



On The Fly: Online Conversion Efficiency

Optimize your marketing budget with a strategic partnership combining Agency, Ad-Tech, 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

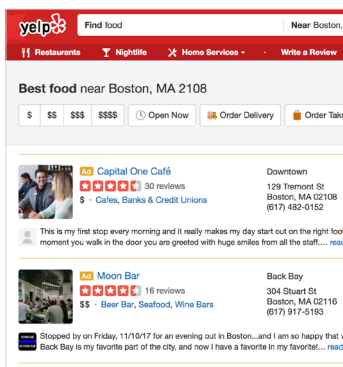
In the competitive restaurant industry, reaching prospective diners with targeted, digital technologies is the difference between a slow night and a full-house—any day of the week. Improve your marketing ROI by moving from outdated radio, print and TV advertising, and engage online visitors with focused branding and promotions.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 thanks to Cybba’s Yelp partnership and data banks. Increase bookings and foot traffic by combing 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

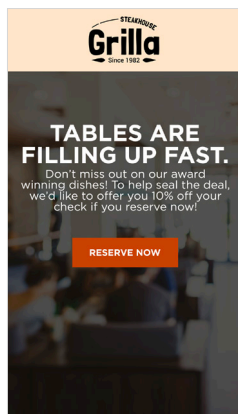
Create a connected customer experience and reach performance goals with consistent branding and messaging across customer touchpoints.

Traffic Acquisition
Display Ads
SEO/SEM



Build **AWARENESS**

Onsite Engagement
Personalized Messaging
Email Capture



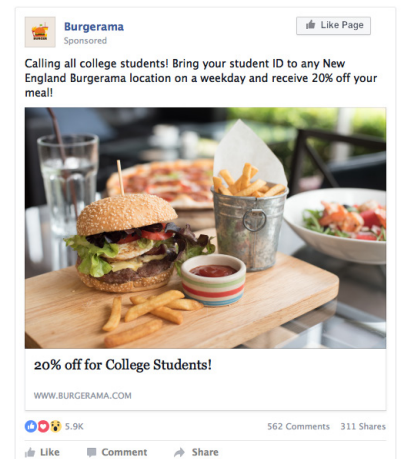
Gain Onsite **ATTENTION**

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.”

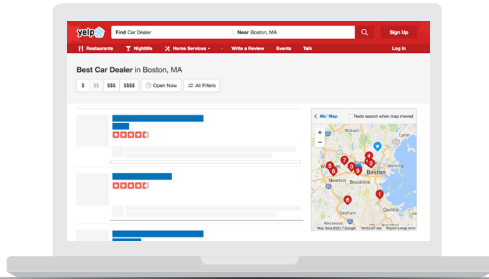
- Digital Content Manager, Denihan Hospitality Group

■ Increase sales by leveraging the powers of Yelp Data and Dynamic Advertising

Picture this: Using Yelp's data to target a customer looking for an exciting weekend reservation on a Tuesday.

Targeted Local Advertising Because Yelp features search results dedicated to local restaurants, consumers rely on the site to make and plan their dining decisions.

- **Using Yelp Data:** through our unique partnership - we can target customers that are specifically looking for a local business like yours and show them your customized ad using in-market & real time data.



Customer searches for local restaurants near their location...



Customer is targeted in real-time with an ad of your company using different segments such as customers' interests, geo location and overall business attributes.

■ 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

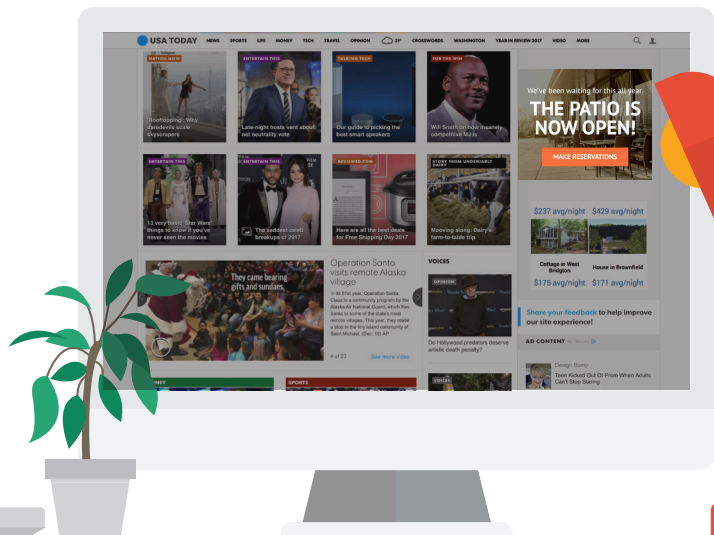
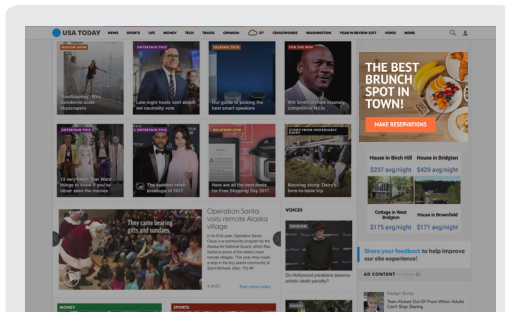
- Personalized retargeting emails with customized promotions (Like a free dessert!)
- Onsite messages to interact with customers and drive reservations (10 percent off, anyone?)
- Session bookmarking capabilities that streamline customers to complete their reservations (Your steak is waiting...)
- Display 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!

When a customer is looking for Sunday Brunch, answer them!



cybba

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