

# CYBBA DRIVES PERFORMANCE FOR CBD COMPANIES

Optimize your marketing budget with Agency, AdTech and MarTech programs that maximize the return on investment. Increase website traffic and online purchases with personalized touchpoints to provide a connected experience across each customer's journey.

## YOUR CHALLENGES

In the ultra-competitive and ever-changing CBD industry, reaching prospective customers with targeted, relevant messaging at scale is critical to success. Traditionally, brands have relied on major ad networks, like Facebook and Google, to gain exposure and generate online sales. But their tight restrictions on "high-risk" verticals like CBD, hemp, and cannabis make it difficult for brands that fall into these categories to effectively find and reach new audiences.

Businesses that struggle with these restrictions must look outside the Facebook and Google ad networks.

Cybba has been able to make a name for itself in the CBD industry because of its unmatched access to premium advertisement inventory, along with its full suite of integrated customer acquisition technologies. With Cybba's AdTech and MarTech programs working in tandem, some of our customers have experienced a return on investment as high as 5:1.

## TRAFFIC ACQUISITION

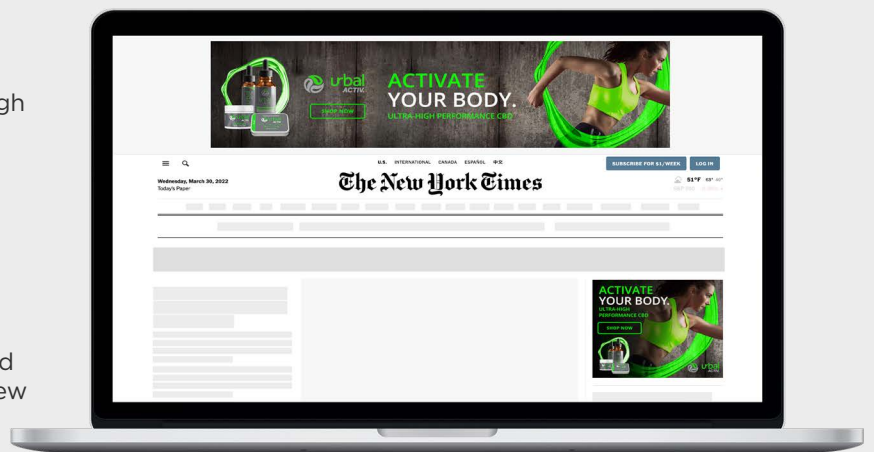
Build awareness and attract new customers through programmatic advertising using contextual, behavioral, and demographic targeting to identify new audiences.

**High-Precision:** Leverage quality 1st, 2nd, and 3rd party data segments to target each user at an individual level, at the user-level at scale.

**Contextual targeting:** Through contextual keyword targeting, reach prospective customers as they view content that is thematically relevant to the ads being served. (ex. High Times Magazine)

**Geo-fencing:** Target customers that are inside or nearby physical CBD/Vape shops, and show them your customized ads using in-market & real time data.

**Private marketplaces:** Through our own network of private marketplaces, Cybba can serve ads on hand-picked website domains that are high performing or likely to host audiences interested in CBD. We ensure that your ads are being served safely, on highly reputable domains to the most qualified audiences.



# RETARGETING

Integrate display prospecting with Cybba's dynamic retargeting suite to drive and convert high quality traffic with retargeting ads, onsite engagement, and email remarketing.

**Dynamic Ads:** Capitalize on lower-funnel site traffic by serving retargeting ads across the web, showcasing recently viewed or added-to-cart products.

**Onsite Engagement:** Entice users to subscribe upon first site visit or to complete their purchase with personalized onsite engagement tools.

**Email Remarketing:** Send a series of timely and relevant automated emails to combat abandonment, drive incremental revenue, and keep your brand top of mind.

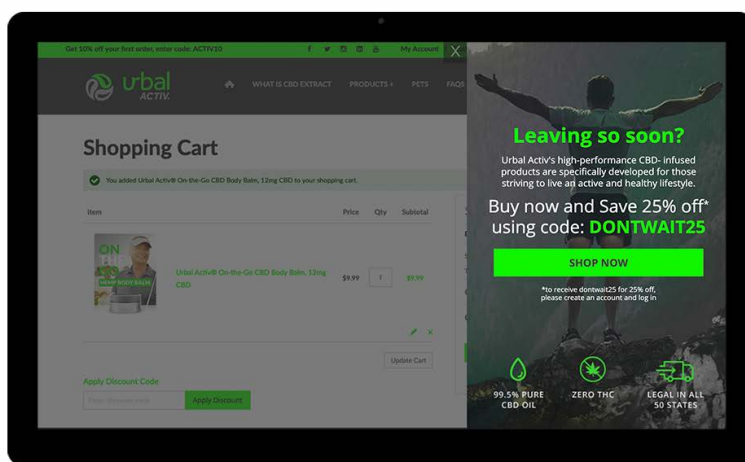
# USER EXPERIENCE

**Lynk:** Bring the off-site messaging and creatives to the onsite experience, increasing both engagement and sales. Improve user experience, deliver consistent messaging, nurture undecided customers, and cultivate loyalty.

**Product Recommendations:** As customers browse your website, showcase and recommend a series of scrolling products throughout the user's journey based on their browsing behavior. Increase conversion rates and boost average order values!



User is targeted with Display Ad



User visits site to view relevant information

# CYBBA PERFORMANCE PLATFORM

## Best in-class managed service

Dedicated account manager to optimize campaign performance

In-house design team for top quality creatives

## Easy implementation:

One universal tag placed on header or footer of website

## Actionable Insights & Optimizations:

24/7 access to real-time reporting dashboard

Cross channel analytics eliminates duplicate conversions that impact ROI

Improve performance with visibility into customer behavior and a/b testing

Contact Cybba today to learn how to bolster your results!  
Visit us at [cybba.com](http://cybba.com) or email [marketing@cybba.com](mailto:marketing@cybba.com)