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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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VTEX 2012-2021



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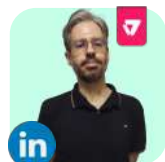
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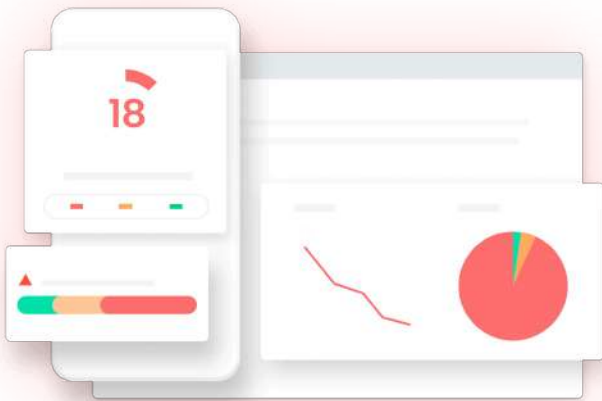
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We learned that most online stores are **losing sales for the same main reasons:**

- ◆ **Long** time to code and build
- ◆ **Low** 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



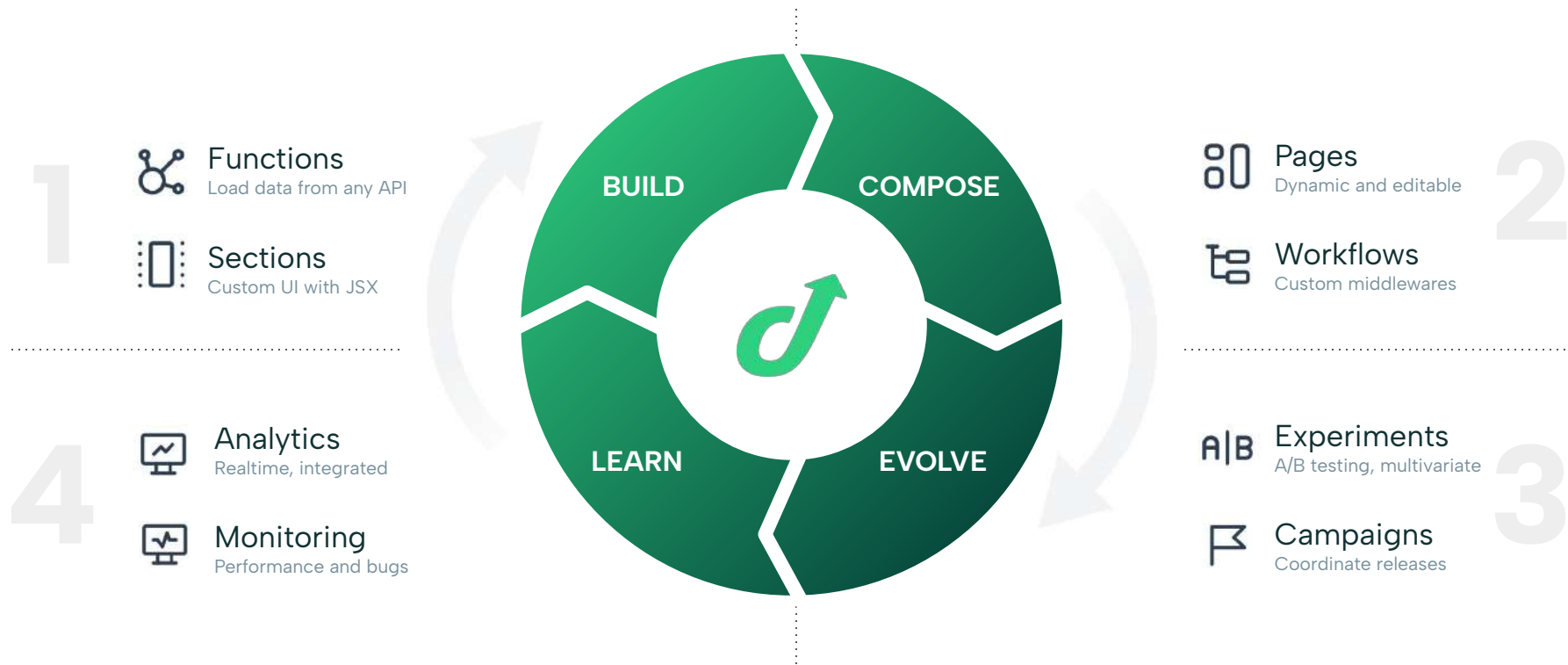
Fast to evolve

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

Backed up by a multiplatform commerce expert community

450+ 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

Meet Our Product

The image displays the Deco CMS interface, which is used for managing and editing web pages. The interface is divided into several sections:

- Top Navigation:** Includes the Deco logo, a menu with 'Home', 'Workbench', 'Pages' (active), 'Experiments', and 'Analytics', a language selector set to 'EN-US', a notification bell, a settings gear, and a user profile icon labeled 'MD'.
- Left Sidebar (Pages):**
 - Pages:** A list of active pages. The 'Home' page is selected, showing it was updated 12 minutes ago by 'guirodrigues' and is in a 'Published' state (ID 399).
 - Men:** Updated 29/11/2022 14:58:24, published (ID 399).
 - Woman:** Updated 29/11/2022 14:58:24, currently in an 'Experimenting' state (ID 399).
 - Kids:** Updated 29/11/2022 14:58:24, currently in a 'Draft' state (ID 399).
 - Outlet:** Updated 29/11/2022 14:58:24.
- Sections:** A list of sections that can be added to the page, including 'Header', 'Banner', and 'Tab shelf', each with a 'Drag sections to reorder' instruction and a handle icon.
- Live Preview:** A real-time view of the website being edited. The preview shows an Adidas website with a red and green holiday-themed banner. The banner features the text 'WIN EXCLUSIVELY SIGNED MERCH' and 'GIVE LOVE THIS SEASON', along with images of Adidas merchandise and a person holding shoes. Below the banner, there's a section titled 'Who are you shopping for?' with images of diverse people.

Ask for a demo.



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