



CUSTOMER INTELLIGENCE

Know your web visitors' and customers' interests before
they tell you what they want.

*In today's highly competitive business environment, it is often difficult to keep up, often due to a lack of visionary courage to use the new **Big Data and Artificial Intelligence technologies**.*

*Those who recognize the opportunity are rapidly **increasing their competitive edge**, so we present to you our groundbreaking service that makes **the most advanced technology**, that has helped global corporations conquer the world, available to companies in our region.*

Those companies that know how to capture, process and use the data have a competitive advantage.

There is nothing as compelling as tangible data when it comes to making decisions about how to find new customers, how to retain existing ones, how to improve your service, how to better manage your marketing activities, how to increase sales, how to predict trends, e.g..

*No wonder marketing experts call Big Data '**the 21st Century's Oil**'!*

*However, information about your customers and web site visitors does not only bear resemblance to oil because of its versatility, but also because of its great value for growing your business. With the help of **BEX Customer Intelligence**, we will create **your own database!***



BEX Customer Intelligence

capture the power of data

*Did you know that such a base is accounted for as an **intangible fixed asset** and can be depreciated on a monthly basis over several years?*

*Every individual online leaves behind a trail of interests, purchasing intentions, desires and needs. With BEX technology, we can **capture, analyze and use this complex data** to predict and guide the future activities of your potential customers.*

These are just a few of the many good reasons to look at the BEX Customer Intelligence presentation in front of you.

BEX Customer Intelligence

BehaviourExchange Customer Intelligence (BEX CI) services include:

- Building your own database,
- data processing,
- and the use of data.

BEX CI provides comprehensive and useful insights into the behaviour of your web visitors, customers and users and consequently, an understanding of what motivates them to make purchasing decisions. This insight into their behaviour tells you not only *who, what, when and where*, but **why**.

Understanding why they behave the way they do allows you to adjust your communication and offers to their needs and to establish **personal communication** with each of them on your website or wherever on the internet.

BEX building a company's customer database

Visitor and customer behaviour data is the largest asset of any company, and such a database is your data capital.

Building a good and high-quality database about the behaviour of online visitors and customers is a time-consuming and challenging process. Data is being collected 24/7, because quality processing requires an extremely wide array of balanced data.

We help you build your own database with our knowledge, a team of experts and our extremely valuable **existing BEX database of 3 million anonymous profiles**.

BEX building a company's customer database

Web visitors read online media, shop, compare prices, view products and take an interest in all kinds of things ... while leaving behind traces of interests, purchasing intentions, desires and needs.

With artificial intelligence, mathematical algorithms, and big data, **BEX CI** remembers, processes and prepares the data from all interactions with your website.

In order to remember the interactions, it is necessary to install the **BEX code** on the website.

BEX data value

The quality of BEX data, and above all the amount of data, enables us to build a database of your web visitors' behaviour faster and more comprehensively.

We monitor the activities of our online visitors on a daily basis and what content our visitors are interested in. In Slovenia, we record an average of **5 million activities daily**, and more than 20 million more outside Slovenia.

This way, we enable you to **understand the impact** of each visitor's characteristics on your online business.



BEX data processing

Advanced data **processing** as well as careful data segmentation and structuring form the basis for the development of specific profiling and predictive models.

They serve us to profile each anonymous visitor using intelligent profile algorithms (much like Google).

Together with you, we conduct **a sustainable analysis of behaviours and shopping habits and create profiles** of your online visitors or customers.





Basic assumption for profiling

YOU ARE WHAT YOU VISIT AND READ

Profiling online visitors is based on an assumption that the content a person visits and reads and consciously selects reveals his interests and indirectly allows prediction of key demographic characteristics such as gender, age, ...

Making of the profiles

An interdisciplinary team of data scientists, mathematicians, artificial intelligence and machine learning experts, psychologists, IT developers, content and digital marketing specialists

use

BIG DATA and ARTIFICIAL INTELLIGENCE

to build sophisticated profiling models

BEX making of the profiles



BEX CI assembles a comprehensive profile of each individual web visitor, enabling businesses to make intelligent and effective business decisions. Only with good data can we make good decisions.

With BEX technology, we recognize all the key attributes and interests of visitors as they browse the web.

BEX use of data

BEX CI gives you a **comprehensive understanding of your web visitors, customers and users**, derived from data collection, analysis and contextualization.

By understanding and placing data into the context of your business operations can you make effective and intelligent business decisions and deliver measurable results.



BEX use of data

The BEX CI team helps you use tools for data visualization and implementation, and especially, to ask the right questions, interpret the data collected and understand what that data really tells you. Data is not the answer, it is the base for finding answers.

You will only gain a more accurate understanding of your new and potential customers if you are familiar with their demographic, interest, and behavioural characteristics in addition to transactions.

BEX use of data

With the information we collect and process for you, you will be able to offer every customer exactly what they are interested in. And more:

- you will be able to address each of your web visitors individually according to their interests,
- sell more to your existing and new visitors on the page,
- find those visitors who currently buy similar products from competitors,
- save money on advertising,
- build a better and more solid relationship with customers,
- easier creation of a business development strategy,
- higher conversions,
- increase the number of repeat visits and the number of requests,
- demonstrate the diversity of your offer and gain more leads,...

BEX use of data

3 levels of data collection:

- Behaviour of anonymous visitors on company website.
- Behaviour of registered users on company website.
- Behaviour of visitors anywhere on the Internet.

3 levels analysis:

- Basic analytics
- Advanced analytics
- Customer / Shopper profiles



BEX Customer Intelligence

1. Basic analytics

- a. Type of visitors
 - i. New and returning
- b. Individual visitor activities:
 - i. impressions, views, and clicks
 - ii. what they were looking for on the page (search toolbar)
- c. Visit time, location and duration:
 - i. when a visitor came to the page
 - ii. where he landed
 - iii. how long he stayed on the page
- d. Source of visit
 - i. where the visitor came from
 - ii. from which country, device, platform or browser



BEX Customer Intelligence

2. Advanced analytics

- a. Logging and analyzing different types of events (goals, conversions)
- b. Customer loyalty
- c. Page retention patterns
- d. Understanding of shopper's behaviour, especially those who avoid to complete the purchase
- e. Visitors Lifetime Value - VLV
- f. Customer Lifetime Value - CLV
- g. Browsing depth on the page (scroll map)
- h. Tracking of orders: who, when, what, value, product category and other product features,
- i. Personalized Website service: widget display (to whom, when, what products, which target group), click on widget and landing page
- j. Analytics for BEX Profiled Advertising: who, when, where they clicked on your ad and what creative ...

BEX Customer Intelligence

3. Customer / Shopper profiles

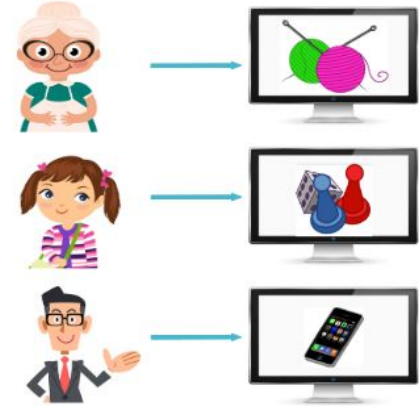
- a. Buy now/ Impatient
- b. Discount/ Price sensitive/ The Bargain Hunter
- c. Researcher/ Best Product/ The Educated Guesser
- d. Returning / Reclamation
- e. Single/ Lost Diamond
- f. I want the latest/ The Early Adopter
- g. Experiential/ The experience Lover
- h. The Recreational Shopper



BEX use of data

Regardless of the sophistication or amount of data collected, it is useless if we don't know how to recognize patterns of behaviour that can be used, later or in real-time, to strengthen relationships with our visitors or customers, increase sales, for branding or to improve business strategy, e.g.

BEX technology learns from the past behaviour of your visitors and customers, therefore we strongly recommend you to start using it as soon as possible.



BEX personalized communication

BEX Customer Intelligence very effectively complements
“BEX's Personalized Website and Profiled Advertising and PR Services”,
and together they form the well-known pyramid of **personal communication**.

BEX personalized communication

BEX Customer Intelligence

Profiled advertising and PR

With the help of the BEX profile database, we can bring specific visitors to your website with personalized ads or PR articles

Personalized website

We allow you to show each individual visitor the personalized content, products or offers they are most interested in.

