

June 2023

Sales Deck



High-Performance Commerce Experience Platform

Hello!

We are **deco**

Our **industry-expert team**
has worked on powering
enterprise ecommerce
for **over a decade.**



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VTEX 2012-2021



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VTEX 2010-2021



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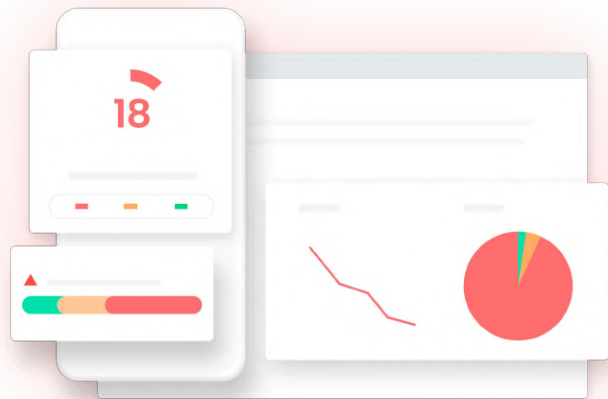
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Stanford, JP Morgan



Leandro Borges
Business Dev.
LUZ 2010-2023



Lucas Ribeiro
Graphic Designer
VTEX 2020-2023

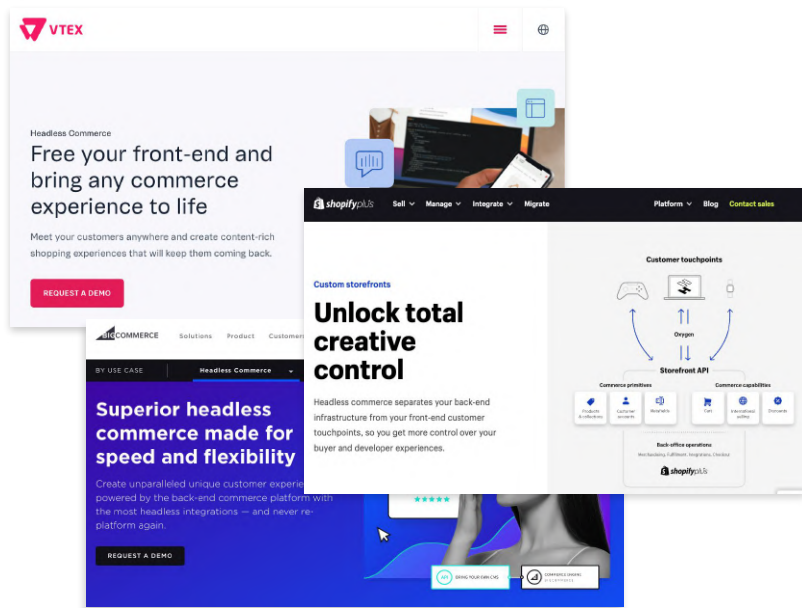


We've learned that most online stores are **losing sales** for the same main reason: **their built-in frontend doesn't work.**

- ❑ **Long** time to build
- ❑ **Slow** performance
- ❑ **Poor** personalization

Retailers go **headless**
and try to build their
own frontend stack

Instead of performance,
they get a **headache** and
insane TCO



Headless CMS



Monitoring



Analytics



CDN



A/B Testing



Deploy



with **deco**, brands go headless **without the headache**

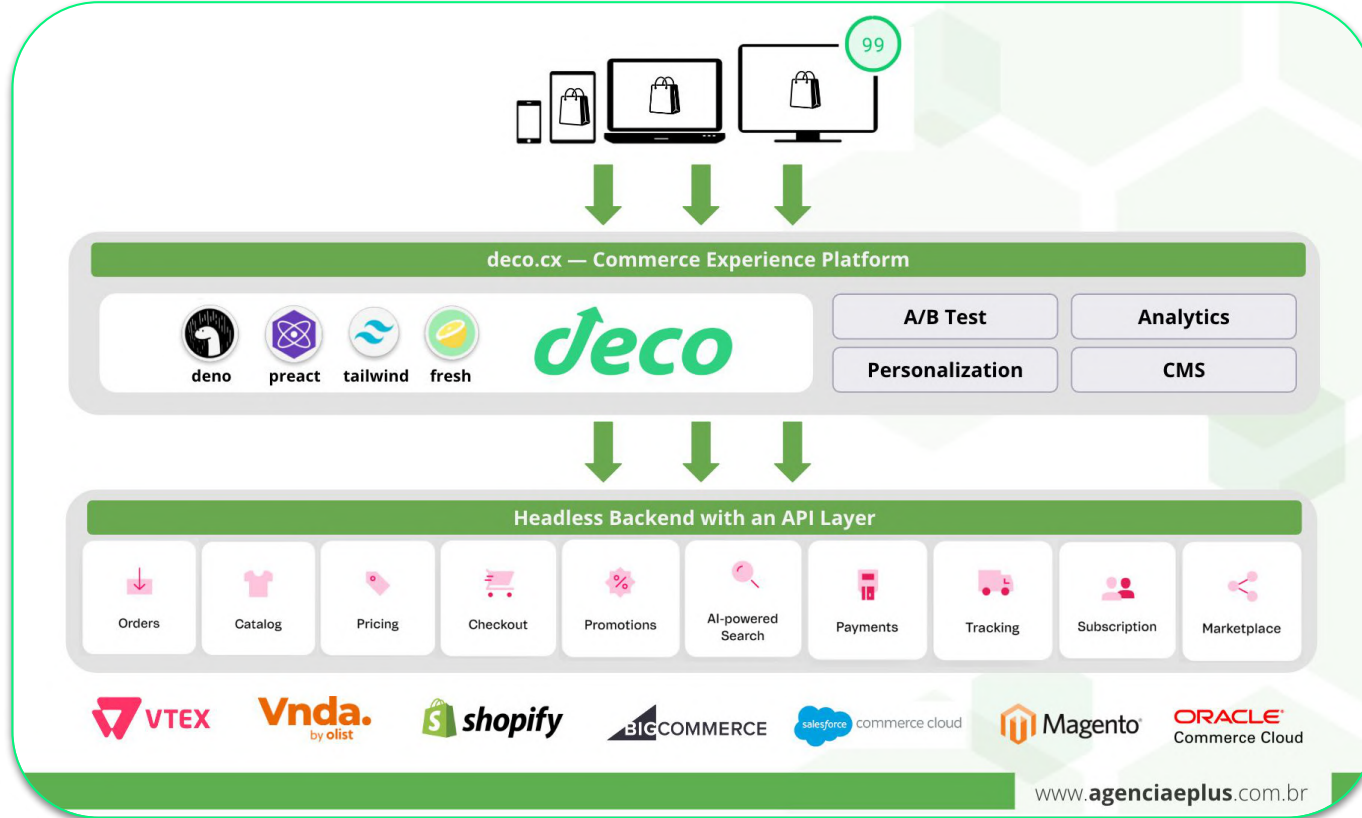
- ❑ Leverage 100% managed global infrastructure
- ❑ Boost sales without switching platforms
- ❑ Platform agnostic
"You're my life insurance"
(Velocità)

deco

High-performance digital
experience

Works with
any ecommerce
backend





deco is the the commerce experience platform
that brings storefronts to max performance



Builders get site done.

The global community of digital
experience builders who get site
done in days, not months



Sites load fast.

90+ scores on PageSpeed,
resulting in increased
conversion rates



Sales grow faster.

Every tool you need to
optimize and personalize for
each audience



lojastorra.com.br

Cheap and easy migration. Free A/B test.



11 sec

deco



4 weeks



2 sec

We offer you a free A/B test
against your current frontend.

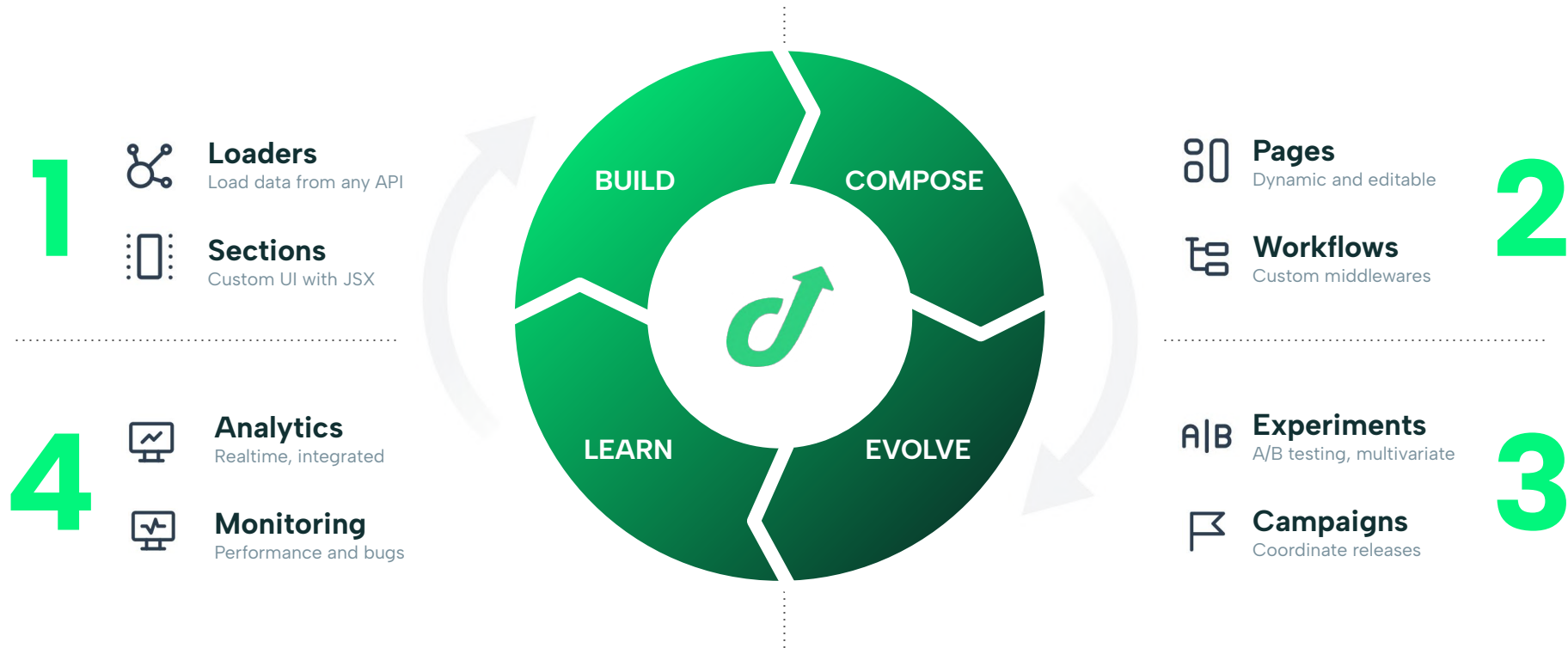
Pay only if you have positive results.

Results don't have to be explained.



lojastorra.**deco.site**

A one-stop-shop platform to **build and optimize** super-fast storefronts with integrated **CMS, A/B Test and Analytics**



Edge-native server-side rendering enables **high-performance & fully personalized** experiences at global scale.

- ❑ Easy to learn stack
- ❑ Server-side, zero JS by default
- ❑ Open source to the core



deno



preact



tailwind



fresh

Leverage the **same infrastructure** that processes billions of requests for:



netlify



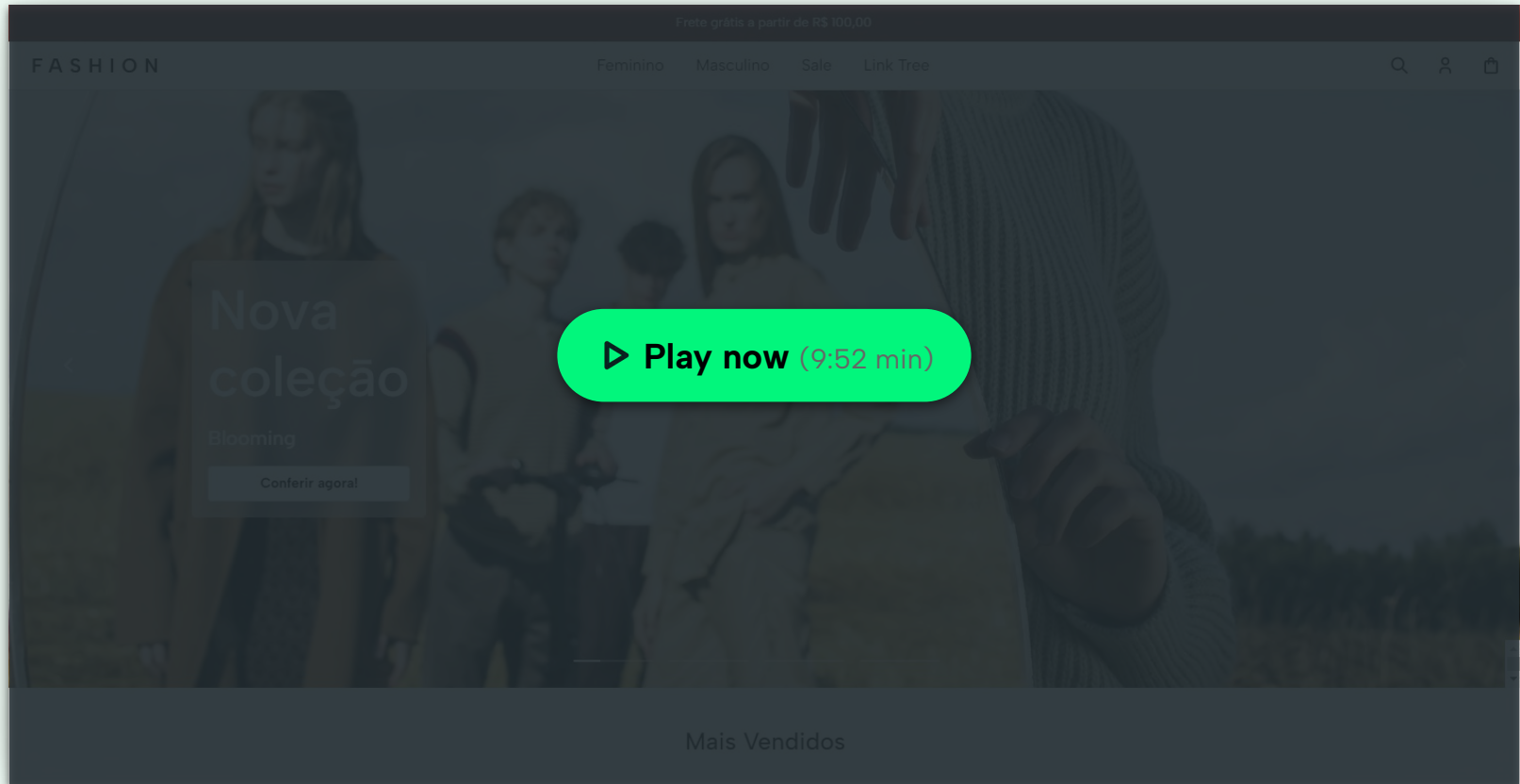
slack



supabase



Watch a **product demo**



Does **page speed** really matter?

Put simply: **YES!** Slow sites deter visitors, costing businesses millions.

Fast sites have better SEO, better UX, and are **more profitable**.



Every 100ms faster → 1% more conversions

For **Mobify**, every 100ms decrease in homepage load speed worked out to a 1.11% increase in session-based conversion, yielding an average annual revenue increase of nearly \$380,000.



40% faster → 15% more sign-ups

Pinterest reduced perceived wait times by 40% and this increased search engine traffic and sign-ups by 15%.



850ms faster → 7% more conversions

COOK reduced average page load time by 850 milliseconds which increased conversions by 7%, decreased bounce rates by 7%, and increased pages per session by 10%.



50% faster → 12% more sales




When **AutoAnything** reduced page load time by half, they saw a boost of 12% to 13% in sales.

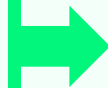


Simple & Lean Operation

You don't need multiple providers to manage your storefront anymore.

deco is all you need for a complete headless experience — **without the headache.**

Integrations	 wevo
Headless CMS	 prismic
Monitoring	 bugsnag
Analytics	 hotjar
CDN	 CLOUDFLARE
A/B Testing	 Optimizely
Deploy	 Vercel



deco

Saves on total cost of ownership

+

Simplifies operation, reducing the number of providers

+

Scalable and reliable infrastructure to support your growth

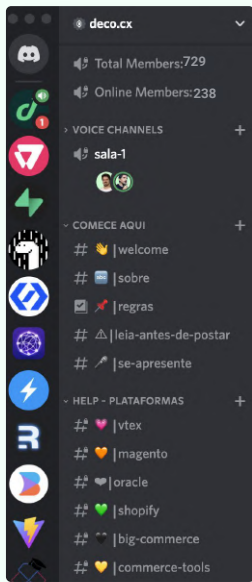
Trusted by the **leading agencies** of the digital commerce ecosystem

deco enables partners to:

- ❑ Service brands from any platform
- ❑ Manage all storefronts in one place
- ❑ Maximize developer productivity



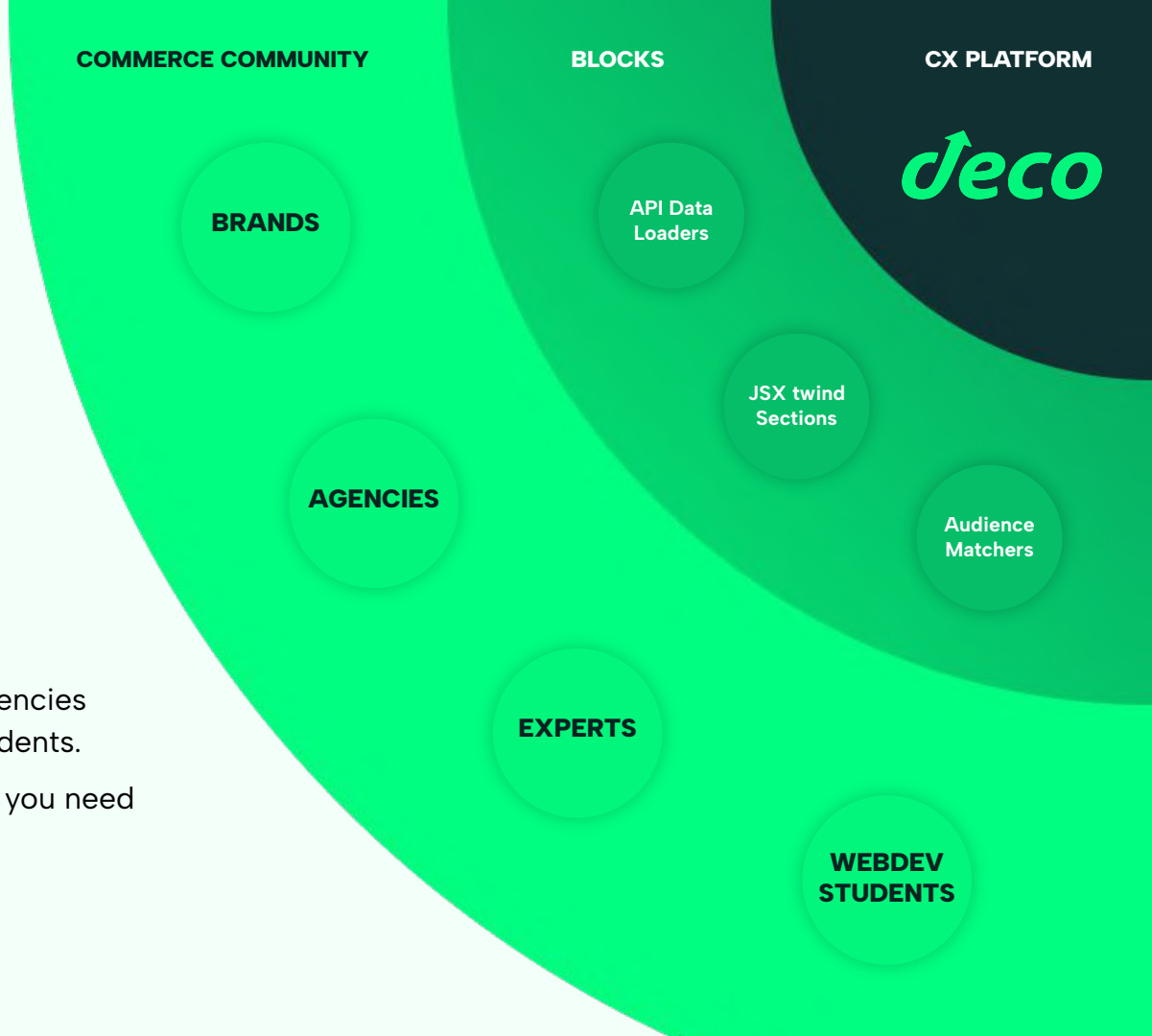
Backed up by a
multiplatform
commerce expert
community



1400+ members

- 📄 Hire experts, agencies and webdev students.
- 📄 Get the support you need

Join us now:
deco.cx/discord



Pricing plans that scale with you

Landing

Create blazing-fast landing pages for your needs

\$15 per month

- ✓ 50k pageviews/mo
- ✓ \$5 / extra 10k pageviews
- ✓ Max. 3 requests / pageview

Subscribe

Start

The perfect choice for small business and startups

\$99 per month

- ✓ 250k pageviews / mo
- ✓ \$5 / extra 10k pageviews
- ✓ Max. 15 requests / pageview

Subscribe

Grow

More infrastructure to support your growth needs

\$399 per month

- ✓ 1M pageviews / mo
- ✓ \$5 / extra 10k pageviews
- ✓ Max. 20 requests / pageview

Subscribe

Enterprise

More scale, control & support

Custom

- ✓ Custom pageviews / mo
- ✓ Custom extra pageviews
- ✓ Custom max. requests/ pageviews

Contact us

Upgrade your store.



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The Deco logo, featuring the word "deco" in a bold, italicized, sans-serif font. The letter 'd' is stylized with an upward-pointing arrow integrated into its vertical stroke. The logo is positioned on the right side of the slide, partially overlapping a large, curved, light blue shape that sweeps across the bottom right corner.



Further reading



deno



preact



tailwind



fresh



Click to learn more

BACK TO THE SSR



DENO.COM

The Future (and the Past) of the Web is Server Side Rendering

A brief history about server-side rendering and why it's the right approach ...



DENO.COM

You Don't Need a Build Step

The build step helps Node.js/npm run in the browser, optimize end-user...



SEQUOIACAP.COM

Ryan Dahl, Node.js Creator, Wants to Rebuild How We Experience the Web | Sequoia Capital US/Europe



INFOQ.COM

Fine-Grained Sandboxing with V8 Isolates

Kenton Varda explains how Cloudflare built a compute platform using V8...

For Developers

- Developer Experience
- Rendering & Data Fetching
- Change speed & stability

(Legacy CMS)

VTEX Portal

Limited server XHTML
Client-side JS and CSS

US-based
server-side navigation

Manual upload of scripts
Refresh takes time

(Store Framework)

VTEX IO

Proprietary JSON framework
Fixed React version 16.x

SPA with pre-rendering
Proprietary GraphQL

Fast, but error prone due to high
complexity dependencies

(Gatsby/Next starter)

VTEX FastStore

Complex React meta-frameworks

Limited static site generation
Proprietary GraphQL

Slow, requires build on every
change, can take over 10m

deco

Simple, deno-based, JSX
sections and data loaders

Edge-based, full control on
rendering and fetching

New code deploys in 3s,
realtime content changes

For Business

- PageSpeed Performance
- Time to go-live
- Freedom to innovate
- Total cost of ownership
- Support

Low to medium, customization
requires client-side JS

Medium

Limited, VTEX-only
data on server-side

Low, VTEX-managed

Simple, +10 years
in the market

Low to medium - lots of
Javascript sent to browser

Medium

Medium, requires learning
a proprietary API

Low, VTEX-managed

Simple, mature
Latam ecosystem

Medium to High, more JS sent to
browser by default over time

Depends on lots of choices
(CMS, deploy, monitoring...)

High, but focused on
VTEX APIs

High, requires integration
with other products

Closed beta, mostly
enterprise support

Minimal JS and CSS, server
side-rendered close to user

Fastest — full digital experience
tooling included out of the box

High, natively
multi-platform

Lowest — replaces
5+ products with one

24/7 discord community,
dedicated senior team