

BEE & CAGLIARI UNIVERSITY

AGENDA

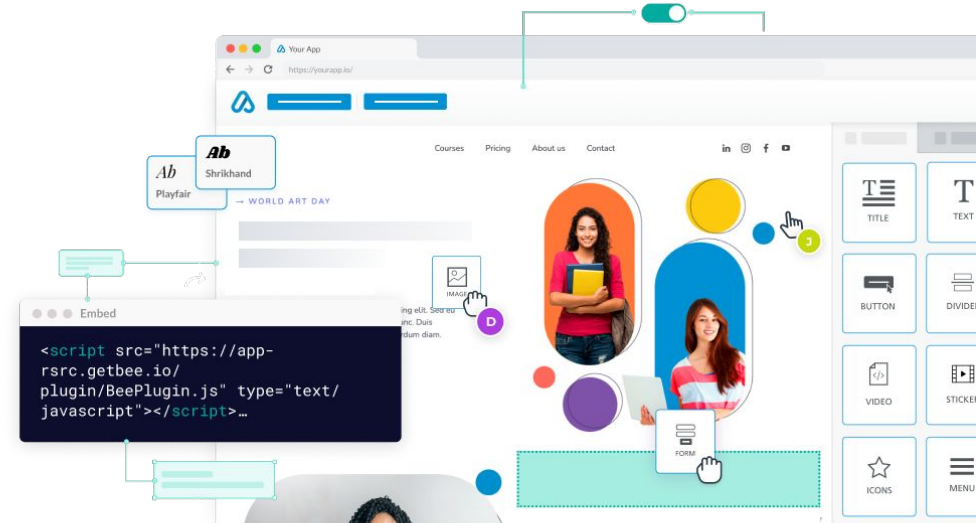
- BEE PLUGIN PRODUCT
- BEE PRO PRODUCT
- LIST OF ABSTRACTS

BEE Plugin

BEE Plugin is an all-in-one **embeddable** email, popup, and landing page visual builder.

It's delivered as a React web plugin, easily and quickly embeddable in any SaaS application.

BEE's design tools are available online at developers.beefree.io, and are currently embedded in 600+ SaaS applications.

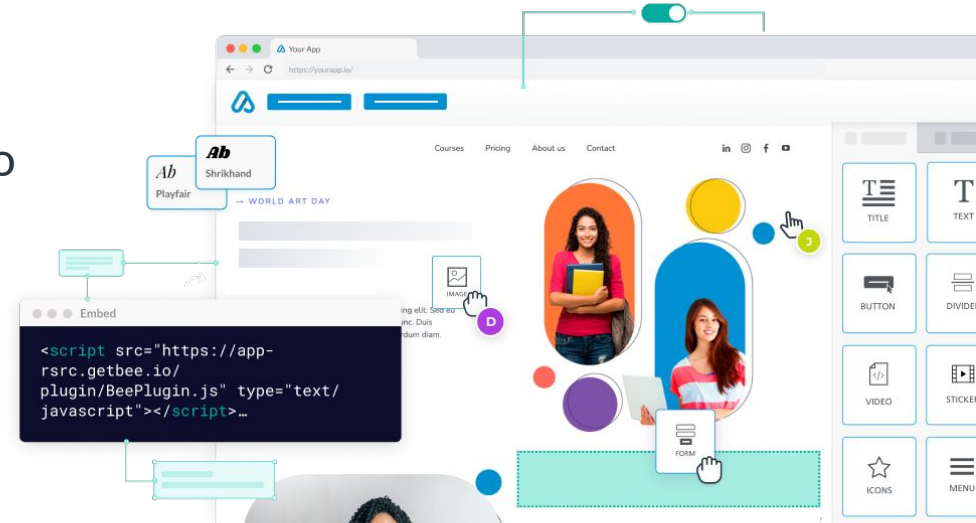


BEE Plugin

Our vision is to provide no-code visual builders that help democratize content design.

To do so, our no-code builders have a highly-visual, user-friendly interface, with draggable (or drag-and-drop) elements (we call them Content Blocks).

They allow end-users to design contents from start to finish, without ever having to type a single line of HTML/CSS code.



BEE Pro

BEE Pro is a cloud-based, no-code, collaborative design suite to create emails and landing pages to be used anywhere.

It embeds BEE Plugin and centralizes the creation of email and landing pages for multiple functions and industries.

L'ORÉAL®

VOLVO

Disney

Save the Children

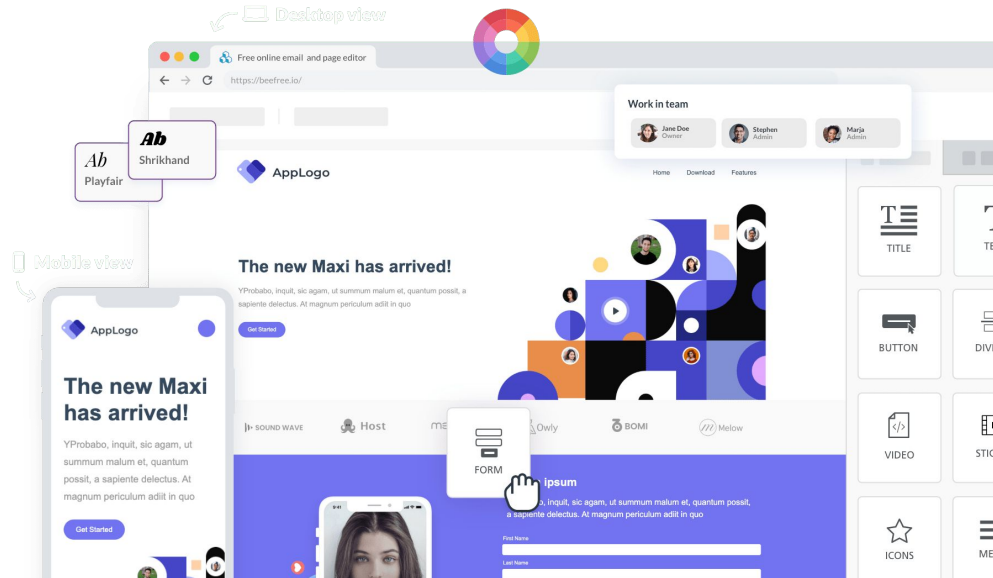
headspace

NETFLIX

BOSCH

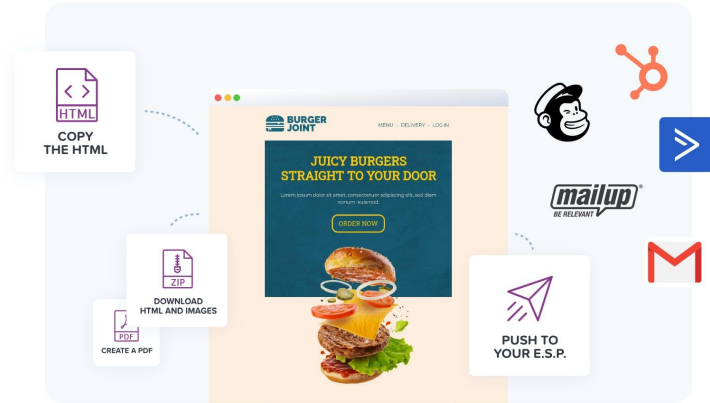
unicef

Lilly



BEE Pro

BEE Pro is oriented to people that needs to collaborate and create stunning, high-performing emails without any coding experience.



BEE Pro streamlines the creation process and ensures consistent branding across teams. It also works seamlessly with any marketing platform and makes your emails and landing pages look amazing on any device, maximizing your reach and engagement.

Abstract 1: HTML2JSON

There are different no-code options to create email HTML from scratch or a template, but editing an existing email is an entry barrier for most non-skilled users. The aim is allowing the non-technical people to handle existing email templates through the Bee Editor.

The **current HTML Converter prototype** leverages ML algorithm to **map**, and **classify** all the content elements available in the email, **label** them, and then **translate** them into the BEE format (JSON).

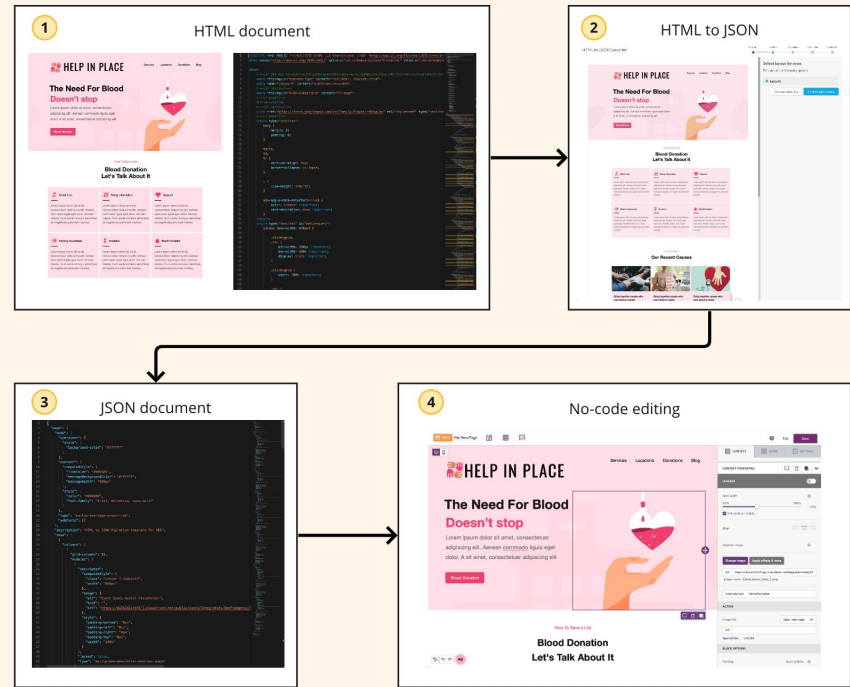
PRIORITY	1
STATUS	PROTOTYPE
APPROACH	ML REINF.LEARNING
SW SKILLS	HTML JSON PYTHON
BEE SUPPORT	Internal team working on it
CRITICAL POINT	Improve the approach Algorithm Accuracy Browser compatibility
DEADLINE	2023

Abstract 1: HTML2JSON

Our prototype provides a step-left-pattern user interface that guides the users through the conversion, allowing them to modify the layout or the content classification to generate feedback data.

Goals:

- Review the model and application, adding layers to improve conversion performance.
- Review the user interaction and feedback collection for the model improvement.
- Explore the possibility to expand to pages.



Abstract 1: HTML2JSON

Approaches:

1. through heuristic rules is possible to translate documents from HTML to JSON
2. after an automatic process gets reliability feedbacks of the translation
3. At this point throughout the application of approaches like **reinforcement learnings** is possible to improve the rules which causes bad translations
4. correction of the process to optimize the HTML translation.

