

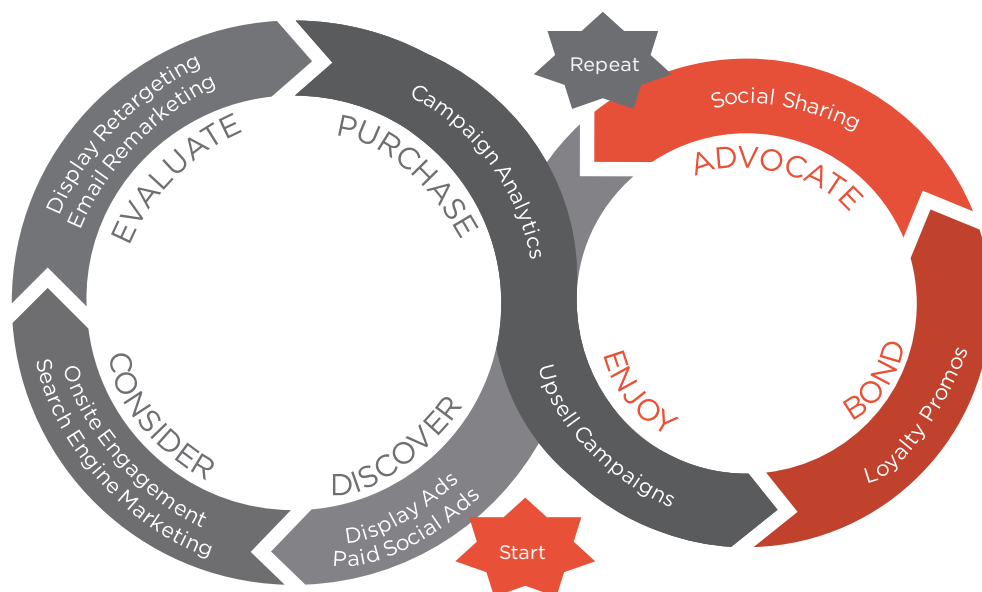


## Drive Higher Online Conversion Efficiencies

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

### Customer Loyalty Loop

Inspire customer loyalty and emotional attachment by cultivating awareness, engagement and action, with Cybba's targeted user acquisition, onsite engagement, email remarketing, and display retargeting solutions.



### Key Product Features

#### 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

##### Paid Social

Prospect or Retarget your customers where they are! 28% of online time is spent on social media

##### Display Retargeting

Re-engage with unconverted users to boost conversions

##### Additional Capabilities

SEM, 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

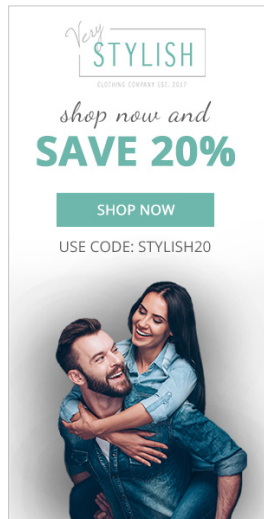
##### A/B Testing

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

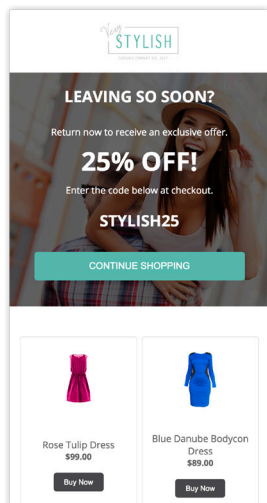
## Maximize Campaign Performance

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

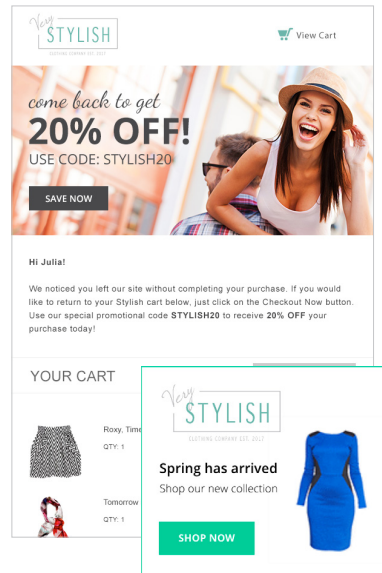
### User Acquisition Display Ads



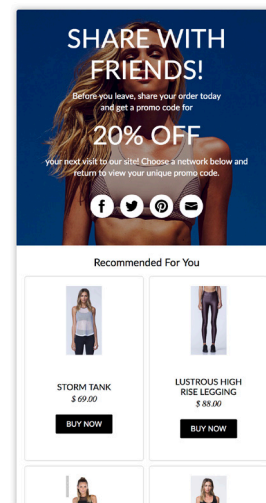
### Onsite Engagement Personalized Messaging



### 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



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