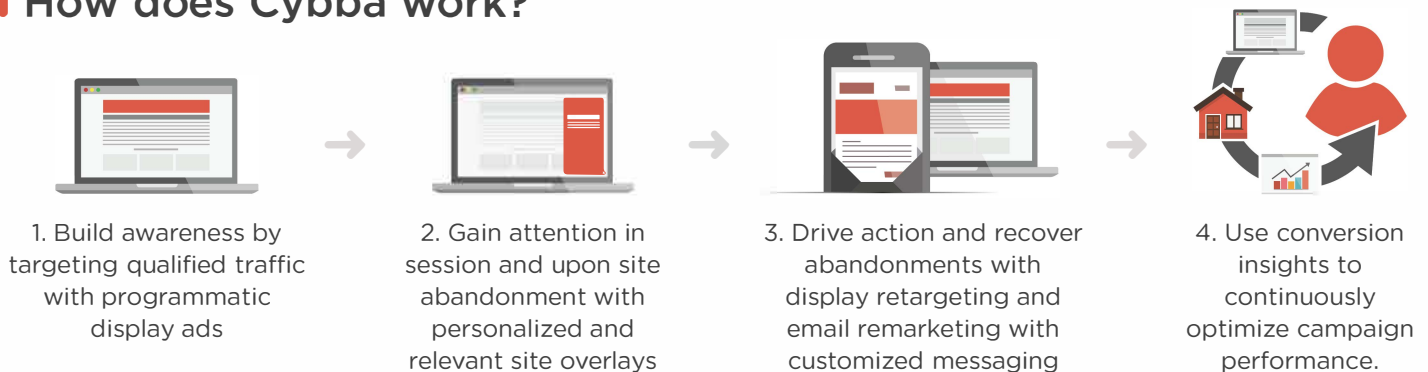


How to Drive Higher & More Efficient Conversions With Cybba Inc.

What is Cybba?

Cybba’s marketing and advertising technology leads its industry in retargeting and re-engagement strategies. Cybba’s expertise lies in increasing online conversions and driving revenue for its clients. With Cybba, you get a suite of applications and in-depth web-analytics to help you create personalized touchpoints and a connected experience across your customer’s journey.

How does Cybba work?



The Cybba & Amadeus Partnership Benefits

Reliable integration and advanced retargeting capabilities

- Amadeus and Cybba’s integration allows stable performance of technical functions and high performance gains. Our service level is always at least 99.5%.
- Cybba is an industry leader for digital advertising and onsite conversion apps, and is one of few companies with personalized retargeting technology.
- Airlines reap enormous benefits from Cybba’s advanced behavioral modeling and lead generation targeting strategies. Airlines will also be able to leverage 1st, 2nd, and 3rd party data from Cybba’s DMP to optimize campaigns.

Managed customer service and global support

- Amadeus and Cybba offer best-in-class managed service for the entire campaign process.
- Cybba’s cloud-based platform enables global performance capabilities and support.

Analytical prowess to optimize campaigns

- Amadeus and Cybba work together to collect, monitor, and analyze your data and to recommend how you can boost your conversions by personalizing your customer’s experience throughout the buying journey.

Amadeus Partner Network is the only program to connect the most innovative travel IT solution providers with more than 90,000 travel agency points-of-sale that rely on Amadeus for their everyday business. Cybba Inc. is a Partner member of Amadeus Partner Network globally. Our registered solution, Caybba Inc. is part of the ecosystem of solutions available to Amadeus customers. They comply with applicable requirements to integrate with Amadeus’ distribution system.