

Press Release

Kleecks Secures €6.5 Million Funding Round, Supported by BlackSheep, Axon Partner Group, and Azimut VC Funds

The investment will accelerate Kleecks' growth journey, enabling entry into new markets.

Announced at Web Summit 2024, Stand E379, Pavilion 3

Milan, xxx – BlackSheep, the venture capital fund managed by Eureka! Venture SGR and specialized in MadTech investments, has co-led a €6.5 million funding round with the international fund Axon Partners Group and Azimut Digitech Fund, advised by FNDX, along with Azimut Eltif – Venture Capital – ALLcrowd III of Azimut. Kleecks, an Italian startup based in London, has developed a cutting-edge SaaS platform for optimizing website performance, maximizing customer engagement across various sectors, especially Luxury and Fashion.

This funding round will support Kleecks in further platform development, market consolidation, and expansion into new business areas. BlackSheep, Axon, and Azimut funds bring substantial expertise in software, marketing, and advertising, along with international networks, to bolster Kleecks' rapid, solid, and strategic growth.

Headquartered in London and Milan, Kleecks serves clients worldwide with impressive results in competitive markets, including the UK, France, USA, and Japan. The platform supports over €1.5 billion in transaction volumes for clients, reaching 8 million daily users.

Kleecks has built an innovative platform based on advanced AI and machine learning technologies, designed to enhance website and e-commerce performance without backend modifications. Operating on the front-end, Kleecks optimizes crucial elements such as SEO, accessibility, site speed, and user experience. With continuous 24/7 analysis in 50 languages, Kleecks actively monitors competitors' strategies, focusing on keyword strategy to close any competitive gaps. The platform generates digital assets and provides data insights to optimize content and performance, ensuring improved search engine indexing, increased organic traffic, and higher conversion rates.

With around 30 employees, Kleecks has achieved over 70% annual growth through partnerships with more than 100 brands, many of which are major international players.

Umberto Bottesini, Co-Founder and Managing Partner at BlackSheep, said: "Kleecks is a company with enormous growth potential and a successful track record. We are excited to work with a remarkable team, who have created unique intellectual property powered by proprietary AI algorithms, offering data, insights, technical suggestions, and generating digital assets to optimize brands' websites, e-commerce, and marketing strategies. This solution is highly scalable, serving both large global brands and SMEs. It's the epitome of 'AI for humans, not humans for AI,' one of the few solutions truly making a difference in business by reducing human-driven inaccuracies and complexities."

Marco Bezzi, CEO and Founder of Kleecks, added: "We are thrilled to continue our ambitious growth journey with strategic partners like BlackSheep and Axon, sharing values and goals. This investment not only affirms Kleecks' value but strengthens our conviction in

making a market impact. Together, we will elevate Kleecks to new dimensions, reaching new markets and business opportunities, positioning ourselves as a true game-changer.”

The operation was managed by Chiomenti and Orrick, Herrington & Sutcliffe for legal aspects, with thanks to Stefano Vendramini from My Draco, Alberto Greco from Synopia, and colleagues from Carter & Benson.

Contact

Antonella Girone
marketing@kleecks.com

+39 3476605524