

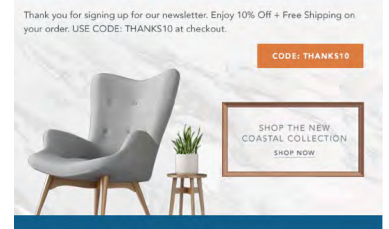
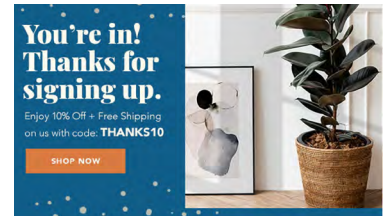
EMAIL REMARKETING

Grow your email subscriber lists and recover lost sales from cart abandonment with Cybba's email capture and remarketing technology. Our in-house design team crafts unique, individual emails with rebuilt shopping carts and personalized messaging to effectively engage and convert customers.

EMAIL CAPTURE & LEAD GENERATION

BOOST EMAIL LISTS AND INCREASE CUSTOMER ACQUISITION.

In the post-cookie world, first party data like email addresses are an extremely valuable asset to any business or marketing team. They allow you to communicate with prospective and existing customers across different marketing campaigns, channels, and devices with cohesive brand messaging in-tact.



HOW IT WORKS:

Cybba technology can capture email addresses, pre-submit or post-submit, on any area of the website. To amplify lead generation efforts, Cybba solutions trigger an email capture form at the right time with the right incentive, which can help marketers de-anonymize and reach up to 55% of their website traffic.

1. A website visitor enters an email address on any form on the website, or through Cybba's onsite engagement solutions.
2. The email address is captured, either pre-submit or post-submit, simply by activating one universal JavaScript tag. Once an email address is captured, Cybba solutions can trigger automated welcome emails or other marketing communication to engage with prospective customers and guide them down the marketing funnel.
3. The captured post-submit email addresses are directly sent into your CRM solution (when integration is available) or directly sent via data-compliant CSV files on a regular basis.



BENEFITS

Grow Your Email List

Collect more email addresses for newsletters, nurture campaigns, and customer surveys.

Multi-Channel User Acquisition

Send automated emails or push gated content through Cybba onsite solutions to boost nurture campaigns and customer acquisition. Reach prospective customers through multiple channels like email, SMS, paid social, and display advertising.

Identify People Across Devices

Email addresses are the best and most accurate way to identify customers and reach them across all devices.

CART RECOVERY

RECOVER ABANDONED CARTS WITH OUR INTELLIGENT EMAIL SOLUTION.

On average, 70% or more of your website visitors who have added items to their cart will abandon before completing their transaction.

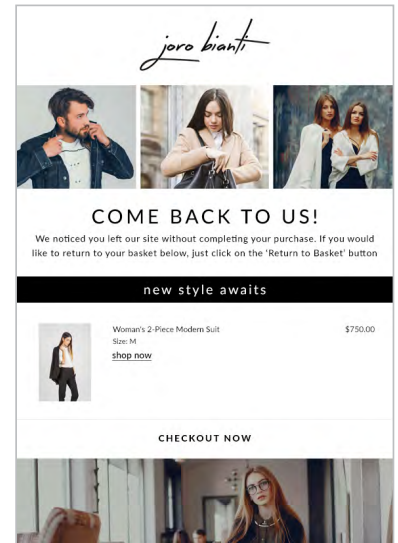
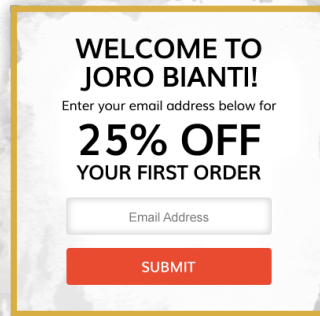
With our email remarketing solution, capture email addresses during an abandoned transaction, and send automated emails with rebuilt shopping carts. Cybba's intelligent email remarketing solution can increase revenue by up to 5%.

HOW IT WORKS:

Cybba solutions capture email addresses in real-time as customers enter them on the website.

When customers abandon without completing their transaction, we send a remarketing email within one hour after leaving the site.

Email content can include personalized messaging, promotions, and rebuilt shopping carts for a frictionless customer experience.



FEATURES:

Dynamic Email Content

Send email reminders to abandoning customers with reconstructed carts, or include product recommendations based on site activity.

Cross-Platform Campaigns

Our solution is designed to deliver best in-class emails across desktop, mobile, and tablet devices through our responsive templates.

A/B Testing

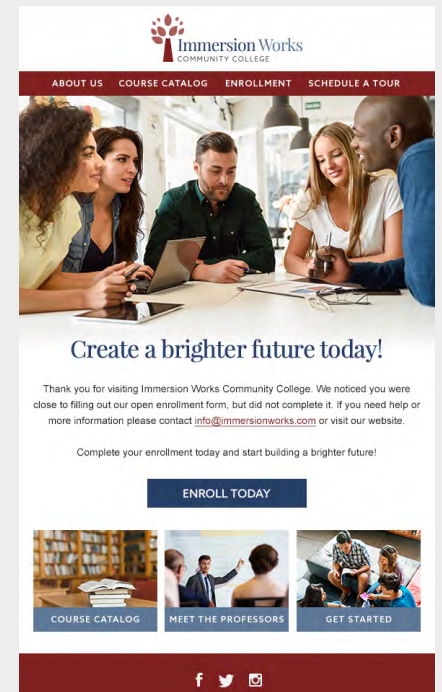
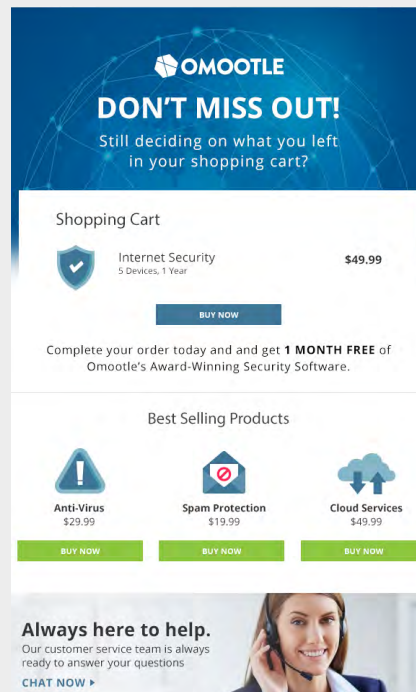
Test alternative discounts, subject lines, CTAs, visuals, send times, etc. to optimize campaign performance.

Cart Reminders

Let your customer request a "cart reminder" upon abandonment by providing their email address through our onsite engagement solution.

Cascaded Emails

For maximum performance, deliver a series of email reminders with promotional incentives and increasing urgency within one hour, 24 hours, and 48 hours after abandonment.



CUSTOMER SUCCESS

"With an average of 60% open rate and 20% click through rates, we know our remarketing emails have a high impact on our abandoning customers and are a strong part of our success of our multi-touch re-engagement strategy"

- Terry Angstadt, Managing Director, Autogeek

Contact Cybba today to learn how to bolster your results!

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