

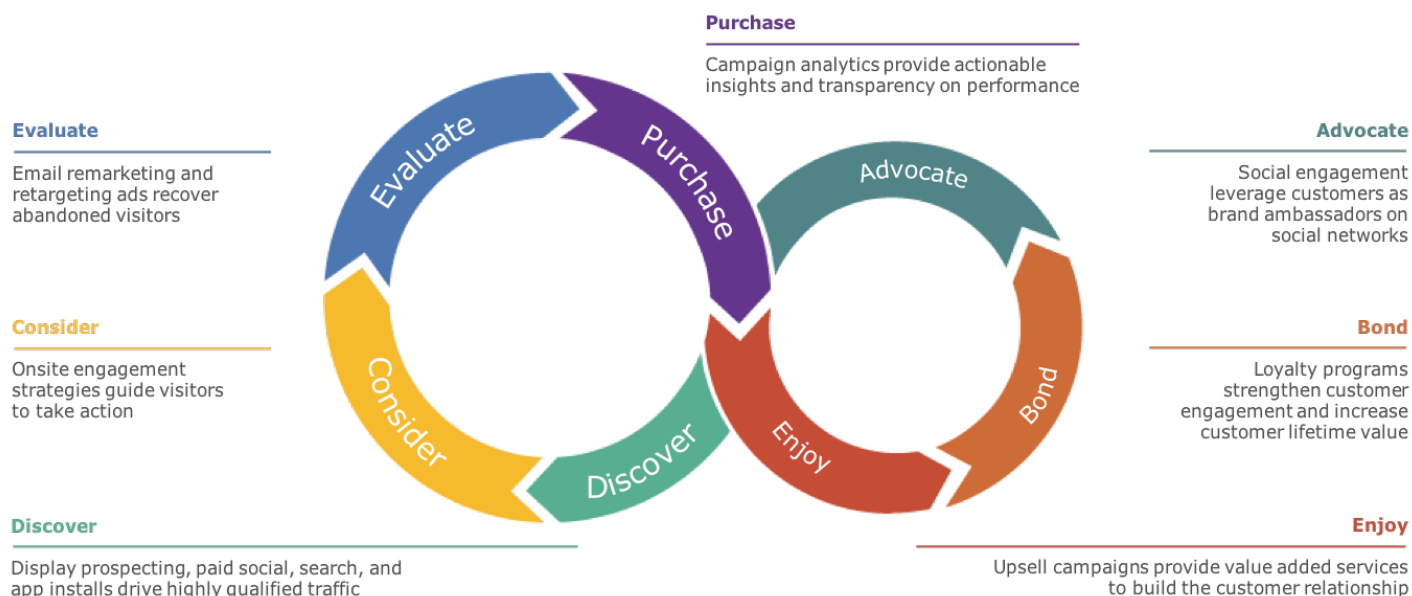


Drive Higher Online Conversion Efficiencies

Grow revenues, increase website traffic, and drive guaranteed conversions. Create personalized touchpoints and a connected experience across the customer journey.

Customer Journey Loop

Inspire customer engagement at every phase of the customer journey with Cybba's targeted user acquisition, onsite engagement, email remarketing, and display retargeting solutions.



Key Product Features

Data Driven

Display Advertising

Targeted ads increase your qualified traffic and sales

User Acquisition

Drive qualified traffic with contextual, behavioral and demographic targeting

High Performance Targeting

Identify users at scale with look-a-like modeling and custom audience segments

Display Retargeting

Re-engage with unconverted users to boost conversions

Additional Capabilities

Social, native & video advertising

On-Site Engagement

Up to 10% incremental uplift by re-engaging customers at point of abandonment

Personalized Engagement

Trigger relevant, targeted messaging and promotional offers

Cart Reminder

Send shopping cart items to customers for purchase later

Best Selling Products

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

Product Sharing

Let customers be brand advocates by sharing purchases on social networks

Email Remarketing

30% average click to conversion rates from email remarketing campaigns

Abandonment Emails

Rebuild shopping carts and send personalized email reminders

Targeted Promotions

Use audience segmentation to personalize promotional offers

Cascaded Emails

Deliver series of email reminders to maximize cart recovery

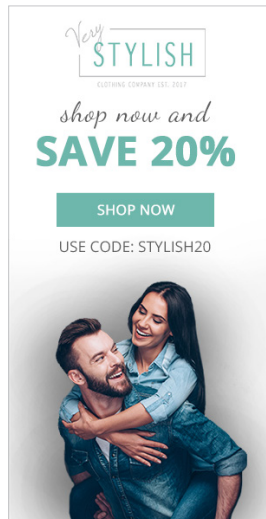
A/B Testing

Test alternative offers, subject lines, and CTAs to optimize campaign performance

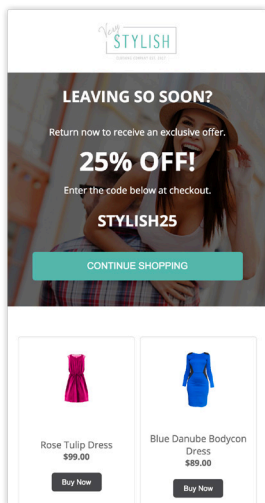
Maximize Campaign Performance

Create a connected customer experience and reach performance goals with consistent branding and messaging across customer touchpoints

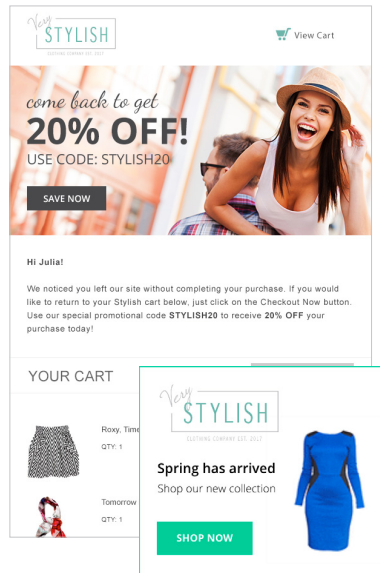
User Acquisition Display Ads



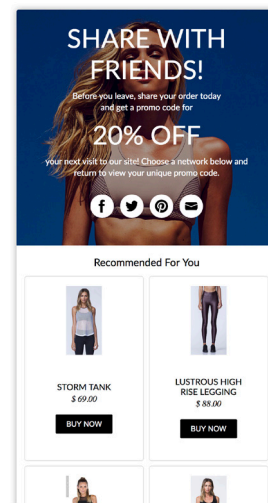
Onsite Engagement Personalized Messaging



Conversion Efficiency Email Remarketing Retargeting Ads



Social Engagement Product Sharing



Cybba Performance Platform

Robust Platform with Modular Architecture

- Cloud-Based Scalable Platform.
- Easy Activation via Universal Tag
- Social, CRM and Analytic Integrations

Advanced Analytics & Audience Modeling

- Data-Driven Optimizations
- Single Attribution Model for Performance Apps
- Custom Audience Segmentation and Look-A-Like Modeling

Best-in-Class Managed Service

- Dedicated Account Manager to optimize campaign performance
- In-house Design Team for top-quality creative design

Customer Testimonial

“Cybba’s onsite engagement solution has played a significant role in helping our business convert shoppers who would have abandoned our site. In the months since our implementation, 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 is helping 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 at 365 Tickets USA



To find out more, please contact us at (857) 284-7000 or marketing@cybba.com
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