

From 2025 Breakthroughs to 2026 Momentum

WP Engine Product Review



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



More than 100 releases in 2025



Insights &
Reporting



Developer
Efficiency



Migration &
Onboarding



Security



Services &
Support



Stability &
Scalability



eCommerce



Ecosystem



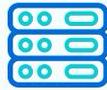
AI

More Than Hosting

Enterprise-Grade Platform Arrives in UAE



WP Engine Failover keeps you online



99.99%
Uptime



- ✓ Automated failover
- ✓ No data loss
- ✓ Multi-zonal redundancy
- ✓ Hands-free management





ISO 27001:2022 Certified



(SOC 2[®]) Type II Compliant

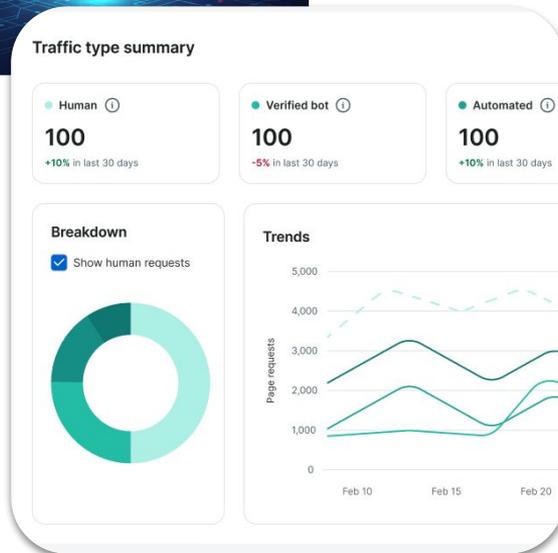




Bot Mitigation & Basic Visibility

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!

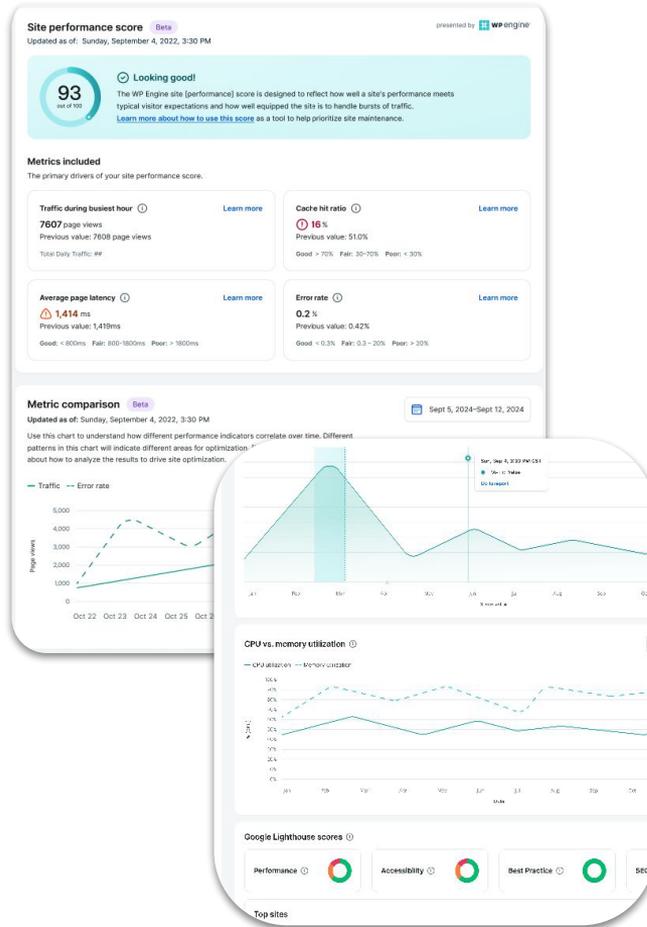
Empower your bot strategy

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

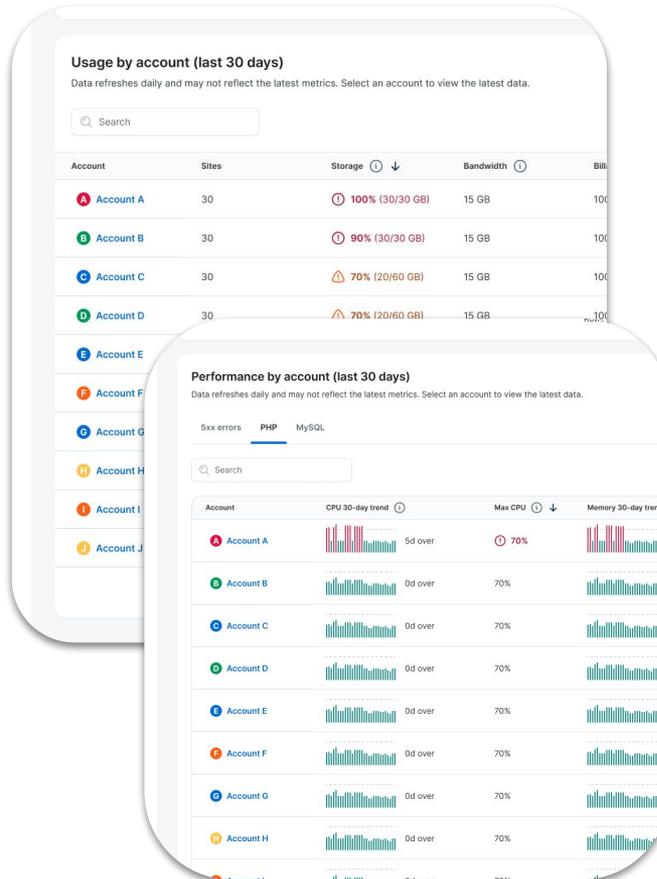
Identify Trends and Solutions

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.

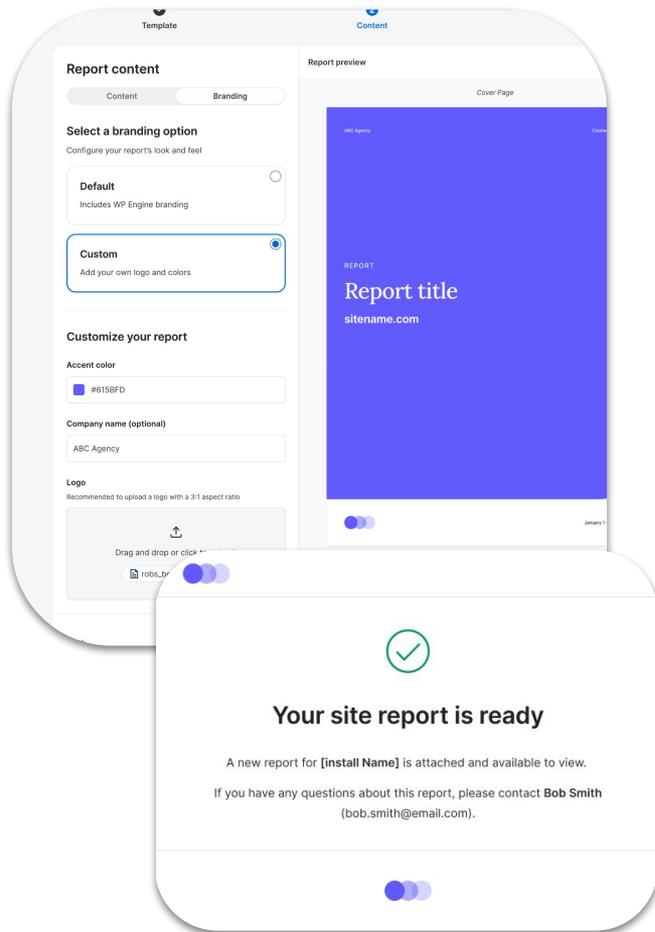
Balance Across Accounts

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.

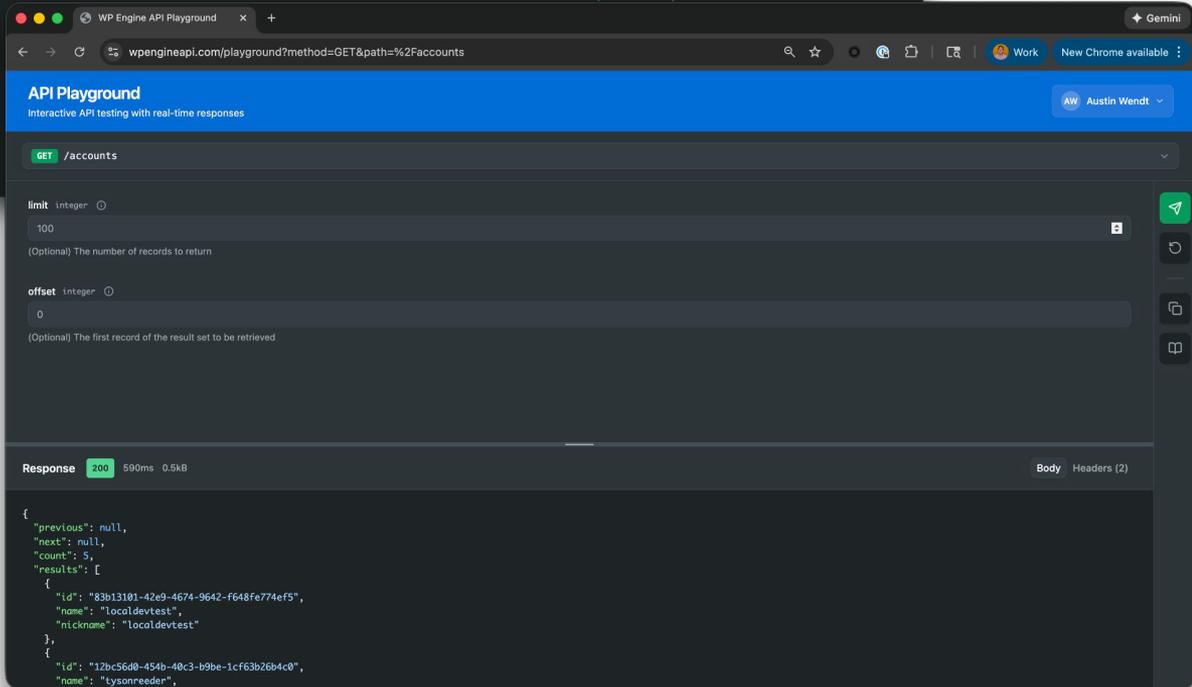
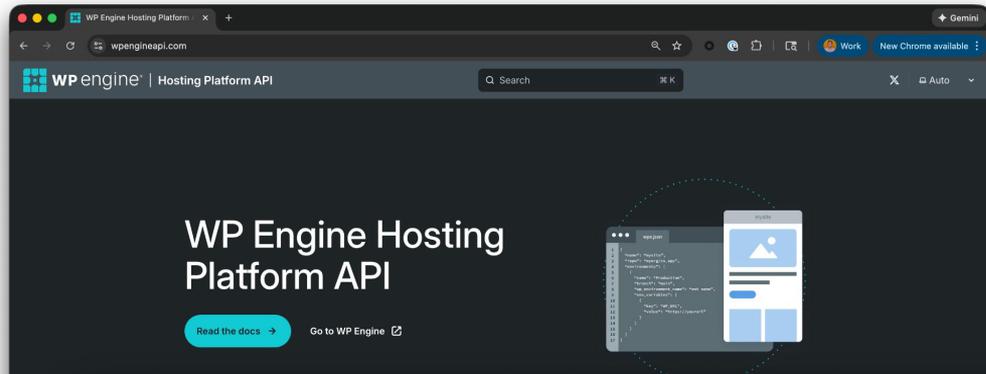


Hosting Platform API Documentation Site & Playground

- 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



In the Ecosystem



Core Web Vitals: Passed



● Passed

● Failed



Coming soon

NitroPack

NEW Interaction to Next Paint (INP) feature

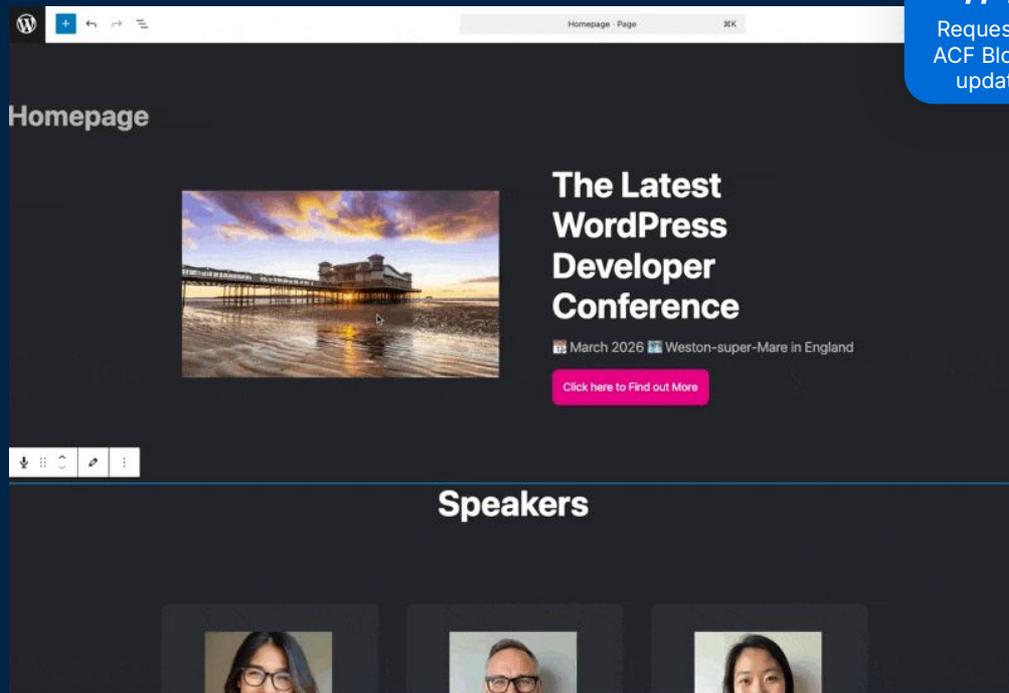
- INP is a Core Web Vitals metric, measuring the time from when a user interacts (clicks, taps, types), until the browser visually responds.
- This new feature will result in faster page responsiveness and overall higher Core Web Vitals scores!
- Currently live in beta testing



ACF 6.7

Inline Editing Makes Custom
Block Editing Easier than
Ever

✓ Released 3rd December



#1

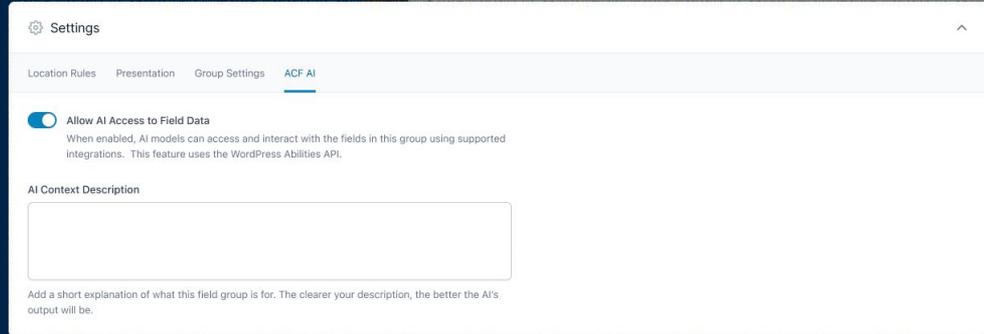
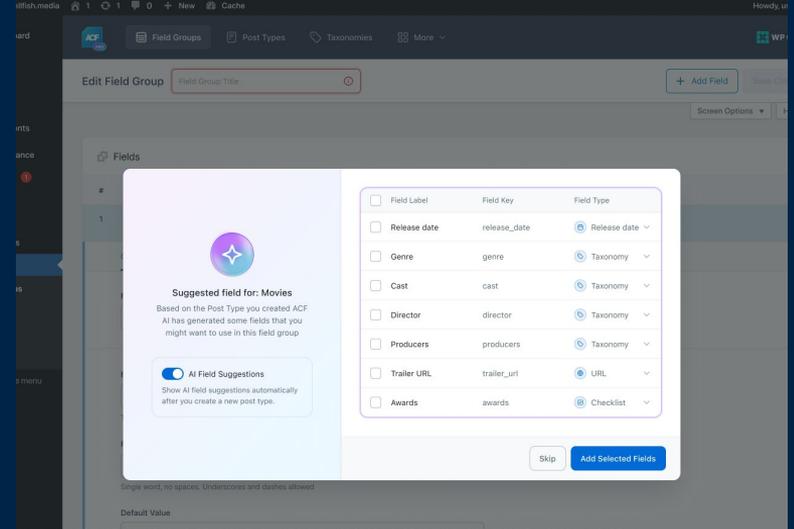
Requested
ACF Blocks
update



Coming soon

ACF AI

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



Designed for Your Use Case

INTRODUCING

eCommerce Performance Pack

 WP engine®



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

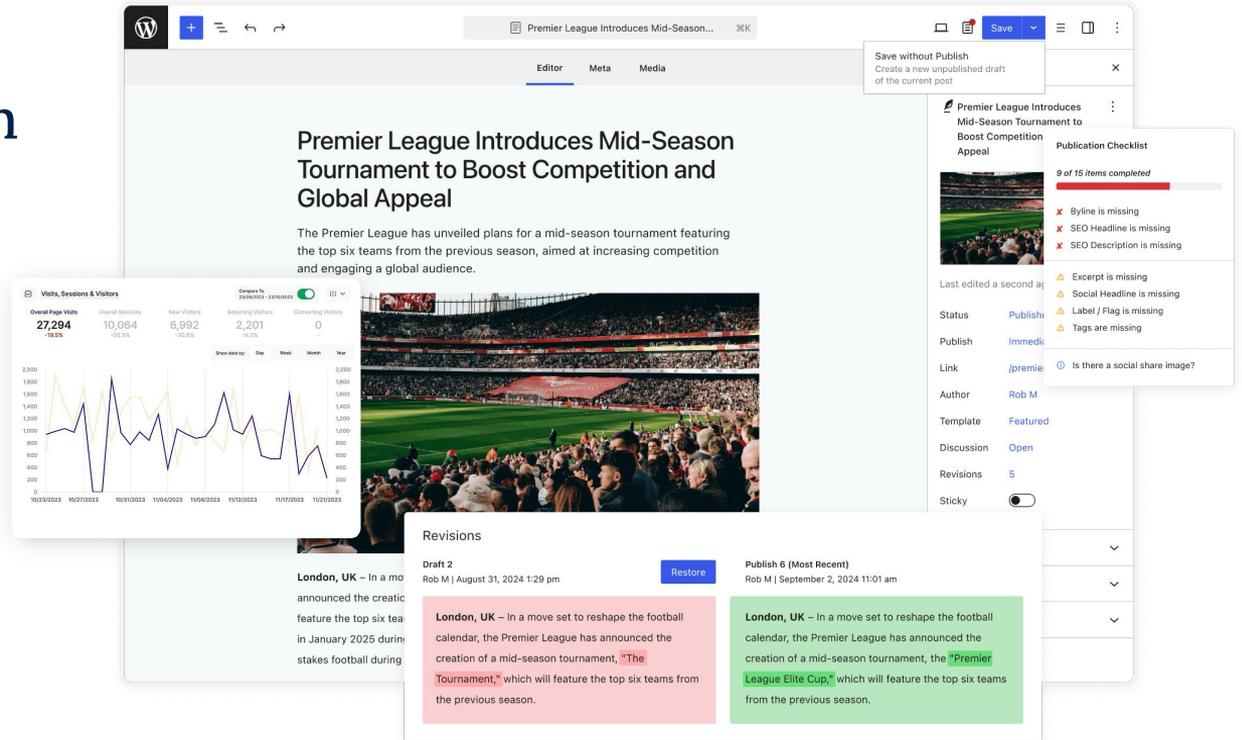


Coming Soon

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



The screenshot displays the WP Engine Newsroom interface within a WordPress editor. The main article title is "Premier League Introduces Mid-Season Tournament to Boost Competition and Global Appeal". The article text states: "The Premier League has unveiled plans for a mid-season tournament featuring the top six teams from the previous season, aimed at increasing competition and engaging a global audience." Below the text is a large image of a football stadium filled with spectators.

Key interface elements include:

- Visits, Sessions & Visitors:** A line chart showing traffic trends from 2023 to 2024. Summary statistics: Overall Page Views: 27,294 (18.5%), Overall Sessions: 10,064 (16.3%), Overall Visits: 6,992 (10.8%), Remaining Sessions: 2,201 (-1.2%), Converting Visitors: 0.
- Revisions:** A panel showing two drafts. Draft 2 (Rob M | August 31, 2024 1:29 pm) is highlighted in pink. Publish 6 (Most Recent) (Rob M | September 2, 2024 11:01 am) is highlighted in green. The text in the revisions shows a change from "The Premier Tournament," to "Premier League Elite Cup,".
- Publication Checklist:** A sidebar on the right showing a progress bar for "9 of 15 items completed". Missing items include: Byline, SEO Headline, SEO Description, Excerpt, Social Headline, Label/Flag, and Tags.
- Editor Controls:** Buttons for "Save without Publish" (to create a draft), "Save", "Status" (set to "Publish"), "Publish" (set to "Immedi"), "Link" (set to "/premie"), "Author" (set to "Rob M"), "Template" (set to "Featured"), "Discussion" (set to "Open"), "Revisions" (set to "5"), and "Sticky" (toggle off).

INTRODUCING

Our AI-powered solutions



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!

The screenshot shows the 'Smart Search AI' configuration interface. It includes sections for 'Search configuration' with options for Full text, Hybrid (selected), and Semantic search. Below is a 'Hybrid settings' section with a slider for 'Hybrid search weighting' set to 'Evenly weighted'. The 'Semantic Settings' section shows selected fields: 'post_title', 'post_content', and 'post_excerpt'.

The screenshot displays search results for the query 'drama movies and tv shows'. It lists three items: 'Casablanca' (a 1942 American romantic drama film), '12 Angry Men' (a 1957 American legal drama film), and 'Task' (a gritty HBO crime drama from Brad Ingelsby). Each result includes a small image and a brief description.

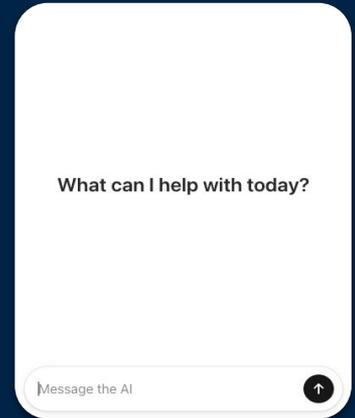
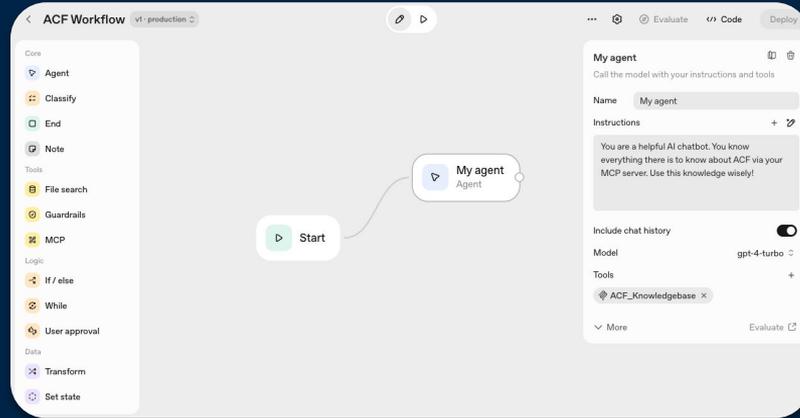
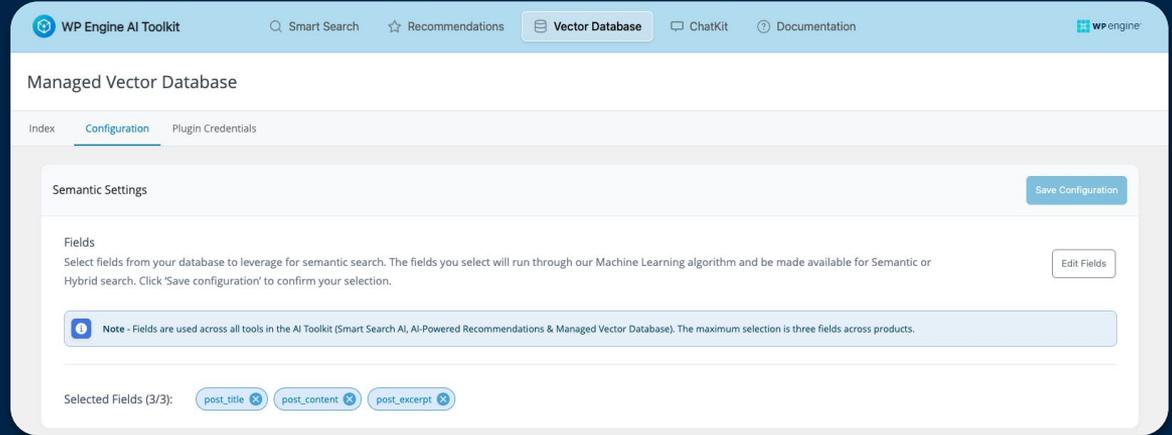


Document ID	Page views	Search clicks	Searches	Total	Click through rate
post:180	195	1	105	301	0.952%
post:25	9	2	61	72	3.279%
post:28	19	0	52	71	N/A
post:24	6	1	63	70	1.587%
post:247	47	0	16	63	N/A
post:146	2	2	58	62	3.448%
post:26	4	0	56	60	N/A
post:12	3	0	51	54	N/A
post:18	2	0	44	46	N/A
post:150	4	3	37	44	8.108%

Managed Vector Database

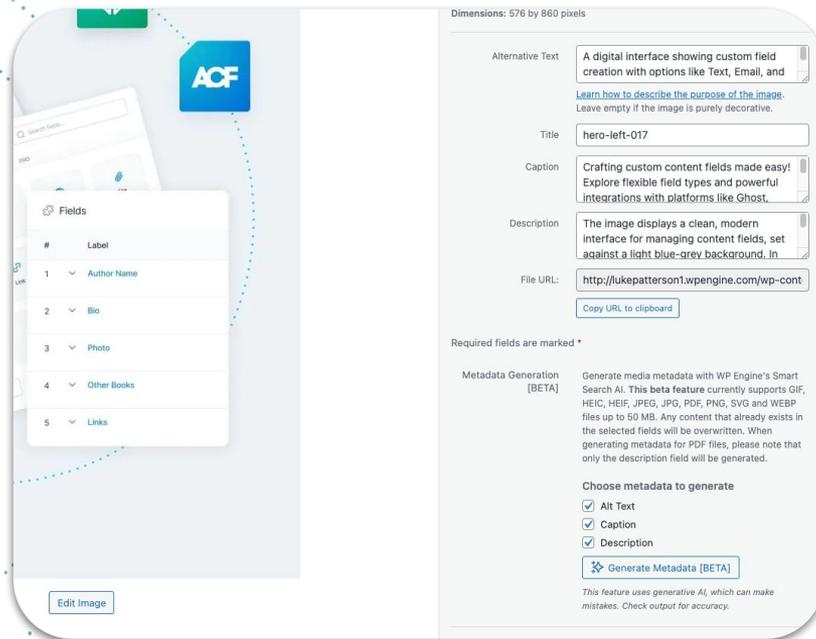
2 ways to unlock the full power of the agentic web with our Managed VectorDB:

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

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.

