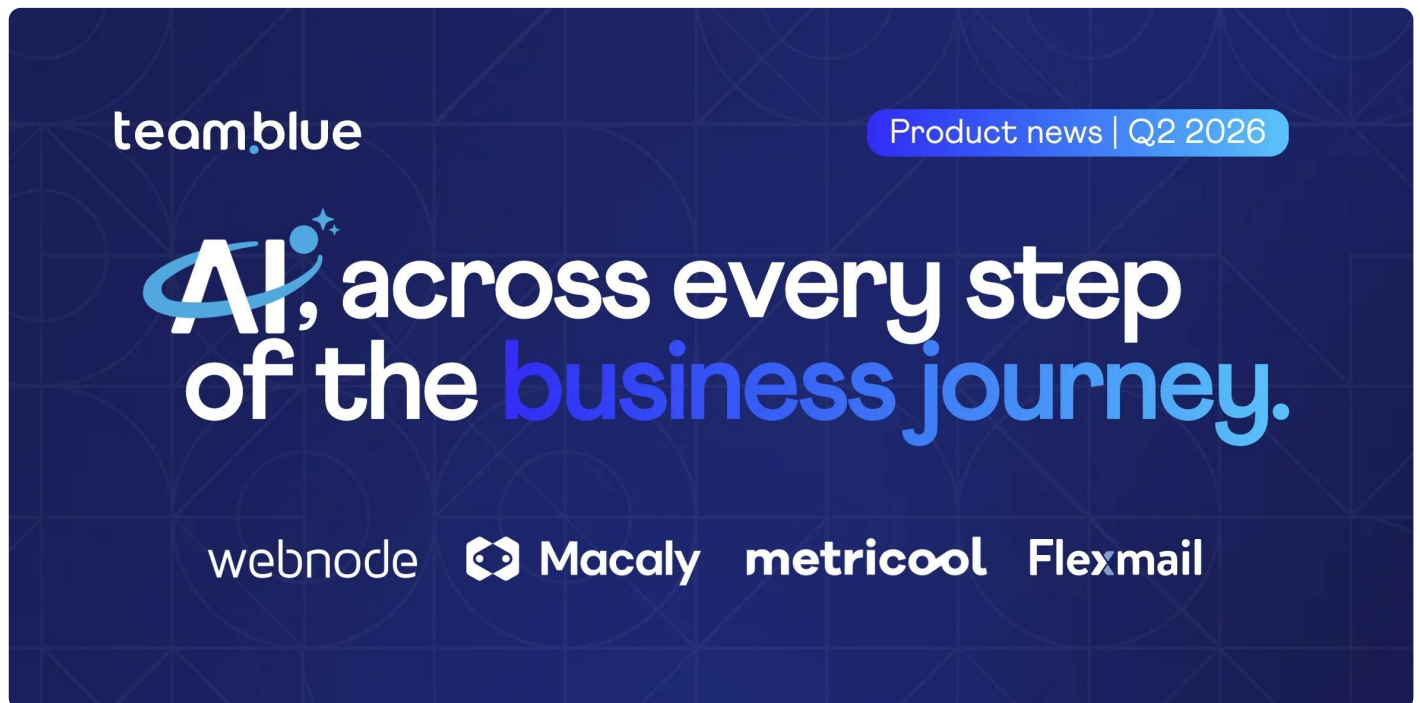


team.blue expands AI capabilities to remove operational friction for SMBs

team.blue, the pan-European digital partner for small and medium businesses, today published a selection of its product highlights for the second quarter of 2026. This quarter's AI updates advance the group's core mission of making online business success simpler, helping more than 3.3 million businesses automate the routine admin and manual tasks.



With AI embedded seamlessly into the tools entrepreneurs and marketers already use daily, team.blue frees them to focus on what matters most: running and growing their business.

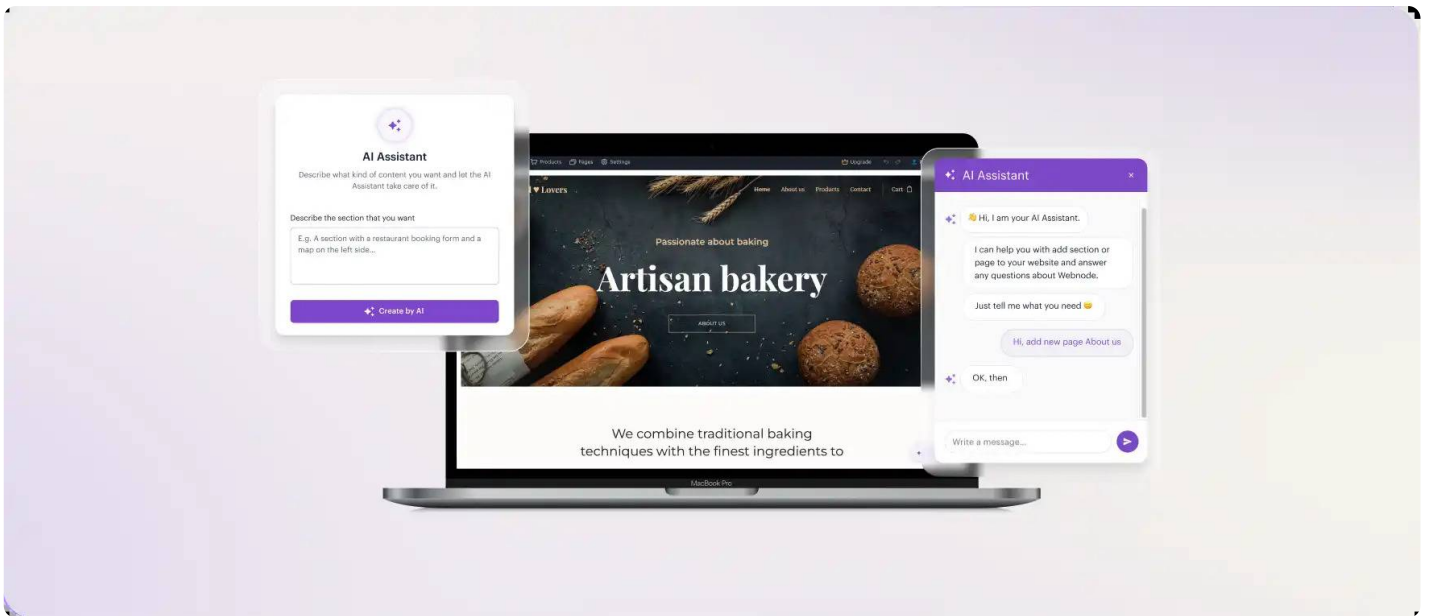
The four brands highlighted span every phase of a business's digital journey. In the launch phase, **Webnode** and **Macaly** help get a business online with a single prompt or description; to grow and scale, **Metricool** and **Flexmail** help it reach its customers and stay ahead of

competitors with the help of AI. EU compliance is built into how each feature is designed and deployed.



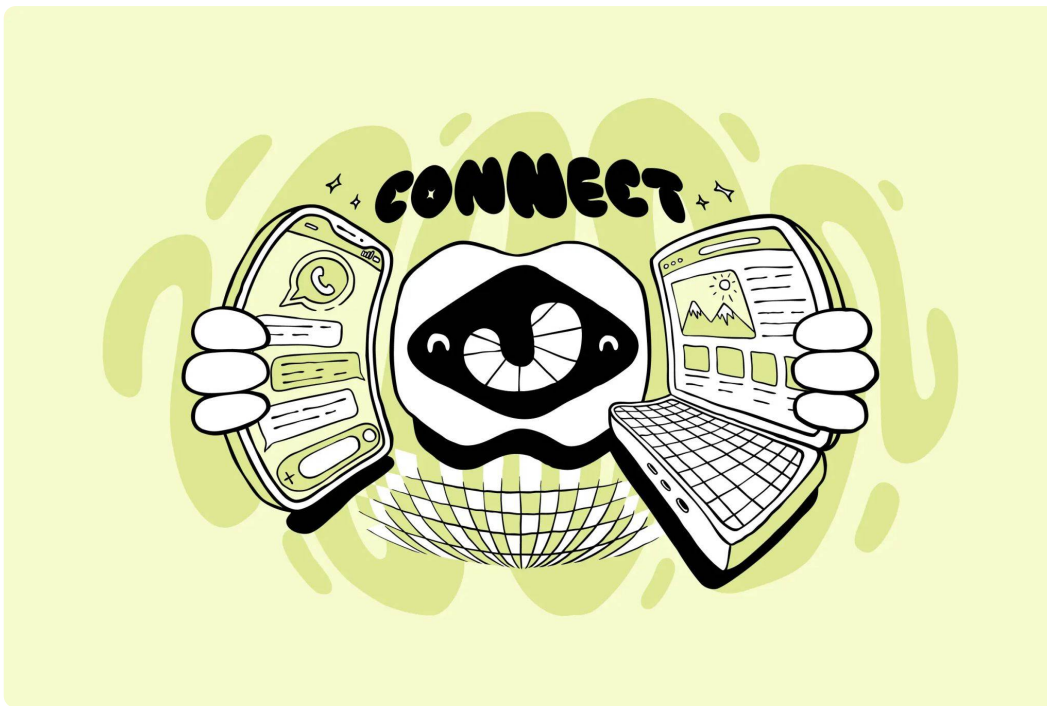
"Our focus this quarter was to clear the operational roadblocks that entrepreneurs face daily. By continuously embedding AI directly into our products, we are shifting the burden of manual admin work from the business owner to our platform. We are doing that while keeping everything hosted on European infrastructure, ensuring that businesses never have to compromise between cutting-edge AI innovation and European data governance. "

Bilal Ahmed, Chief AI & Data Officer, team.blue



Webnode: a full website from a short description

Getting online is often the first hurdle for a small business, since building a site has usually meant either a developer's budget or weeks of doing it by hand. Webnode's AI website builder turns a short description of a business into a working website in seconds, generating the copy, images and layout to start from. Business owners then edit it in an easy-to-use drag-and-drop editor, with an AI assistant on hand to write page text or adjust the design, and can add bookings, invoicing, a custom domain and branded email as the business grows. Perfect for anyone looking to go online in minutes. More than 50 million sites have been built on Webnode over its 15-plus years online, and 82% of users publish on the same day they start. Discover [more](#)



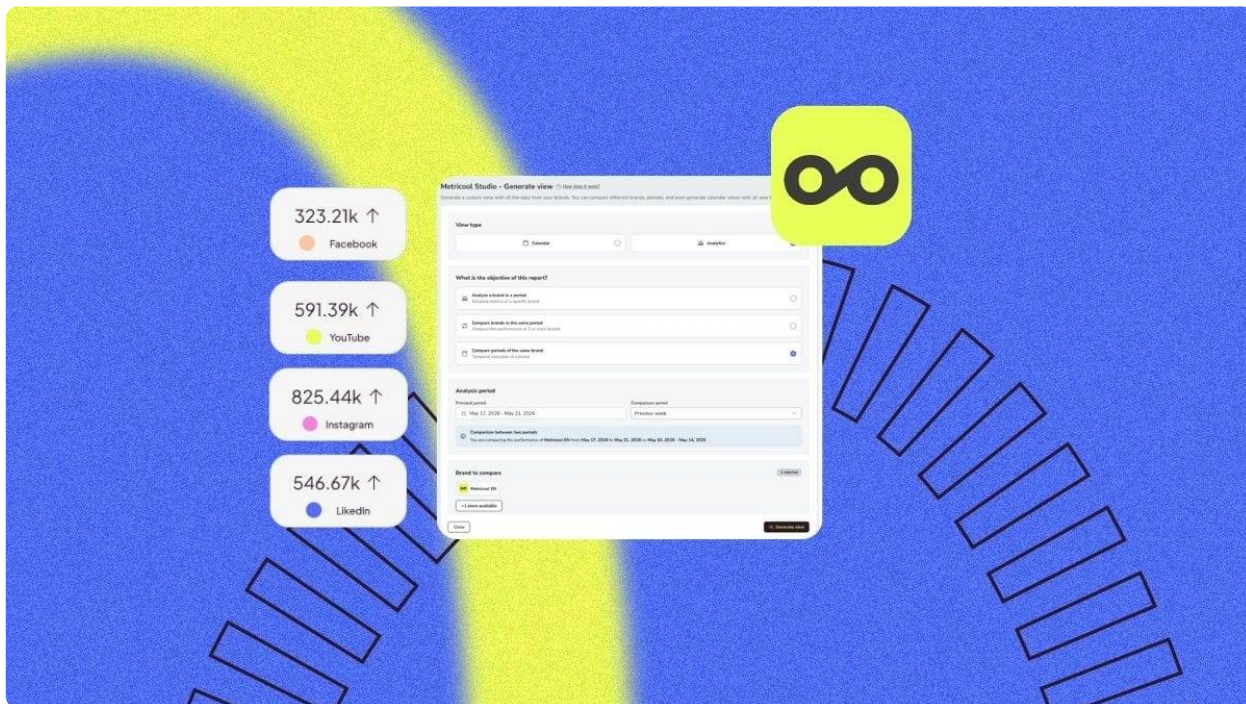
Macaly: update a website from WhatsApp and sell from it

Macaly, team.blue's AI vibe-coding platform that turns a plain-language prompt into a live web app in minutes, connected its agent to WhatsApp in the second quarter of 2026, and the feature is now open to everyone. Users add the agent to their contacts via QR code and message it like a teammate, by text or voice note, and can also send screenshots, reference images or PDFs for it to work from. The agent already knows every project from the Macaly web app, so a site started on a computer can be edited from a phone, and it sends back a preview link once the change is made. It is built for the small, everyday edits that usually wait until someone opens a laptop: fixing a typo a customer flagged, changing opening hours for a public holiday, or adding a five-star review that has just come in. It all happens from a single message, no separate app needed.

Macaly also began taking payments in the same quarter. Building a site is quick but turning it into something that sells — a cart, a checkout, a payment gateway, receipts — is where many projects stall, usually behind paid plugins and setup. A direct Stripe integration now handles all of that from a single prompt: the agent builds the full flow for one-off sales or recurring subscriptions, card details go straight to Stripe rather than through the site, and a payments tab tracks revenue, orders and recent transactions.

Lastly, Macaly is also able to take in data from another place like Google Maps, Instagram, or Airbnb, and create a fully featured website or app from it. Just tell the agent where the content lives, and it pulls it into the project and turns it into a website or app, all in one prompt. It's that easy and a real time saver. One of Macaly's models runs on team.blue's own GPU-as-a-Service infrastructure in Europe.

team.blue also already offers the same computing capacity to its customers directly from its own data centres in Europe. Businesses get the processing power they need to run AI projects, from language models and data analysis to automation and development, without their data leaving the continent. The service scales up or down as demand changes and businesses can choose to manage it themselves or hand the day-to-day operations to team.blue entirely. The infrastructure is ISO 27001 and ISAE 3402 certified. Macaly can be found [here](#), but it's also being rolled out across many of our team.blue hosting brands in the next months.

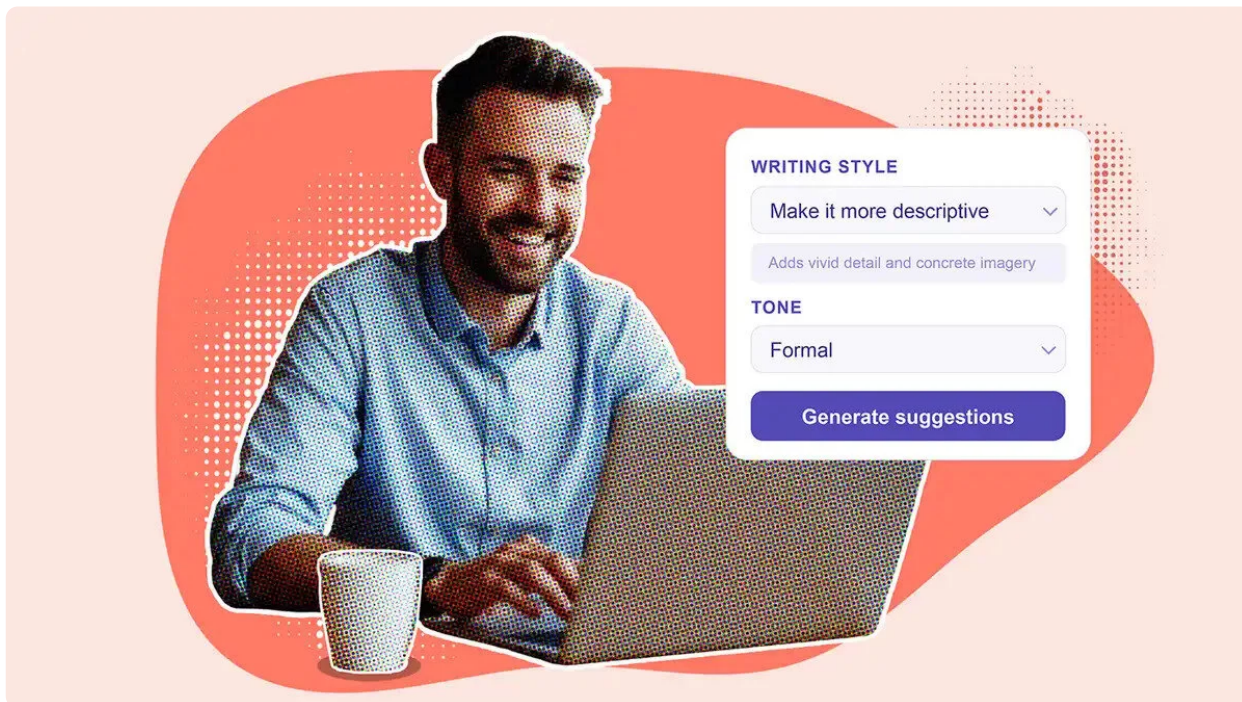


Metricool Studio: social media reports automated

Putting together a social media report shouldn't take up an entire afternoon. But between exporting data, comparing periods and writing up conclusions, many social media managers still spend hours on something their own tool should be handling for them. Metricool Studio,

the new AI feature within Metricool (the social media management platform used by more than four million professionals) changes that. It doesn't just display data; it interprets it. Users simply write, in plain language, which brand, channel and time period they want to analyse, and Studio generates the charts, a written summary and concrete recommendations on what's working and what could be improved.

With a single prompt, Studio can pull together several brands or languages at once, compare performance across different time periods, surface the best times to post based on each account's own history, or do something few tools handle well: competitor analysis. Studio's competitor comparison tool makes it possible to see, at a glance, how a brand stacks up against other accounts in its sector, backed by hard data rather than guesswork. Reports can be shared via a public link that updates automatically, so there's no need to rebuild or resend them every month. Metricool Studio is available now in the platform's reporting section. Find out more about [Metricool Studio](#)



Flexmail: two new AI features to translate and rewrite campaigns in minutes

Getting a campaign ready to send takes more than good intentions: the copy needs to land right, and in multilingual markets, it needs to land right in every language. That normally means several rounds of rewriting, plus rebuilding the email for each language or paying for a

translation. Flexmail added its second and third AI features to the email builder this quarter, following the AI Subject Line & Preheader Generator: an AI Translator and an AI Copywriter. The AI Translator takes a finished campaign and produces a version in another language in minutes. The original email stays as it is, the design and personalisation fields are kept intact, and the image alt text is translated too, which matters for accessibility. Users can set the tone and add their own instructions, such as keeping product names in English. The AI Copywriter helps get the words right in the first place. It can improve, shorten, rewrite, or translate any text element or full message, using the rest of the email as context and email marketing best practices, so suggestions actually help improve results, not just readability. Both AI features are included in the builder on every plan, with usage based on each plan's credit allowance. And Flexmail isn't stopping there: a new AI assistant, with full knowledge of the product and email marketing, launches at the end of this summer to help with both product and strategic questions.

Discover [more](#)

Press contacts

- **team.blue:** press@team.blue

About team.blue

team.blue is a leading AI-powered digital enabler for businesses and entrepreneurs across Europe, serving more than 3.3m SMB customers in 23 countries (Austria, Belgium, Bulgaria, Cyprus, Czechia, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Norway, The Netherlands, Portugal, Serbia, Slovakia, Spain, Sweden, Switzerland, Turkey and United Kingdom). team.blue is a one-stop partner for web hosting, domains, e-commerce, online compliance, lead generation and other SaaS solutions, supported by more than 4000+ experts. team.blue's vision is to make online business success simpler with the intelligence of AI at every step.