

At Streetbees we've uncovered that 75% of our everyday choices are determined by our immediate context and emotions

Demographics & Aspirations 



What is your background?

Emotions 



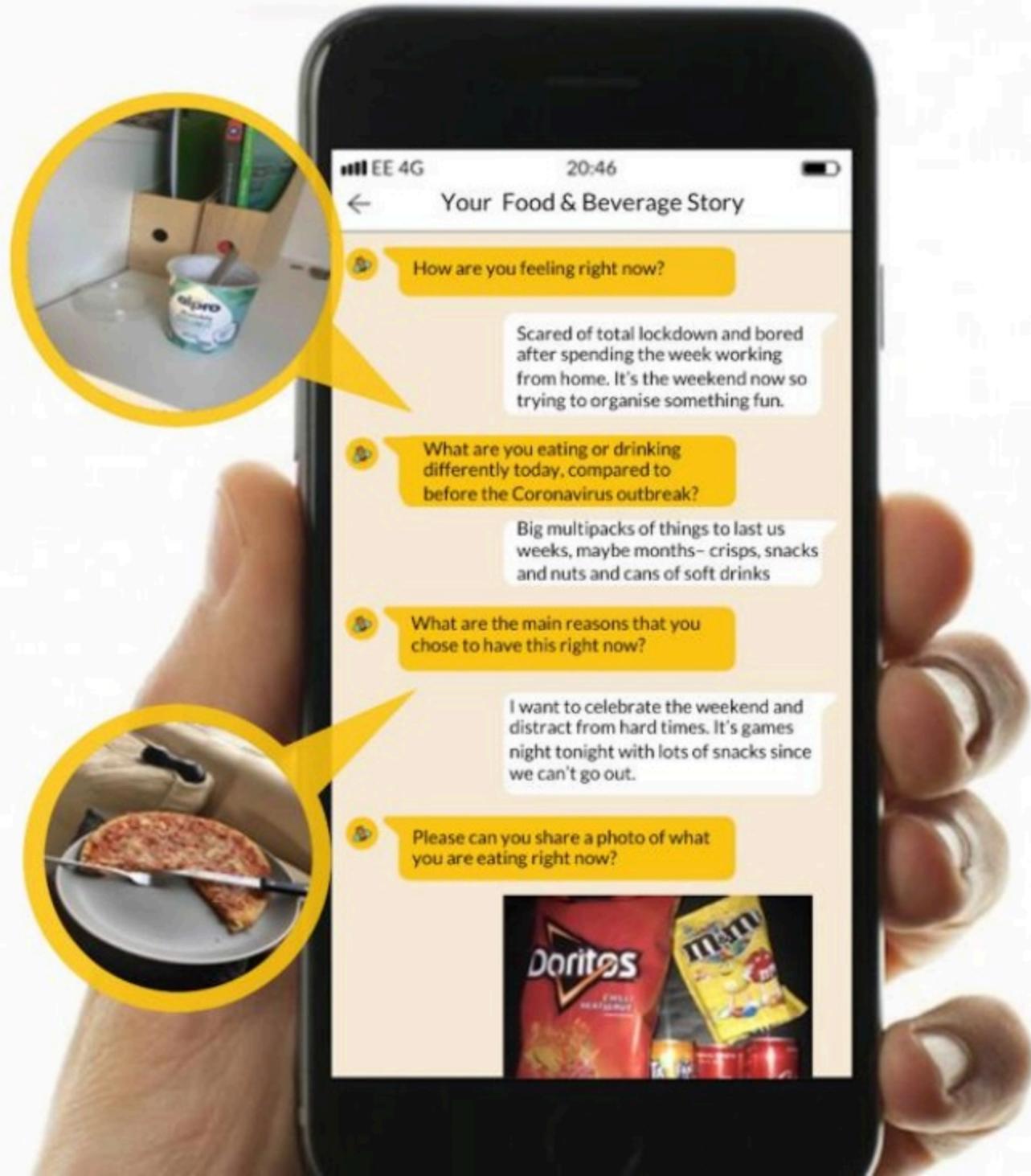
How are you feeling right now?

Context 



What are you up to and who are you with?

So we've built a platform that captures the 'moment of truth' in consumers' own words



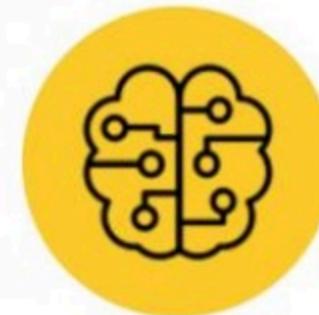
REAL, IN THE MOMENT BEHAVIOUR

Bees share in the moment behaviour, verified with a photo – **so you stop relying on claimed behaviour**, and capture crucial details around decisions



CONVERSATIONAL RESEARCH

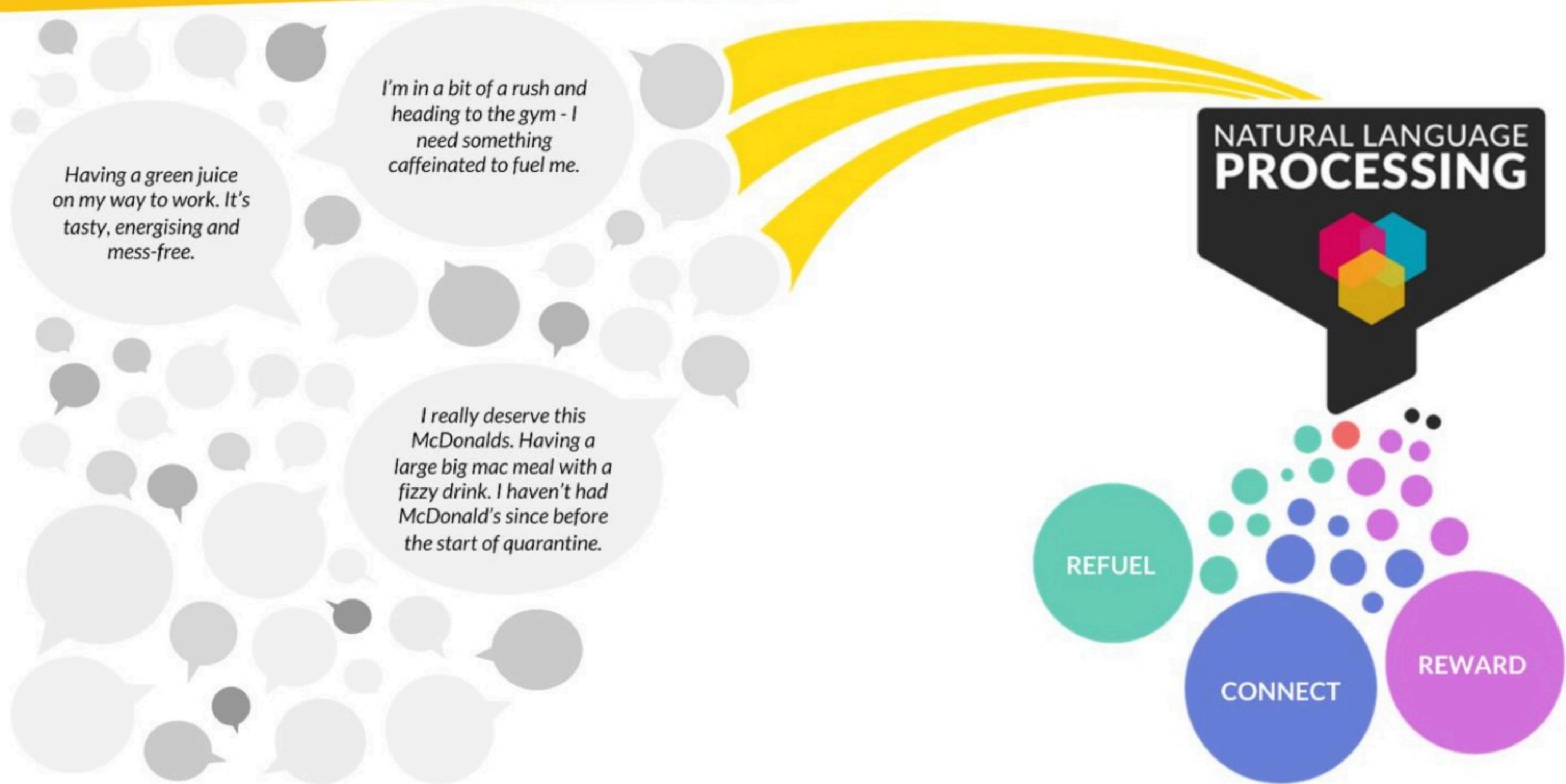
Our bees share rich, open-text answers to follow-up questions so you capture themes **from the bottom-up, in their own words**



AI POWERED

Our proprietary Machine Learning algorithms analyse unstructured data and detect growth opportunities hidden in plain sight

Our NLP is trained with over 2.5bn data points from real-life moments to reveal growth spaces



Resulting in rich and instantly actionable insights that can empower your entire business



Many companies have adopted the Streetbees Always ON approach globally to stay closer to their consumers

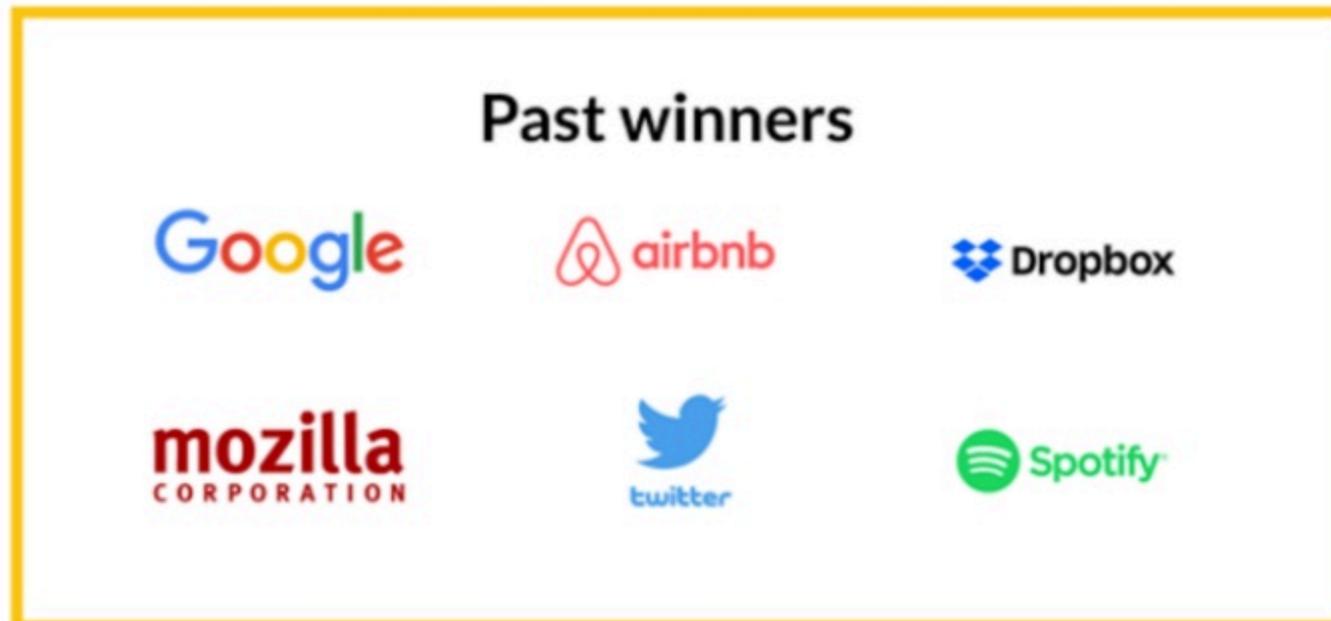


Streetbees was recognised as a Technology Pioneer by the World Economic Forum for improving the state of the world



World Economic Forum Technology Pioneers recognises growth-stage businesses that are shaping the future with disruptive technologies that improve the state of the world

- Only 100 companies chosen across the world
- Invited to attend Annual Davos Meeting
- Ongoing interaction with industry leaders, CEOs, scientists, academics and governments to explore how emerging technologies are impacting the world
- Participation in Forum meetings, Platform workstreams, and Global Future Council



We have received a number of prestigious business awards celebrating our fast growth



Deloitte Technology Fast 50
10th Fastest Growing Tech Company in London



CB Insights
Top 9 Enterprise AI Startups to Watch



National Technology Awards
Shortlisted for Tech Company of the Year 2020



Market Research Society
Won Best Innovation Award



GreenBook
Top 50 Most Innovative Suppliers



Telegraph's Tech Hot 100
Top 100 Fastest Growing Tech Companies



British Business Awards 2019
Won Most Innovative Business Idea in Tech

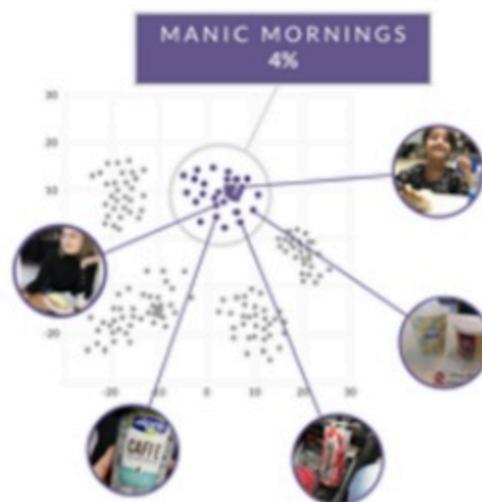


Syndicate Room
Britain's Top 100 Fastest Growing Businesses



TechCrunch Digital Top 50
Top 50 Technology Companies 2019

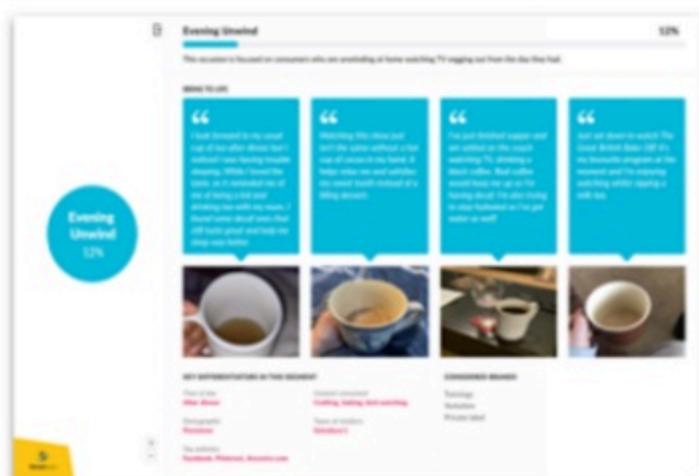
Dynamic Growth Engine



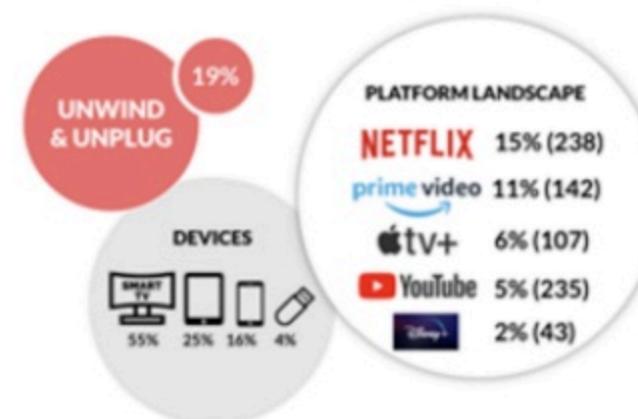
Brand Experience Monitor



Dynamic Audience Solution



Dynamic Media Landscape

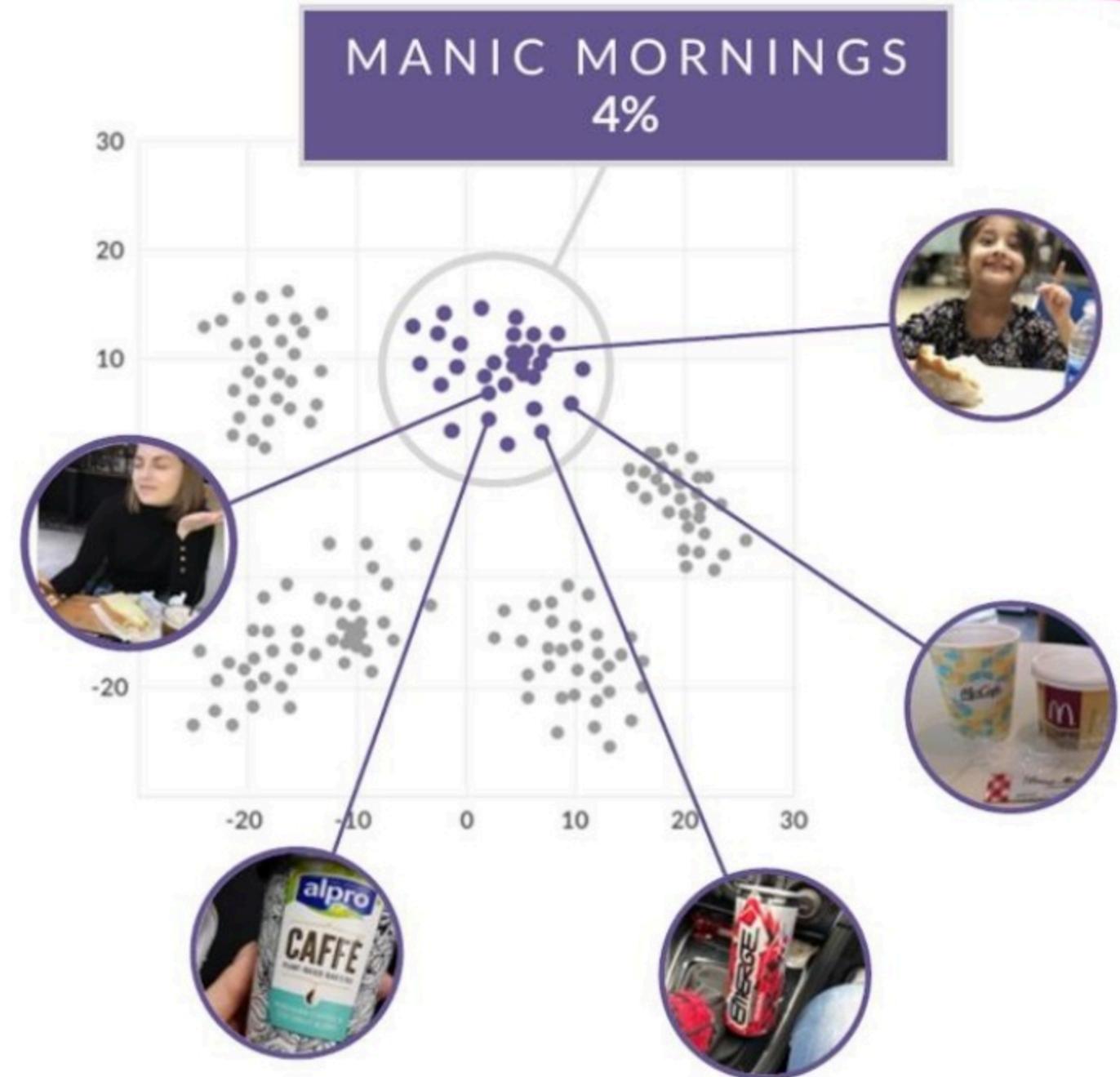


Dynamic Growth Engine detects product & category opportunities hidden in plain sight, whether that is in product innovation, positioning or comms

DGE identifies growth spaces bottom up, enabling you to best place, innovate and communicate your portfolio

- ✓ Discover untapped demand, supporting your Executive & Strategy teams in prioritising the right channels, occasions, markets and local nuances.
- ✓ Craft communications that deliver to mood and context, helping Marketing & Branding teams develop strategies grounded in consumer empathy.
- ✓ Win new contracts and build stronger partnerships, supporting Sales & Field Execution teams with propositions fuelled by real human content.

Launch innovation projects, and inspire Innovation teams to launch new products, formats and partnerships



BrandX captures brand experience in the moment, revealing what is truly driving brand choice and the actions brands need to take to win in key occasions

Brand Experience Monitor

Evaluate brand performance with a single score through real, in-the-moment interactions combined with more traditional tracking metrics



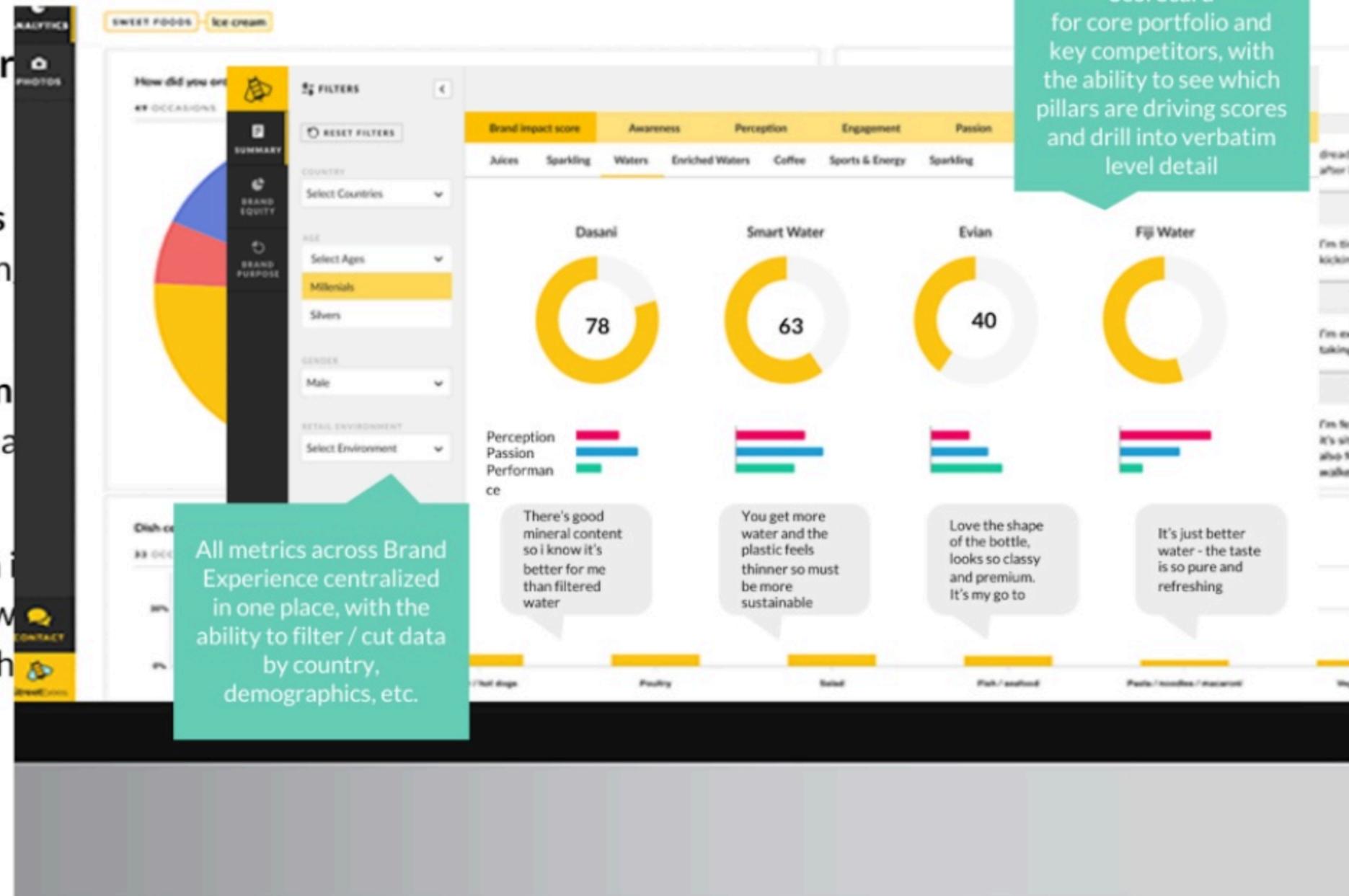
Surface emotional and functional drivers consumers own words, instead of imposing predefined lists and own biases



Track performance at key touchpoints and occasions, capturing the full context of the interaction



Unearth the deeper why by drilling down into drivers by touchpoint and occasions, allowing for a more agile and proactive approach that inspires action



From the bottom up, we create custom buyable audiences unique to your target segment to drive returns on ad spend and create buying efficiencies

We help you buy variables more efficiently and keep iterating targets to optimise and drive better conversion

How are your ads personalized?

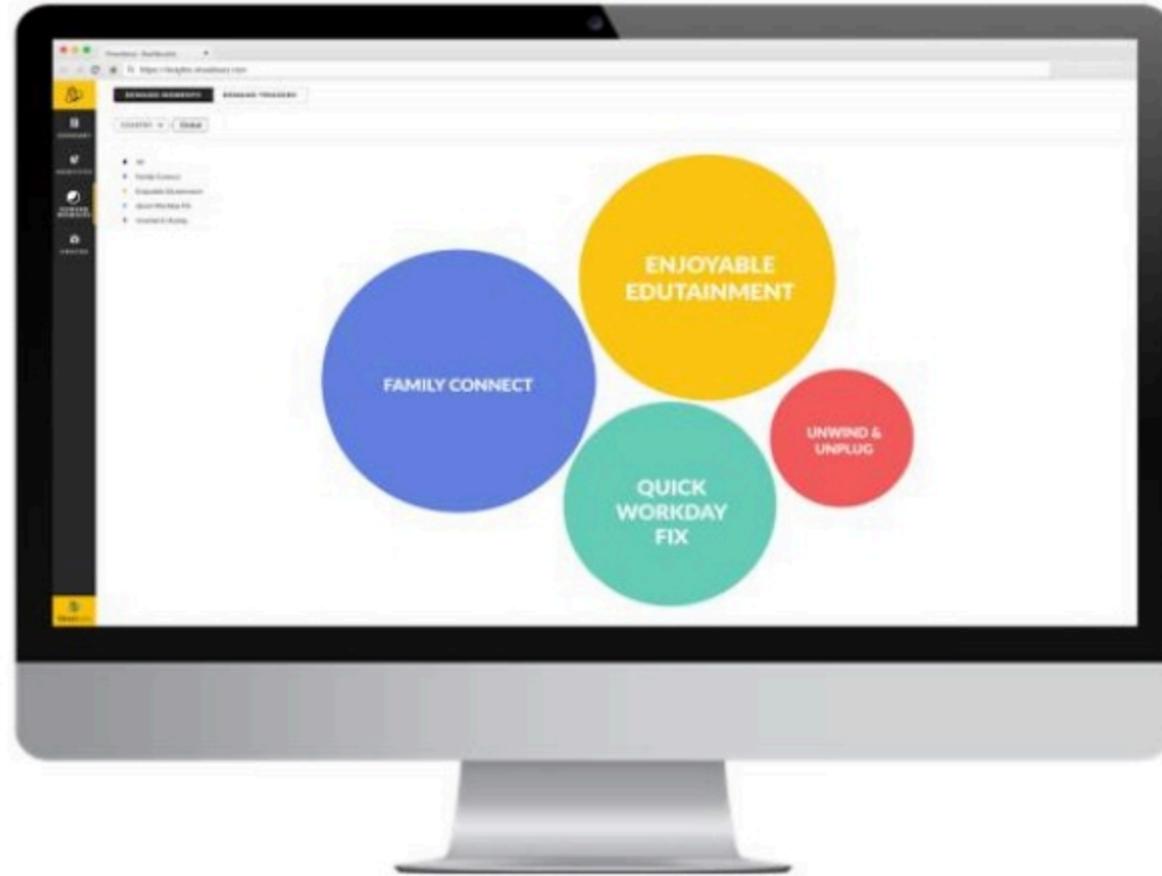
Ads are based on personal info you've added to your Google account, data from advertisers working with Google, and Google's estimate of your interests. Choose a factor to read more information or to update your preferences. [More information](#)

A screenshot of the Google Ads personalization interface. It features a grid of 16 rounded rectangular buttons, each with a small icon and a text label. The buttons are arranged in two columns. The first column includes: '35-44 years' (cake icon), 'The Beehive' (orange 'D' icon), 'Media Markt' (orange 'M' icon), 'Scotch and Soda' (purple 'S' icon), 'Primary and secondary education' (graduation cap icon), 'Photo and video services' (red pin icon), 'Family oriented TV programs' (TV icon), 'Dogs' (paw print icon), and 'Pets' (paw print icon). The second column includes: 'Woman' (person icon), 'Dyson' (purple 'D' icon), 'Philips' (purple 'P' icon), 'Amsterdam' (globe icon), 'Interior decoration' (red pin icon), 'Photo collections' (red pin icon), 'Wholesale and department stores' (red pin icon), 'Hotels and accommodations' (calendar icon), and 'Household equipment' (household items icon).

Example of some key current breadth of Streetbees variables which we can buy against in Google Ads:

- | | |
|----------------------|-----------------------|
| Brand choice drivers | Google places |
| Preferred brands | Store type |
| Brands bought | Time of day |
| Key words | Geo-location |
| Health orientated | Lives with |
| Youtube usage | Income |
| Home type | Gender |
| Employer | Age |
| | Hobbies and interests |

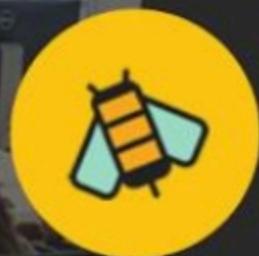
We have recently launched Dynamic Media Landscape to help fast-growing Subscriber Media companies better understand their audiences



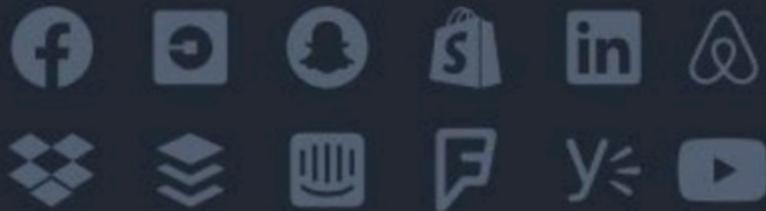
- Tech giants and publishers know everything about their users - *online*. But they have no **access to their *offline* lives** leaving a blind spot.
- Streetbees offer a seamless integration for these tech media providers to merge their online data with **Streetbees' offline data to create rich audience profiles** for better content creation and ad targeting.
- Many advertisers already use Streetbees' Always ON to buy media, and now publishers can directly access the Streetbees platform to **better service their users and their advertisers.**



Streetbees



THANK YOU



Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

