

ONSITE ENGAGEMENT

An Integrated, Multi-Feature Approach to Customer Engagement

Improve website performance and increase conversions with intelligent and personalized onsite engagement tools designed to enhance the user experience at various stages of the user journey.

HOW IT WORKS

Deliver the right message at the right time to engage website visitors at critical moments in the conversion journey. By offering promotions, creating urgency and personalizing the user experience, you can persuade first-time visitors to opt-in to brand communication and incentivize abandoning users to complete their purchases.

Customizable Design & Configuration

Trigger rules and exclusion filters are 100% customizable. Solutions can trigger upon any type of user behavior or scenario, including but not limited to: on exit intent, after elapsed time or periods of idleness, percentage of page scroll, and first-time visits.

Native Integration

Solution integrates seamlessly with the brand website to deliver an optimal user experience, strengthening relationships with those visiting the site and maximizing the value of each touchpoint.

Asynchronous Loading

No use of plugins – a single JavaScript tag is implemented which loads asynchronously on the website and does not affect page speed.

BENEFITS

Increase Results

Up to 10% incremental uplift in conversions by delivering impactful branded touchpoints throughout the onsite journey.

Personalized Messaging

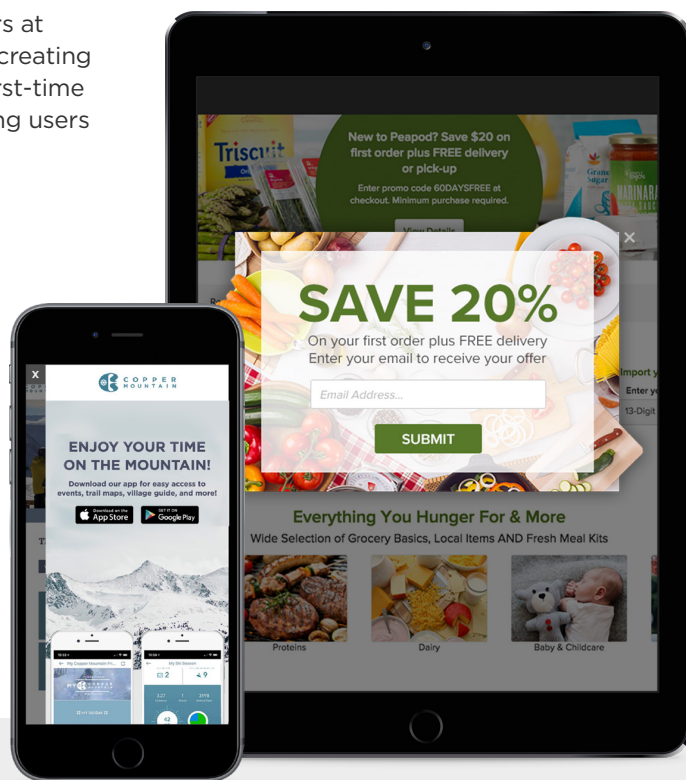
Incentivize abandoning users to complete conversions or purchases by using real-time data to personalize messaging based on browsing history, items added to cart, and lifecycle stage.

Increase Average Order Value

Capitalize on up-sell and cross-sell opportunities by encouraging customers to add more to their shopping carts. Promote products that are best-selling, often purchased together, or relevant to the customer's interests.

Cross-Device Functionality

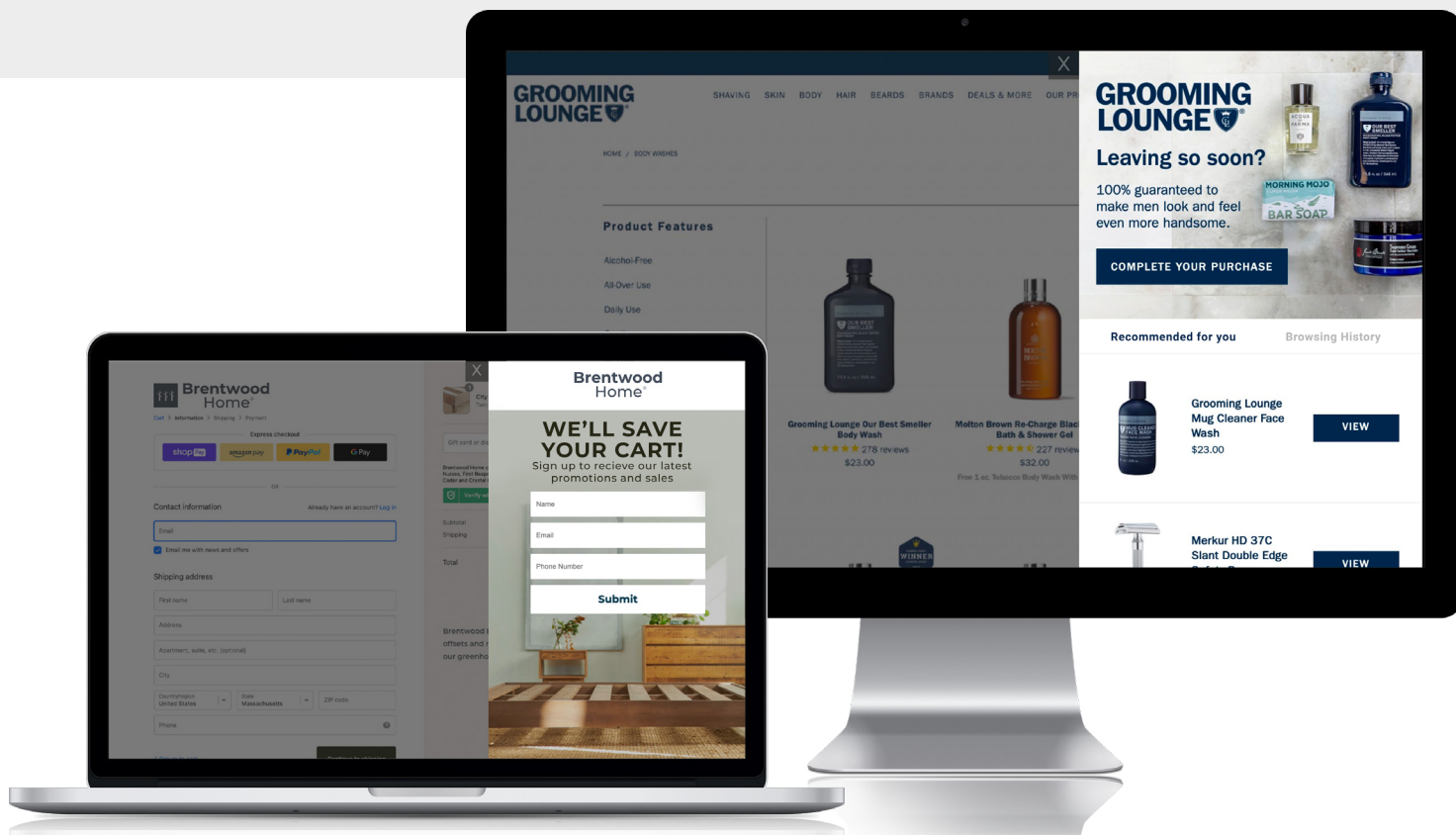
Engage with users on the go with our advanced, mobile-first and device agnostic interface.



CUSTOMER SUCCESS

“Cybba’s onsite engagement solution has played a significant role in helping our business convert shoppers who would have abandoned our site. In six months since implementing, we’ve increased conversions by five times and recovered tens of thousands of dollars in revenue. We have also implemented Cybba’s social sharing capabilities, which help us tap into our customers’ networks and attract new, relevant audiences. Needless to say, we are incredibly pleased with the results.”

-Teresa Holden, Vice President of Marketing and Communications, 365 Tickets USA



FEATURES

Cart Reminder

Send personalized email reminders to abandoning customers with their cart items to remind them to complete their purchase

Personalized Messaging

Intelligently profile your user's behavior to deliver the right message, at the right time

Fully Branded & Intuitive Design

Our solution integrates seamlessly with your site and its design is customized to appear fully native to your site

Best-selling Products

Showcase best-selling or trending products to promote customer favorites and increase AOV

Browsing History

Customers can see their browsing history and easily navigate to bookmarked products they were interested in

Cart Display

Assist customers upon abandonment by displaying their shopping cart intact with items they intended to purchase

Lead Capture

Let users simplify the lead process by including concise data capture fields on the onsite tool

Mobile-friendly

Increase customer engagement on the go with a responsive user-friendly design

Contact Cybba today to learn how to bolster your results!
Visit us at cybba.com or email marketing@cybba.com