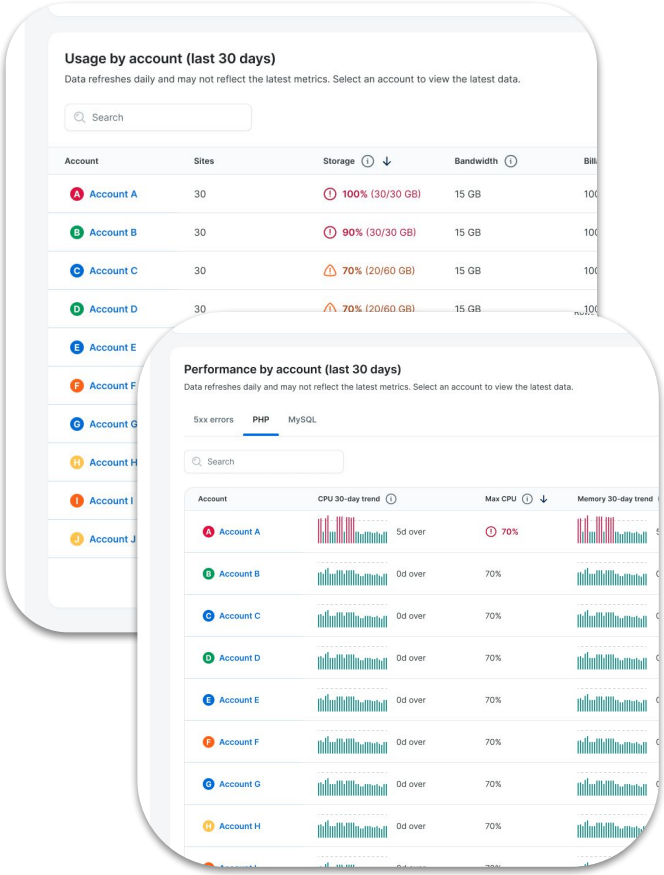
Identify Trends and Solutions

Compare metrics over time to determine and prioritize which areas of your site need attention, and where to spend resources to improve performance.

All Accounts View

USAGE ● PERFORMANCE ● SERVER HEALTH

Unified dashboard providing visibility across your account landscape. Enabling the understanding you need to balance workloads and proactively resolve issues, giving your team back the time to focus on high-value work.



COMING SOON!

Single, Scannable View

Eliminate time-consuming data collection. Get an immediate, consolidated view your entire account landscape from a single dashboard

Proactive Monitoring

Monitor errors and resource utilization trends across your *entire* portfolio to identify and resolve issues *before* they ever impact the client experience.

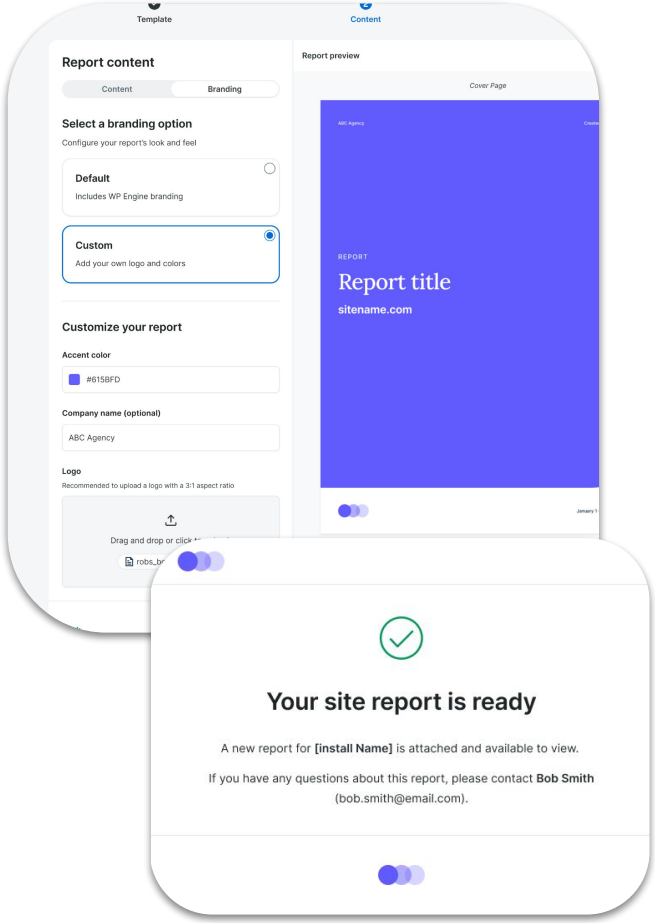
Balance Across Accounts

Instantly identify under-capacity accounts across your portfolio to optimize load balancing in moments, not hours.

Scheduled, White-labeled Site Reports

BRAND ⭘ TEMPLATIZE ⭘ SCHEDULE

Combine white-labeling and reusable templates with powerful automation to deliver consistent, high-value insights across your client portfolio



NEW!

Schedule & Send

Schedule reports to send at the weekly, biweekly or monthly cadence that is right for your clients. Automatically deliver critical insights straight to your clients - *even* those who aren't User Portal users.

COMING SOON!

Put Your Brand Front & Center

Customize every report and email with your logo, name, and signature color to deliver a seamless, professional brand experience for your clients.

Scale Your Reporting

Create, save and reuse powerful report templates tailored for different client types, service tiers, or stakeholder personas.

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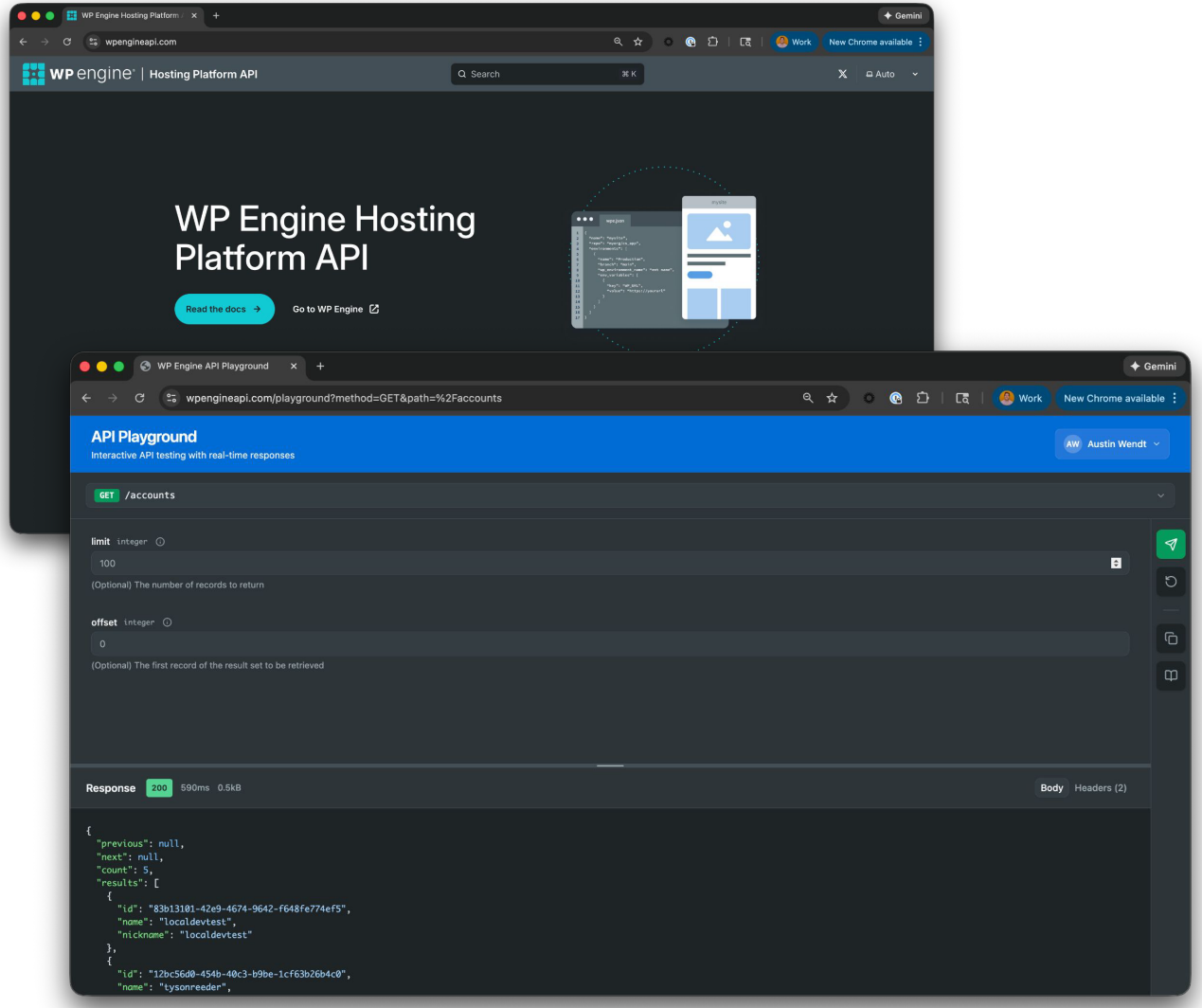
Hosting Platform API Documentation Site & Playground

- New & improved Hosting Platform API documentation site
- Purge cache
- Force HTTPS for a domain
- List, request, and/or upload SSL certificates for installs or domains
- View account nicknames (e.g. “My Agency” rather than “asre3817de”)
- Get account-level & site-level usage information (visits, storage, bandwidth)
- Refresh account and/or environment storage calculation

Coming soon to our hosting platform API:

- Push and/or pull changes between environments, with or without the database
- Clone an environment
- Restore an environment to a backup point



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In the Ecosystem

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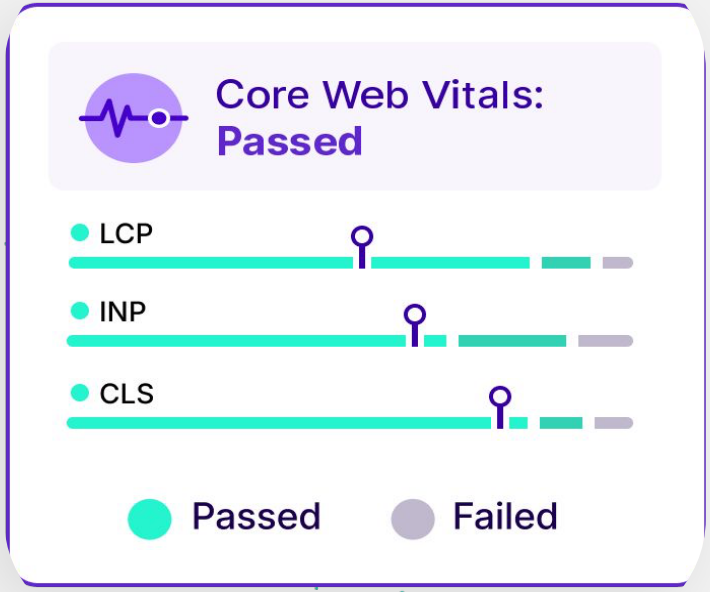

Coming soon

NitroPack

NEW Interaction to Next Paint (INP) feature

- INP is a Core Web Vitals metric, measuring the time from when a user interacts (clicks, taps, types), until the browser visually responds.
- This new feature will result in faster page responsiveness and overall higher Core Web Vitals scores!
- Currently live in beta testing

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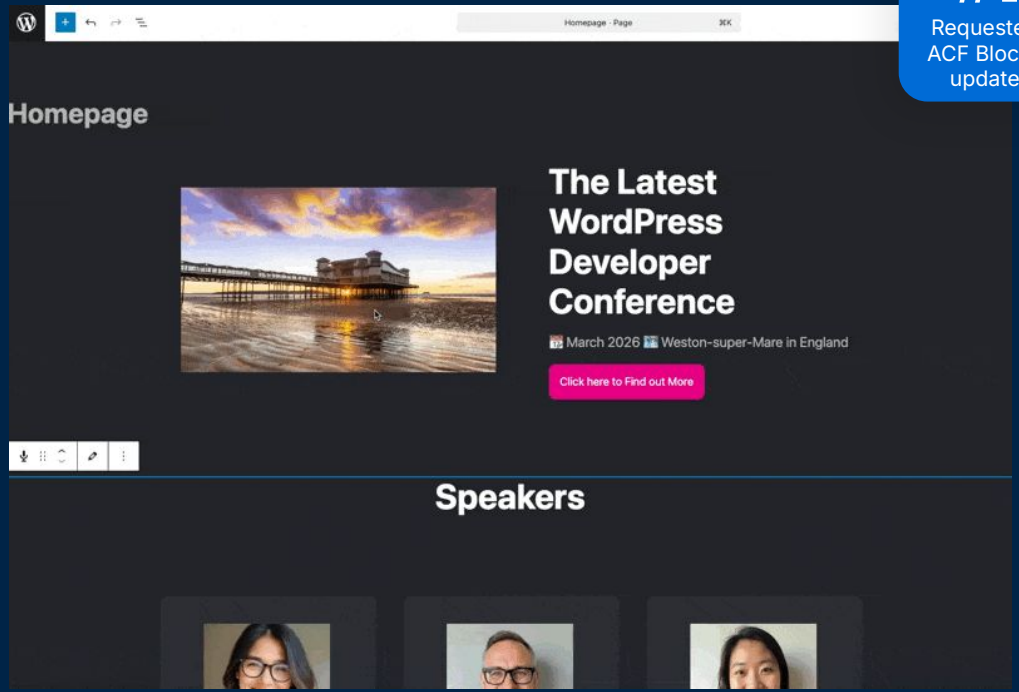
ACF

ACF 6.7

Inline Editing Makes Custom Block Editing Easier than Ever

✅ Released 3rd December



#1
Requested ACF Blocks update

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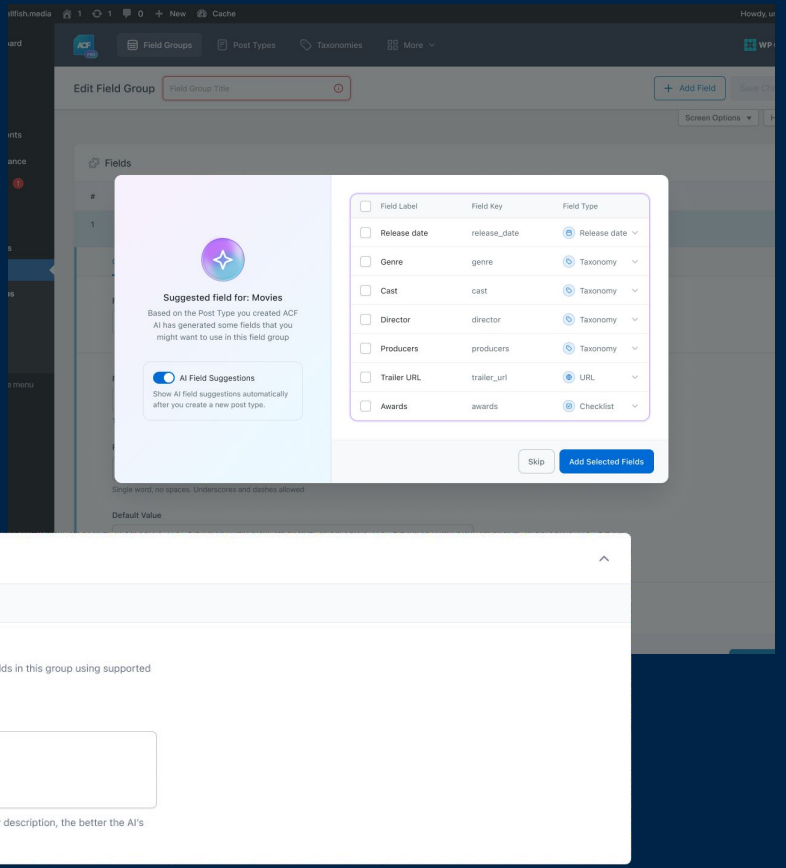
Coming soon

ACF AI

Support for Agentic AI, AI-assisted Content Modelling, and More



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Designed for Your Use Case

INTRODUCING

eCommerce Performance Pack

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Get started with WP Engine's

eCommerce Performance Pack

Performance Perfected

Deliver faster experiences for all your shoppers

Drive Growth

Capture more sales with intelligent tools

Streamline Operations

Simplify and automate site maintenance tasks

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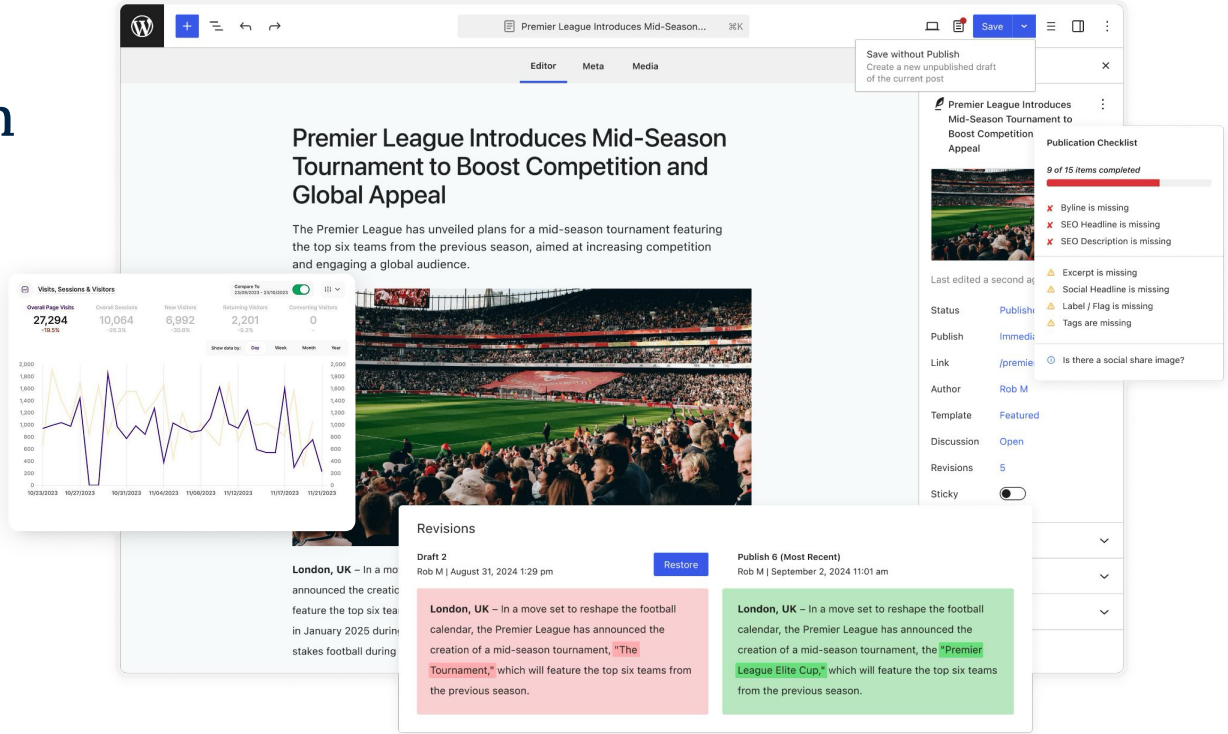
Coming Soon

WP Engine Newsroom

A software suite that enables media businesses to focus on growth rather than carry the burden of cobbled together technology.

- Native WordPress experience
- Streamlined publishing
- Integrated insights
- Unified Media Operations



INTRODUCING

Our AI-powered solutions

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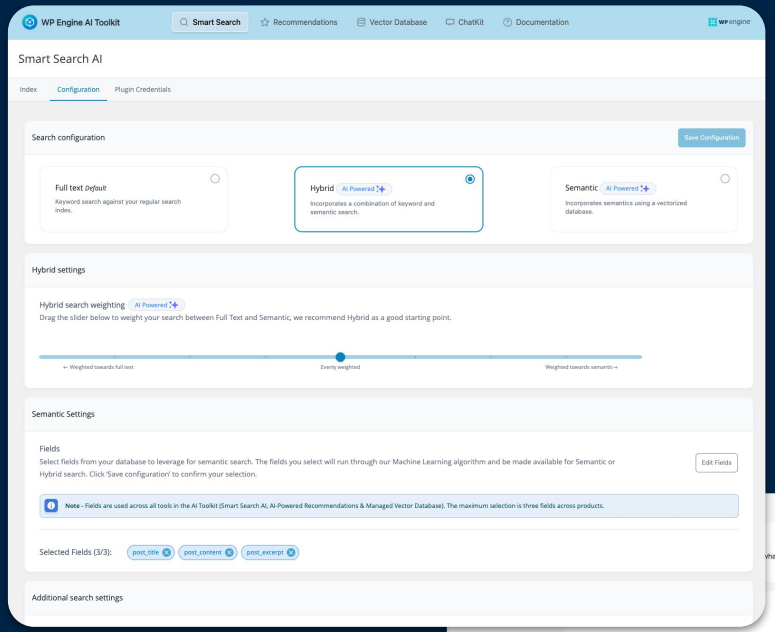
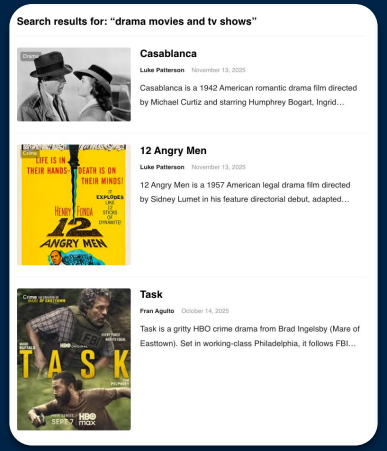
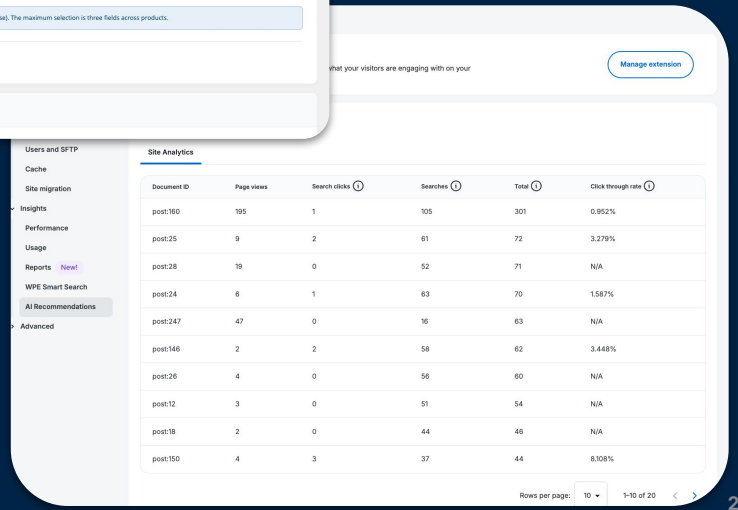
Smart Search AI + Recommendations

Turn vague site searches into real conversions.

- Hybrid search tool identifies user intent for a GPT-like experience
- Increase relevance and accuracy of search results
- Enable in minutes!



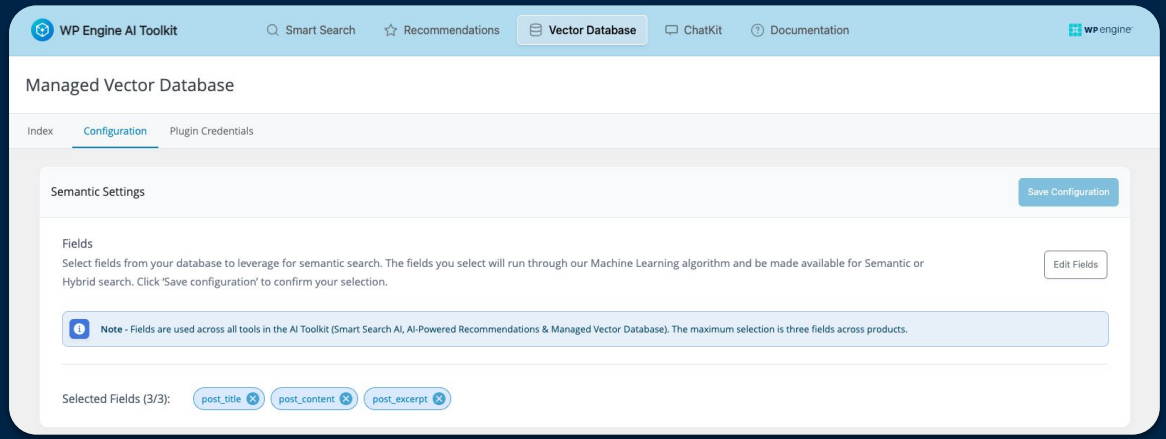


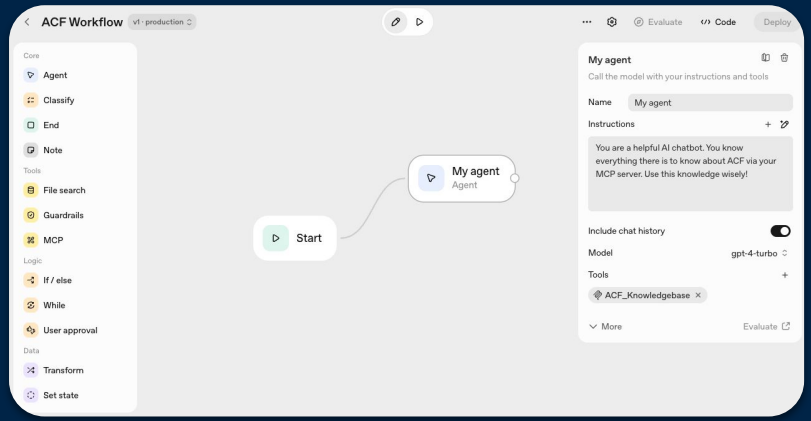


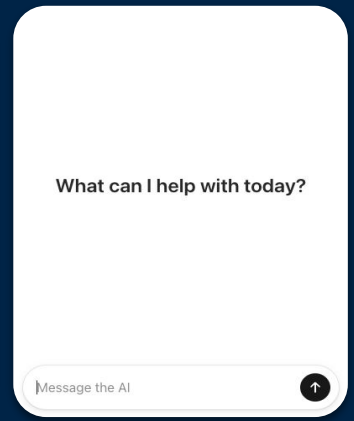
Managed Vector Database

2 ways to unlock the full power of the agentic web with our Managed VectorDB:

1. Build your own custom chatbots, agentic experiences, and RAG apps with our VectorDB, robust, API and MCP Server, all directly integrated with your WordPress.
2. VectorDB integrates directly with OpenAI's ChatKit and AgentKit for a no-code, all-in-one chatbot and agent-building experience.

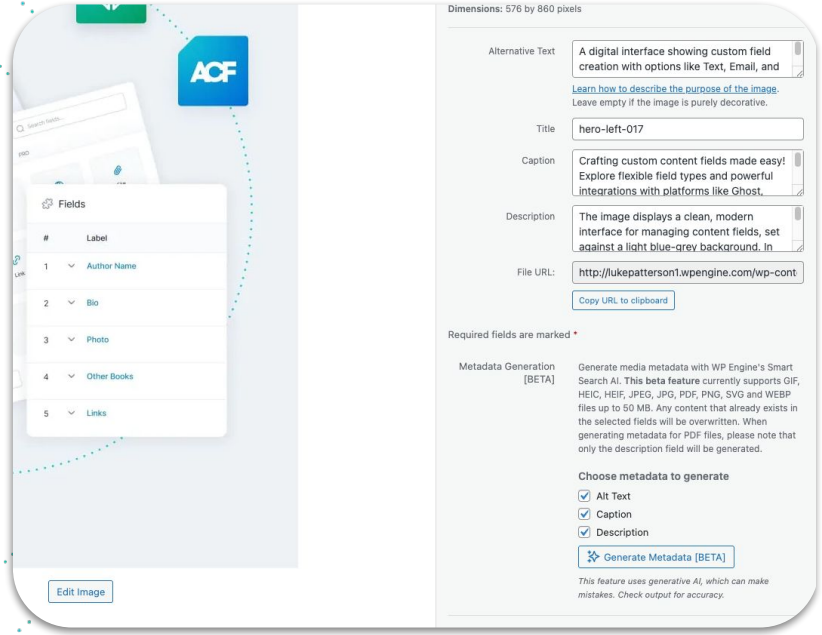






Smart Search AI &
Managed Vector Database

AI Enhancements



Recently added:

- Multimodal Indexing (Beta)
- AI-powered image caption & alt text generation(Beta)
- MCP server (Alpha)
- Search Geolocation support

Coming soon:

- Search improvements including custom results, promotions, and search profiles

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AI-Powered Chatbot Transforms Digital Engagement for University

Learn how Click Here Labs used WP Engine's Managed Vector Database to power an AI chatbot that provides instant, accurate answers to student questions, dramatically improving the user experience for Nelson University.