

THE POWER OF CYBBA IN PARTNERSHIP WITH AFFILIATE NETWORKS

WHAT IS CYBBA?

Cybba's marketing and advertising technology leads its industry in retargeting and re-engagement strategies. Cybba's expertise lies in increasing online conversions and driving revenue for its clients. With Cybba, you get a suite of applications and in-depth web-analytics to help you create personalized touchpoints and a connected experience across your customer's journey.



HOW DOES CYBBA WORK?



1. Build awareness by targeting qualified traffic with programmatic display ads



2. Gain attention in session and upon site abandonment with personalized and relevant site overlays



3. Drive action and recover abandonments with display retargeting and email remarketing with customized messaging



4. Use conversion insights to continuously optimize campaign performance.

HOW CYBBA PARTNERS WITH AFFILIATES:

- Cybba integrates with affiliates' advertising programs and enables platform stability and high performance.
- Advertisers add Cybba's tag to their website via their own existing tag manager and gain instant access to Cybba's suite of conversion efficiency apps.
- Cybba's in-house design team creates branded campaign templates for advertiser's approval.
- Design templates are embedded with affiliate tracking link with CPA/CPL accreditation and the ability to offer unique promotions.
- Branded campaigns can include display retargeting, onsite and offsite performance solutions with the embedded affiliate link.

Advantages of Partnering with Cybba

No-risk commitment for reliable integration and advanced digital advertising capabilities

- Drive and capture first time buyers and leads via display, onsite, and offsite performance marketing solutions.
- Boost existing affiliate program by recovering online sales/leads.
- Acquire new customers with no risk commitment.
- Works on existing affiliate teams on pay-per-performance model.

Managed customer service and global support

- Cybba offers best-in-class management for the entire campaign process.
- Get in-depth reporting on campaigns via Cybba's analytics platform.
- Cybba's cloud-based platform of scale drives double-digit conversion rates (on average).

Contact Cybba today to learn how to bolster your results!

Visit us at cybba.com or email marketing@cybba.com