Personalized Website

BEX service **"Personalized website"** enables you to adjust the existing content of the website in real-time to each individual web visitor according to his personal characteristics. BEX automatically customizes and personalizes the content or any element of your website.

In this way, you can **offer the right content - to the right visitor - at the right time** and thus significantly increase the possibility of purchase or desired online conversions. If a visitor is really interested in something, chances are he will buy it as well.

SELECTED FOR YOU
Always Fashion Oriented.
BUY NOW

SELECTED FOR YOU
Perfect For Running.
BUY NOW

Cutting-edge behavioural technology enables you to improve user experience and understand the needs and expectations of your website visitors.

Merchants have always wished to know as much as possible about the customers shopping at their store. As they learnt more about their personal characteristics (gender, age, family…), preferences and interests, they could adjust their sales approach and the offer of products to each customer and increase sales. The same goes for any retailer or service provider today, on- as well as offline.

We developed **BehaviourExchange** with the wish to enable all businesses to personalize the communication with each visitor of their websites and, at the same time, make the Internet friendlier and more convenient for its users.

Personalized communication, customized offers of products and services, and, most importantly, the right content at the right time and place are all essential factors in the buyer decision process that can alter the customers behaviour. The main purpose of BehaviourExchange is to facilitate a **superior user experience** that ultimately leads to improvement in all aspects of business.

A good user experience means that, in time, more and more **visitors will turn into customers**.

Even when retailers don't run a web store they will benefit from improved user experience as more satisfied website visitors will likely lead to an increase in offline sales.

BEX profiles

The BehaviourExchange team of artificial intelligence, machine learning, mathematics, psychology, psychometrics, advertising, marketing and IT experts has compiled a database of around 3 million profiles.

The technology we created allows you to find a certain profile wherever on the Internet!

BEX technology recognizes a visitor's characteristics the moment they enter a website which allows you to adjust your communication to each online visitor in real time.

This is possible thanks to our extremely large database that is continuously and interdisciplinarily processed and structured, which puts BehaviourExchange at the level of the biggest players in the field.

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Basic assumption for online 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, ...

BEX profiles

At the moment, there are **3 million anonymous profiles** in the BEX database.

BehaviourExchange constantly follows the activities of online users and analyzes the content they like. In Slovenia alone the platform records an average of **5 million activities daily**, with an additional **20 million activities** in other regions.

With the help of intelligent algorithms the BEX system profiles each anonymous visitor (like Google does, in a way). Each profile contains information such as demographic characteristics as well as hundreds of personal interests.

The structure of **BEX** profiles

- ## Gender
  - Male
  - Female

- ## Age
  - 10 - 17 years
  - 18 - 24 years
  - 25 - 29 years
  - 30 - 39 years
  - 40 - 49 years
  - 50 - 59 years
  - 60+ years

- ## Geolocation

- ## 800+ Interests
  - Based on IAB taxonomy
  - 18 Tier 1 interests that go up to 5 levels deep

  - Automotive
  - Business and Finance
  - Culture
  - Entertainment
  - Family and Relationships
  - Food & Drink
  - Healthy Living
  - Home & Garden
  - Medical Health
  - News and Politics
  - Personal Life Management
  - Pop Culture
  - Religion & Spirituality
  - Shopping
  - Sports
  - Style & Fashion
  - Technology & Science
  - Travel

BEX personalized website

ADJUSTMENT
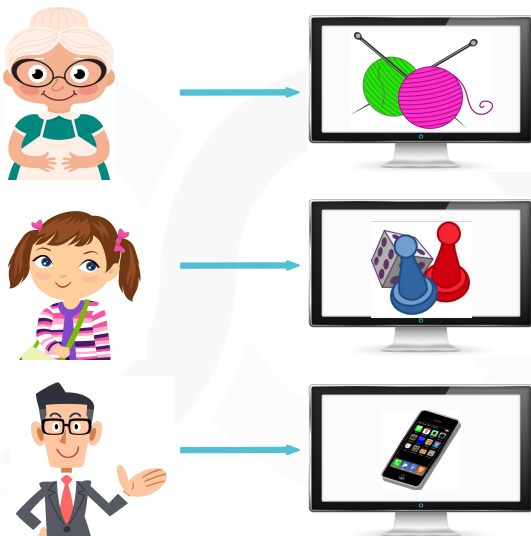f existing content of your website in real time according to each visitor's personal characteristics

IDENTIFICATION
of each visitor according to their profi

BEX personalized website

To personalize the content of your website we will help you define:

- the target groups
- the content you wish to display to certain target groups or profiles
- the placement of personalized content on your website (location of widgets).

The BEX service then automatically runs in the BEX interface.

BEX personalized website

3 million
anonymous profiles

5 million
daily activities

800+ interests
in the BEX taxonomy

1 BEX code

In order to start using the BEX services, all you need to do is install the program code on your website. This will enable you to **connect to the BEX database, identify your web visitors and to adjust the content to each visitor.**

The BEX code installation is simple and does not require any changes to the appearance and content of your website.

BEX personalized content

Adjustable content space on your homepage, subpages, shopping cart etc.

We adjust and personalize the content of any given part of your website. The more parts of the website are being adjusted, the better the results. Widgets can come in the shape of a slider on your frontpage or as simple content blocks on any subpage - however and wherever you want them.

Personalized offers of the same product to different customers

BEX enables you to customize the way you address different groups or profiles. This means that you can offer the same product or service to different visitors with personalized graphics, texts and calls to action.

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BEX visitors reports

Upon installing the BEX code on your website we will provide you with a detailed report about your visitors.

Elements of the report are:

1. The number of all visitors

2. Number and percentage (%) of visitors who are profiled and included in the BEX database of profiles

3. The number of total views

4. The number and percentage of views (%) made by profiled visitors, which represents the potential for personalized content delivery

5. Percentage of visitors (%) by most visited subpages

BEX visitors reports

6. The number of visitors and views for each day in the selected date range
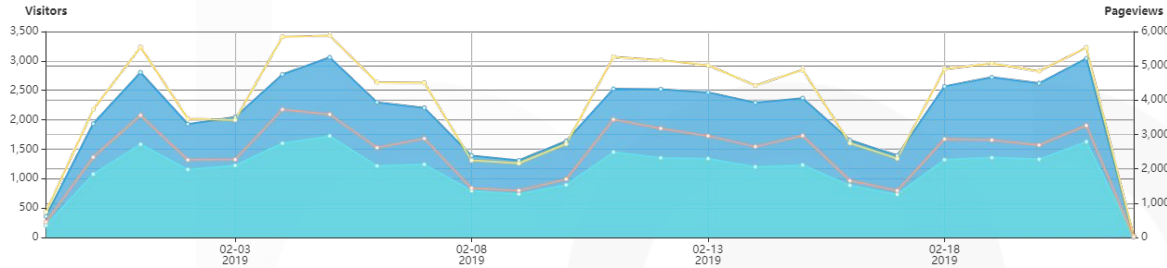
7. The structure of visitors by gender and age
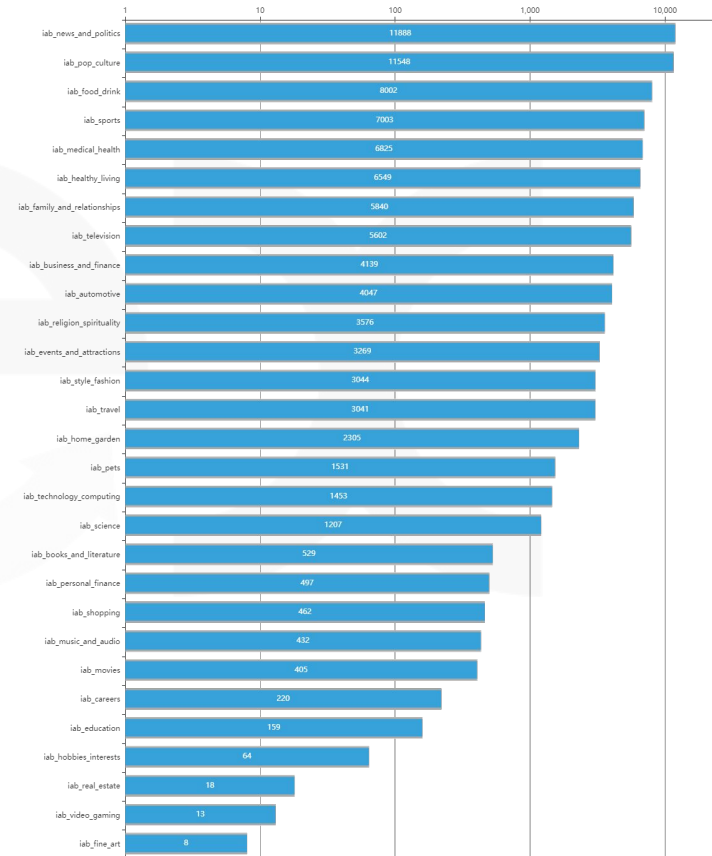
8. Visitor structure by region
   a. % of visitors who can be defined by region,
   b. % visitor distribution by region,
   c. % of visitors migrating daily to another region for work, or for a weekend trip or holidays and are recorded in several regions..

9. Number and percentage of visitors accessing the site through different devices (computer, mobile phone, tablet, television, …)

BEX visitors reports

10. The number and percentage of visitors accessing the site (%) through different browsers or sites. of entry points

11. Calculation of Significant Interests
Affinity or what interests of your website visitors are more significant compared to the general population and interest rankings by relevance from 1 to 100 (1 - most significant interest, 100 - least significant interest)

12. Number and percentage of visitors (%) by target groups

13. Analysis of each target group
    a. Visitors: Number and Share (%)
    b. Views: Number and Share (%)
    c. Demographics and interests

Category	Value
iab_news_and_politics	11888
iab_pop_culture	11548
iab_food_drink	8002
iab_sports	7003
iab_medical_health	6825
iab_healthy_living	6549
iab_family_and_relationships	5840
iab_television	5602
iab_business_and_finance	4139
iab_automotive	4047
iab_religion_spirituality	3576
iab_events_and_attractions	3269
iab_style_fashion	3044
iab_travel	3041
iab_home_garden	2305
iab_pets	1531
iab_technology_computing	1453
iab_science	1207
iab_books_and_literature	529
iab_personal_finance	497
iab_shopping	462
iab_music_and_audio	432
iab_movies	405
iab_careers	220
iab_education	159
iab_hobbies_interests	64
iab_real_estate	18
iab_video_gaming	13
iab_fine_art	8

BEX report on the use of BEX service

We will provide you with a custom made report based on the number of target groups, number of widgets, specifics of the website.

BEX efficiency results are visible also in Google Analytics.

Our clients report to have:
- up to **170 % more pages per session** and **longer** average **session duration**,
- up to **150 % higher conversion rate** and
- up to **40 % higher** average **order value.**

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BEX services

- **Customer Intelligence**
- **Personalized website**
- **Profiled advertising**

These 3 services complement each other and form the extremely effective pyramid of **personalized communication**.

BEX Customer Intelligence

Collecting and processing
behavioural data of online visitors
and customers in order to
improve all aspects of business

1

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

2

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Database

AI profili

BEHAVIOUR
EXCHANGE

BEHAVIOUR
EXCHANGE

Personalized website

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

3

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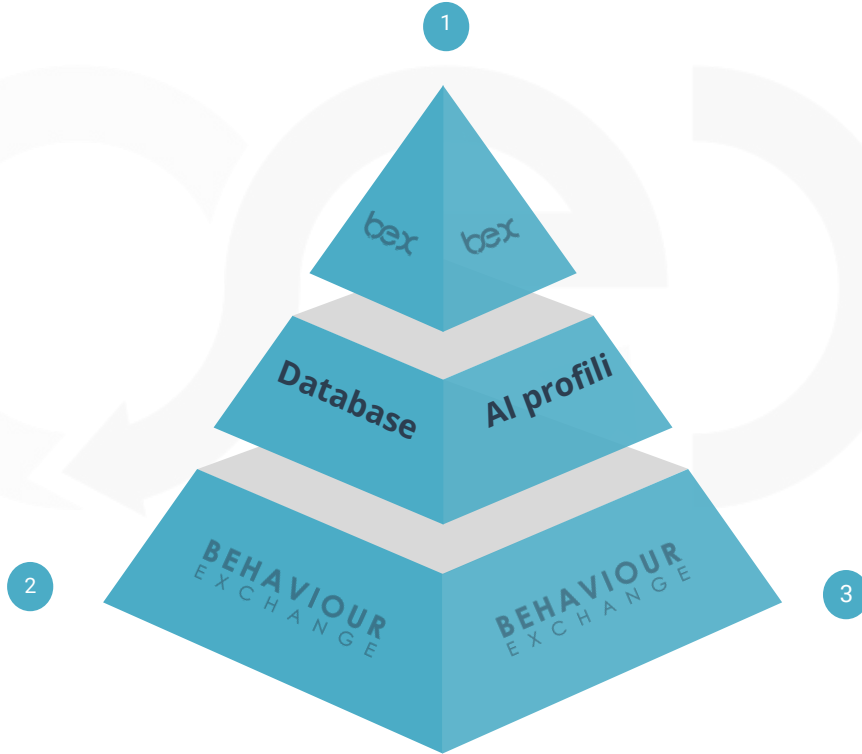
We make future today!

www.behaviour.exchange