



A disruptive SaaS to increase  
E-Business performance



Omar Odino  
COO & Partner

[omar.odino@kleecks.com](mailto:omar.odino@kleecks.com)  
<https://www.linkedin.com/in/omarodino/>

# About Kleecks



- Kleecks is an **Enterprise Cloud SaaS** designed to improve eCommerce performance and WebOps
- Kleecks leverages **Machine learning** and **Robot Process Automation** to automate and maintain continuous improvement tasks
- Created in **2016**, after 3 years, **we start commercialisation** at the end of **2019**.
- **Triple-digit** growth YoY since then.



Different Nationalities  
and Cultures



Clients around  
the world

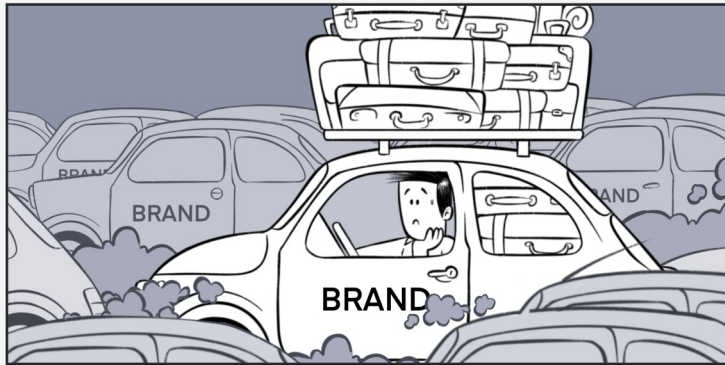


Revenues  
managed



Users  
per day

# Problem we are looking to solve

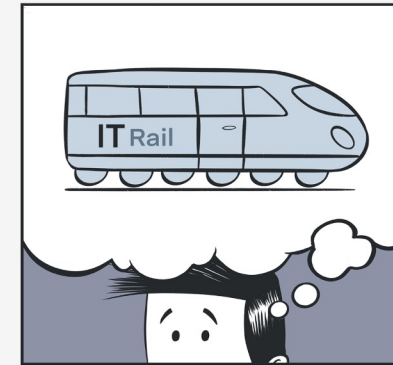


**Complex and competitive market** requiring strategic and priority resources.

Technologies adoption and humans have **different speed**



**Businesses** are looking for **flexibility** and **time-to-market** leveraging all the optimisations areas (SEO, CRO etc etc)



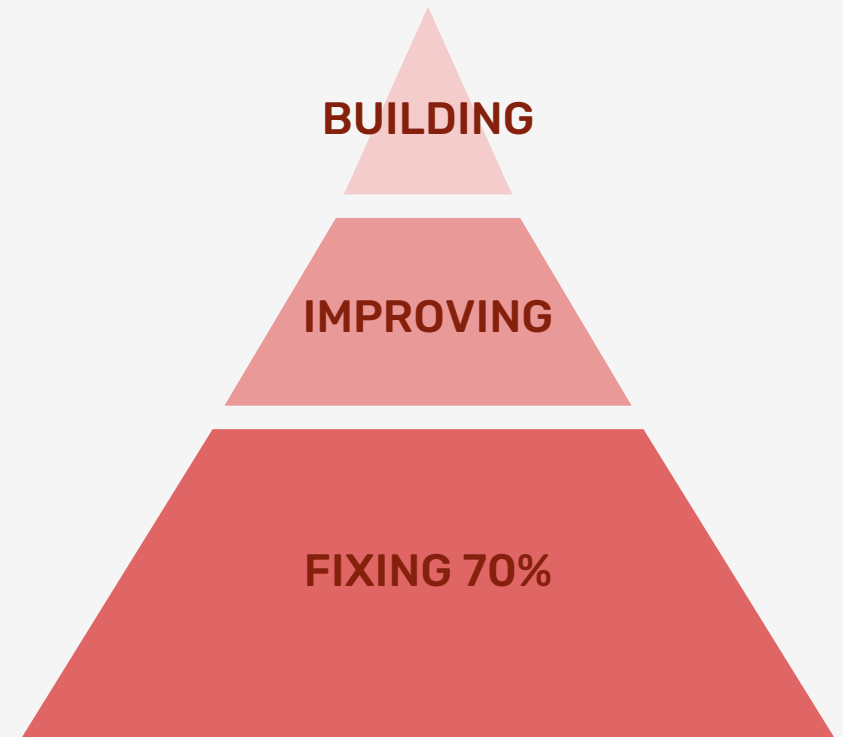
**IT department** requiring stability, security, governance, quality and cost-saving.



*WebOps*

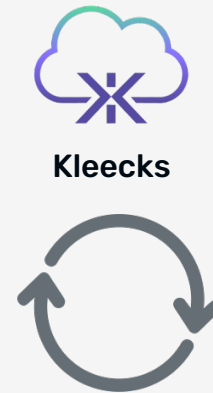
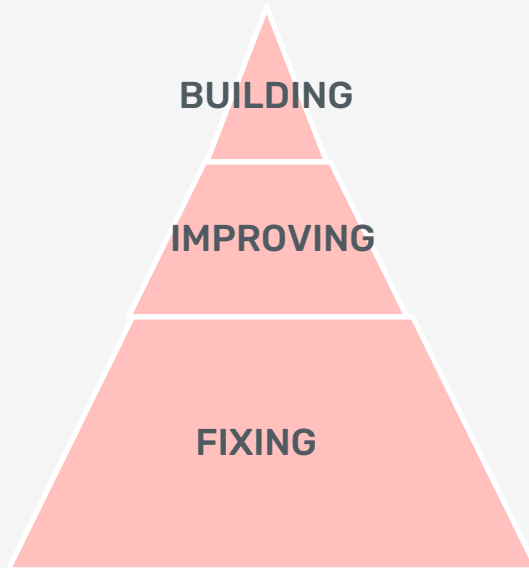
# WebOps time and money inefficiency

- The main competencies that make up WebOps are **SEO, SEA, Accessibility, Conversion Rate Optimisation, Performance, Monitoring, ...**
- All these requests today **are implemented by the SW development team** with a big effort in fixing and fine-tuning

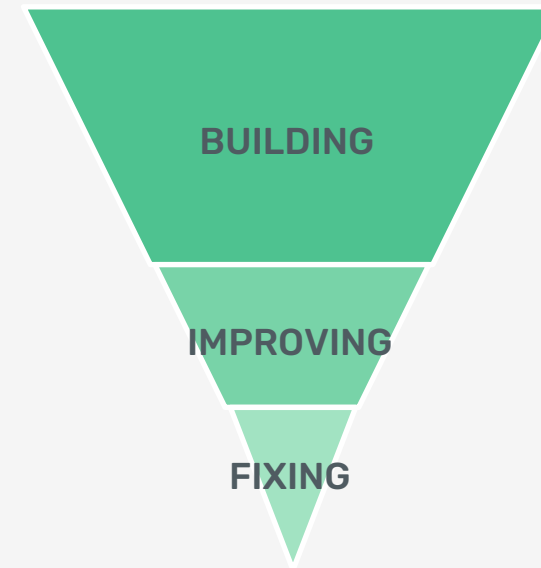


# Change the paradigm using edge innovation, ML and RPA

Before



After



# Kleacks Enterprise Platform

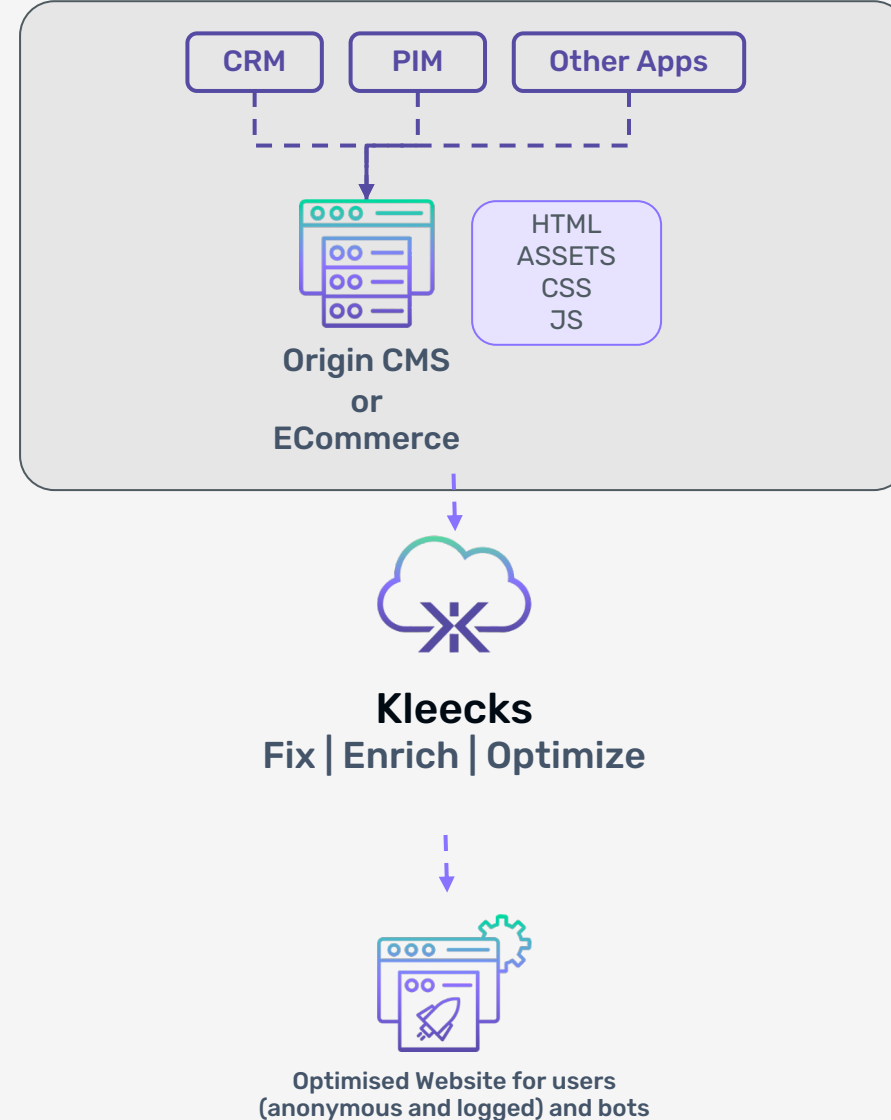


## Technically speaking

Kleacks is a smart layer based on a “reverse proxy”.




## Practically speaking

Kleacks is a SaaS platform designed to swiftly assist marketers and technical teams in optimising, controlling, and modifying website front-ends to enhance performance, health, positioning, and time-to-market

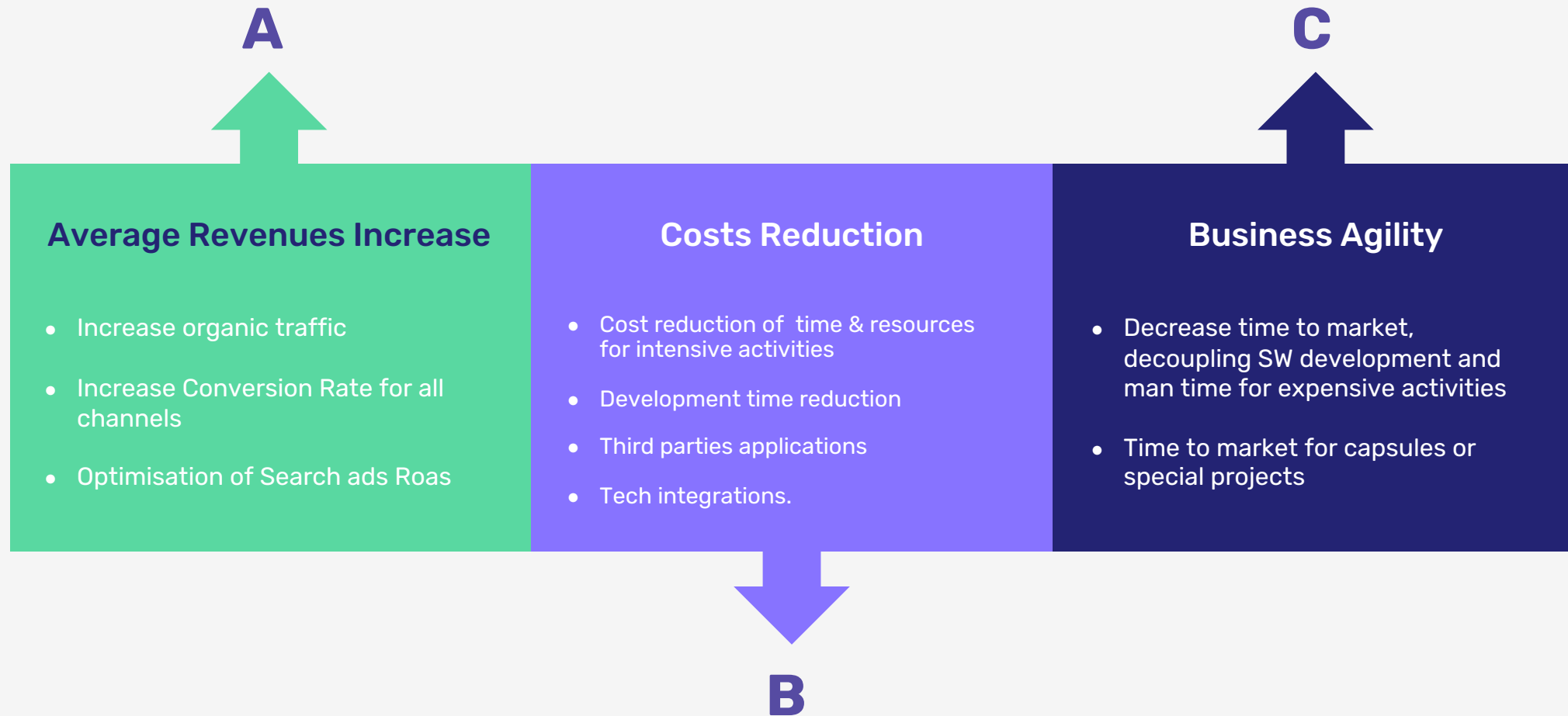


# Kleacks Main Capabilities



Main Capabilities	 SEM	 CRO	 Accessibility
Main Features	<ul style="list-style-type: none"><li>• Competitive Analysis</li><li>• Page Speed fix</li><li>• SEO Tech Fix</li><li>• SEO Semantic automation</li><li>• International SEO</li><li>• AI Content generation and machine translation</li><li>• SEO / SEA cannibalisation</li></ul>	<ul style="list-style-type: none"><li>• AB Testing</li><li>• UX/UI improvements</li><li>• Internal search optimization</li><li>• Product recommendation</li><li>• Landing pages creation and optimization</li><li>• Content personalization</li><li>• Content localization</li></ul>	<ul style="list-style-type: none"><li>• Automatic audit</li><li>• Fix automation</li><li>• ML content generation</li></ul>

# Business Benefits we can provide with Kleecks



Derived from the average benefits observed among Kleecks' customer base who have activated and consistently utilized all requisite modules to attain the target KPIs

This document is strictly private, confidential and personal to its recipients and should not be copied, distributed or reproduced without prior written consent of Kleecks.



# A. Increase Revenue - Business Case Proof Points

International Luxury Fashion Brand, Results after 6 months

A

B

C

## Website impact

+31%

New Users  
(organic)

+17%

Sessions  
(organic)

+65%

Site Speed

## Business impact

+117%

Transactions

+103%

Conversions  
(organic)

+83%

Revenue  
(organic)

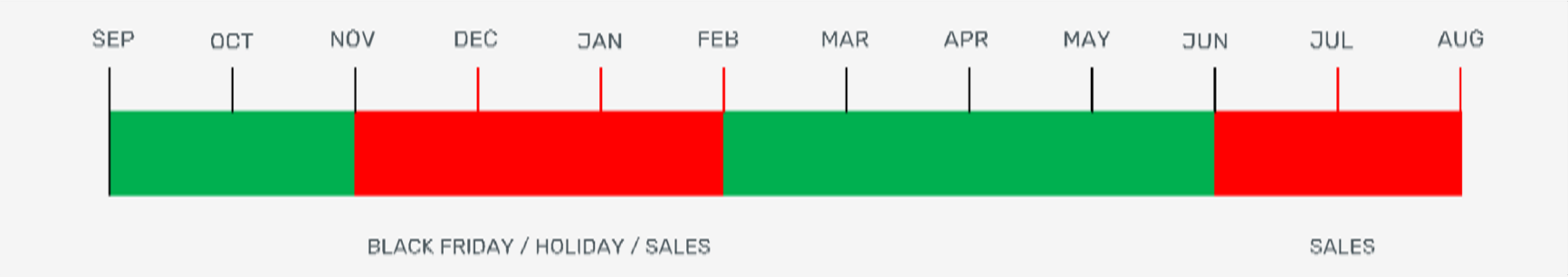
-80%

Timing&Cost  
(vs traditional  
approach)

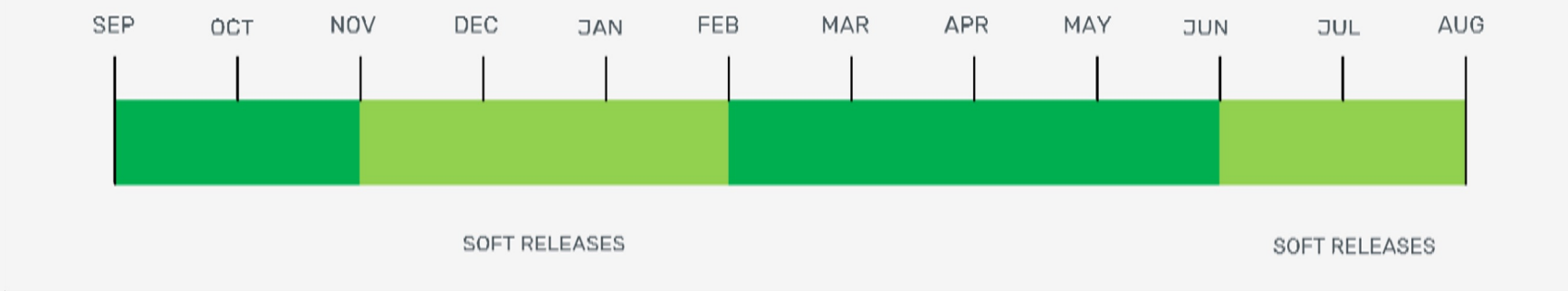
# A. Enabling continuous improvements 365 days / year

A	B	C
---	---	---

## Before

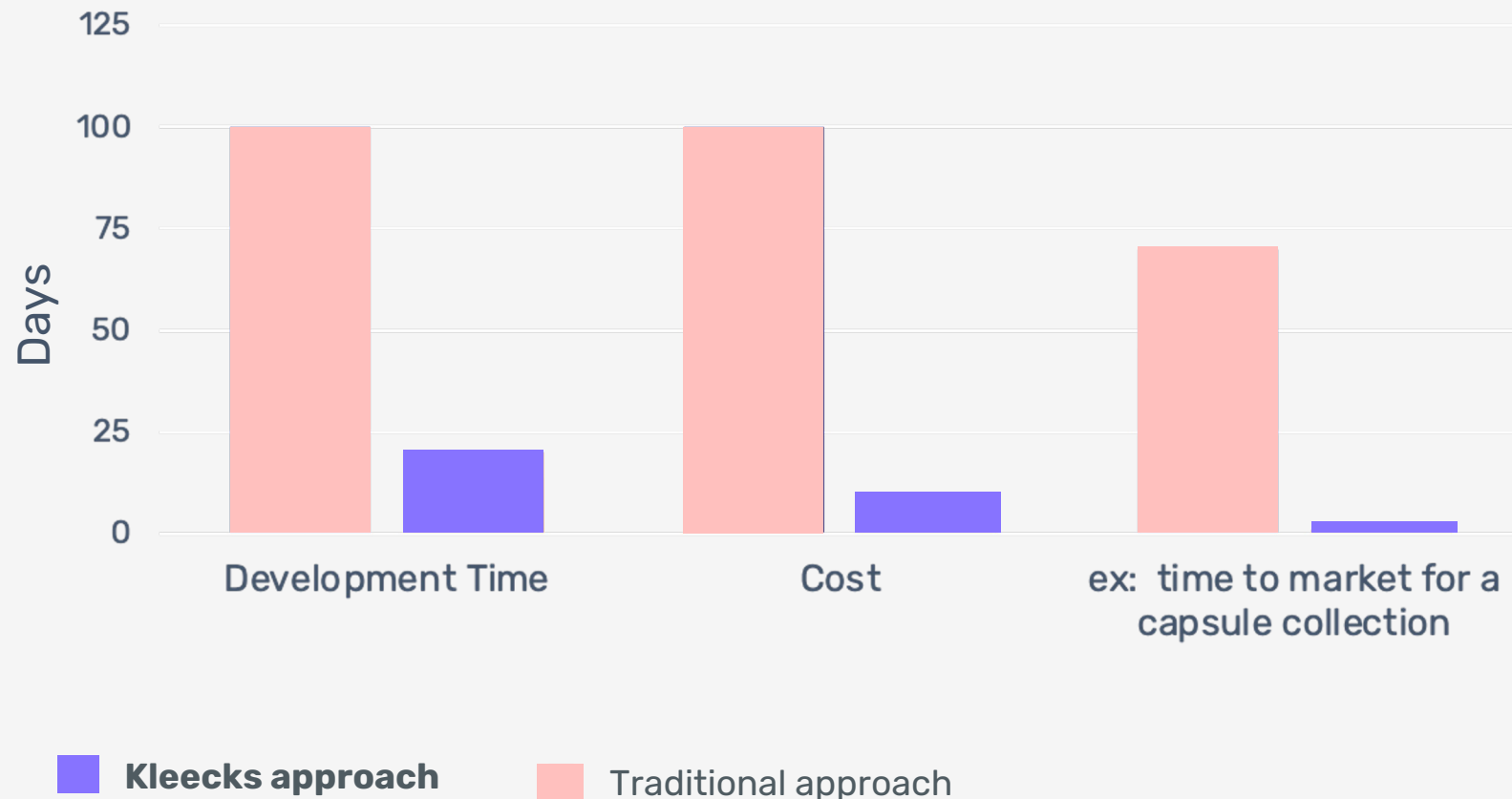


## After



## B-C. Reduce cost & time to market - Business Case Proof Points

International Luxury Fashion Brand, launch of a Capsule Collection



Results achieved with Kleecks at full power.

## B-C. Inserting a new player in the digital workflow to reduce effort and optimize time



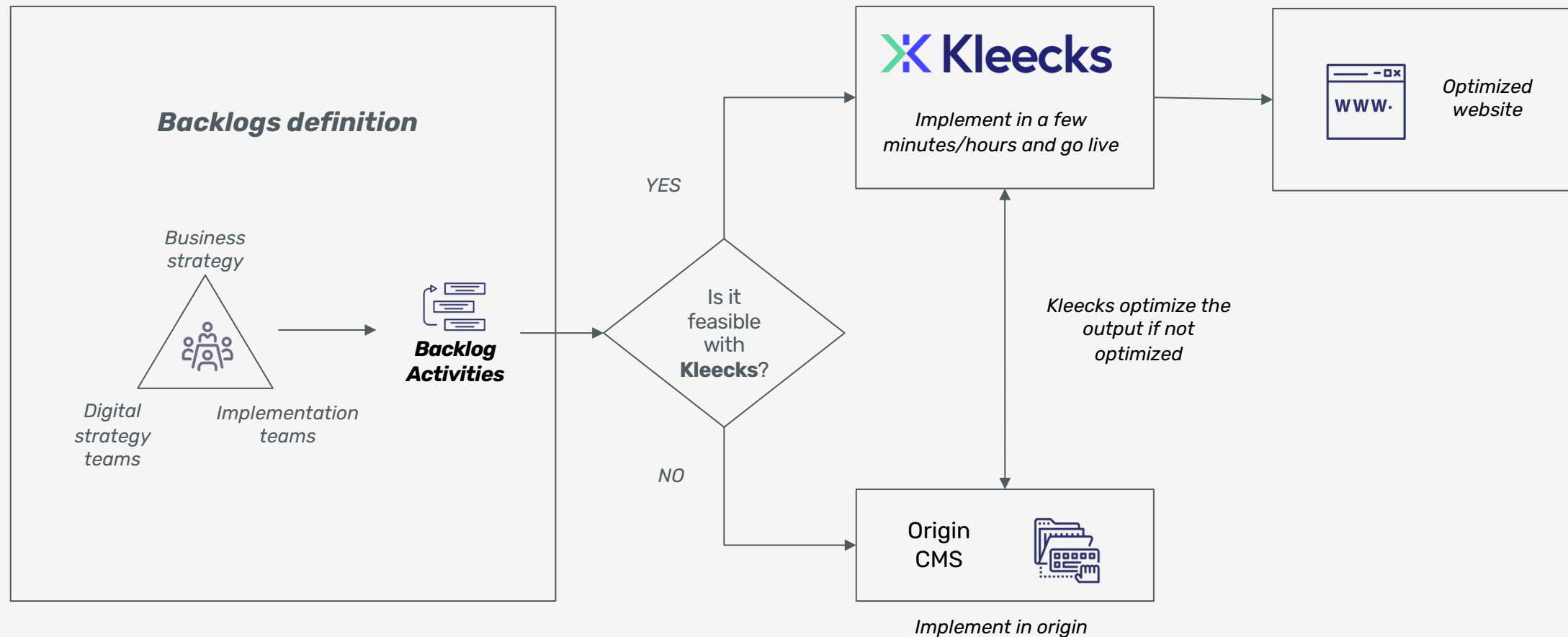
A

B

C



**Kleecks** is designed to be an **enterprise ready** platform, the activation of **Kleecks** is to be considered as an **integrated element of the company's digital ecosystem**. As for the main components CMS, WAF, DAM, PIM etc..



THAN K YOU