

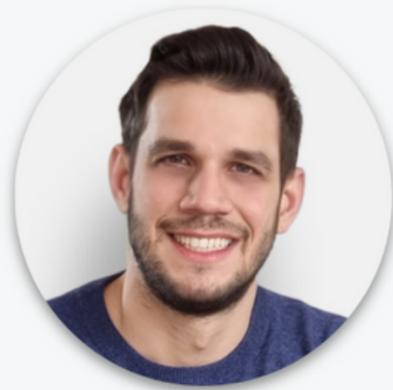
Simpler.

1-Click checkout for your customers.
The Simpler way to increase your sales.



Who we are

Experienced in scaling businesses in tech & finance



Alexandros Kyriakopoulos - COO

Director of Product Management, Vontobel AM
Solution Architect, Vontobel AM & Credit Suisse
Tech Project lead, Credit Suisse

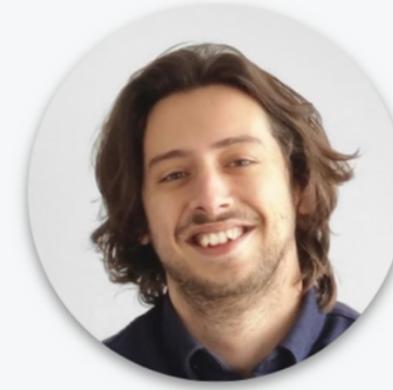
 Led the tech Portfolio for an AM with \$280B AuM
Designed the solution architecture for the digital



Rania Lamprou - CEO

Director of Product DSP, Market Group
Director Bizdev, Glispa Global Group
Head of Sales, Avocarrot (acq by Glispa)

 Salesperson of the year 2018 Glispa Global Group
(\$2.7M ARR in new business, 2018)



Spyros Mandekis - CTO

Senior Engineer, Plum Fintech
Senior Engineer, Market Group
Co-founder & CTO, Nestcargio

 Led the tech migration / re-architecture of WK4
(flagship product of Glispa Global Group)

Backed by world class investors & advisors



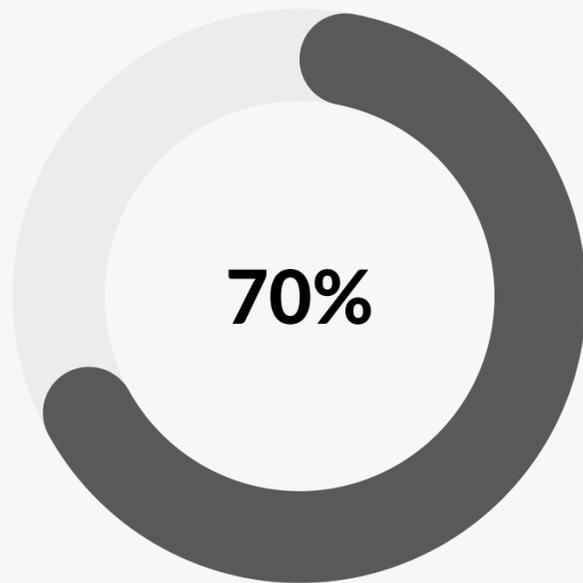
VentureFriends



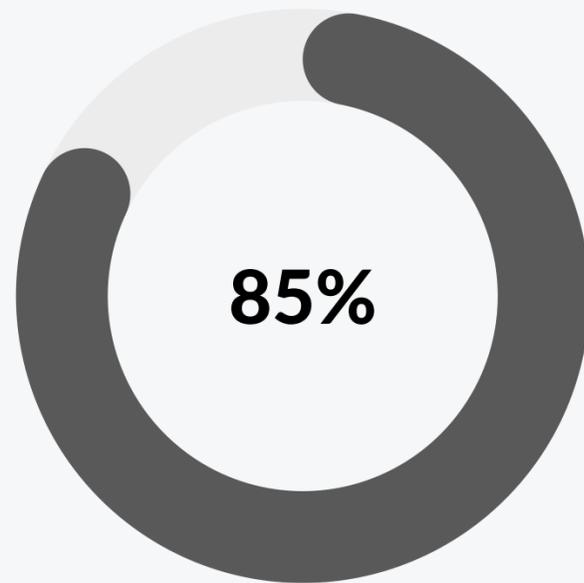
MMC Ventures

More than €4 trillion is abandoned in shopping carts every year

Cart abandonment rate at the final checkout step



Web
Checkout



Mobile
Checkout

**It takes an average
of 22 clicks
to checkout online.**

Shoppers are asked to enter the same contact, billing, shipping information again and again

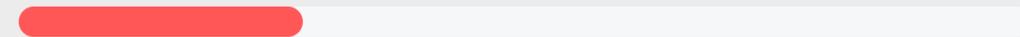
Every step a customer is required to take to complete a process introduces friction. And once a customer meets their threshold for friction, they will go somewhere else.

Top reasons for Cart Abandonment

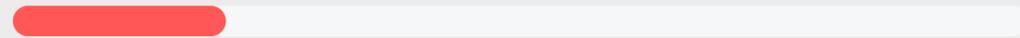
Extra costs too high (shipping, tax, fees) 50%



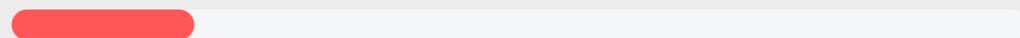
The site wanted me to create an account 28%



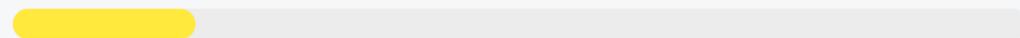
Too long / complicated checkout process 21%



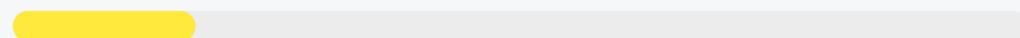
I didn't trust the site with my credit card info 17%



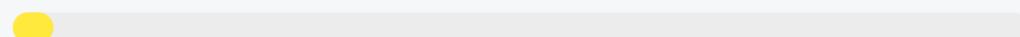
I couldn't see total order cost up-front 18%



Delivery was too slow 18%



The credit card was declined 4%



3 out of 5 shoppers abandon their carts due to a complex checkout experience

What if you could turn these abandoned carts into completed orders?

Meet Simpler.

A checkout experience made to **convert shoppers.**

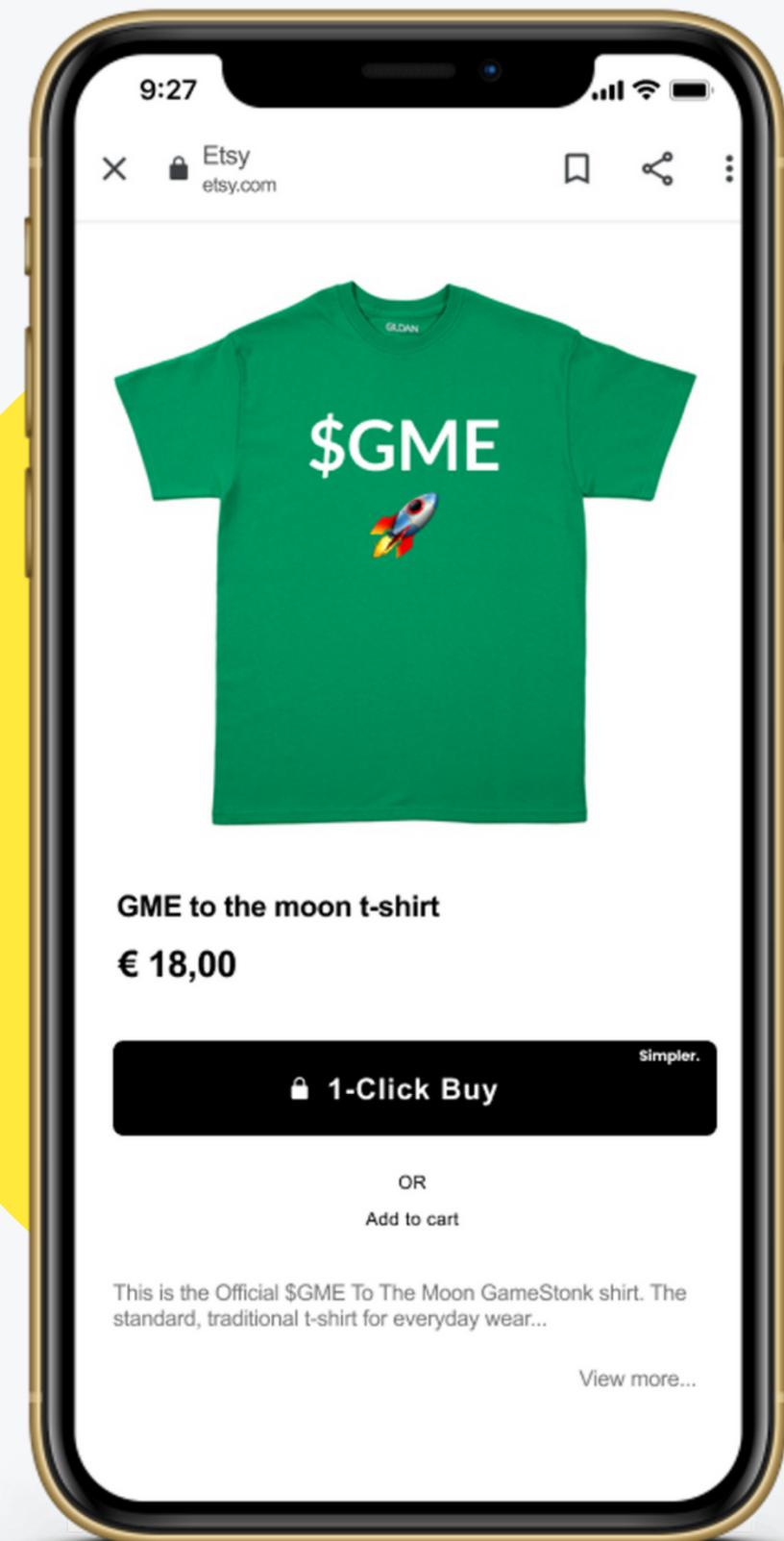
We remove your customers' pain of creating accounts, remembering passwords and filling out long forms.

Shoppers check out with 1-Click.

No usernames.

No passwords.

Simpler.



Simpler.

Harder

Mr. Mrs. Company

First name Surname

No. (o) Street

Additional address (optional)

City/Town

County (optional)

Postal Code

United Kingdom

I prefer to enter my address manually (optional)

Deliver to your billing address

Deliver to your shipping address

When is your birthday? (optional)

Day Month Year

What is your email address?

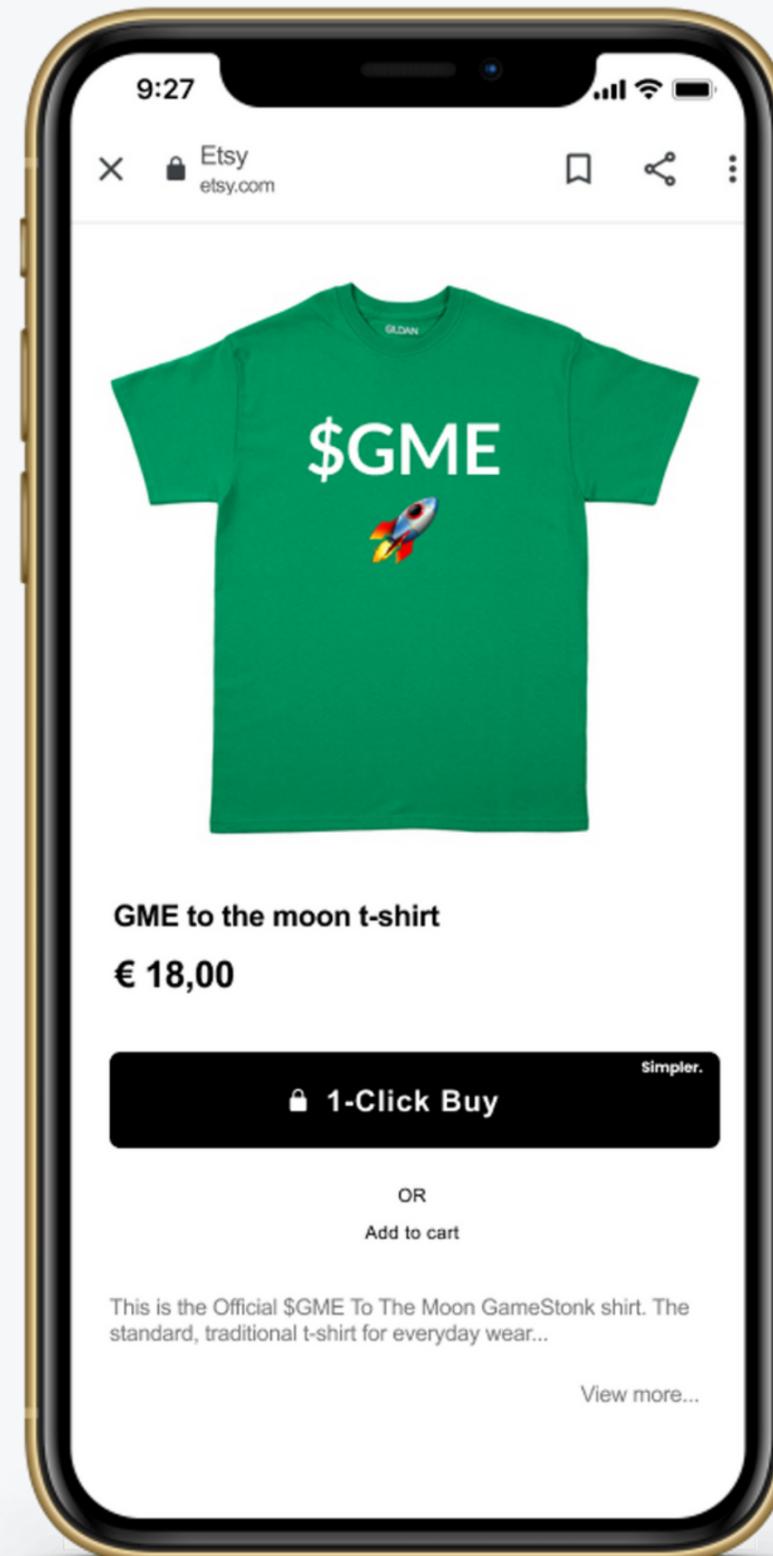
Email

Confirm email

[Use of your email address for promotional purposes](#)

85%*
cart abandonment

Simpler.



35%*
uplift in conversions

Simpler.

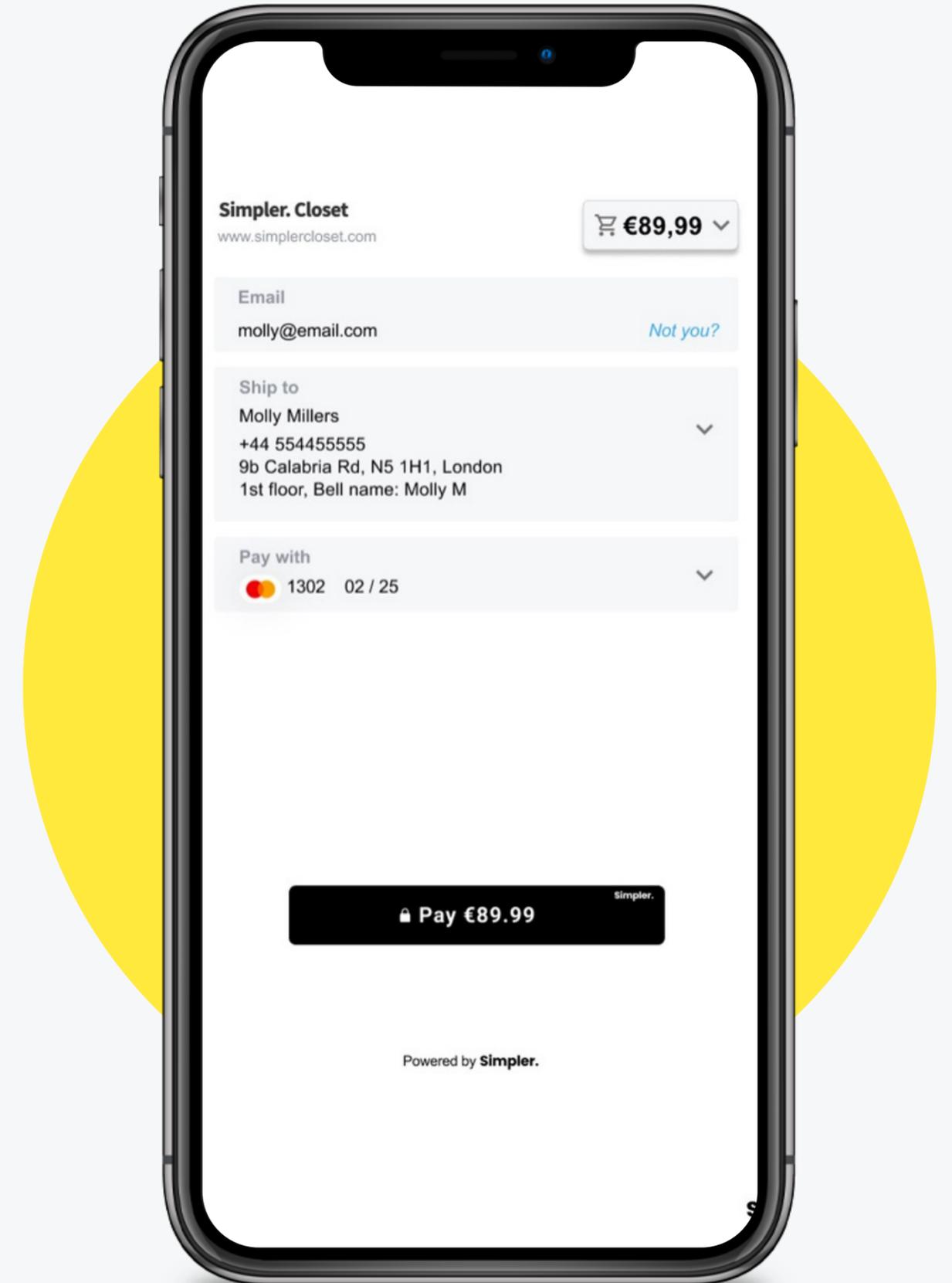
* Sources: Baymard Institute 2020, Statista 2019

"Killing" Guest Checkout

All Simplr shoppers are now known, "logged-in" users seamlessly integrated with the merchant's database

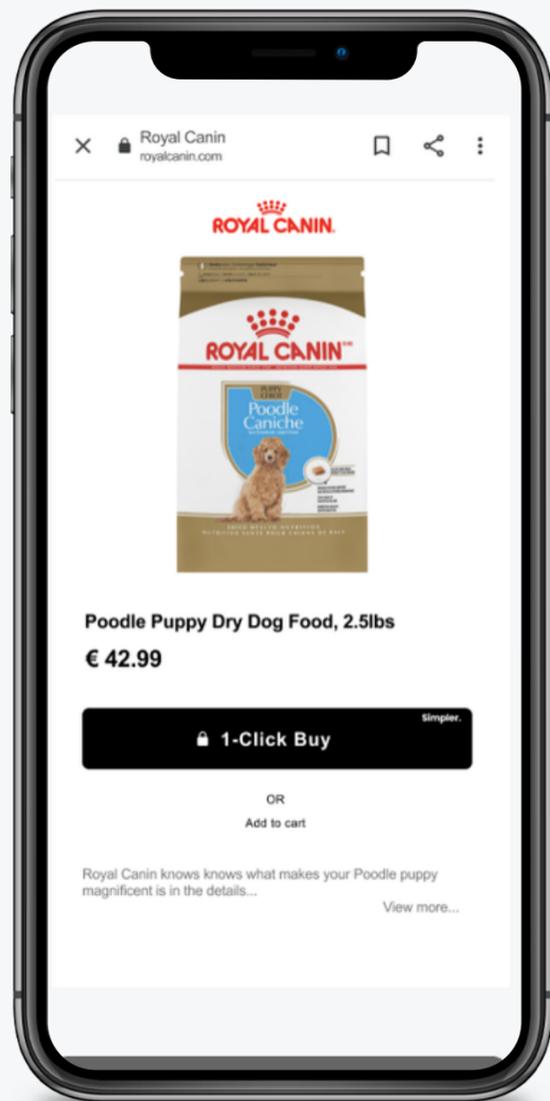
Anonymous "guest" users → **Registered customers**

- Allows for personalised offers
- Enables loyalty programmes
- Increases Customer Lifetime Value (LTV)



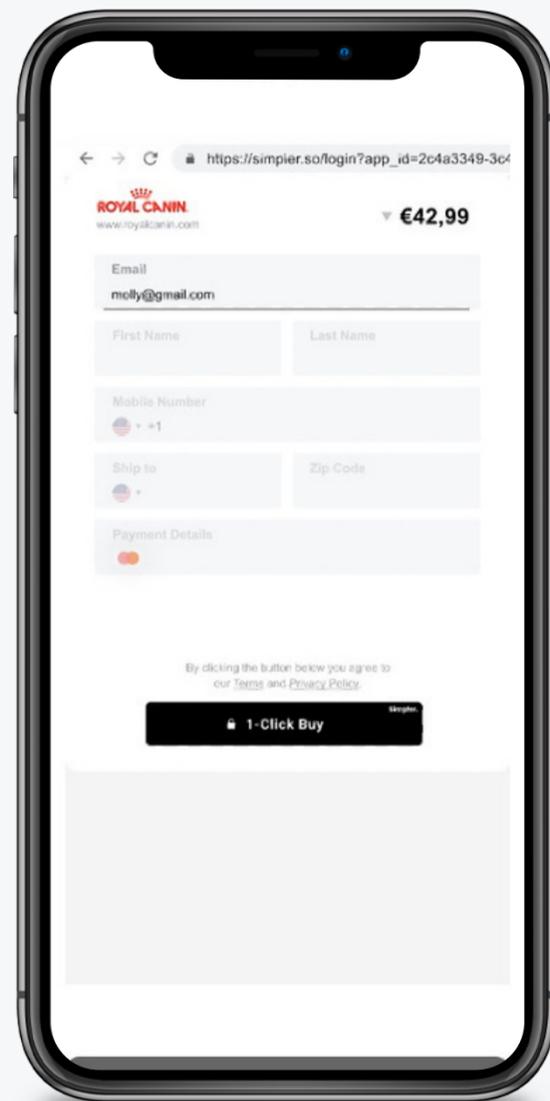
How it works

First Timer



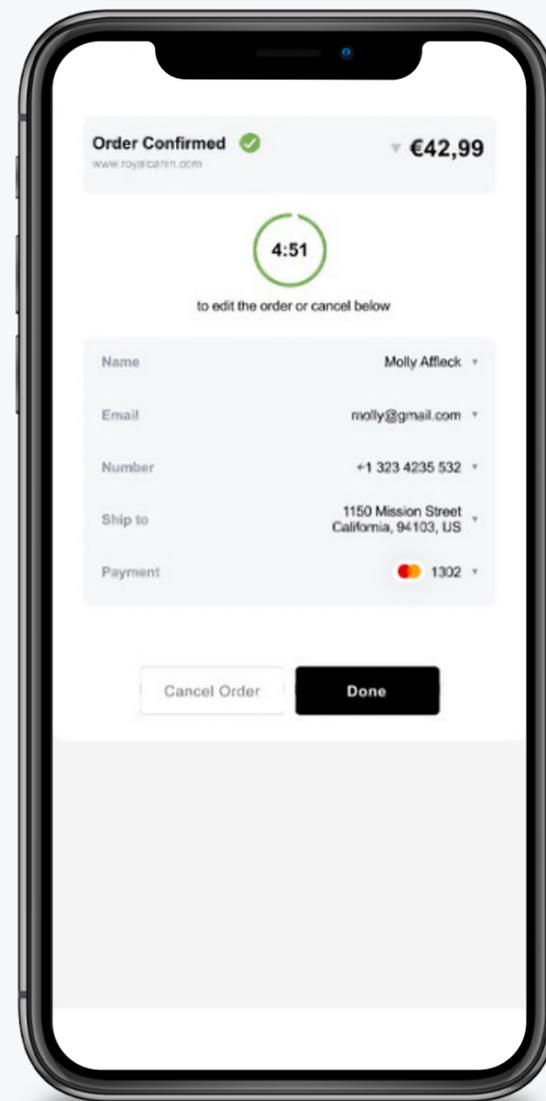
Shopper clicks on the Simplr checkout button directly from the product page or after adding all items to cart at the final step at checkout.

1



Shopper fills in a Simplr, lean form with the absolutely necessary fields (30% fewer than the average checkout). Info is saved once and then never asked again.

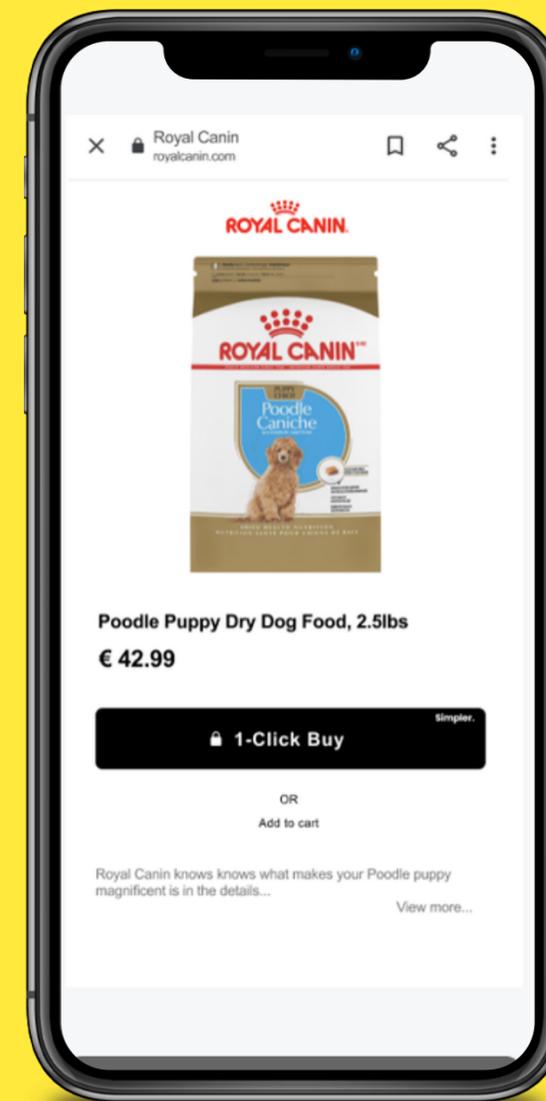
2



That's it! Order is done. All future purchases at ANY merchant website within the Simplr network, will be done with 1 click.

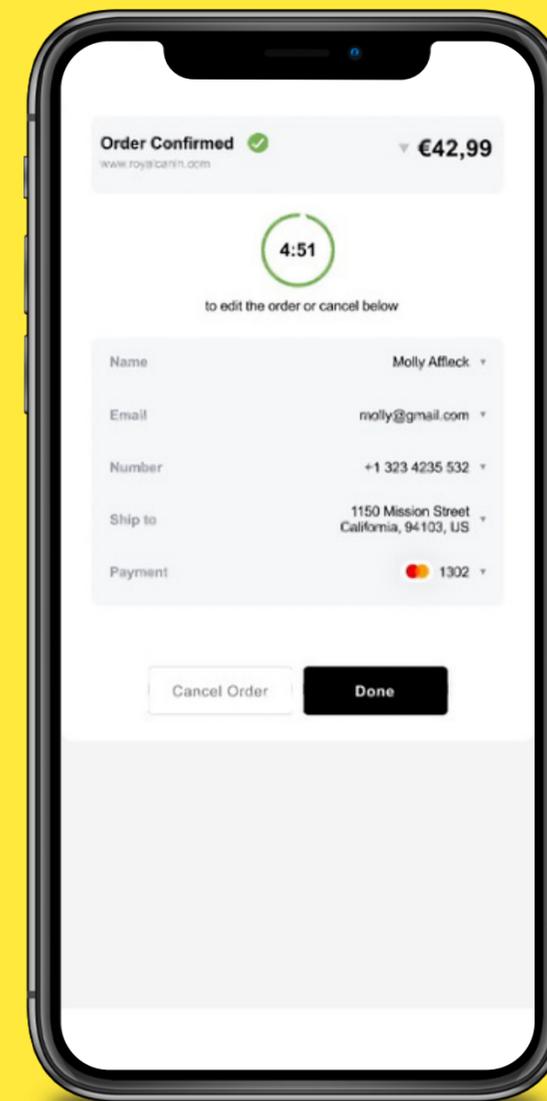
3

Second Timer / Returning



Shopper clicks on the Simplr checkout button directly from the product page or after adding all items to cart at the final step at checkout .

1



That's it! Order is done. Saved shopper info enables 1-click checkout everywhere.

2

Results after installing Simpler Checkout

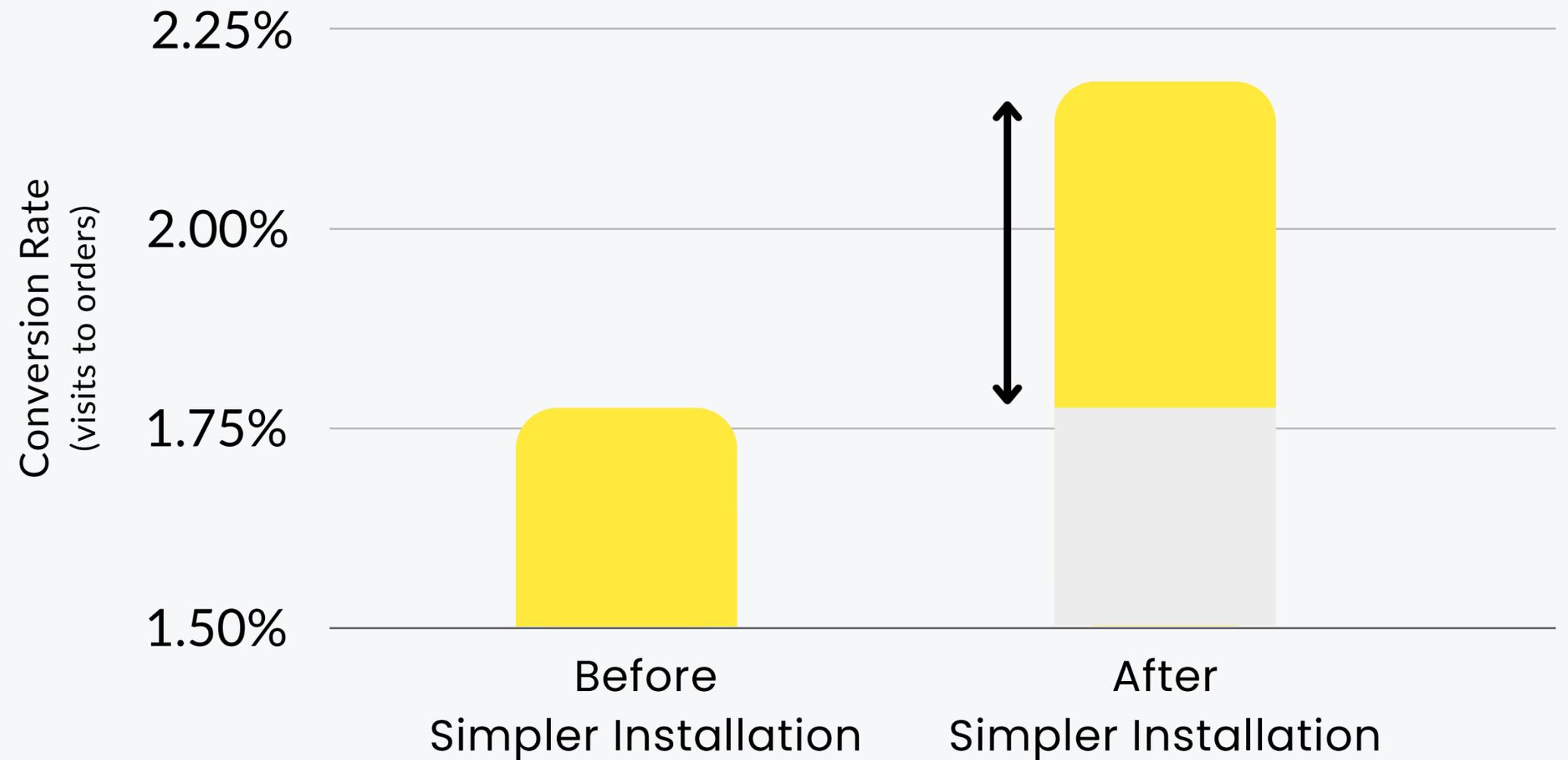
25.2%

average increase
in Conversion Rate
(orders / visits)

34%

average decrease in
Cash-on-delivery
payments

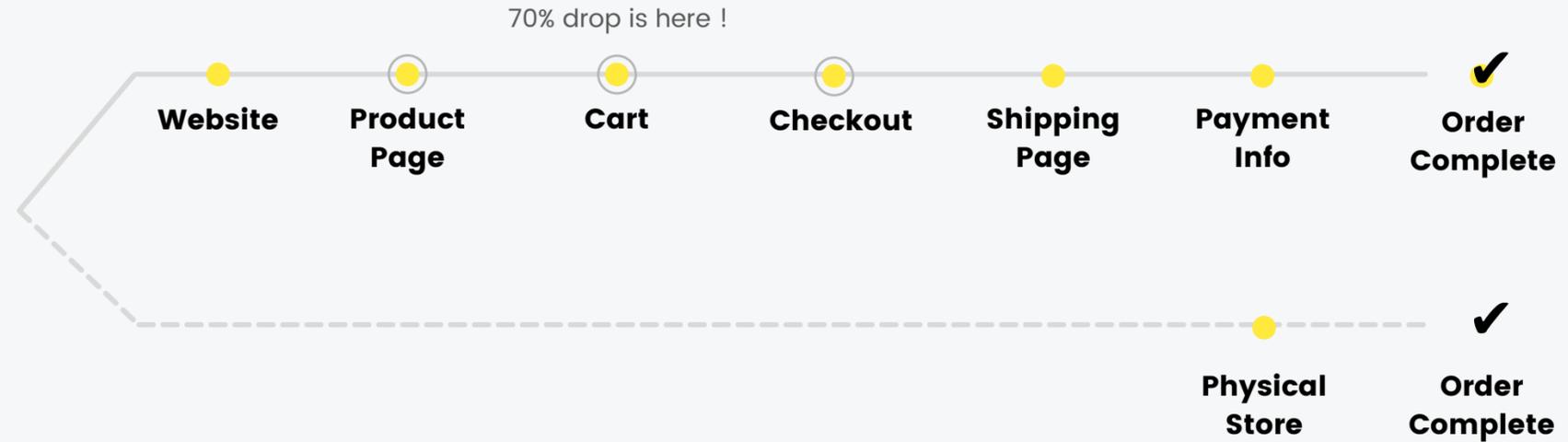
-> [See case studies](#)



Simpler revolutionises the shopper's journey

Normal Shopper's Journey

Online Ads
Content (Blogs etc.)
Emails
Print Ads
TV



Simpler. Shopper's Journey

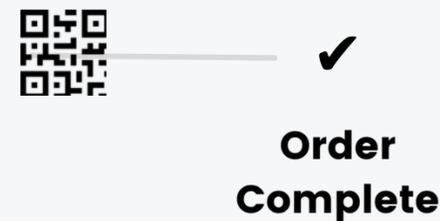
Digital World

Online Ads
Content (Blogs etc.)
Emails
Product Page



Physical World

Print Ads
TV
Physical Store
(out of stock products)



From intent to purchase in

1 simple click

Headless Checkout: Checkout link in every channel

Shoppable Ads

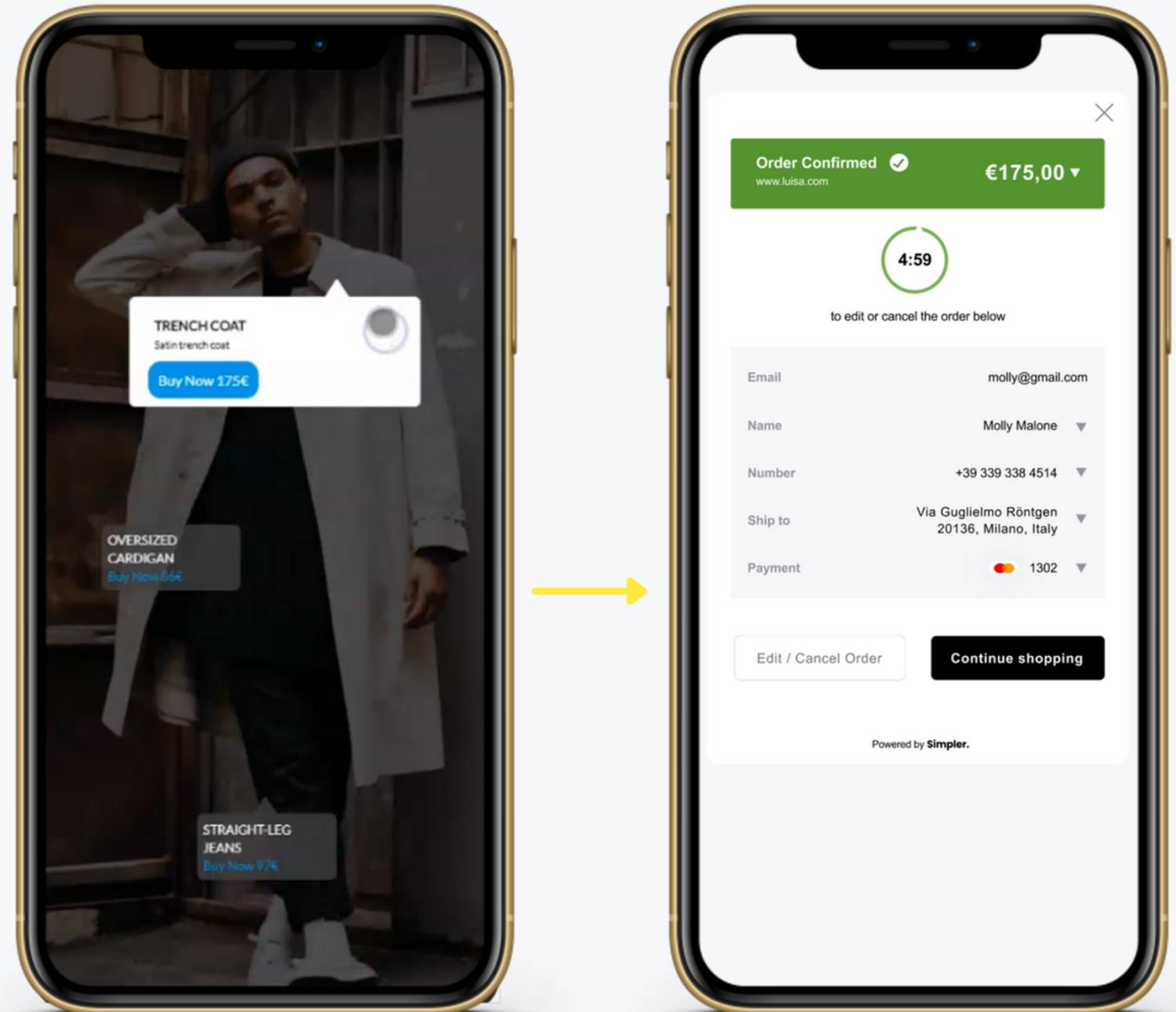
Newsletters/Emails

Blogs

Digital Content

Print Ads

Embedded in every channel or ad ->
Shortest journey to purchase



Headless Checkout Examples



For the
**Digital
World**



Click Me

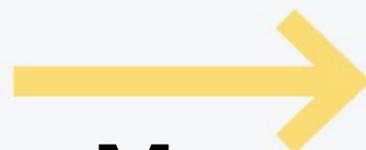
I'm a button on an e-shop (left)
and on a banner ad (right) now
- could be on any online ad,
a newsletter, an email, a blog etc

Headless Checkout Examples

For the
**Physical
World**

Scan Me

I'm a button on an e-shop (left)
and on a banner ad (right) now
- could be on any online ad,
a newsletter, an email, a blog etc



Timothy Mulligan - [artprice](#) - 114 - 115

3 Sailboats, Monterey
Acrylic on canvas 40 x 30 in.



50 X 50 CM
EDITION OF 25
SIGNED AND
NUMBERED BY THE
ARTIST

€350,00



Simpler.

STELLA KAPEZANO
"I'M HERE TO TAKE YOU TO THE AIRPORT STELLA"

Headless Checkout: How it works

Create Checkout Link
Add your product or cart details

Name

Cart Currency
EUR

Product ID
23842892 ✓ Search

Quantity
1

+ Add another product

Cart Preview

Order summary

1x Layering Set II - Gold €39,99

Subtotal €39,99

Shipping -

Total €39,99

Create Checkout Link

Enter Product Details to generate QR Code/Link

1

Link successfully created

Checkout Link
https://checkout.simpler.so/checkout/?quot

Copy Link

Download QR

Cart Preview

Order summary

1x Layering Set II - Gold €39,99

Subtotal €39,99

Shipping -

Total €39,99

Save

Download QR Code/Link and use it anywhere

2

Simpler. Overview Orders Payouts Checkout Links RL

Checkout Links + Create Checkout Link

NAME (internal use)	CART	TOTAL	DATE CREATED	DATE EXPIRED	OPENS	CONVERSIONS	STATUS	ACTIONS
Magic Stories 231		€72.00	21 Oct 2021	N/A	120	11	Active	View Copy Link Download QR
Facebook Campaign 2		€72.00	21 Oct 2021	N/A	120	11	Paused	View Copy Link Download QR
Magic Stories 230		€72.00	21 Oct 2021	N/A	120	11	Paused	View Copy Link Download QR
Retargeting 1		€72.00	21 Oct 2021	N/A	120	11	Paused	View Copy Link Download QR

Manage QR Codes/Links for all items from dashboard

3

Simple, Secure & Flexible

Integrate Simpler in minutes

Supported

WooCommerce Magento[®] API

Next

opencart .. PrestaShop Drupal™

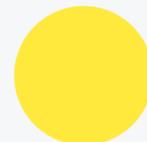
Plug & Play, no-code installation in minutes



Seamless integration with your existing processes



Seamless integration with your customer database



All-in-one secure payment solution

All-in-one payment solution

PCI DSS COMPLIANT

Fast & simple onboarding



Best in class payment processing services



Security & compliance (PCI Level 1)



Treat every new shopper like a returning customer

Benefit from Simplr's cross-merchant network of shoppers.

Shoppers' checkout info (name, email, phone, shipping address, payment details) is saved during their first purchase from any merchant partnered with Simplr.

New customers who have never been to your store before, can checkout with 1 click.

Your customers remain yours.

Simplr offers SSO (Single Sign-On), so your new Simplr accounts are merged seamlessly with your existing accounts.

No more guest accounts, every customer is now "logged in" at your store.

Checkout Pricing

Total Cost

(Including Payment Processing Fee)

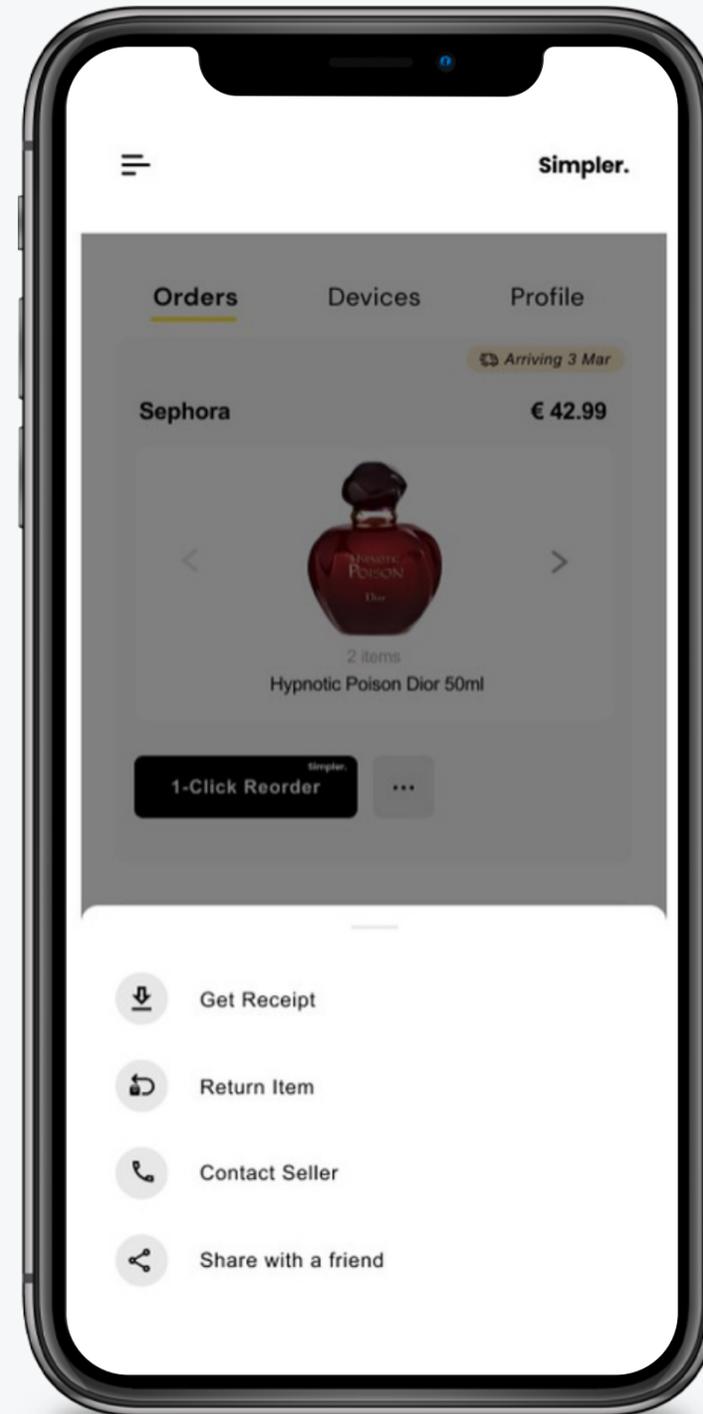
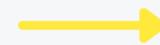
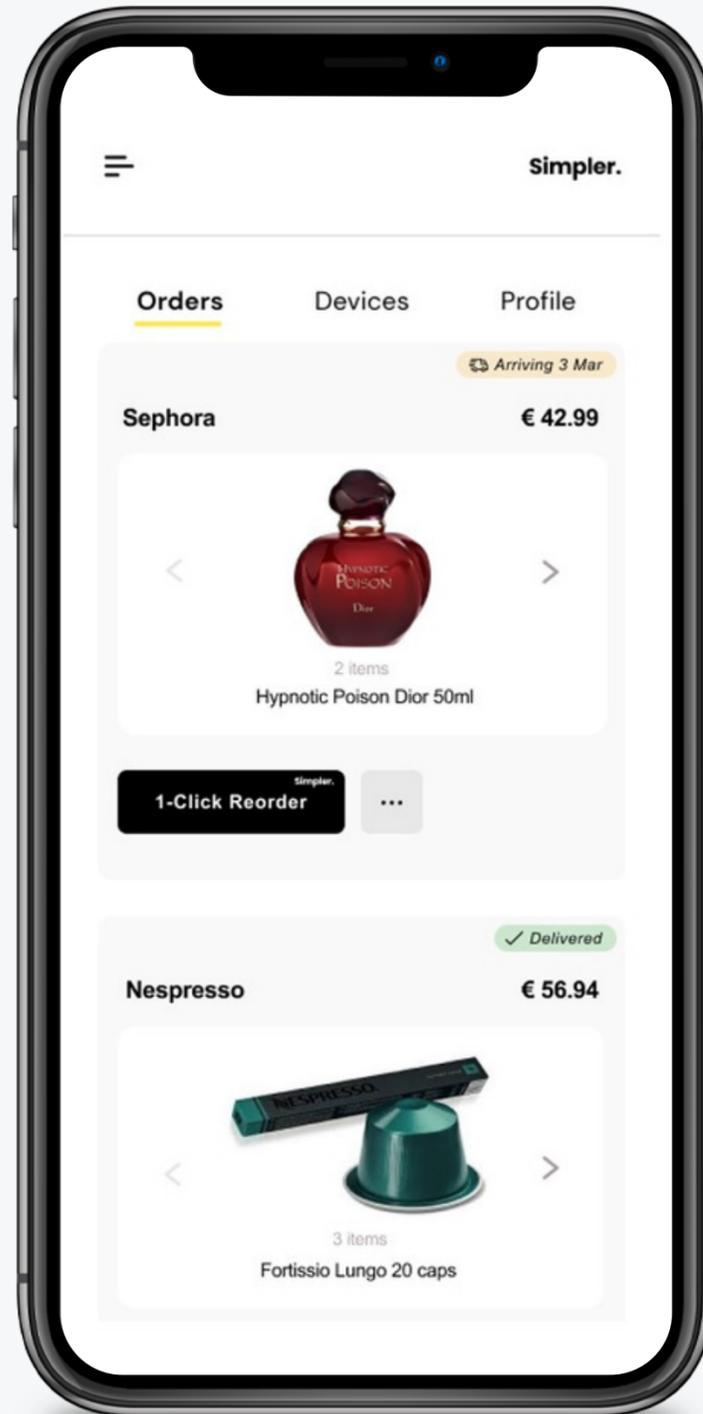
1.3% + 0.20c
of every transaction*

No installation fees

No monthly fees

No Minimum Transactions

Shoppers interact with your brand, post purchase



Centralised order management for shoppers

- 1-Click Reorder
- Tracking and Receipt
- Social Sharing

Here's what our customers are saying...



RêVe *jewel* x **Simpler.**

”

“Guest” users → Registered customers

Before Simpler, almost 8 out of 10 orders were coming from guest checkouts, so we couldn't "speak" to them, send them special offers or personalise our offering. We've always provided discounts to incentivise registrations but with Simpler we get that for free! It's great to offer our users this returning customer experience, without forcing them to create an account.

Danai Kakoimami
Owner, Reve Jewel



X

Simpler.



40% orders come from Simpler!

We were trying to optimise our checkout page drop off for months. We tried adding new payment methods and other complicated solutions but nothing moved the needle. Once we integrated simpler's one click checkout solution, we observed a huge boost in sales with 40% orders coming from Simpler and most of them directly from the product pages.

Dim. Vergis
Owner, 88 Butterfly



getcoffee x **Simpler.**



31% reduction in COD!

With Simpler not only we're giving our shoppers a seamless user experience, our Cash-on-Delivery has decreased by a massive 31%! We've have been trying to find ways to reduce COD for years, so this was a game-changer for us.

Alexandros Koufakis
Owner, Getcoffee





Relevance[™]
Digital Agency

X Simplr.



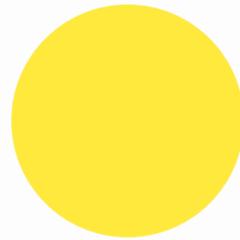
Our de facto way to increase conversions!

When we came across Simplr, we immediately thought of how we can use their offering for our clients. We have CRO teams actively trying to find ways to increase CR by 1% or 2% and with Simplr we have clients that have achieved a whopping 25%! Now Simplr is a de facto recommended service for all our clients. It's a win-win-win situation (us-clients-shoppers).

Athanasios Sofianos
CEO, Relevance Digital

Grow your revenue

in minutes



Make it extremely easy for your shoppers to buy.
1-click checkout.

Simpler.



Simpler.

Designed for shoppers. Built for merchants.

 @simplerso  /simplerso  /simpler.so  /simpler.so

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 <https://simpler.so>  +442032391453



Book a meeting

Learn how we have helped our partners. And how we can help you.

