



BEHAVEE

NEW ERA HYPER-PERSONALIZATION FOR DEVELOPERS


BEHAVEE SOLUTION

Behavee is an open source personalization software as a service. It is creating personalized landing pages and offerings, utilizing customer's behavior and artificial intelligence. Behavee is able to personalize in real time.

It creates an open global platform for developers with personalization and recommendation solutions!



Gartner[®]



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.

Actual level of personalization

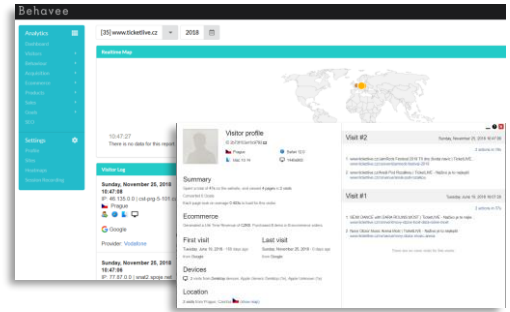


Not - personalized content (2% IN CZ)
Personalized content

BEHAVEE FEATURES

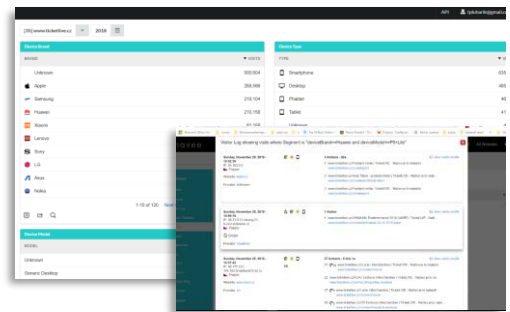
Complete journeys

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



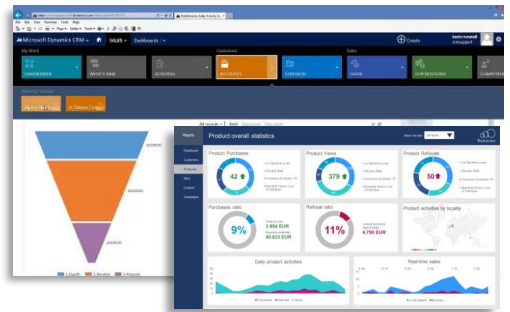
Microsegments

Detailed tracked data is automatically sorted into microsegments. Those have technological, geolocational, social or product origin. Information is provided and can be altered in real-time.



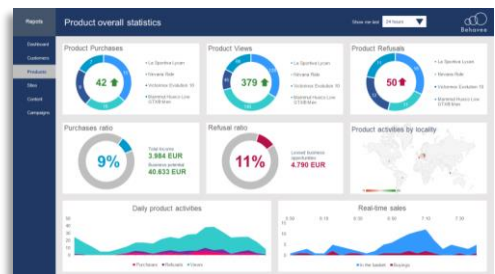
CRM integrations

All data in Behavee can be easily integrated into majority of 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

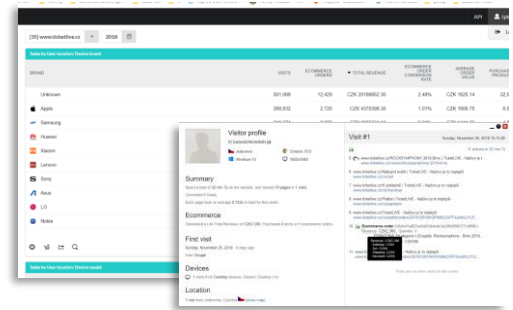
Behavee contains direct integration to the Power BI and through API to other reporting engines. Several complex reports are already included. Others are easy to implement in the Power BI tools.



BEHAVEE FEATURES

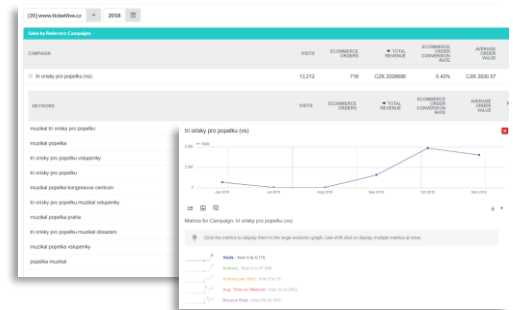
Baskets

Behavee system of triggers allows complete tracking of activities over ecommerce baskets. It permits real-time triggering of putting, forgetting and completing basket transactions.



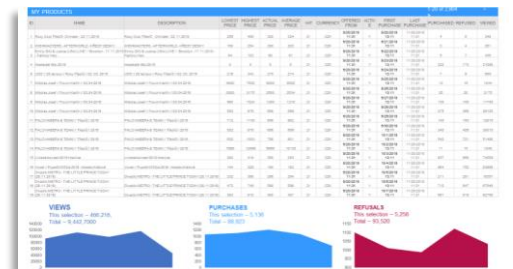
Campaign tracking

The combination of basket management and complete engagement tracking of marketing campaigns allows complete audit of campaign efficiency. You can see exactly how much you gain on the campaign and who is responding to your campaigns.



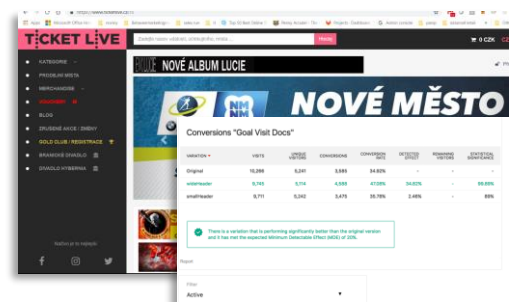
Product catalogue

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



Surge pricing

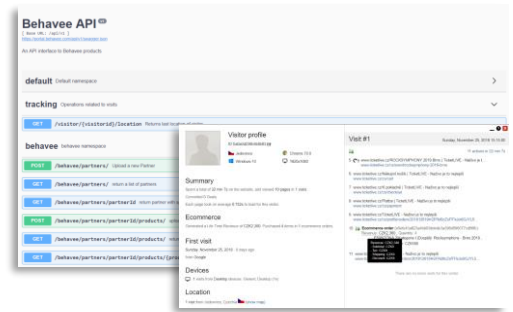
Behavee allows continuous adjustment of product prices with consideration to the acceptance of prices to the customers microsegment, geolocation, spending habits etc. Ultimate goal is to sell more or increase margin.



BEHAVEE FEATURES

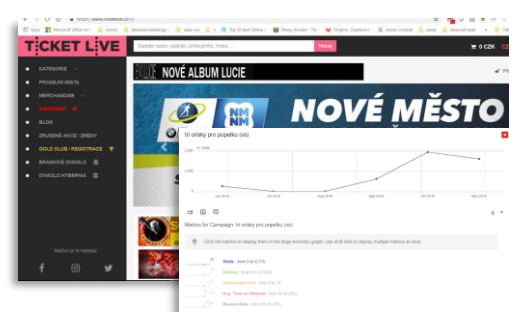
Realtime API / data

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



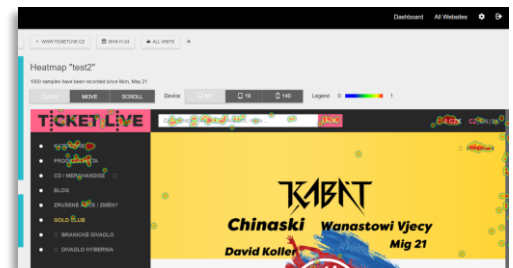
Funnels

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



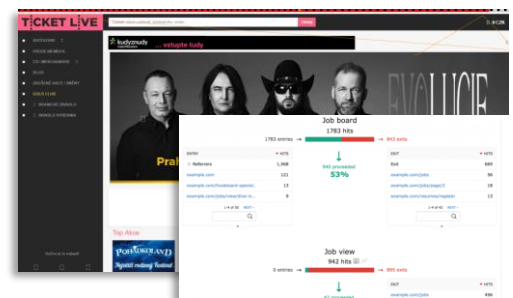
Heatmaps

Behavee does contain complete UX support packages, 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 a visitor ID and microsegments.

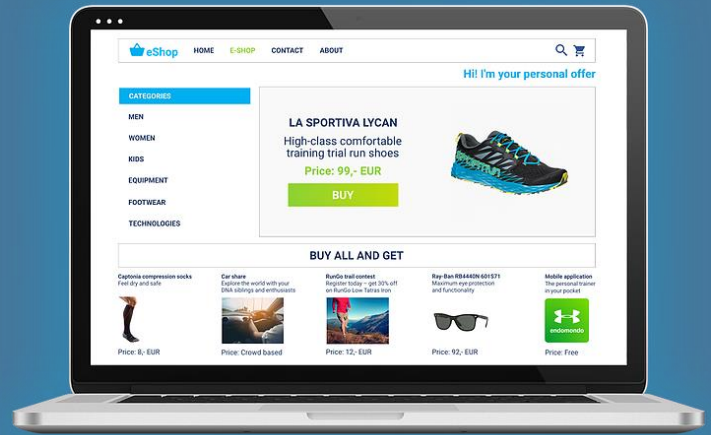


BEHAVEE FEATURES

B2C Consumer landing personalization

Decrease your bounce rates by personalized landing pages, emailing and follow up calls.

15% Increased revenue



B2B Lead generation (to CRM)

The anonymous traffic will create qualified leads for you.

85% of current unused traffic turned into leads



B2C Campaign management

See the effectivity of your campaigns on transparent, clickable, real-time reports.

100% Campaign manageability

B2B AB testing

You can benchmark the old approach vs your new marketing campaigns after starting using Behavee

20% More efficient campaigns



BEHAVEE PARTNERS

Behavee supports partnership program in many ways. The primary one is contribution from the revenue and special partner discounts.



Lifetime revenue share

If you sell Behavee to a customer, you will receive 10% revenue share for the whole time the customer is using Behavee.



Customer discount

Every customer sold through the partner will have extra 5% discount.



Partner network

If you bring more partners, you will be getting 10% of their revenue share for a year.

[Become our partner](#)

„I am still not sure if I want to become a partner. Try Behavee now, for free, and make yourself sure you want it!“

[Try Behavee for Free](#)



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