

Název příjemce: Behavio Labs s.r.o.

Název projektu (CZ): Inovace postupu marketingových výzkumů trhu díky pokročilé automatizaci a vývoj inovativních produktů společnosti Behavio Labs s.r.o.

Etapy řešení

| Etapa a podetapy | Název etapy | Termín ukončení v rámci etapy |
|------------------|---|-------------------------------|
| rok 2024 | | |
| 1. | Brand tracking automation | 12/2024 |
| 1.1. | Data pipeline programming, output data analysis | 03/2024 |
| 1.2. | Platform implementation, report creation | 06/2024 |
| 1.3. | Automated survey setup (from client parameters) | 06/2024 |
| 1.4. | Automated reports, report publishing - behavio.app platform | 12/2024 |
| 1.5. | Client input - brand tracking setup | 12/2024 |
| 2. | Ad testing automation | 12/2024 |
| 2.1. | Automated survey setup (from client parameters) | 03/2024 |
| 2.2. | Automated reports, report publishing - behavio.app | 12/2024 |
| 3. | Benchmarking a data models | 09/2024 |
| 3.1. | Data collection - case studies | 03/2024 |
| 3.2. | Case studies & Benchmark implementation | 06/2024 |
| 3.3. | Case studies & Benchmark implementation | 09/2024 |
| 4. | Audio testing & automation | 09/2024 |
| 4.1. | Widget development, dev test data collections | 03/2024 |
| 4.2. | Data pipeline programming, output data analysis | 06/2024 |
| 4.3. | Platform implementation, report creation | 09/2024 |
| 5. | All devices | 12/2024 |
| 5.1. | Phase 1: mobile reports - ad testing | 09/2024 |
| 5.2. | Phase 2: mobile reports - brand tracking | 12/2024 |