# cybba

Reservation Abandonment Solutions

Grow revenues, increase website traffic and drive guaranteed bookings. 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.
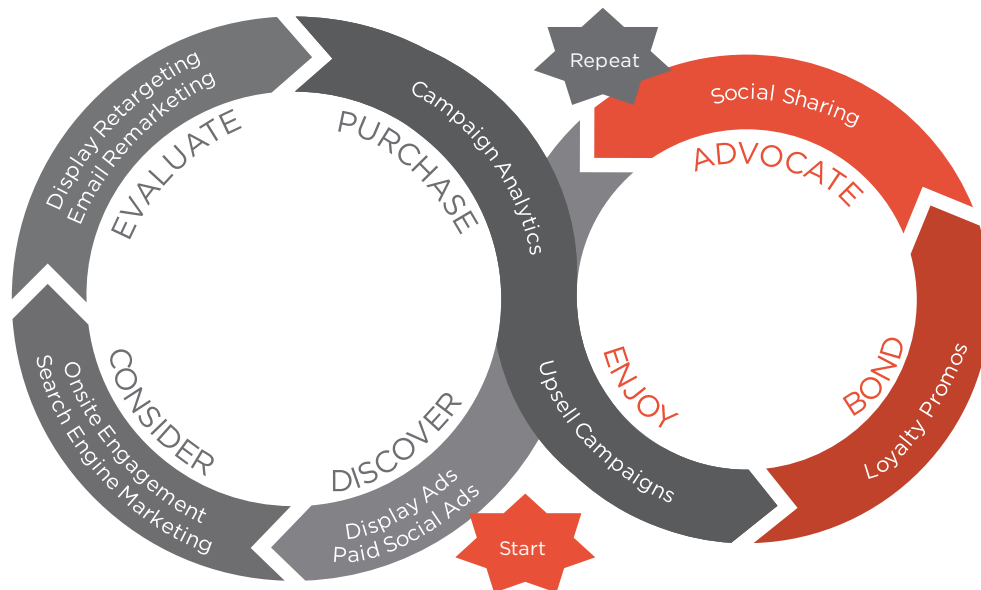
Key Product Features

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

Onsite Engagement

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

Personalized Engagement
Trigger relevant, targeted messaging and promotional offers

Reservation Reminder
Send reservations to customers and remind them to complete their booking at a later date

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 customer reservation 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

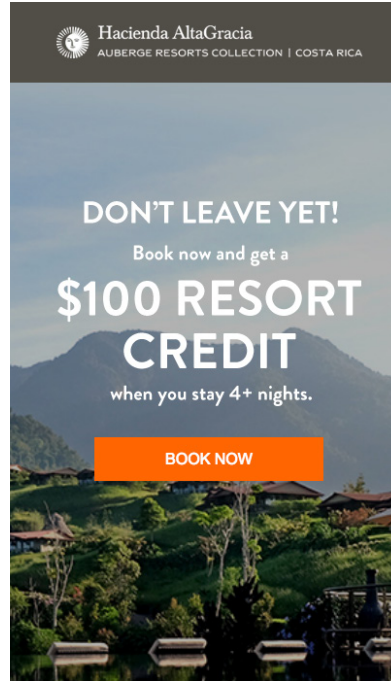# Maximize Campaign Performance

Create a connected customer experience and reach performance goals with consistent branding and messaging across customer touchpoints
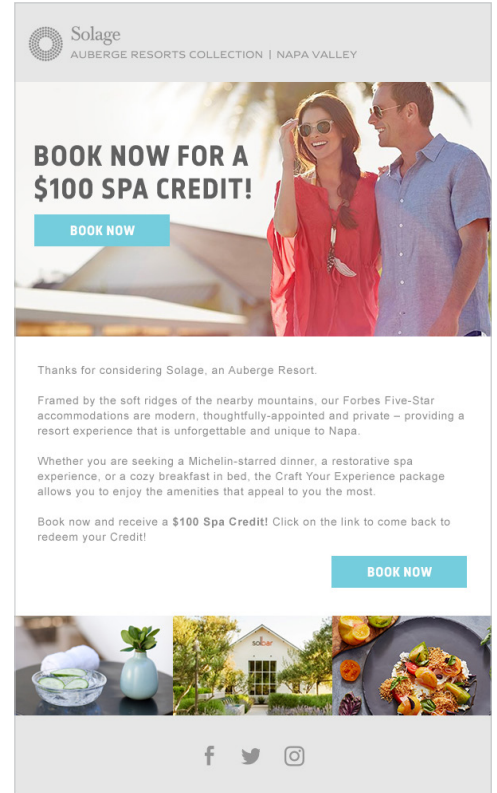
User Acquisition
Display Ads
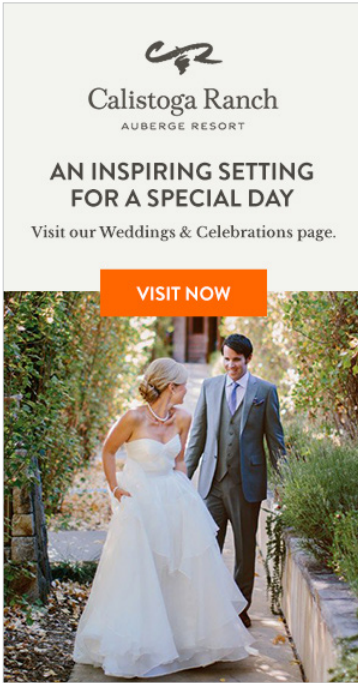
Onsite Engagement
Personalized Messaging

Conversion Efficiency
Email Remarketing

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