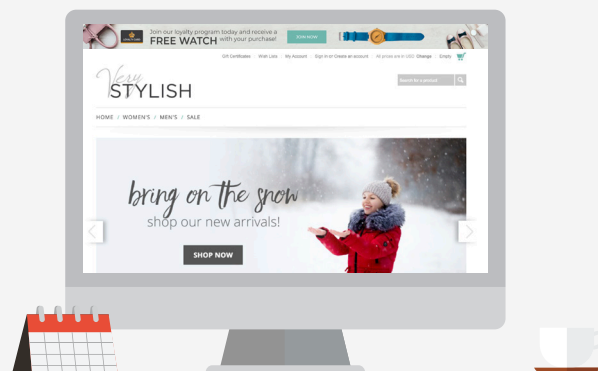




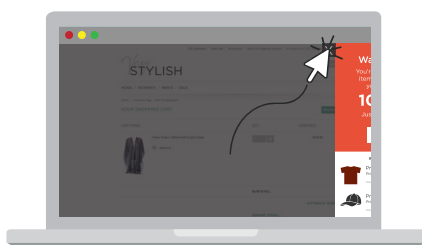
## Onsite Engagement - Promo Bar

Increase customer engagement and boost your conversions.

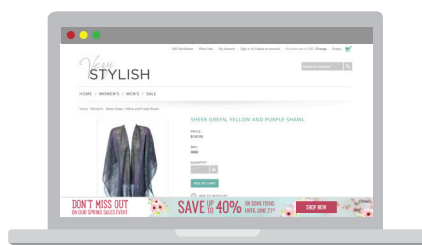


### How it Works

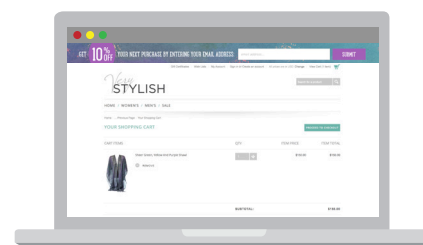
Grow your revenue and prevent cart abandonment by boosting your promotions and key messages to your prospective customers with Cybba's customizable and mobile-friendly promo bar.



1. After the onsite engagement solution is triggered, or after engagement with one of our solutions, the promo bar fires for added engagement. Also, option to configure as always on screen to promote events, news or offers



2. The solution's design, format, size and placement are customized to align with your brand and provide a seamless customer experience



3. Additional features in the promo bar design to capture customer attention include email capture, videos, animations, and countdown timers

### Benefits

#### Boost Your Revenue

On average, the promo bar increases conversion rates by 5% to 10% with personalized promotional incentives.

#### Advance Your Brand

Provide additional touchpoints and offer personalized promotional incentives to nurture your customer relationships.

#### Drive Last-Second Sales

Encourage customers to complete their purchases by creating a sense of urgency with a countdown timer and limited-time promotions.

## Features

### Personalized Messaging

Segment the promo bar to deliver the right message at the right time based on cart value, geolocation, products, categories, etc.

### Cart Reminder

Capture emails to send personalized reminders to abandoning customers with their cart items, to complete their purchase.

### Email Capture

Capture email addresses for your newsletter or other lead generation campaigns.

### Fully Branded & Intuitive Design

The solution's design, format, size and placement are customized to align with your brand and website to provide a seamless customer experience.

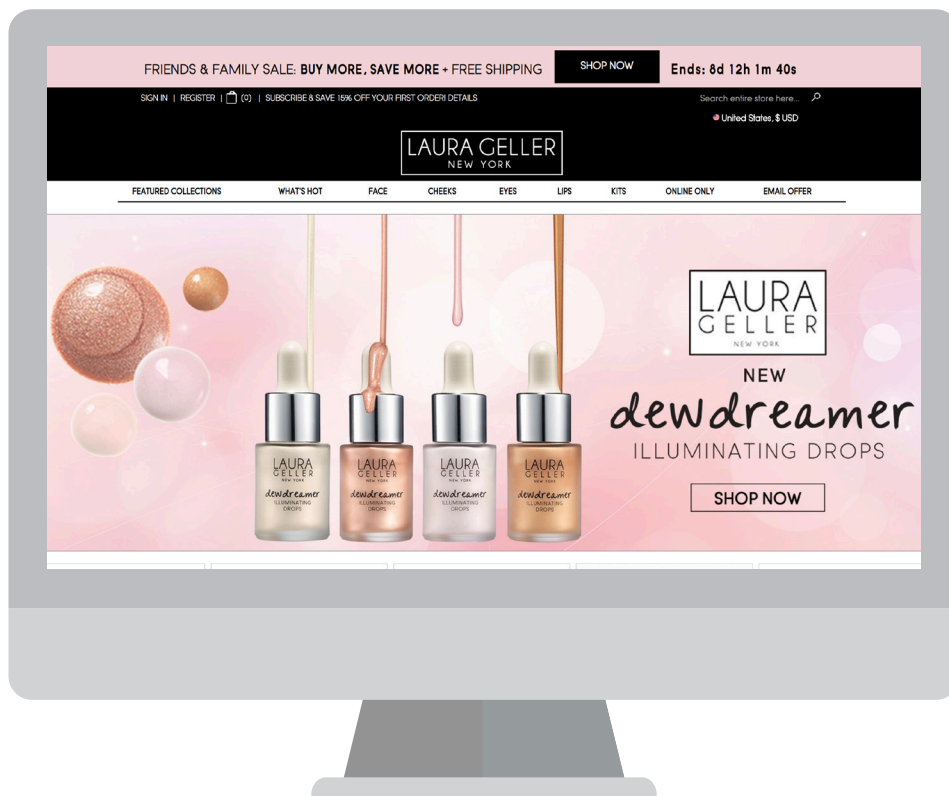
### Mobile Friendly

Capture customers on the go with a responsive user-friendly design.

## Customer Success

*"By using Cybba's promo bar we have seen an uplift in our conversion rate of more than 8%. The promo bar is a great way to create more touchpoints with our visitors and to further increase the visibility of our Marketing incentives."*

- Lindsay Park - Senior Manager, Digital & eCommerce at Laura Geller



**cybba**

To find out more, please contact us at (857) 284-7000 or [marketing@cybba.com](mailto:marketing@cybba.com)  
Boston | Phoenix | Toronto | Buenos Aires | Sao Paulo | Hong Kong | Shanghai | Seoul | [cybba.com](http://cybba.com)  
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