



DISPLAY PROSPECTING

Drive traffic to your site and grow brand awareness with high-performance targeting of your display ads.

ADVERTISE TO PROSPECTIVE CUSTOMERS AT THE USER-LEVEL AND AT SCALE

Attract new customers through programmatic advertising using contextual, behavioral, and demographic targeting to identify new audiences.

Banner Advertising



Display your dynamic display ads across 98% of the internet.

Social Advertising



Grow your brand by further building your presence on social networks including Facebook, Instagram, LinkedIn, and others.

Video Advertising



Use video ads to create high customer engagement, encourage social shares, and reach mobile audiences.

Native Advertising



By matching both the design and editorial style of the site, native ads offer high visibility and engagement.

HOW IT WORKS:

Powerful Prospecting:

With programmatic buying, advertise to your prospective clients at the user-level and at scale. The key to any good display ad campaign is to advertise the right message, to the right person, at the right time.

- User-level targeting at scale with quality 1st, 2nd, and 3rd party data
- Expert campaign segmentation through look-a-like modeling, data analysis and audience reports, ensuring we are reaching and creating the best audience segments
- Bid and spend optimization to deliver performance and scale
- Continuous campaign adjustments and optimizations by our trading team

Combine with Performance Retargeting

Integrate display prospecting with Cybba's Retargeting Suite solutions to dramatically increase your site performance and deliver one of the highest ROAS in the industry. We deliver performance across the full customer journey - from driving quality new traffic to your site, to converting that traffic with retargeting ads, onsite engagement, and email remarketing.

CUSTOMER SUCCESS

“Cybba has done a fantastic job in leveraging the consumer data we collect for Broadway ticket sales to create retargeting and targeting campaigns that help our clients capture millions of dollars in lost bookings. Cybba has worked with us on more than 70 campaigns across 26 Broadway shows, and the overall results have greatly exceeded our expectations.”

- Kyle Wright, Senior Marketing Manager, Telecharge - The Shubert Organization

BENEFITS

Acquire New Customers

Serve display ads to targeted audiences to drive new customers to your site using various targeting methods.

Expert Managed Services

Our dedicated account management and trading teams are focused on customer service and campaign optimization.

Increase Revenues

Combine display prospecting with Cybba's Retargeting Suite solutions to drive performance across the entire customer journey and dramatically increase your ROAS.

Full Transparency

Detailed reporting on campaign performance and targeting insights. Moat analytics provides engagement and viewability data to ensure quality publisher inventory.

Allocate Ad Spend Effectively

With programmatic advertising, you can effectively allocate spend on highly targeted audiences, best performing geographies, and bidding strategies.

Brand Safety

All inventory we purchase is fully audited to ensure the quality and nature of the content where your ads are served. We also have access to premium publisher networks.

FEATURES

High Performance Targeting

Using 1st, 2nd and 3rd party data, target your audience at the user-level and at scale.

Look-a-Like Modeling

Target audiences at scale based on converted users on your site.

Contextual Targeting

Showcase display ads on websites or other media with relevant content for highest engagement.

Dynamic Ads

Personalize ads based on customer's online behavior and real-time data such as products viewed, location, weather, etc.

Behavioral & Demographic Targeting

Identify new audiences based on behavioral and demographic characteristics that indicate consumer intent.



Contact Cybba today to learn how to bolster your results!

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