

Jan 2023

Deco

High-Performance Commerce Experience



Hello!

We are *deco*

Our **industry-expert team** has been solving enterprises' pain points in digital experience for **over a decade.**



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Co-Founder / SWE
VTEX 2012-2021



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Product Designer
VTEX 2010-2021



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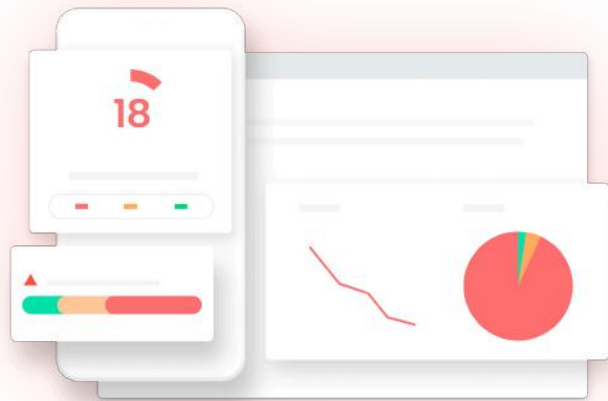
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Maria Luiza Aires
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Enext



We've learned that most online stores are **losing sales for the same main reasons:**

- ◆ **Long** time to code and build
- ◆ **Slow** pagespeed performance
- ◆ **Poor** personalization

deco is the **digital experience platform**
that brings storefronts to **max performance**



Fast to build

Our framework boost dev
productivity and cut
implementation time



Fast to load

90+ scores on pagespeed,
resulting in increased
conversion rates



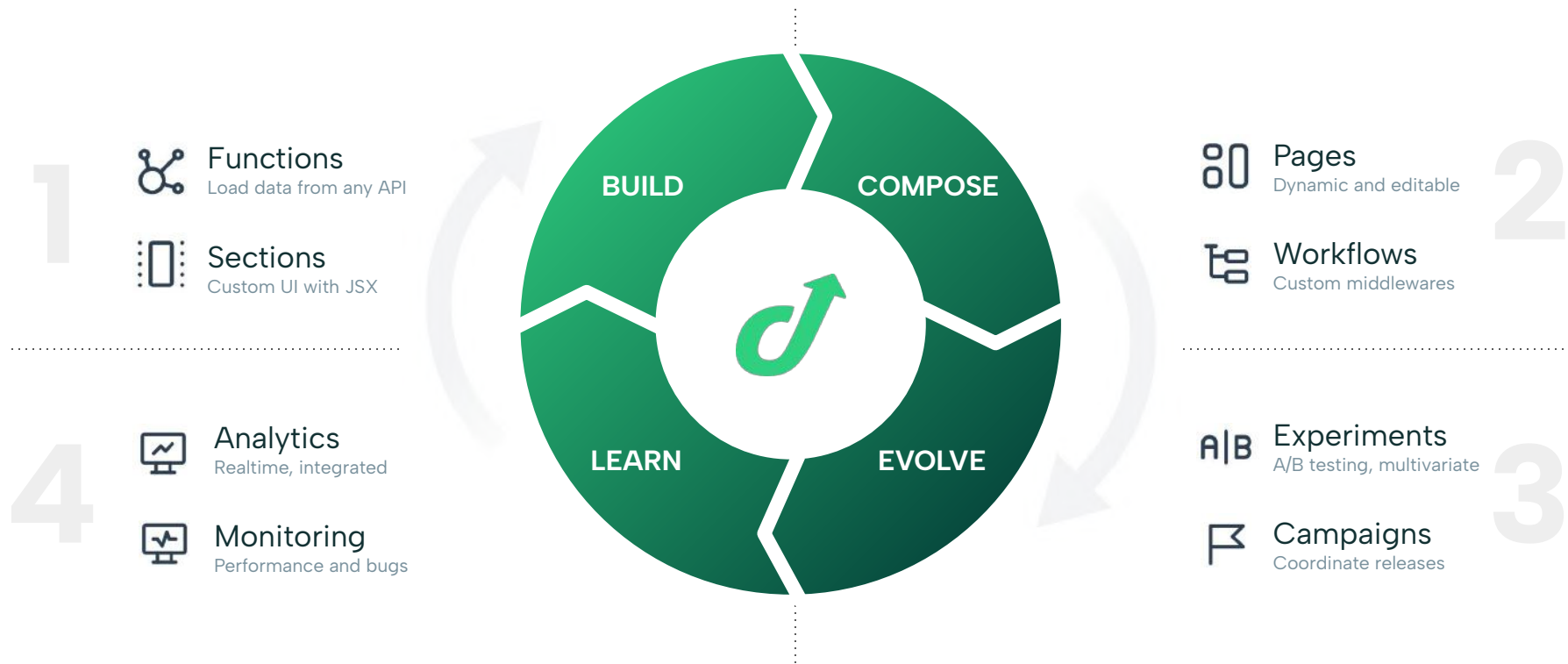
Fast to evolve

Every tool needed to
optimize and personalize for
each audience



integrated with any commerce platform

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





We are built on top of modern, open-source and **edge-native technologies**, that enables high page speeds without compromising personalization

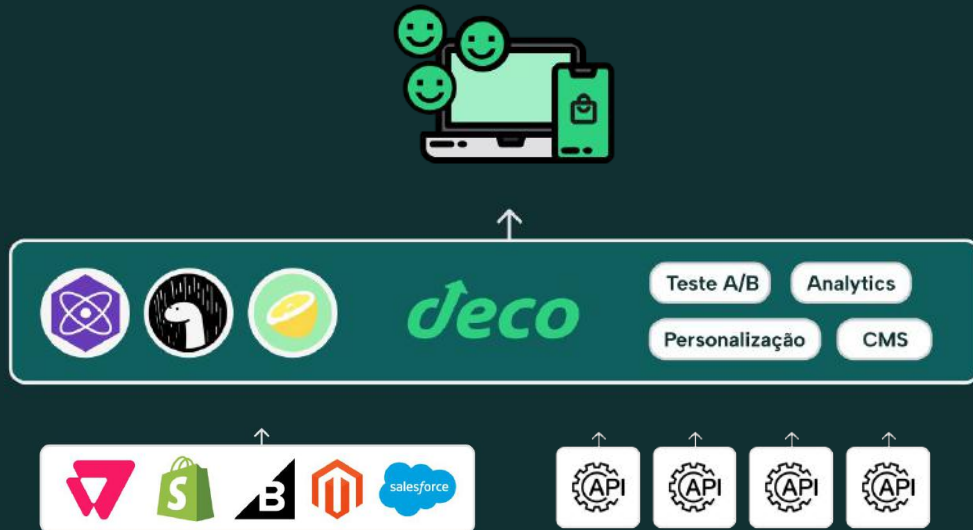
- Focus on developer productivity
- Server-side by default
- Instant deploy to the edge
- Open source to the core
- Dynamic configuration management

With deco you create delightful experiences

Choose any commerce platform

Integrate with any external API

Personalize for each audience



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.



THE RESULT

Simple and Cheap Operation

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

You just need *deco*

Integrations



Headless CMS



Monitoring



Analytics



CDN



A/B Testing



Deploy



deco

Saves on total cost of ownership

+

Simplifies operation, reducing the number of providers

+

Scalable and reliable infrastructure to support your growth

A powerful ecommerce agency ecosystem that **resells our platform** because they get:

- Unified operation
- Easier stack for hiring and training
- New revenue streams and markets



Backed up by a multiplatform commerce expert community

520+ members

Hire experts, agencies
and students

Get the support you need

Join us now:
deco.cx/discord

COMMERCE COMMUNITY

INTEGRATIONS

CX PLATFORM



Brands

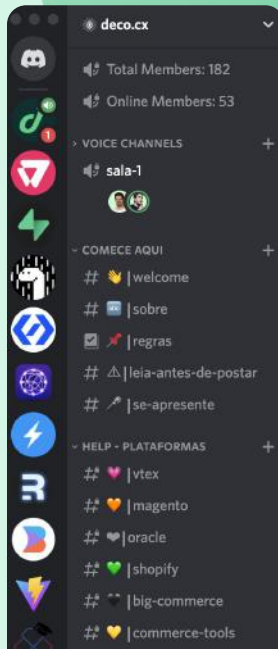
3rd party
integrations

Built-in
integrations

Agencies

Experts

Webdev
Students



Pricing plans that scale with you

Landing

Create blazing-fast landing pages for your needs

R\$99 per month

Subscribe

This includes:

- ✓ 3 user seats
- ✓ 100k pageviews/mo
- ✓ \$10 extra user seat
- ✓ \$5 extra 10k pageviews
- ✓ Max: 2M pageviews/mo
- ✓ Max 3 requests / pageview

Start

The perfect choice for small businesses and startups

R\$599 per month

Subscribe

This includes:

- ✓ 5 user seats
- ✓ 250k pageviews/mo
- ✓ \$20 extra user seat
- ✓ \$5 extra 10k pageviews
- ✓ Max: 2M pageviews/mo
- ✓ Max 15 requests / pageview

Grow

More infrastructure to support your growth needs

R\$2,499 per month

Subscribe

This includes:

- ✓ 10 user seats
- ✓ 500k pageviews/mo
- ✓ \$10 extra user seat
- ✓ \$5 extra 10k pageviews
- ✓ Max 2M pageviews/mo
- ✓ Max 20 requests / pageview

Enterprise

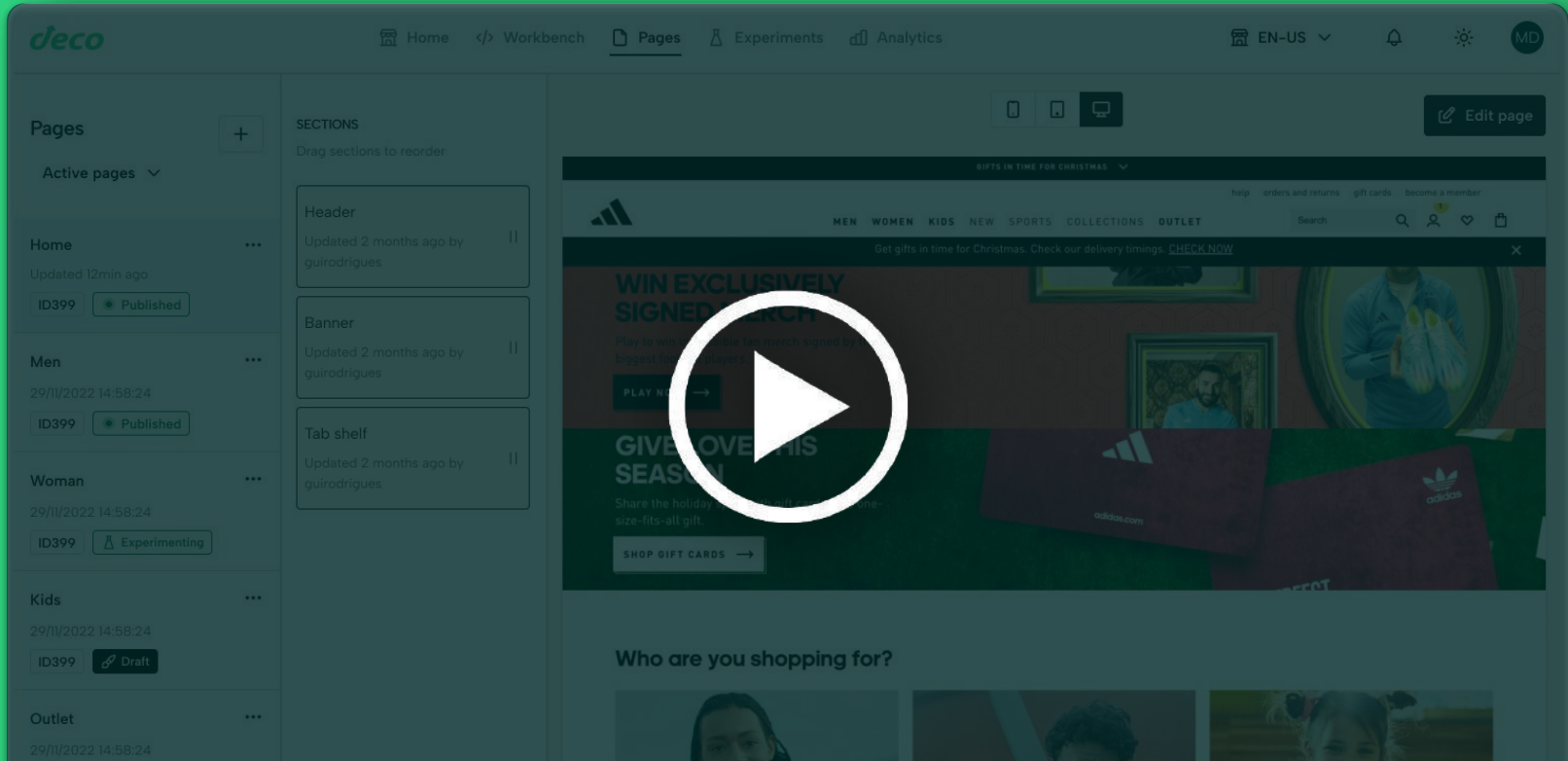
More scale, control, & support

Contact us

This includes:

- ✓ Custom user seats
- ✓ Custom pageviews/mo
- ✓ Custom extra user seat fee
- ✓ Custom extra pageviews fee
- ✓ Unlimited max pageviews/mo
- ✓ Custom max requests / pageviews

Watch a Product Demo



Thank you



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The logo for 'Deco' in a bold, italicized, sans-serif font. The letter 'd' is stylized with an upward-pointing arrow integrated into its vertical stroke. The text is white.