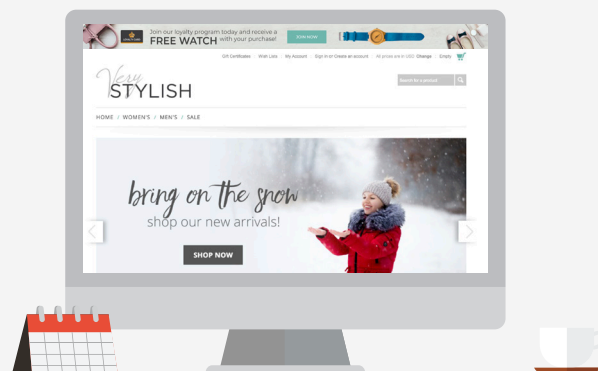




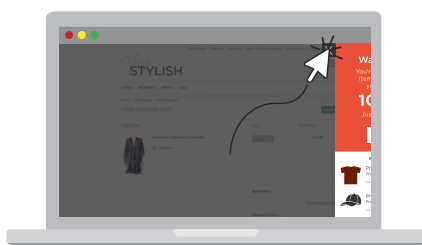
## Onsite Engagement - Promo Bar

Increase customer engagement and boost your conversions.

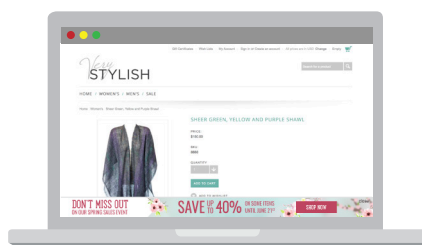


### How it Works

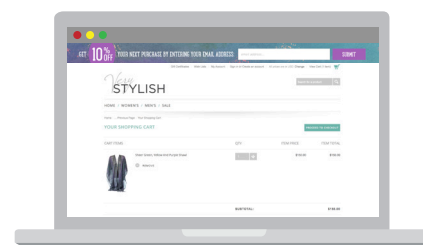
Grow your revenue and prevent cart abandonment by boosting your promotions and key messages to your prospective customers with Cybba's customizable and mobile-friendly promo bar.



1. Two configuration options:  
*Reactive*: display after customer engagement with one of our solutions.  
*Proactive*: always on screen to promote ongoing or seasonal deals, events, or news



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.

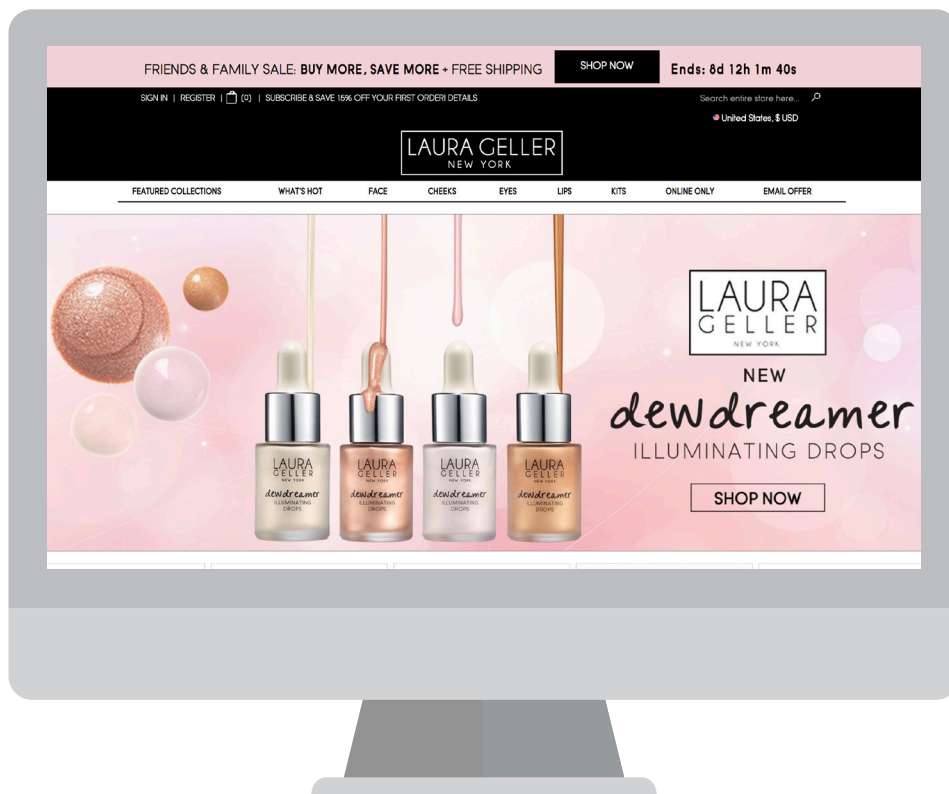
### Mobile Friendly

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**

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