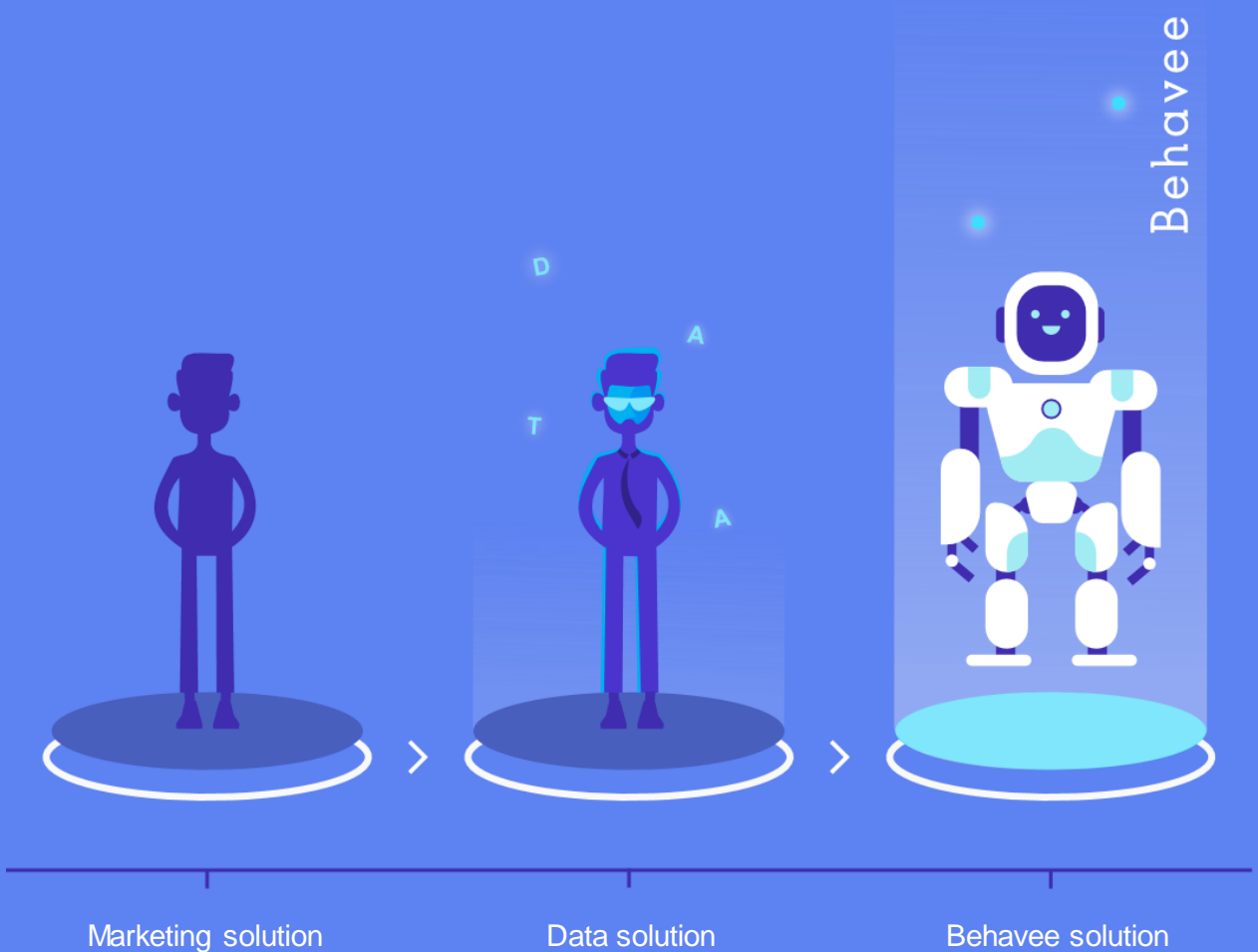


Behavee

Your Data Marketing Automation Partner



Vision & Mission

Company introduction

We are an award-winning company from Prague and London. For three years we have been helping companies to find innovative solutions that apply behavioral data for effective online marketing. Behavee is led by 5 founders with international business experiences along with a 25-member team of enthusiastic specialists.



Vision

We are working on a vision of the world where customer behavioral data is not owned and exploited solely by companies like Google or Facebook.



Mission

Behavee pushes the boundaries of data use in the online marketing and creates unique opportunities for its customers. With the help of advanced analysis of user behavior and integration of various data sources, we will create new sources of income and modernize your digital channels. Let us become your data partner!

Key achievements



Problem & Solution



Jane / Marketing Manager



Tomas / Behavee Expert

„We don't have the time and resources to use all platforms, user and customer data, control marketing performance, test different scenarios, advanced reports and set up automation.“

„No worries, our solution will bring you one **omnichannel platform** for customer data management with many functionalities. In addition, our **Behavee pilot** will study your business and help with online marketing.“

„I would like to **increase the number of leads and sales** through our websites and apps.“ „We have a **contract with a marketing agency** though, would it be a problem?“

„No problem, we'll provide the agency with **interpreted data** to make campaigns run more effectively, and we'll also help to **personalize bids** to increase conversions.“

„**Projects that can respond to the current situation** in the world and future developments are key to us. Can Behavee help us come up with **innovative solutions** that go beyond pure online marketing?“

„Definitely! 😊 Our **team of experienced professionals** will help you adapt to the trend of online business, work with data, etc.“

Frequent pain of working with data



Wrong decisions

70% of companies do not make decisions based on data, and thus lose millions in sales.



No use of data

Those who do not use data and therefore do not sell smartly, will disappear.



Lack of time

There is no time to train your own employees for the transition to automated marketing based on interpreted data.



Wrong sale

Those who underestimate the key online skill „basket management“ will end up in red numbers.



Lack of resources

There is a lack of qualified data and marketing specialists enabling data transformation.



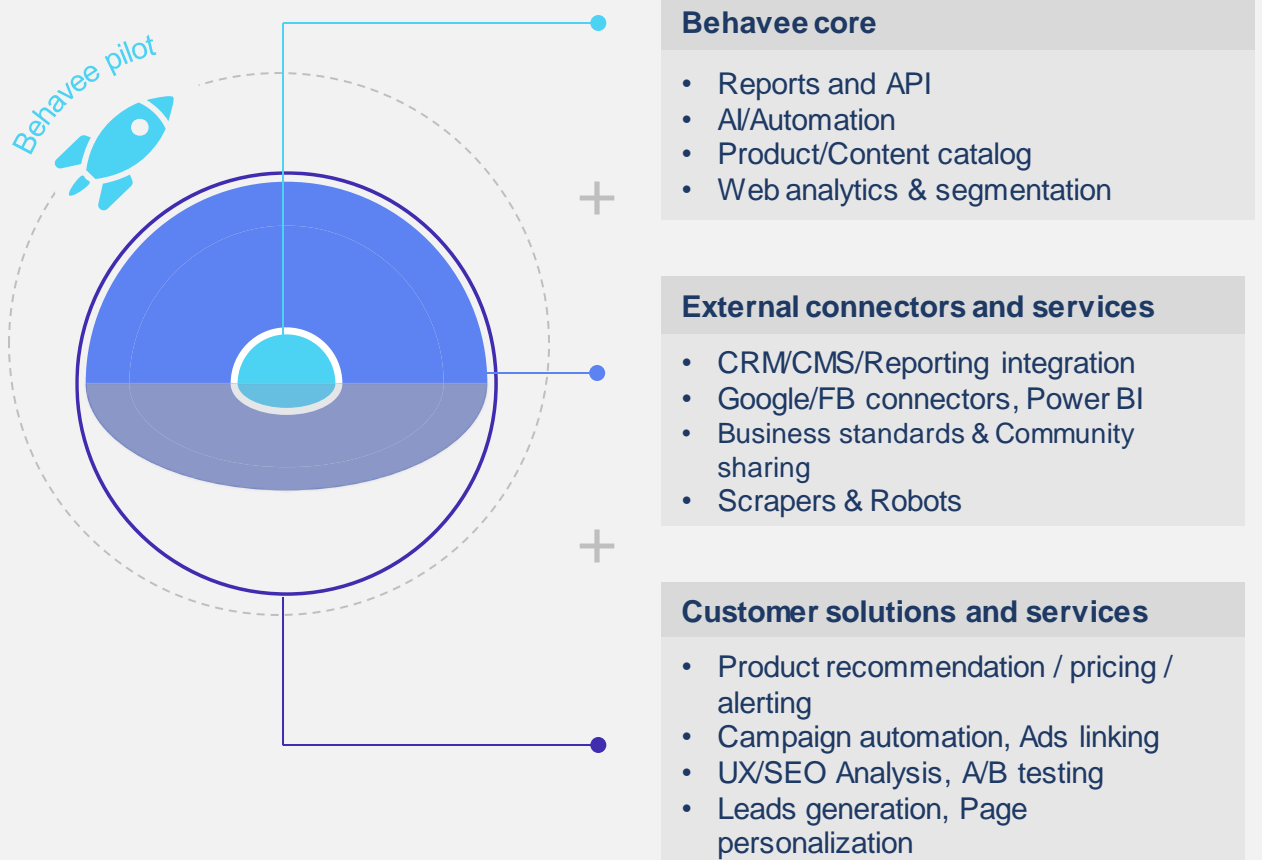
Underestimation

Those who do not follow the data on shopping behavior, which is based on the connection of the online retail ecosystem with tools such as FB and IG, will end up far behind the competition.

How Behavee works

Behavee is a complete solution that delivers effective and fully personalized online marketing based on Behavee analytics, a set of advanced features and the expertise of a marketing and data specialist, the so-called **Behavee pilot**, who helps manage the entire solution.

- **Behavee core** - monitoring digital channels, visitor segmentation, recommendation of products or content, and the ability to create and measure marketing campaigns.
- **External connectors and services** - Connection with external technologies and concepts such as company's CRM. Processing trends and external sources and standardization of marketing outputs.
- **Customer solutions and services** - Using Behavee to streamline targeting, sales, and customer experience. Increase acquisition and retention through loyalty programs.



Results from the first day

Basic metrics provided immediately after installation



Attractiveness of products/content by visits and readability (eg. UV, PV, ATS...)



Conversions from campaigns and revenue from products sold/paid content



Favorite days and times of visits



Product and content traffic by device and other segments

Behavee pilot

Behavee pilots are marketing and data specialists, who will be available to you according to your needs.

Marketing specialist

Interpretation of digital channel statistics

Preparation and execution of marketing campaigns

Interpretation of results of marketing campaigns

UX a SEO analysis, A/B testing

Data specialist

Preparation of analyzes of visitor profiles

Preparation of advanced data analysis of the behavior of website visitors

Preparation of detailed reports and benchmarks based on visitor data

Interpretation of results of data analysis and reports

Examples of successful projects

Behavee helps companies with data transformation, which leads to revenue growth and the recognition of new business opportunities.



End-to-end data-driven marketing

With our partnership with Maxima Reality we create and execute digital performance marketing, and the Behavee platform is used as the tool for data analysis and marketing automation.

Real estate data scoring

Behavee built a custom solution based on Behavee to monitor and calculate real estate prices and the consumer willingness to buy or sell property.



Ecommerce enriched with data

For Omnicom clients we prepare and execute advanced data enrichment on e-commerce sites – Behavee automates campaigns, including remarketing, to reach a bigger audience.



Behavioural and additional marketing services

For VW, Behavee is used as a tool for behavioural analysis and marketing automation across multiple digital channels and we provide various marketing services to scale activity.

Expected increases with Behavee

45%

Increase in campaign targeting efficiency

150%

Increase in lead generation

180%

Increased conversions from dynamic lead forms

100%

Increased conversions from online marketing campaigns

Pricing

Behavee offers a wide range of functionalities and support options, so we always adjust the scope of implementation and price offer individually to suit the needs of our customers.

The duration of the implementation is between 2 to 4 months. The price list will be tailored to your goals and needs based on the following questions.



How many unique visits do you have on your websites?



How much is time pushing you?



What is your budget?



Would you like the most advanced features tailored to your needs?



Would like to still use our technical and customer support after implementation?



Contact us



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