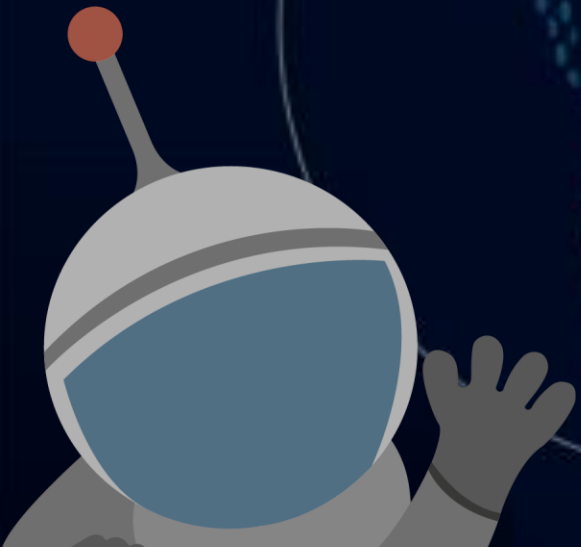




Behavee

PERSONALIZATION
ACCESSIBLE
OPEN



Microsoft
Azure



Microsoft
for Startups



Behavee is an open source personalization software as a service. Behavee is creating personalised landing pages and offerings utilizing customer behaviour and AI machine learning algorithms. Behavee is able to personalize in real time.



Behavee

Gartner

Gartner ecommerce
2018 - 2021

“By 2022, at least 5% of digital commerce orders will be predicted and initiated by AI. One of the top 10 hot trends are personalization services and engines.”

PRINCIPLES



OBSERVE



UNDERSTAND



PERSONALIZE



TRACKING ON
WWW, ESHOP,
MOBILE ETC.
(ANONYMIZED)



POWER BI,
DYNAMIC
REPORTS,
DATA API

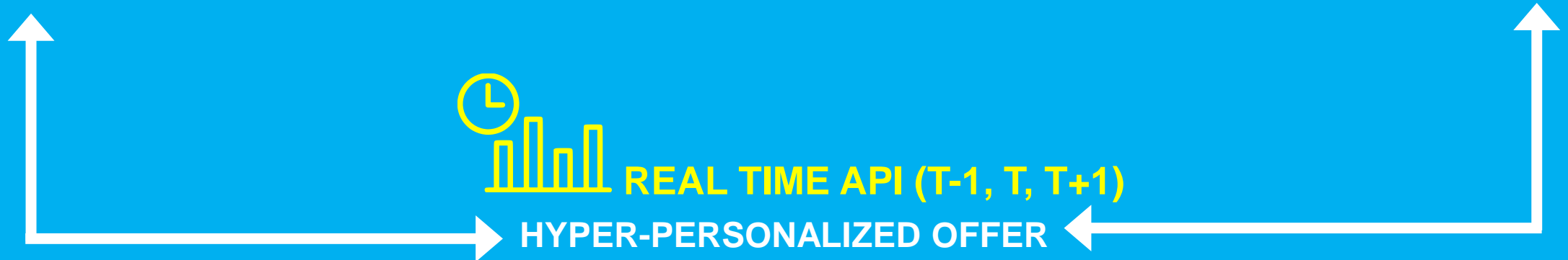


MACHINE
LEARNING
FRAMEWORK



REAL TIME API (T-1, T, T+1)

HYPER-PERSONALIZED OFFER



COMPLETE JOURNEYS



Behavee

API

tpluharik@gmail.com

Analytics

Dashboard

Visitors

Behaviour

Acquisition

Ecommerce

Products

Sales

Goals

SEO

Settings

Profile

Sites


Heatmaps

Session Recording


[35] www.ticketlive.cz

2018

Realtime Map




10:47:27
There is no data for this report.

Sunday, November 25, 2018
10:47:08
IP: 46.135.0.0 | cst-prg-5-101.cust.vodafone.cz
Prague

Google
Provider: Vodafone

Sunday, November 25, 2018
10:47:06
IP: 77.87.0.0 | snat2.spoje.net
Prague
ios

Visitor profile



ID 2b73f153a10c9792
Prague
Safari 12.0
Mac 10.14
1440x900

Summary

Spent a total of 47s on the website, and viewed 4 pages in 2 visits.
Converted 0 Goals.
Each page took on average 0.403s to load for this visitor.

Ecommerce

Generated a Life Time Revenue of CZK0. Purchased 0 items in 0 ecommerce orders.

First visit

Tuesday, June 19, 2018 - 158 days ago
from Google

Last visit

Sunday, November 25, 2018 - 0 days ago
from Google

Devices

2 visits from Desktop devices: Apple Generic Desktop (1x), Apple Unknown (1x)

Location

2 visits from Prague, Czechia (show map)

Visit #2

Sunday, November 25, 2018 10:47:08
2 actions in 10s
1 www.ticketlive.cz/JamRock Festival 2019 Tři dny života navíc | TicketLIVE...
www.ticketlive.cz/cs/event/jamrock-festival-2019
2 www.ticketlive.cz/Areál Pod Rozálkou | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/venue/areal-pod-rozalkou

Visit #1

Tuesday, June 19, 2018 19:07:28
2 actions in 37s
1 SEXII DANCE with DARA ROLINS MOST | TicketLIVE - Naživo je to nejle...
www.ticketlive.cz/cs/event/novy-obzor-host-dara-rolins-most
2 Nový Obzor Music Arena Most | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/venue/novy-obzor-music-arena

There are no more visits for this visitor.

Behavee tracks complete customer journey on the web or mobile app. Journey is represented not just by the urls of the pages but also by the products and products categories. This information is one of many metadata provided towards the personalization.

MICROSEGMENTS



Behavee API tpluharik@gmail.com

[35] www.ticketlive.cz 2018

Analytics

- Dashboard
- Visitors
- Behaviour
- Acquisition
- Ecommerce
- Products
- Sales
- Goals
- SEO

Settings

- Profile
- Sites
- Heatmaps
- Session Recording

Device Brand

BRAND	VISITS
Unknown	500,604
Apple	268,566
Samsung	219,104
Huawei	210,158
Xiaomi	81,158
Lenovo	50,750
Sony	40,750
LG	30,750
Asus	20,750
Nokia	10,750

1-10 of 120 Next

Device Type

TYPE	VISITS
Smartphone	835,908
Desktop	485,292
Phablet	46,137
Tablet	41,864
Unknown	4,358

Device Model

MODEL
Unknown
Generic Desktop

Visitor Log showing visits where Segment is "deviceBrand==Huawei and deviceModel==P9+Lite"

Sunday, November 25, 2018 - 10:52:29
IP: 85.163.0.0
Prague

Website: kabat.cz

Provider: Unknown



3 Actions - 52s

View visitor profile

- www.ticketlive.cz/Prodejní_místa | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/salepoint
- www.ticketlive.cz/Invia_Tábor - prodejní místo | TicketLIVE - Naživo je to nejle...
www.ticketlive.cz/cs/salepoint/invia-labor
- www.ticketlive.cz/Prodejní_místa | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/salepoint

Sunday, November 25, 2018 - 10:50:18
IP: 46.23.0.0 | cst-prg-21-9.cust.vodafone.cz
Prague

Google

Provider: Vodafone



1 Action

View visitor profile

- www.ticketlive.cz/CHINASKI Podzimní turné 2018 LNÁŘE | TicketLIVE - Naži...
www.ticketlive.cz/cs/event/chinaski-24-11-2018-lnare

Sunday, November 25, 2018 - 10:37:43
IP: 90.177.0.0 | 184.192.broadband10.iol.cz
Prague

Website: www.lucie.cz

Provider: lol



37 Actions - 6 min 1s

View visitor profile

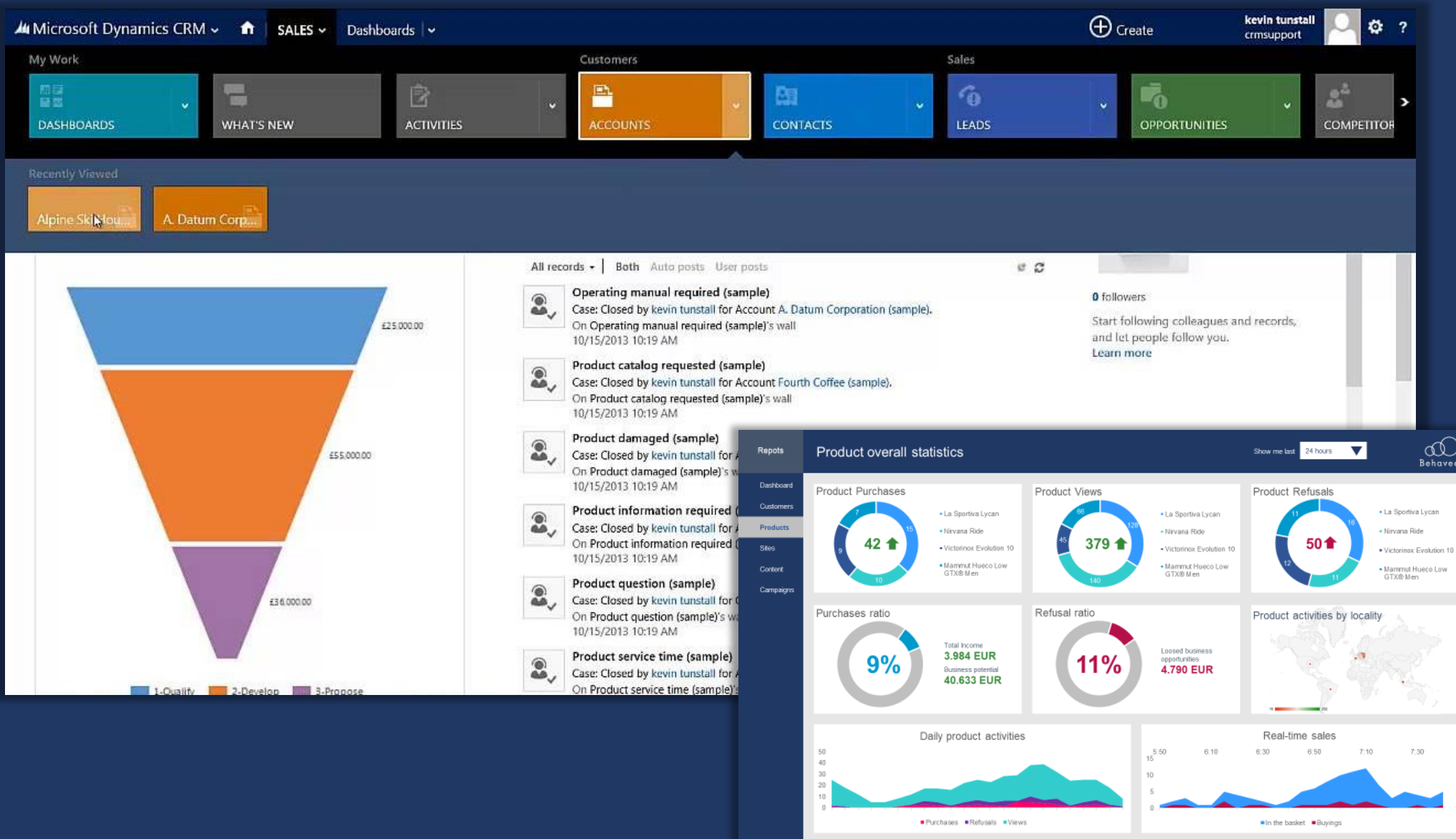
- 21 www.ticketlive.cz/Lucie | Merchandise | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/merch/lucie
- 22 www.ticketlive.cz/FLAC Evolucie | Merchandise | TicketLIVE - Naživo je to ne...
www.ticketlive.cz/cs/merch/lucie/flac-evolucie
- 27 5 www.ticketlive.cz/Lucie | Merchandise | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/merch/lucie
- 29 2 www.ticketlive.cz/CD Evolucie | Merchandise | TicketLIVE - Naživo je to nejle...
www.ticketlive.cz/cs/merch/lucie/cd-evolucie

Detailed data tracked are automatically sorted into the microsegments. Those have technological, geolocation, social or product origin. Informations are provided in real time and can be altered in real time.

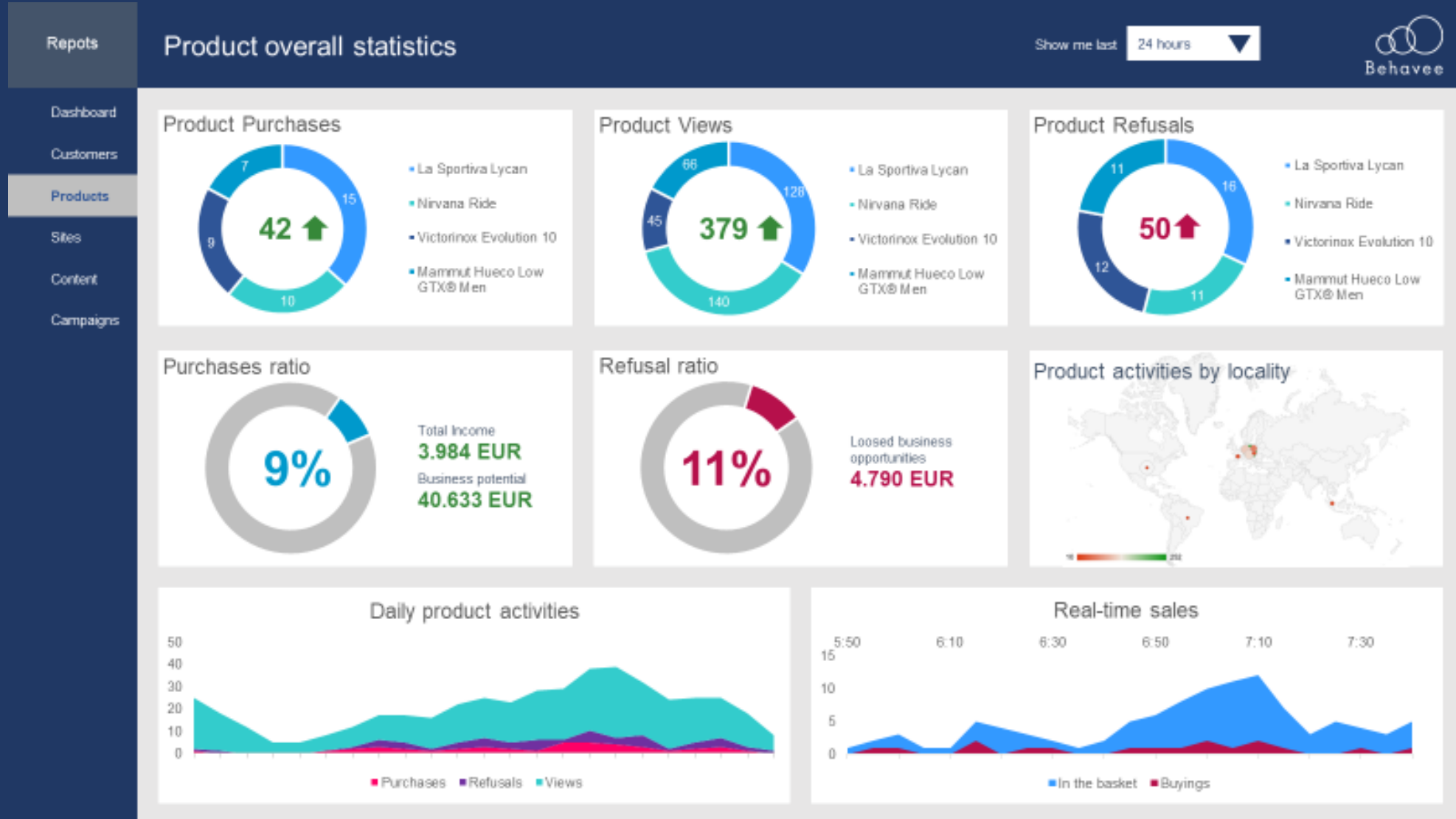
CRM INTEGRATIONS



All data in the Behavee can be easily integrated into majority of the CRMs (like MS Dynamics). With simple integration Behavee data can be deanonymized. CRM users can see specific customers interests and dislikes linked to products and categories.



POWER BI INTEGRATIONS



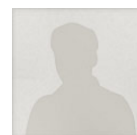
Behavee contains direct integration to the Power BI and through API to other reporting engines. Several complex reports are already included. Other are easy to implement in the Power BI tools.

BASKETS

Sales by User location: Device brand							
BRAND	VISITS	ECOMMERCE ORDERS	TOTAL REVENUE	ECOMMERCE ORDER CONVERSION RATE	AVERAGE ORDER VALUE	PURCHASED PRODUCTS	REVENUE PER VISIT
Unknown	501,069	12,429	CZK 20198852.30	2.48%	CZK 1625.14	32,018	CZK 40.31
Apple	268,832	2,725	CZK 4378398.30	1.01%	CZK 1606.75	6,566	CZK 16.29
Samsung	219,274	2,002	CZK 2885334.10	0.91%	CZK 1441.23	4,818	CZK 13.16
Huawei	210,249	1,796	CZK 2417092.20	0.85%	CZK 1345.82	4,134	CZK 11.50
Xiaomi	81,210	756	CZK 959850.70	0.93%	CZK 1269.64	1,716	CZK 11.82
Lenovo	53,796	463	CZK 697603	0.86%	CZK 1506.70	1,086	CZK 12.97

Sony
Asus
LG
Nokia

Sales by User location: Device model							
MODEL	VISITS	ECOMMERCE ORDERS	TOTAL REVENUE	ECOMMERCE ORDER CONVERSION RATE	AVERAGE ORDER VALUE	PURCHASED PRODUCTS	REVENUE PER VISIT



Visitor profile

ID 0a0a0d236b4b8b63

Jedovnice
Windows 10

Chrome 70.0
1920x1080

Summary

Spent a total of 32 min 7s on the website, and viewed 10 pages in 1 visits.

Converted 0 Goals.

Each page took on average 0.722s to load for this visitor.

Ecommerce

Generated a Life Time Revenue of CZK2,360. Purchased 4 items in 1 ecommerce orders.

First visit

Sunday, November 25, 2018 - 0 days ago

from Google

Devices

1 visits from Desktop devices: Generic Desktop (1x)

Location

1 visit from Jedovnice, Czechia (show map)

Visit #1

Sunday, November 25, 2018 15:15:00

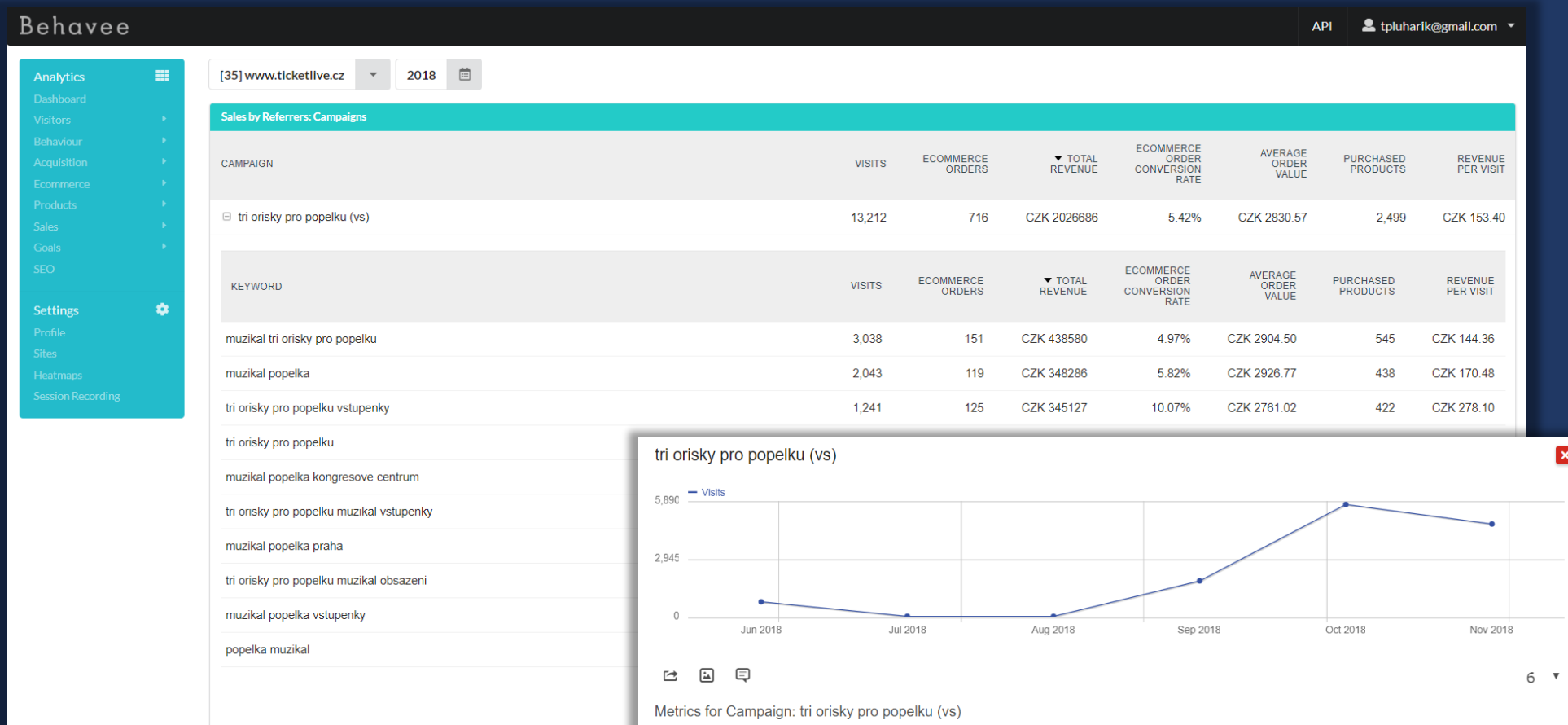
11 actions in 32 min 7s

- www.ticketlive.cz/ROCKSYMPHONY 2019 Brno | TicketLIVE - Naživo je t...
www.ticketlive.cz/cs/event/rocksymphony-2019-brno
- www.ticketlive.cz/Nákupní košík | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/cart
- www.ticketlive.cz/K pokladně | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/checkout
- www.ticketlive.cz/Platba | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/payment
- www.ticketlive.cz/TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/profile/orders/2018126194/2FRd9cZsTFkJix9GJYL5...
- Ecommerce order (e0efe43a623a4bb93ddede3a396d696077cd66fb)
Revenue: CZK2,360. Quantity: 4
E0681Z0NA.2Kategorie I. | Dospělý: Rocksymphony - Brno 2019, CZK590
- www.ticketlive.cz/Nákupní košík | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/cart

There are no more visits for this visitor.

Behavee system of triggers allows complete tracking of activities over ecommerce baskets. Allows realtime triggering of putting, forgetting and completing basket transactions.

CAMPAIGN TRACKING



Combination of Basket management and complete engagement tracking of the campaigns allows complete audit of campaigns efficiency. You can see exactly how much you gain on the campaigns and who is responding to your campaigns.

PRODUCT CATALOGUE



Behavee

Behavee product (content) catalogue is structuring all SKUs and assorted product data into the informations structured according to GS1 standards. This allows further processing of the information even beyond personalization. Identifies future trends of products.

My 360°

Product catalog

Search



Partners

Customers

Products

Sites

Content

Campaigns

MY PRODUCTS															1-20 of 2,864		
ID	NAME	DESCRIPTION	LOWEST PRICE	HIGHEST PRICE	ACTUAL PRICE	AVERAGE PRICE	VAT	CURRENCY	OFFERED FROM	ACTIVE	FIRST PURCHASE	LAST PURCHASE	PURCHASED	REFUSED	VIEWED		
1	Roy Club Třebíč - Chinese - 22.11.2018	Roy Club Třebíč - Chinese - 22.11.2018	355	495	328	324	21	CZK	9/20/2018 11:31	Y	9/20/2018 12:11	11/29/2018 11:31	4	5	348		
2	WISHMASTERS - AFTERWORLD - KŘEST DESKY	WISHMASTERS - AFTERWORLD - KŘEST DESKY	189	254	202	203	21	CZK	9/20/2018 11:31	Y	9/21/2018 13:11	11/29/2018 11:31	3	4	281		
3	Emily (SP) & Justice (USA) LIVE! / Brooklyn - 17.11.2018 - Karlovy Vary	Emily (SP) & Justice (USA) LIVE! / Brooklyn - 17.11.2018 - Karlovy Vary	64	192	80	81	21	CZK	9/20/2018 11:31	Y	9/22/2018 13:11	11/29/2018 11:31	5	7	435		
4	Headedá láto 2019	Headedá láto 2019	8	8	8	8	21	CZK	9/20/2018 11:31	Y	9/23/2018 12:11	11/29/2018 11:31	222	172	21898		
5	UDS / 23 let tour / Roy Třebíč / 02.03.2019	UDS / 23 let tour / Roy Třebíč / 02.03.2019	215	343	279	274	21	CZK	9/20/2018 11:31	Y	9/24/2018 13:11	11/29/2018 11:31	7	9	699		
7	Nikolas Josef / Forum Karlín / 02.04.2019	Nikolas Josef / Forum Karlín / 02.04.2019	4600	7620	6000	6062	21	CZK	9/20/2018 11:31	Y	9/25/2018 12:11	11/29/2018 11:31	12	15	1044		
8	Nikolas Josef / Forum Karlín / 02.04.2019	Nikolas Josef / Forum Karlín / 02.04.2019	2000	2175	2000	2024	21	CZK	9/20/2018 11:31	Y	9/26/2018 12:11	11/29/2018 11:31	25	28	2175		
9	Nikolas Josef / Forum Karlín / 02.04.2019	Nikolas Josef / Forum Karlín / 02.04.2019	959	1524	1200	1216	21	CZK	9/20/2018 11:31	Y	9/27/2018 13:11	11/29/2018 11:31	135	105	11745		
10	Nikolas Josef / Forum Karlín / 02.04.2019	Nikolas Josef / Forum Karlín / 02.04.2019	552	875	699	699	21	CZK	9/20/2018 11:31	Y	9/28/2018 12:11	11/29/2018 11:31	275	265	26125		
11	PALO HABERA & TEAM / Třebíč / 2019	PALO HABERA & TEAM / Třebíč / 2019	712	1130	899	892	21	CZK	9/20/2018 11:31	Y	9/29/2018 13:11	11/29/2018 11:31	145	193	12815		
12	PALO HABERA & TEAM / Třebíč / 2019	PALO HABERA & TEAM / Třebíč / 2019	552	875	699	699	21	CZK	9/20/2018 11:31	Y	9/30/2018 13:11	11/29/2018 11:31	345	465	39915		
13	PALO HABERA & TEAM / Třebíč / 2019	PALO HABERA & TEAM / Třebíč / 2019	532	1002	799	821	21	CZK	9/20/2018 11:31	Y	10/1/2018 12:11	11/29/2018 11:31	542	721	51498		
14	PALO HABERA & TEAM / Třebíč / 2019	PALO HABERA & TEAM / Třebíč / 2019	7999	12899	9999	10135	21	CZK	9/20/2018 11:31	Y	10/2/2018 13:11	11/29/2018 11:31	11	15	1045		
15	Limeta koncert 2019 Hranice	Limeta koncert 2019 Hranice	289	318	299	293	21	CZK	9/20/2018 11:31	Y	10/3/2018 12:11	11/29/2018 11:31	857	669	74559		
16	Vícel / Pupečův štěp 2018 - Hradec Králové	Vícel / Pupečův štěp 2018 - Hradec Králové	144	229	189	182	21	CZK	9/20/2018 11:31	Y	10/4/2018 12:11	11/29/2018 11:31	954	752	83858		
17	Divadlo METRO - THE LITTLE PRINCE TODAY (28.11.2018)	Divadlo METRO - THE LITTLE PRINCE TODAY (28.11.2018)	232	368	299	284	21	CZK	9/20/2018 11:31	Y	10/5/2018 13:11	11/29/2018 11:31	211	281	18357		
18	Divadlo METRO - THE LITTLE PRINCE TODAY (28.11.2018)	Divadlo METRO - THE LITTLE PRINCE TODAY (28.11.2018)	472	749	599	598	21	CZK	9/20/2018 11:31	Y	10/5/2018 12:11	11/29/2018 11:31	712	947	87549		
19	Divadlo METRO - THE LITTLE PRINCE TODAY (28.11.2018)	Divadlo METRO - THE LITTLE PRINCE TODAY (28.11.2018)	384	618	499	487	21	CZK	9/20/2018 11:31	Y	10/7/2018 13:11	11/29/2018 11:31	661	516	52795		

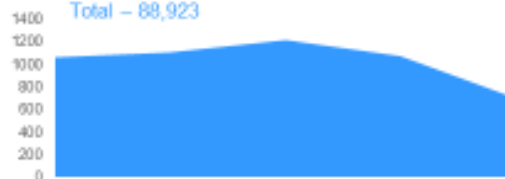
VIEWS

This selection – 466,216,
Total – 9,442,7000



PURCHASES

This selection – 5,136
Total – 88,923



REFUSALS

This selection – 5,256
Total – 93,520



SURGE PRICING




TICKET LIVE

Zadejte název události, účinkujícího, místa ...**Hledej**



0 CZK **CZ** | EN | SK

- KATEGORIE
- PRODEJNÍ MÍSTA
- MERCHANDISE
- VOUCHERY**
- BLOG
- ZRUŠENÉ AKCE / ZMĚNY
- GOLD CLUB / REGISTRACE
- BRANICKÉ DIVADLO
- DIVADLO HYBERNIA

Naživo je to nejlepší



EVOLUCE **NOVÉ ALBUM LUCIE** **Přihlášení**




NOVÉ MĚSTO

NA MORAVĚ

20. – 23. 12. 2018
BMW IBU WORLD CUP BIATHLON

Conversions "Goal Visit Docs"

VARIATION ▼	VISITS	UNIQUE VISITORS	CONVERSIONS	CONVERSION RATE	DETECTED EFFECT	REMAINING VISITORS	STATISTICAL SIGNIFICANCE
Original	10,266	5,241	3,585	34.92%	-	-	-
wideHeader	9,745	5,114	4,588	47.08%	34.82%	-	99.89%
smallHeader	9,711	5,242	3,475	35.78%	2.46%	-	89%



There is a variation that is performing significantly better than the original version and it has met the expected Minimum Detectable Effect (MDE) of 20%.

Report

Behavee allows continuous adjustment of the product prices with consideration to the acceptance of the prices to the customers microsegment, geolocation, spending habits etc. Ultimate goal is to sell more or increase margin.

REALTIME API / DATA



Behavee API ^{v1}

[Base URL: /api/v1]

<https://portal.behavee.com/api/v1/swagger.json>

An API interface to Behavee products

default Default namespace

tracking Operations related to visits

GET /visitor/{visitorid}/location Returns last location of visitor

behavee behavee namespace

POST /behavee/partners/ Upload a new Partner

GET /behavee/partners/ return a list of partners

GET /behavee/partners/partnerId return partner with specific id

POST /behavee/partners/partnerId/products/ upload products to specific partner

GET /behavee/partners/partnerId/products/ return products of specific partner

GET /behavee/partners/partnerId/products/{product_id}/ return specific product

POST /behavee/partners/ Upload a new Partner Try it out

Parameters

Name	Description
token_auth * required string (header)	API Authentication token
xml_file * required file (formData)	Select XML file

Responses Response content type: application/json

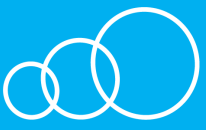
Code	Description
200	OK
404	Not Found
503	Service Unavailable

GET /behavee/partners/ return a list of partners

GET /behavee/partners/partnerId return partner with specific id

All data collected and generated in the Behavee can be accessed via the API and all data are accessible in realtime. This allows custom personalized solutions.

PERSONALIZATION



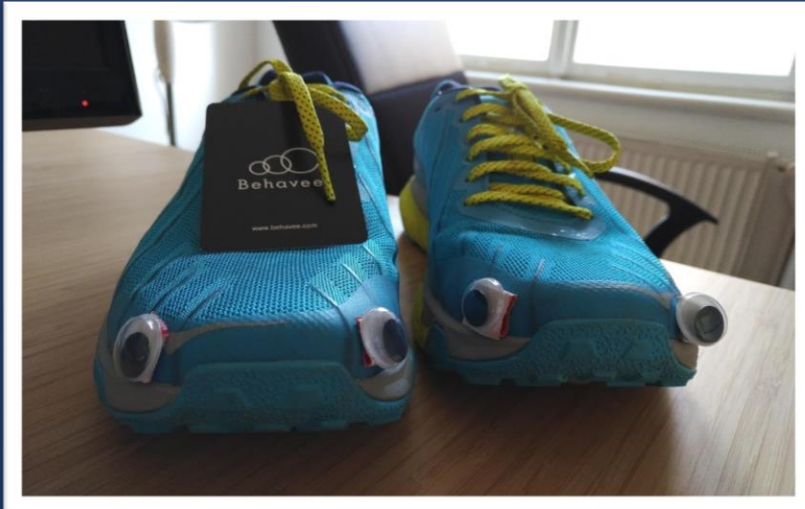
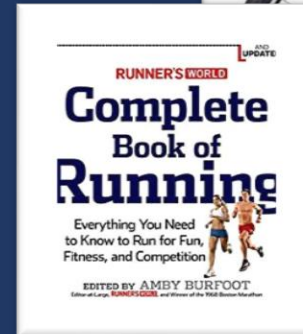
Behavee

LANDING PAGE

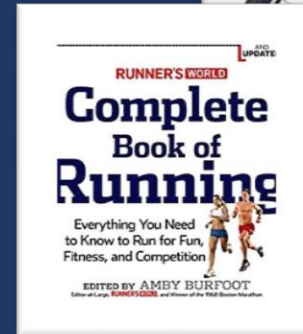
Our machine learning based personalization engine allows customize the product landing page before the page loads.

NEXT BEST OFFER

Once customer buys goods Behavee can instantly generate perfect fit goods according to his behavioral microsegments.



PERSONALIZATION



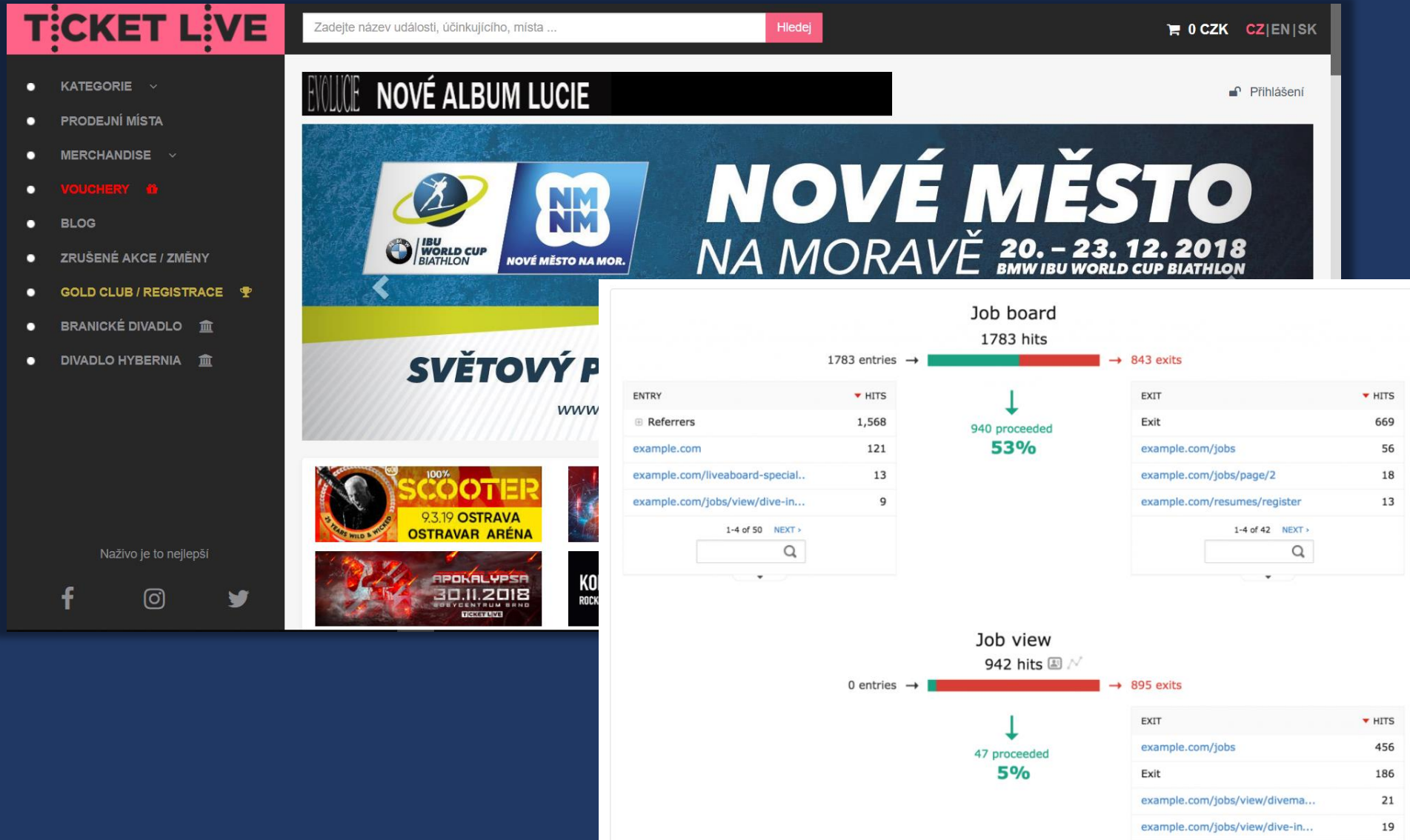
BUNDLES

Behavee generates best bundling options based on the customer shopping habits.

MAILING

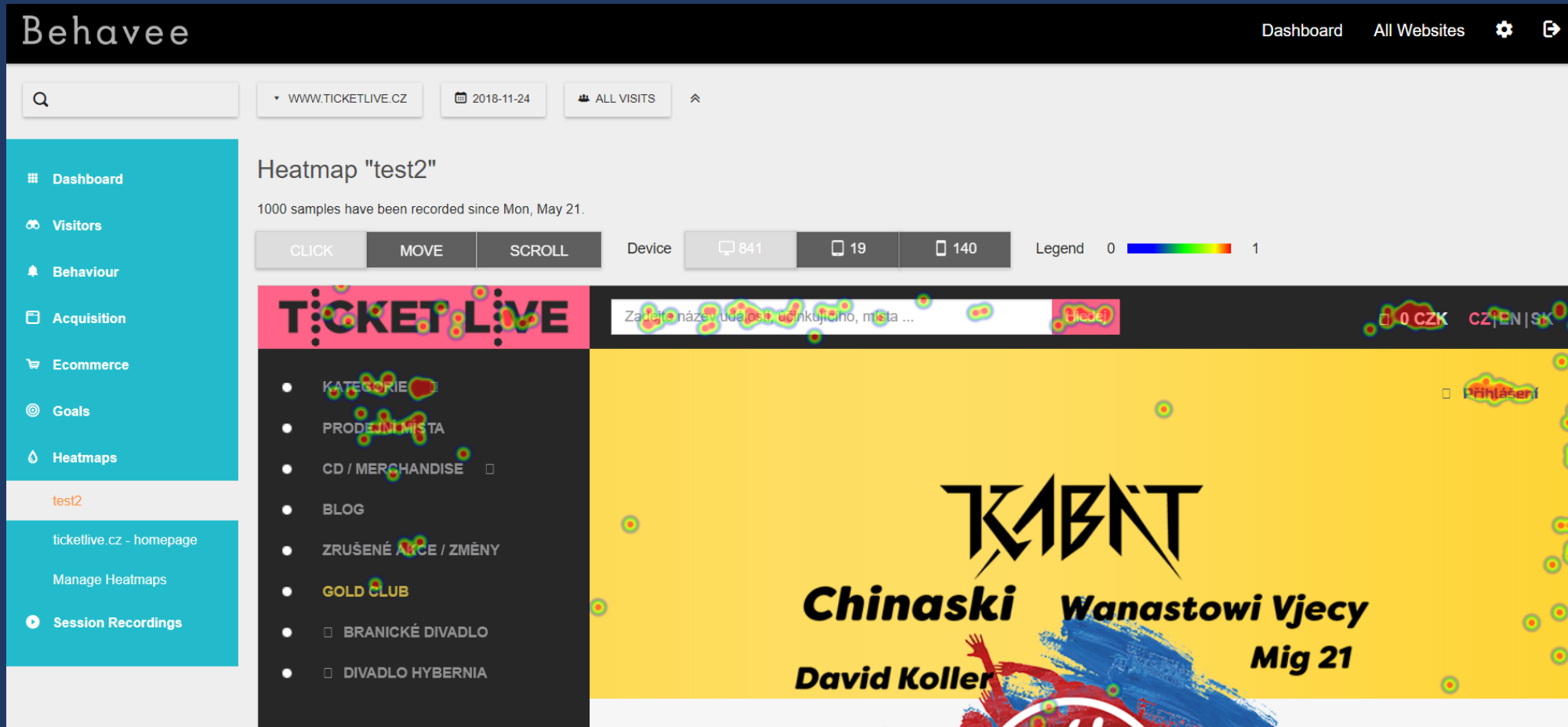
Behavee generates best mailing offers based on behavior and shopping cycles.

FUNNELS



Solution contains standard sales funnels with the twist. You can connect funnels with complete data flow and also personalized microsegments connected to specific goods and categories.

HEATMAPS



Behavee does contain complete UX support package including heat maps in web, mobile web and mobile apps interfaces.

SESSION RECORDING



Behavee supports complete session recording including mouse movement, speed, scroll and object triggering. Each record is automatically linked to visitor ID and microsegments.

May 17, 2018 08:54:44 ticketlive.cz/cs 1920x974 Pageview 1 of 78 07:30 of 09:00

Click Move Scroll Resize Form Change Page Change

TICKET LIVE

Kategorie: PRODEJNÍ MÍSTO, CD / MERCHANDISE, BLOG, ZRUŠENÉ AKCE / ZMĚNY, GOLD CLUB, BRANICKÉ DIVADLO, DIVADLO HYBERNIA

kudyznudy ... vstupte tudy

Praha — Brno — Ostrava — Bratislava — Košice

Top Akce

POHÁDKOLAND
Největší rodinný Festival

JAROSLAV DUŠEK / Čtyři dohody, Pátá dohoda

ANOKA

Visitor profile
ID 49bd1f390a1a95bb
Litomysl, Windows 10, Chrome 70.0, 1920x1080

Summary
Spent a total of 1 hours 10 min on the website, and performed 276 actions (198 Pageviews, 1 Downloads, 25 Searches) in 51 visits.
Converted 0 Goals.
Site Search Keywords: léto fest, jam rock zámberk, apokalypsa, létifest, české hrady, biatlon, apokalypsa vip, 2018060245, 2018036112, jamrock, 2018038100, 2018041539, 2018041756, 2018047785, 2018070396, nabucco vypich, 2018063357, 2018070800, elán, 2018099427, 2018100654, 2018107030, 2018119393, 2018124557, 2018029132
Each page took on average 0.738s to load for this visitor.

Ecommerce
Generated a Life Time Revenue of CZK0. Purchased 0 items in 0 ecommerce orders.

First visit
Thursday, May 17, 2018 - 191 days ago
from Direct Entry

Last visit
Friday, November 23, 2018 - 1 days ago
from Direct Entry

Devices
51 visits from Desktop devices: Generic Desktop (22x), Unknown (29x)

Location

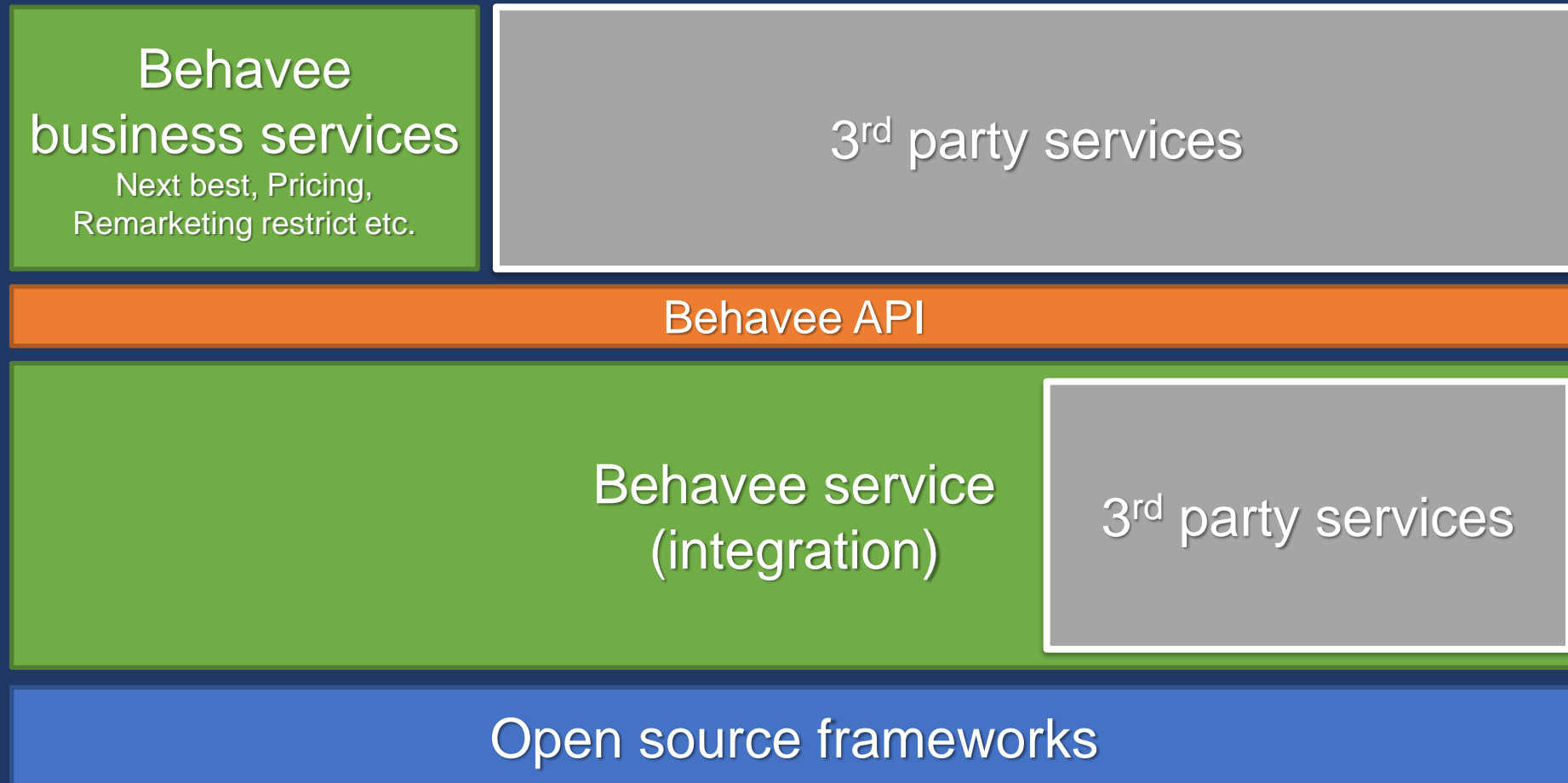
Visit #51
Friday, November 23, 2018 09:14:15
13 actions in 1 min 29s

- www.ticketlive.cz/TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/login
- www.ticketlive.cz/TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/profile/salepoint/pickup
- léto fest
- www.ticketlive.cz/LÉTOFEST 2019 Pardubice | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/event/létifest-2019-pardubice
- www.ticketlive.cz/TicketLIVE | Merchandise | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/merch/ticketlive

Visit #50
Thursday, November 22, 2018 13:48:19
7 actions in 1 min 3s

- www.ticketlive.cz/TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/login
- www.ticketlive.cz/TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/profile/salepoint/pickup
- apokalypsa
- www.ticketlive.cz/APOKALYPSA 44th Bobycentrum Brno 2018 | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/event/apokalypsa-2018
- www.ticketlive.cz/Nákupní košík | TicketLIVE - Naživo je to nejlepší
www.ticketlive.cz/cs/cart
- 2018124557

3rd PARTY DEVELOPMENT



Behavee allows 3rd party partners and community to freely implement and monetize solutions above the API and with mutual agreement also OS solutions within the service.



THANK YOU!

tomas.pluharik@behavee.com

www.behavee.com



Microsoft
Azure



Microsoft
for Startups