



## On The Fly: Online Conversion Efficiency

Optimize your marketing budget with a strategic partnership combining Agency, AdTech, and MarTech programs that maximize the return on your investment.

Increase website traffic and online reservations with personalized touchpoints that provide a connected experience across each customer’s journey.

### Your Challenges

In the competitive restaurant industry, reaching prospective diners with targeted, digital technologies is the difference between a slow night and a full-house—any day of the week. Improve your marketing ROI by moving from outdated radio, print and TV advertising, and engage online visitors with focused branding and promotions. By measuring your marketing spend and optimizing campaigns, you get the extra edge you need over the competition.

Gain attention online with targeted display advertising and increase bookings and foot traffic by combining personalized messaging and branding with Cybba’s leading onsite engagement solution. Furthermore, know which campaigns successfully drive traffic with Cybba’s advanced suite of analytics.

### Maximize Campaign Performance

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

#### Traffic Acquisition

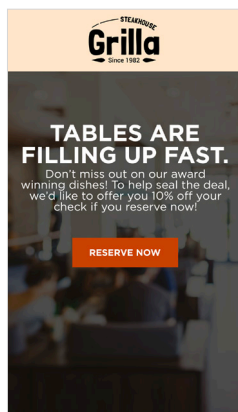
Display Ads  
SEO/SEM



Build **AWARENESS**

#### Onsite Engagement

Personalized Messaging  
Email Capture



Gain Onsite **ATTENTION**

#### Conversion Efficiency

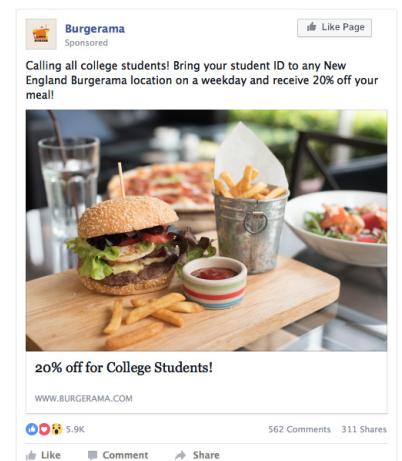
Retargeting Ads  
Remarketing Emails



**RE-ENGAGE** High Value Customers

#### Facebook Ads

Location-Based  
Highly-Targeted



Promote **ADVOCACY** & Build Your Brand

“Partnering with Cybba has been a no-brainer. The equation is easy: using Cybba’s technology equals more revenue – simple as that.”

- Digital Content Manager, Denihan Hospitality Group

# Cybba Performance Platform

## Highly Personalized Ads

- Dynamic ads using real-time data such as location, weather, time of day, and more
- Social Media Advertising with Facebook, Twitter, Instagram, etc. to put your brand in front of your ideal audience
- SEM Advertising to increase your local and in-market customers via. Google's search results

## On & Off-Site Engagement

- Personalized retargeting emails with customized promotions (Like a free dessert!)
- Onsite messages to interact with customers and drive reservations (10 percent off, anyone?)
- Session bookmarking capabilities that streamline customers to complete their reservations (Your steak is waiting...)
- Display retargeting that drives traffic back to your site from other booking sites (Fresh deals at YOUR restaurant!)

## Best-in-Class Managed Service

- Dedicated Account Manager to optimize campaign performance
- In-house Design Team for top-quality creatives

When the weather is nice and warm, highlight your outdoor seating or seasonal menu!

A customer is looking for Sunday Brunch, answer them!

The image shows a screenshot of the USA Today website. The top navigation bar includes categories like NEWS, SPORTS, LIFE, MONEY, TECH, TRAVEL, OPINION, CROSSWORDS, WASHINGTON, YEAR IN REVIEW 2017, VIDEO, and MORE. The main content area features several articles and a prominent advertisement for HomeAway. The HomeAway ad is titled "THE PATIO IS NOW OPEN!" and includes a "MAKE RESERVATIONS" button. Below the ad, there are listings for "House in Birch Hill" (\$237 avg/night) and "House in Bridgton" (\$429 avg/night). A featured article titled "THE BEST BRUNCH SPOT IN TOWN!" is also visible, with a "MAKE RESERVATIONS" button. The article lists "House in Birch Hill" (\$237 avg/night) and "House in Bridgton" (\$429 avg/night). Other articles include "Operation Santa visits remote Alaska village" and "Do Hollywood predators deserve artistic death penalty?". The bottom of the page shows a "Share your feedback to help improve our site experience!" button and an "AD CONTENT" section.

**cybba**

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