



simplex.



# HEY, LET'S CONNECT!



simplex.live  
martech company





# We believe technology reduces operational work and allows teams to position themselves strategically.

Founded in 2017, we were born global. In addition to Brazil, we have operations in several countries, helping companies with different characteristics and sizes.

We are a technology startup formed by Brazilian and French executives with long experience in e-commerce.





# We increase traffic and sales through platform optimization.

## We can help you with:



### LANDING PAGE AUTOMATION

Indexa automatically creates pages with the best possible user experience and the highest quality score.



### PAGE OPTIMIZATION

Our solution follows the most important criteria to optimize your acquisition, increasing traffic and qualified leads.



### KPI MONITORING

A real-time performance monitoring system sends alerts when it finds any KPI changes (positives or negatives) on your site.



### CONSULTANCY

Focusing on data and SEO best practices, we develop a schedule of actions aimed at the best scenario for each team. All this is reinforced by **Cerebro**, our proprietary monitoring software.





## Our software aims to help our clients bring in more qualified traffic.



### Indexa

Through AI, Indexa can predict consumers' wants and create the best possible user experience.

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### Sir Cache

Sir Cache **optimizes the performance of your website and SEO traffic to the maximum.** We are solving SEO problems and, at the same time, offering new opportunities.

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### Cerebro

Our intelligent system monitors and reports in real-time every step of your site's growth, fall, and instability. Cerebro backs our experts on the consultancy journey.





## Our Success Cases



### Carrefour

Indexa pages generated almost **80% of non-brand organic traffic**.

The cost to create Indexa's monthly traffic through paid media would be **US\$ 3,7M**



**Leroy Merlin** - great results in more than one country.

**1.6MM visits** per month

**Conversion 30%** above average

Equivalent Adwords **\$634.7k monthly**



**Mobly** - automation and scalability at important moments.

**25% non-branded** organic traffic

**15% of the total** number of clicks

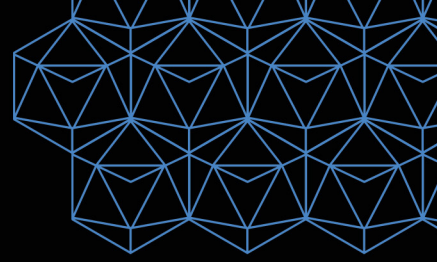
Equivalent Adwords **\$161.6k monthly**



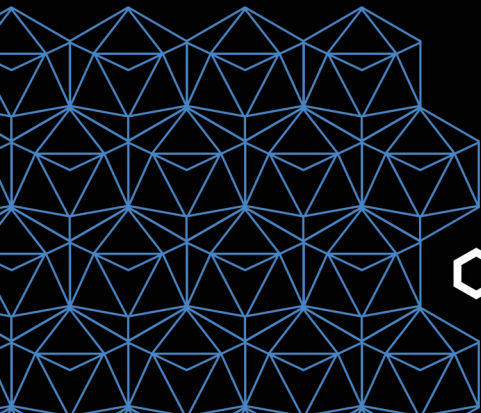
**Kiabi** - We operate in 7 European countries.

Indexa pages represent **12% of non-brand organic traffic** in France. **The cost of that monthly paid traffic would be US\$32k.**





**WE ARE GLOBAL. WE ARE MAKERS.  
AND PASSIONATE ABOUT SEO.**



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