cybba

Display Retargeting

Increase your online conversions by re-engaging high value visitors who abandon your site without converting.

So Close to the Finish Line...

On average, only 1 to 2% of web traffic converts on the first visit. Display Retargeting recaptures the **high value and high intent** customers among the 98% who did not convert, and drives them back to your website.
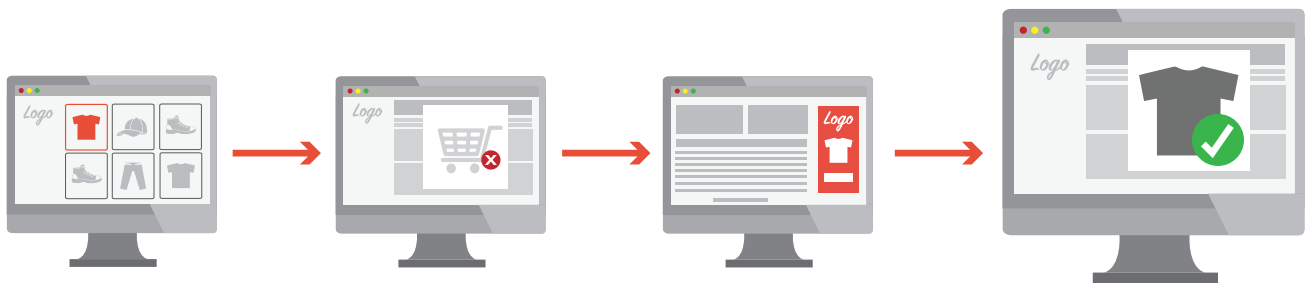
Cybba's Retargeting Suite solutions are based on a **CPA and a single attribution model**.
Consolidate onsite engagement, email remarketing, and retargeting ads, and save money by only **paying once per conversion** - no matter how many of our solutions are used to bring back the abandoning customer.

How it Works

Retargeting allows us to capture your customer's interactions with your site and re-engage with them across the web after they leave.

- Create Retargeting strategies based on customer's journey, interests, and intent to buy
- Use segmentation strategies to show most relevant and personalized display ads
- Show dynamic ads of specific products or offers that your customer has shown interest in
- Display dynamic ads of suggested products based on customer browsing history and interest

Customer Success

"Cybba has helped us reach our Ads Retargeting campaign objective and beyond! They have done an amazing job in creating an audience segmentation strategy for us and leveraged their expertise in programmatic display to optimize our Return On Advertising Spend (ROAS)"

- **Sigrid Gehrig, Senior Marketing Manager** at Ashworth College

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Benefits

Stay Engaged & Top of Mind
Ensure your brand and products stay top of mind so you can convert your high value customers when they are ready to buy.

Customized Strategies & Segmentations
To ensure optimum performance, we create highly relevant audiences and behavioral segments to target the right customers with the right messages.

High Personalization
Using dynamic ads and custom segmentations, we display highly personalized and relevant ads.

Expert Managed Services
Our dedicated account management and trading teams are focused on customer service and campaign optimization.

Full Transparency
We provide full transparency on performance analytics, with detailed reporting and critical insights into the characteristics of your customers.

Brand Safety
All inventory we purchase are fully audited, and we cap the number of ads the same customer can be served.

Digital Ad Examples