



bestbe

AI E-Commerce Platform

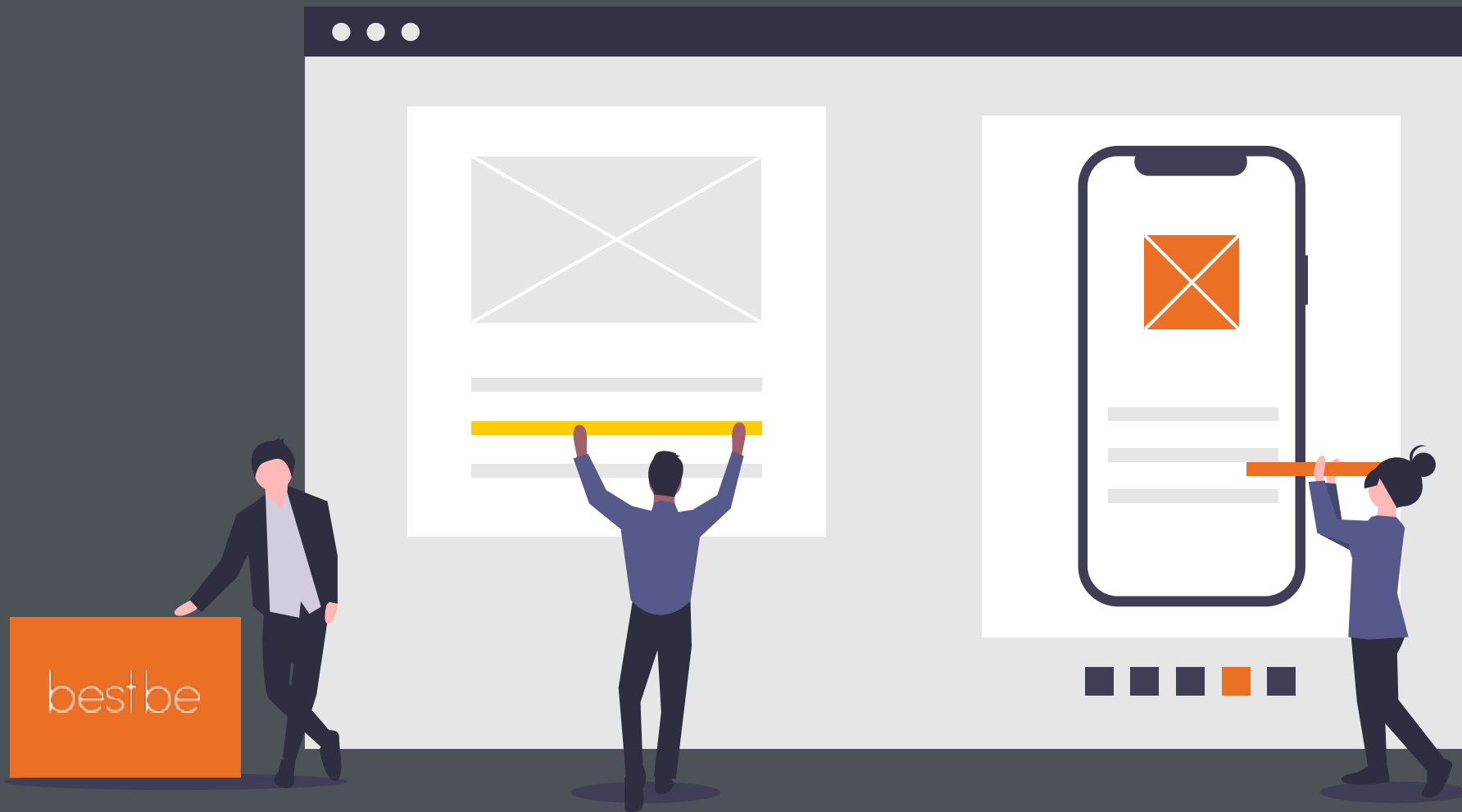
Vendor Offer

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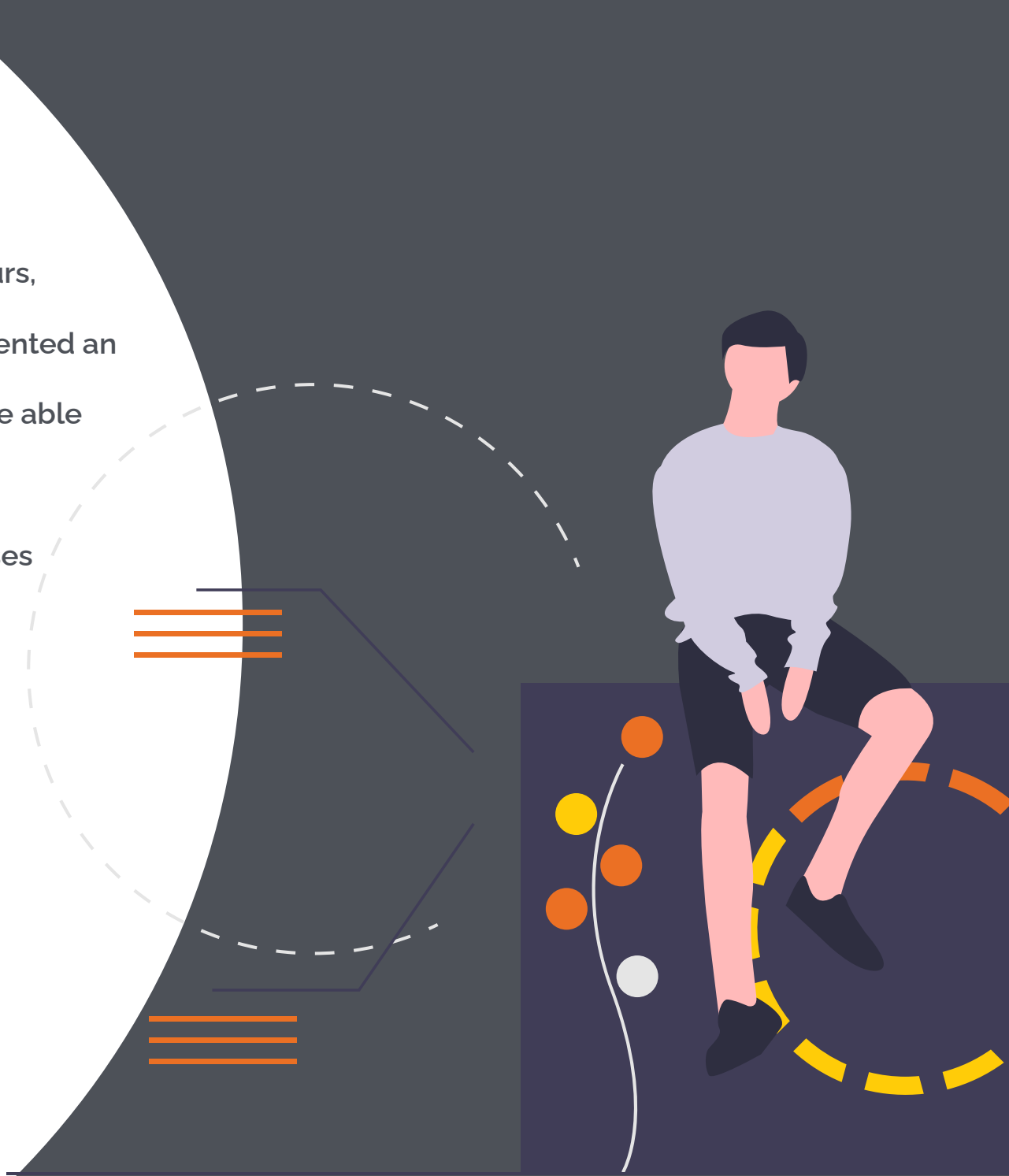
BestBe?

About, Why, What



About BestBe

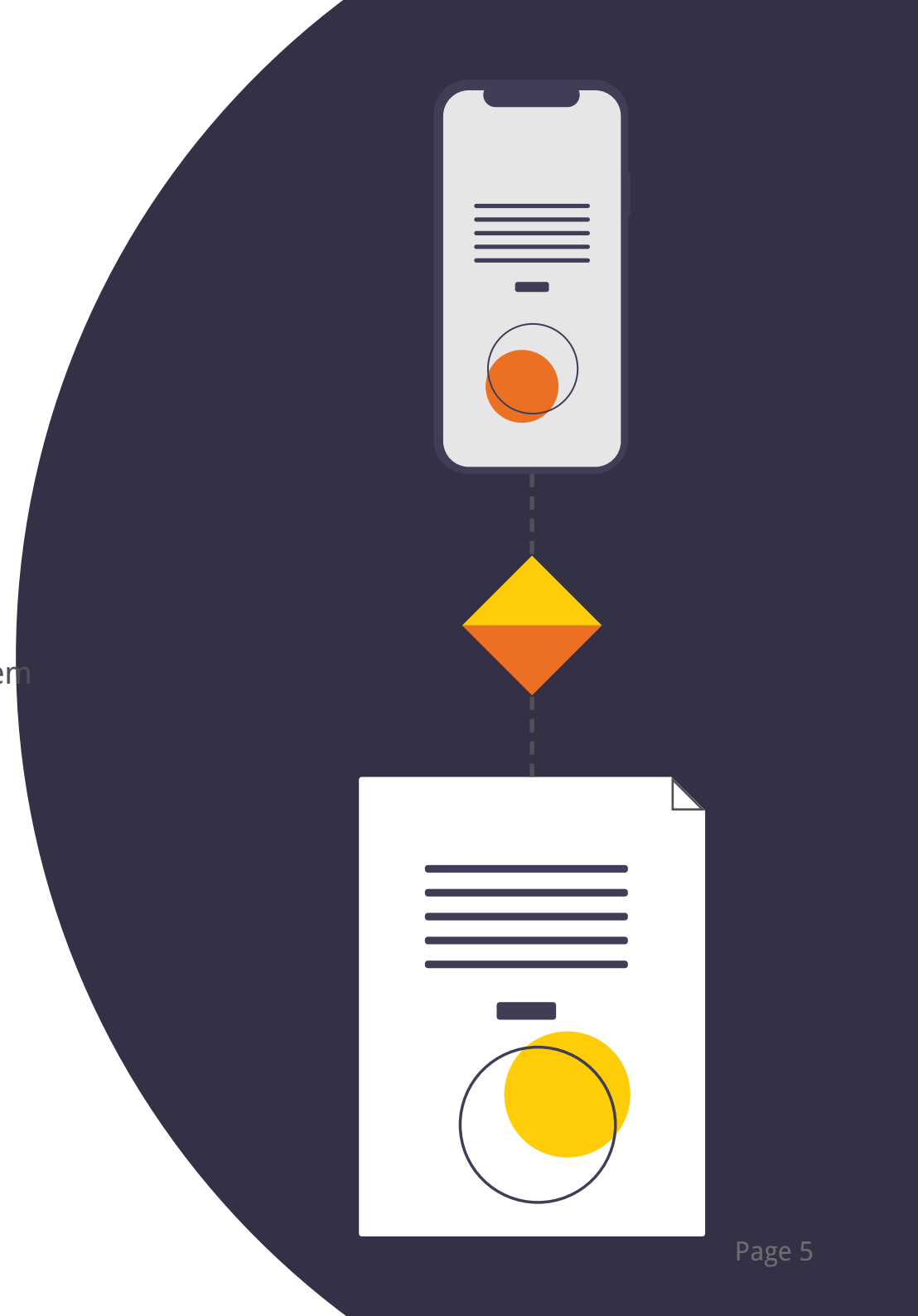
BestBe was born from an idea of some entrepreneurs, who thanks to the merger with Ubilot have implemented an Ecommerce platform based on Artificial Intelligence able to involve not only the vendors, but also the entire network of physical stores and small local businesses that, thanks to the commercial strength of the project and to a multilevel retrocession system, they will become protagonists and players in the digital market thanks to the support and means made available by BestBe.



Why BestBe

The innovation brought by BestBe to the e-commerce world is characterized by the mode of approach, totally renewed to the traditional system.

Bestbe does not neglect the marketing based on offline communication system, but transforms and integrates them with the online world within the **phygital**, and sets the goal to combine the physical universe with the digital one by optimizing the user experience, offering diversified tools to initiate and then maintain a relationship with the vendor.



Why BestBe

The Platform BestBe, thanks to Bella , the interactive avatar that will guide and will accompany the users at every stage of the purchase process, will support partners and users with all the network tools made available from the direct assistance offered by the customer service, up to the physical stores currently in the area, referring important per chi sceglie di avere un contatto diretto su di esso. This allows the customer to find the most suitable way to make purchases suited to their own demands, feeling BestBe and its partners close to their needs and considering them safe and reliable.

Bestbe offers the most performing, advanced and actually more ethical solution on the market, involving and paying vendors , physical points and agents, and offering big business possibilities to all the commercial realities, even those who approach the ecommerce channel.



What We Offer

We offer a complete and innovative platform ecommerce, con characteristics that distinguish it from the marketplace currently on the market.

- > Artificial Intelligence System that will approach the user in a unique and privileged way
- > Commercial network and Physical Points made available to the vendor
- > Multilevel System able to remunerate all those involved in the project, with particular attention to the small local realities in the online market
- > Advertising vendor's product and services in various channels (TV, Media, maxi screens, totem, publishing) owners and third parties
- > BestBe personalized Mastercards cards
- > Complementary Payment System (complementary currency)
- > Sell products and services also on third party platforms
- > Use Customer database : a single network with possibility to use promotional campaigns (cashback, loyalty points etc.)
- > Use the Barter as a payment system for "personalized" advertising campaigns

AI E-Commerce Platform - Offerta Vendor

Physical and Digital Stores

High Visibility with Brand and Product Campaigns

Campaigns in Co-Marketing with BestBe

Creation / Integration of Online Showcases

Artificial Intelligence to Support the Assets



Physics and Digital Stores

A widespread distribution,
to reach all the targets.

- > Dealers as a pick-up point and new marketing's tools;
- > Integral Distributors and management of agent's subnets



+70
Shopping
Malls

+2.000
Tobacconists
& SNAI

+150
Infopad

+3.000
Totem

+150
Rotor Edicola

Physical and Digital Stores



Physical Structures to support your products or services:
our Totem.

- > Artificial Intelligence based on cloud;
- > Identification of biometric datas like sex, age, six different emotions;
- > Tips for the best product for the client through the interactive avatar;
- > Marketing strategy suited to the personality and history of the user;
- > Anonymous identification of the user for the datas collection;
- > Report and available datas from a BackOffice central solution;

AI E-Commerce Platform - Offerta Vendor



Physical and Digital Stores



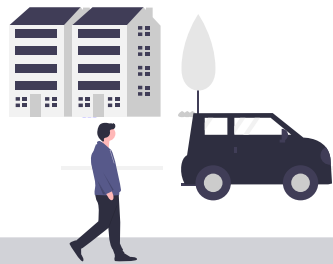
High Visibility with Product and Brand Campaign

Great media portfolio media able to reach and engage many contacts.



High Visibility with Brand and Product Campaign

YOUR
BRAND



Digital Solutions in Maxi format for an amazing impact and an innovative communication

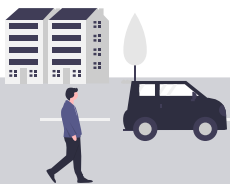
- > Maxi screen fullHD
- > Over 300.000 daily contacts (per position)
- > 10 sec. Slot video
- > *Led Digitale*

AI E-Commerce Platform - Offerta Vendor

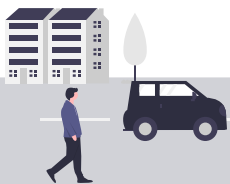
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Great Visibility with Brand and Product Campaign



Great Visibility with Brand and Product Campaign



Co-Marketing Campaigns with BestBe

To enjoy our physical and digital structure
by partnering with BestBe means
to have a unique advantage.

We plan the strategy together.



Creation / Integration of Online Showcases

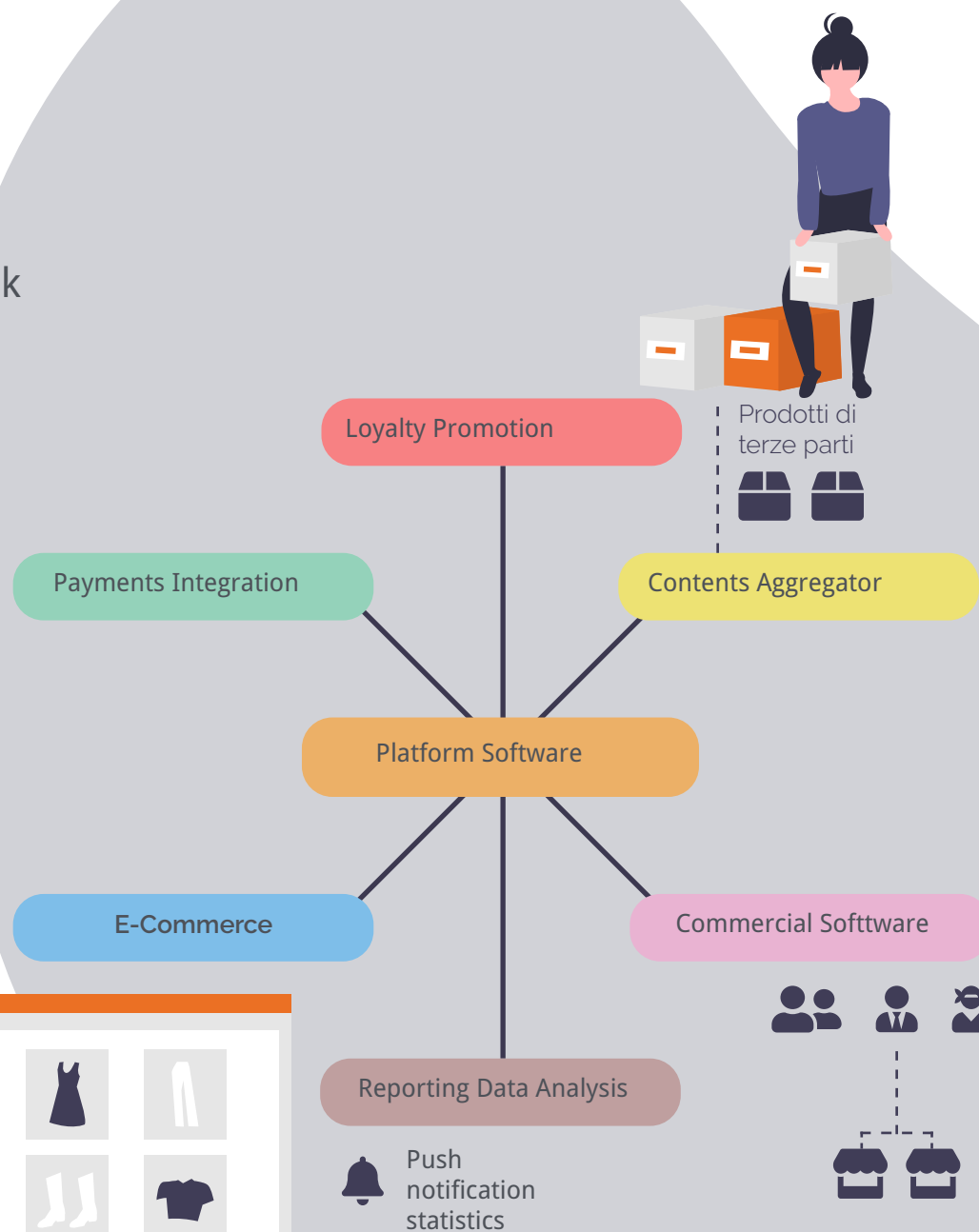
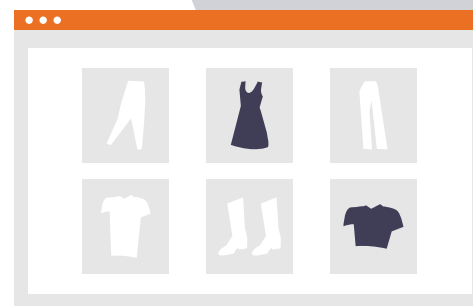
BestBe creates your platform for online sales or, if you already have one, we integrate it in our network offering you additional sales opportunities.

- > Based on cloud , horizontal scale
- > Advanced Backoffice and CMS system
- > Communication Channels in real time
- > Database and high scale services system
- > Gateway of integrated payments
- > Multilanguage and multicurrency ready for the global market
- > Analysis of artificial intelligence and users data collection

Funcionality of Contents Aggregator:

- > Individual access system for a facilitated management of the personal account
- > E-commerce Aggregator and retail stores
- > E-commerce integration existing through API
- > Services and utilities integrations

AI E-Commerce Platform - Offerta Vendor



Artificial Intelligence for Business Support

To integrate IA in the assets and in the business process offers multiples advantages:

Increments your sales.

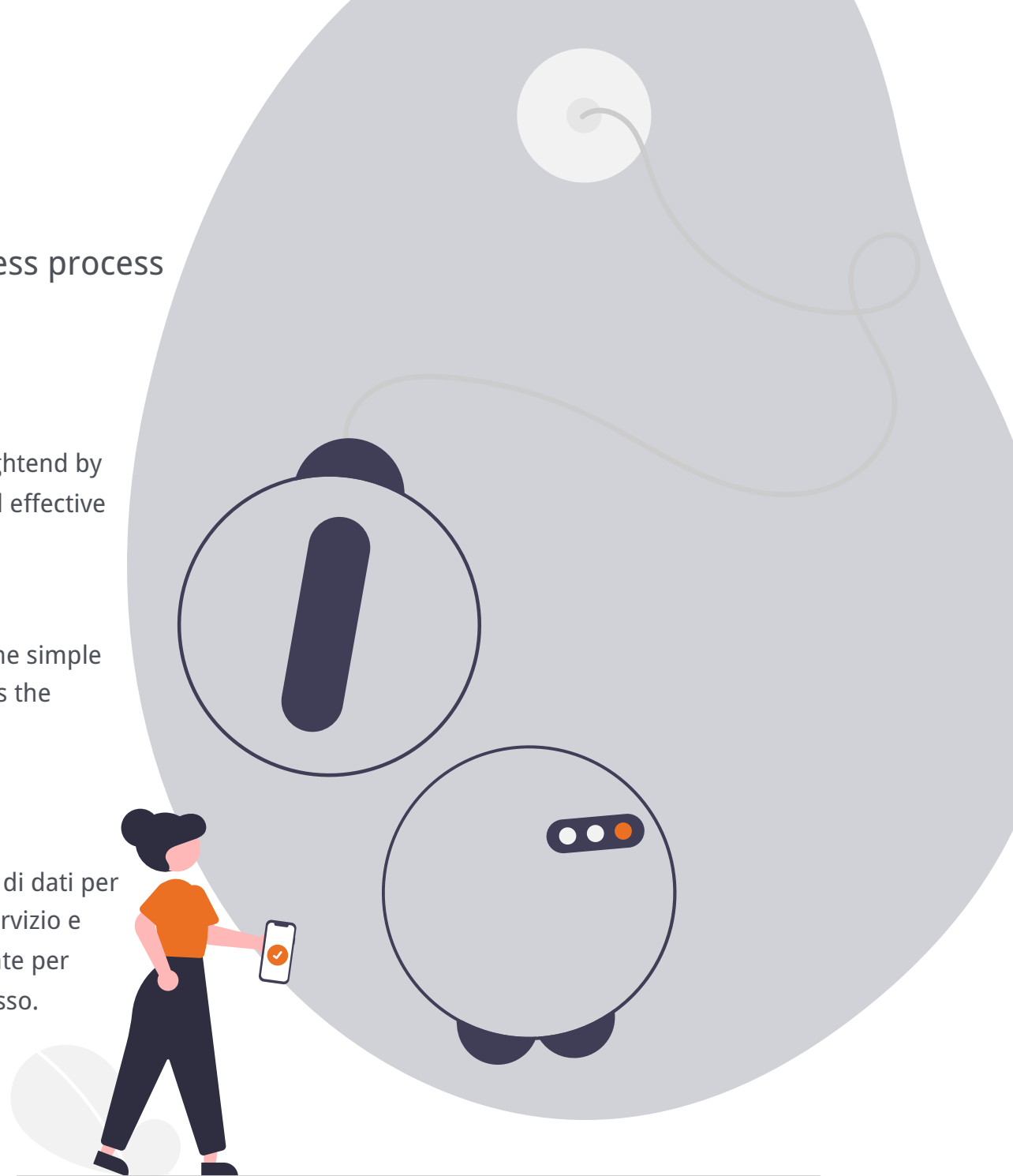
Each supplier will be able to join the physical network strenghtend by the Artificial Intelligence, through an action of innovative and effective marketing, with the goal to increment their own sales.

Digitalization.

Each physic store can be trasformed and modernized with the simple presence of an innovative tool, (the Totem BestBe) that helps the promotion and the sale of any type of product or service, through personalized and improved shopping experiences.

IA as Analysis Tool.

L'analisi predittiva, la pratica di estrarre informazioni dai set di dati per prevedere le tendenze future, è utilizzata per migliorare il servizio e l'esperienza del cliente: è possibile capire la volontà del cliente per determinare quali strategie di marketing hanno avuto successo.



Loyalty's Advantages and Benefits



BestBe places its own technical and commercial structure available to vendors, partners and users, this will allow all parties involved to use a channel innovative and highly specialized without need for dedicated facilities or expensive investments.

Through the affiliation the vendor will enjoy countless services and advantages .

- **'Struttura IT** per la realizzazione del proprio negozio online
- **'Struttura di back office** per l'inserimento dei propri prodotti a catalogo e per l'assistenza clienti dedicata
- **'Grande rete fisica** di punti a terra che offriranno non solo importante visibilità ma anche punti di consegna e riferimento per tutti gli utenti
- **'Piani di marketing e comunicazione** basati su strumenti e mezzi (TV, Media, maxi schermi, totem, editoria) proprietari e di terzi
- **'Consulenti ed esperti** a disposizione dei vendor
- **'Utilizzo di un database clienti:** un unico network con possibilità di usufruire di campagne promozionali (cashback, punti fedeltà' ecc.)
- **'Barter** per ottimizzare le tue giacenze

How BestBe's AI works

Find out how it works
BestBe 's Artificial Intelligence !

Watch the official presentation
BestBe

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Offerta Vendor

ubilot
research