



cýbba

**A PERFORMANCE
TECHNOLOGY COMPANY**

MEDIA KIT

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Overview

Cybba is a performance-driven technology company that helps online businesses exponentially increase revenue and lower cost of acquisition by optimizing every stage of the customer journey.

Our unique combination of programmatic display, paid social, search advertising, onsite engagement and email remarketing makes attracting and converting buyers more efficient than any single solution can be on its own. With the power of the Cybba Performance Platform, our team manages campaigns across multiple marketing and advertising channels, using real-time information to construct the most effective conversion strategies.

Running personalized prospecting and retargeting campaigns on desktop, mobile and social, the company serves impressions across multiple markets including the US, Canada, Latin America, and Asia Pacific.

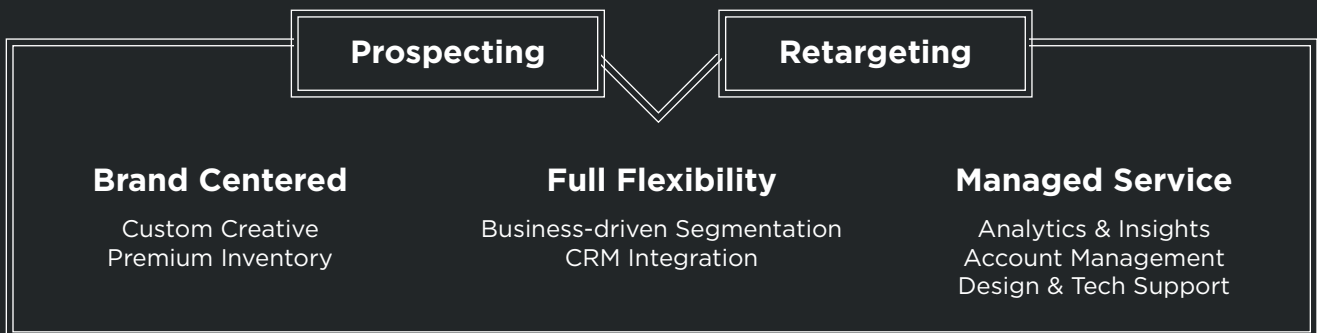
Company Highlights

100+
employees

over 800
customers

offices in
7 cities

Meeting the unique needs of digital marketers



Wherever your users are



Online Video



Display



Mobile/Tablet



Audio



Native



Social

Why Cybba?

We drive performance

Cybba programmatic ad campaigns will enable you to meet your unique business goals, while gaining deep know-how through complete transparency across all marketing channels. In addition, our integrated approach results in a seamless handoff between advertising and marketing. After we drive visitors to your site, our retargeting solution suite guide them to complete their purchase, boost performance and increase ROI. Campaign management is also more efficient, with a single dashboard to view every touchpoint and share results.

The Cybba advantage

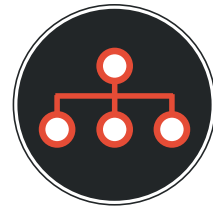
Inspire customer engagement at every phase of the customer journey with Cybba's targeted user acquisition (Display, Paid Social, SEM), onsite engagement, email remarketing, and display retargeting solutions.



Transparency per domain, device, segment & creative



Business driven customization



Full funnel offering



100% custom dynamic creative



CRM (1st party data) integration



Massive & diversified reach

Telecharge.com

adidas GROUP

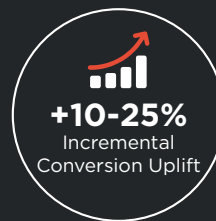
THE UNIVERSITY OF TENNESSEE KNOXVILLE

Denihan

Luxair

Mrs. Fields

ORACLE + Dyn



Natural Sales

Onsite Engagement

+5-10%

Email Remarketing

+1-3%

Retargeting Ads

+5-10%

Display Prospecting

Drive new traffic to your site

Cybba empowers advertisers by providing them with full visibility into the performance patterns of their audience, while creating fully customized programmatic campaigns capable of meeting their specific business goals.

Data-driven intent

Cybba uses a vast amount of intent data from multiple sources - shopper segments, vertical, publisher, contextual data - to generate effective prospecting and new demand generation.

Complementary to Search Engine Marketing

Prospecting uses intent data just like search, ensuring you don't miss opportunities to target the hottest prospects, with the bonus of display's branding impact and dynamic creative.

Market leading dynamic creative

Instead of showing the same static creative to prospects, Cybba uses real time intent and customer data that includes best selling products and timely promotions.

Bidding per impression

Bid and spend optimization to deliver performance and scale continuous campaign adjustments by our trading team.

Massive programmatic reach

Cybba's vast media network is built to deliver the perfect combination of quality and quantity - a key factor in making acquisition work. Our programmatic reach spans both RTB and non-RTB media via 1,400 ad sellers, unique and exclusive data partnerships, and access to over 200 private marketplace deals.

Cross channel optimization

We integrate your Programmatic campaign with Social, SEM and other advertising channels for optimal performance.

Search Engine Marketing

Reach your target audience as they are searching for your products. SEM can quickly become very expensive and ineffective if your bidding and targeting strategies are not optimized.

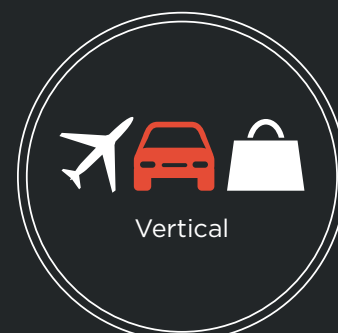
Seamless tie-in with down funnel retargeting

Running prospecting and retargeting campaigns in a single platform by a single provider enables better optimization, consistent communication, cost efficiency, easier attribution, cross-funnel analytics and reduced overhead. It also significantly improves the likelihood that a user will not only reach the site, but also become a customer.

Seamless tie-in with mid funnel onsite engagement and email remarketing

We optimize across the entire customer journey, from initial discovery to conversion and post-purchase advocacy. Our prospecting capabilities mean we are targeting and driving highly qualified visitors to your website. Once on your site, we can keep customers from "leaking" out of the buying cycle by actively engaging them to purchase or take a specific action through our onsite engagement and email remarketing MarTech solutions.

Multiple Sources of Intent Data



Personalized Retargeting

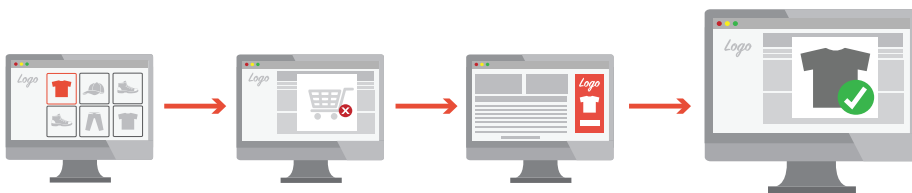
Convert website visitors

After investing a great deal to drive new business to your site, you want to make sure that the value of this new traffic is maximized. By re-engaging with website visitors through personalized ads as they browse the web, you will drive these in-market users to conversion.

As an industry expert in personalized retargeting, we have the knowledge to make sure your customers cross the finish line and come back for more.

100% Custom Creative

As part of our managed service, Cybba's design team delivers creative that is 100% custom and in line with a brand's guidelines. Our custom creatives provide superior performance to standard, template-based retargeting banners.



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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Digital Ad Examples

NORDSTROM beauty
Over 200 best-loved brands. [SHOP NOW](#)

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Education On Your Terms
 24/7 Study Any Time

SHOWS A WEEK IN NEW YORK CITY
JERSEY BOYS
BEST MUSICAL! Tony & Grammy Award
[GET TICKETS](#)

zulily
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speck

Speck CandyShell Fit Apple Watch (Series 1) 42 mm Cases Deep Sea Blue/Maya Blue
\$24.95
[SHOP NOW](#)

ELIE TAHARI

- SPRING 2017 -
NEW ARRIVALS

Transparency

In-depth analytics dashboard of campaign performance

With our best-in-class analytics dashboard, Cybba opens the black box by providing marketers with detailed, actionable insights into our segmented programmatic campaigns across the following levels:

Media transparency

Top publishers per network
Revenue by creative & Segment

Creative-level performance

Performance KPIs per creative
Creative by creative comparison

Audience transparency

Segment-level performance KPIs
Segment by segment comparison

Mobile performance

Android & iOS
Mobile web & in-app
Smartphones & tablets

Benefits

Gain in-depth understanding of your campaign

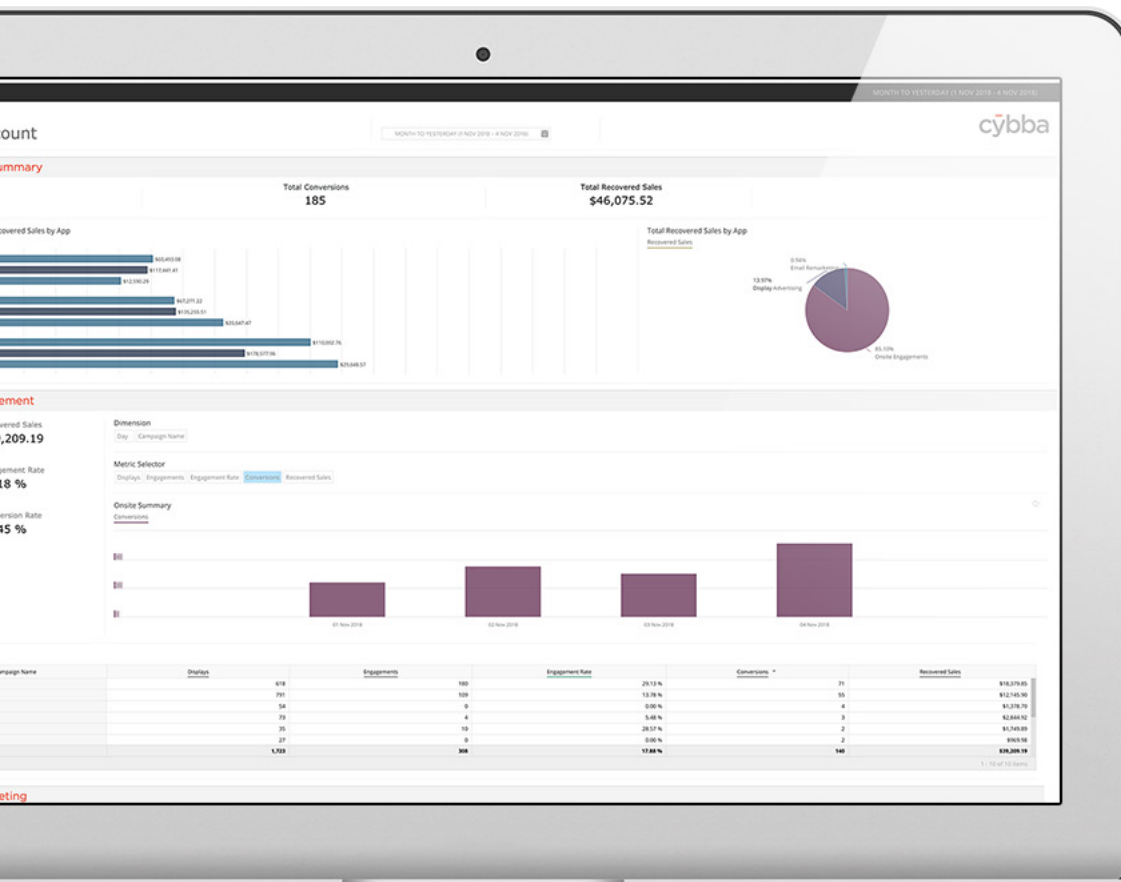
Apply business learnings across all marketing activities

View and compare performance of each segment and every channel

Access meaningful insights, not just raw data

Enjoy intuitive user interface

Understand better your target customers, their attributes, behaviors and preferences



Reach

Real time ad communication through massive and diversified reach



1,150 mobile RTB sellers
Access to 200+ private marketplace deals

IAS Integral Ad Science **IDV** DoubleVerify

Advanced brand safety, ad verification and traffic quality

Campaign Customization

Cybba delivers programmatic campaigns capable of meeting an advertiser's unique business goals (acquisition, reactivation, repeat purchases, incremental revenue, loyalty, etc.).

Business-driven segmentation

The heart of our customization capabilities lies in our ability to deliver granular business-driven segmentation.



User activities

Consumer journey
Consumer engagement:
days since last visit
Products, brands &
categories browsed



User value

Expected order
value
Last order value



User geo location

Country
State
DMA
City

Benefits of Customization

Meet your specific
business goals

Unrivalled performance
powered by your
CRM data

Extend direct
marketing to online
display

Pinpoint targeting in
line with your KPIs

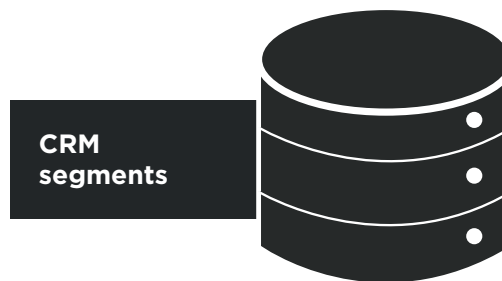
Increased ROI

Enhanced brand
awareness & loyalty

Advanced segmentation powered by CRM integration



CRM
user attributes



CRM
segments

New
Customers

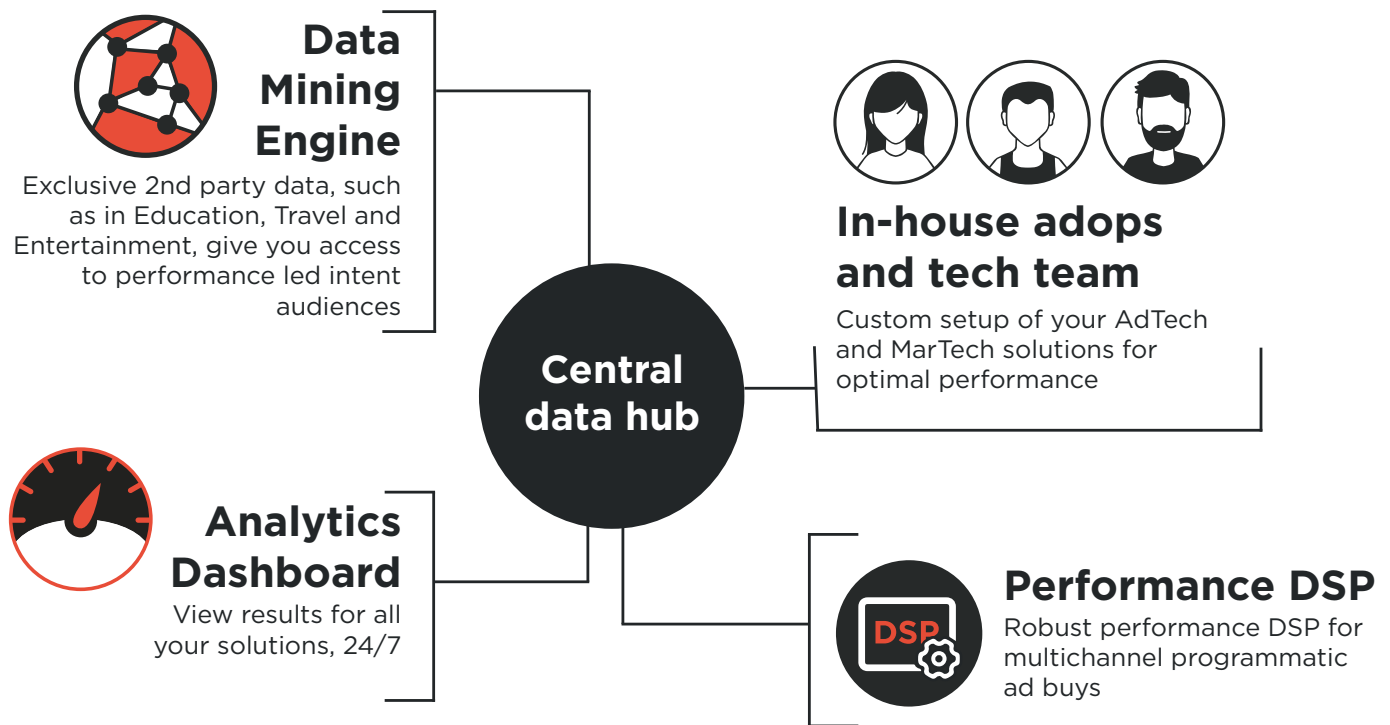
Existing
Customers

Dormant High Value Customers

Registered but Never Purchased

Full Funnel Conversion Platform

Cybba has invested years of development to build a single stack, full funnel conversion platform. Our highly flexible end-to-end integrated AdTech and MarTech platform supports our customized programmatic offering, as well as our Conversion Rate Optimization solutions for onsite engagement and email remarketing. Centered on predictive algorithms operating in a robust big data environment, the platform delivers new levels of campaign efficiencies and maximizes ROI. Cybba's full funnel technology stack optimizes every stage of the customer journey to drive conversions, increase revenue, and lower cost of acquisition.



Central data hub

The heart of Cybba's platform is a central data hub that is able to access user data on a large scale and in real time, necessary for business-driven programmatic campaigns.

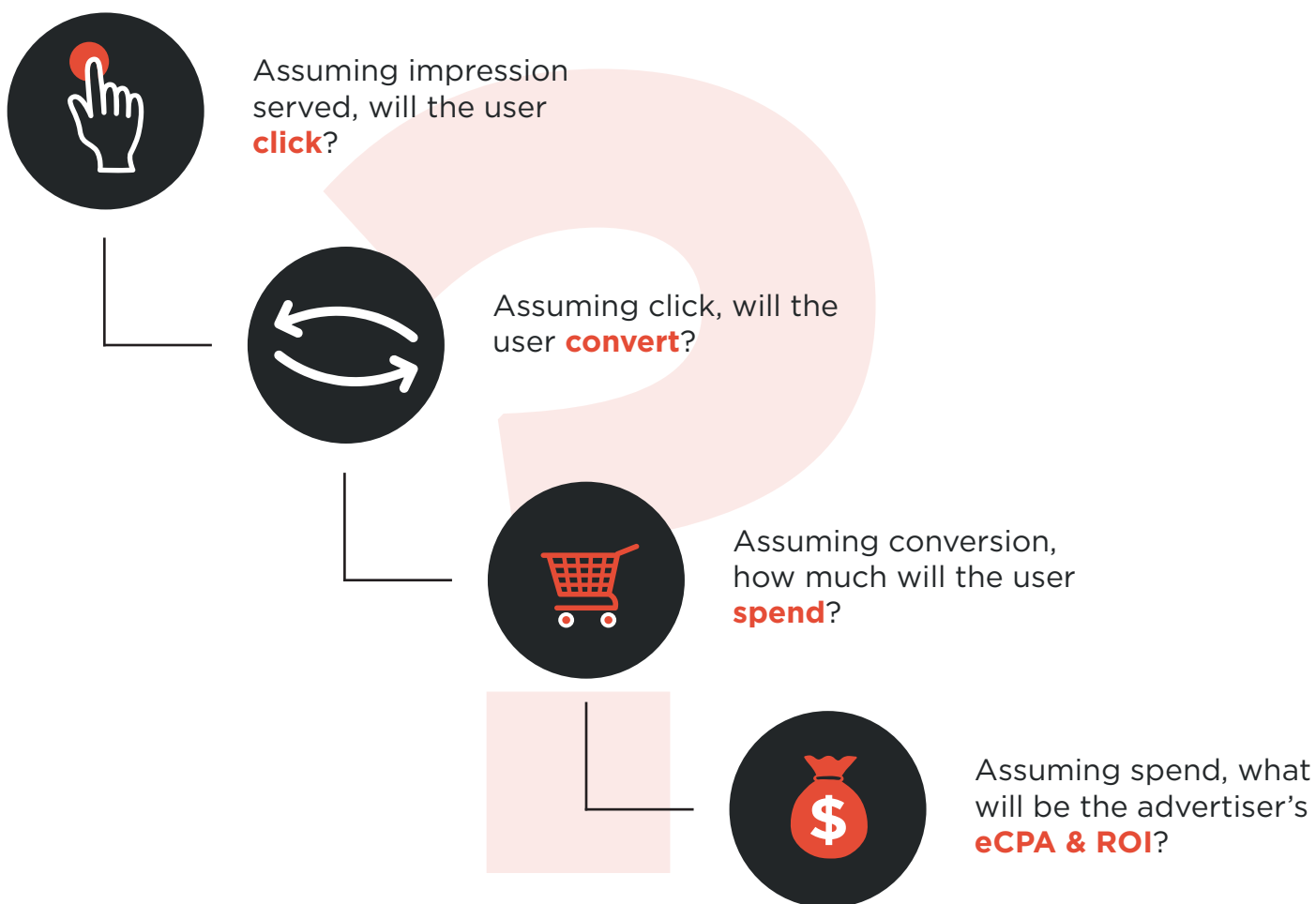
Gain real time access to hundreds of parameters from two main groups of data.

- User data: Onsite and online behavior, CRM data, campaign interactions and third party data. Exclusive 2nd party data, such as in Education, Travel and Entertainment, give you access to performance led intent audiences
- Publisher data: Day of week, banner size and placement, domain, location, and context

Performance DSP

Cybba's media buying capabilities deliver campaigns that are hyper-efficient. Each decision made by our engine is based on the value it is predicted to yield for the advertiser - whether the programmatic opportunity is on the open exchange or through a private market deal.

Our DSP employs a set of predictive artificial intelligence algorithms that determine a bid calculation that is extremely complex. Deciding whether to bid and how much to bid takes more than just calculating the propensity of a click.

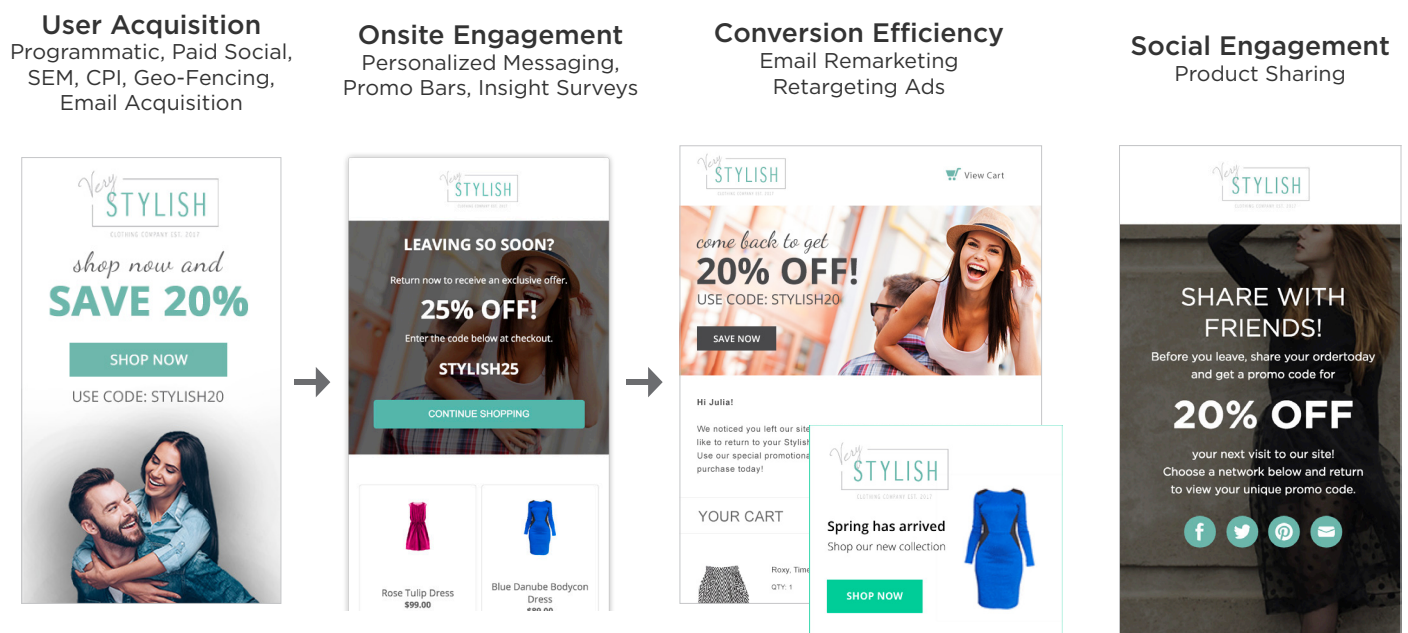


Conversion Rate Optimization

Inspire customer engagement at every phase of the customer journey with Cybba's targeted user acquisition, onsite engagement, email remarketing, and display retargeting solutions.

Maximize Campaign Performance

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



Cybba Performance Platform

Robust Platform with Modular Architecture

- Cloud-Based Scalable Platform.
- Easy Activation via Universal Tag
- Social, CRM and Analytic Integrations

Advanced Analytics & Audience Modeling

- Data-Driven Optimizations
- Single Attribution Model for Performance Apps
- Custom Audience Segmentation and Look-A-Like Modeling

Onsite Engagement

An Integrated, Multi-Feature Approach to Customer Re-engagement

Gain your customers' attention upon abandonment with branded, mobile-friendly, and contextually relevant onsite messaging and re-engagement features.

How it Works

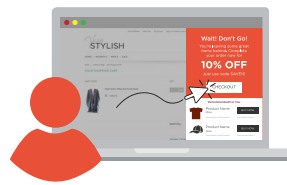
Deliver the right message, at the right time to re-engage high value customers at their point of abandonment. By offering a promotion, creating urgency, and personalizing the user experience, you can persuade high intent customers to complete their purchases.



As customers show intent to leave, our onsite solution triggers and engages them



Solution integrates seamlessly with your site and offers an optimal customer experience, strengthening your relationships



To get your customers to convert, we display highly targeted, real-time messaging with promotions, browsing history, and best-selling product suggestions

Benefits

Up to 10% incremental uplift in conversions

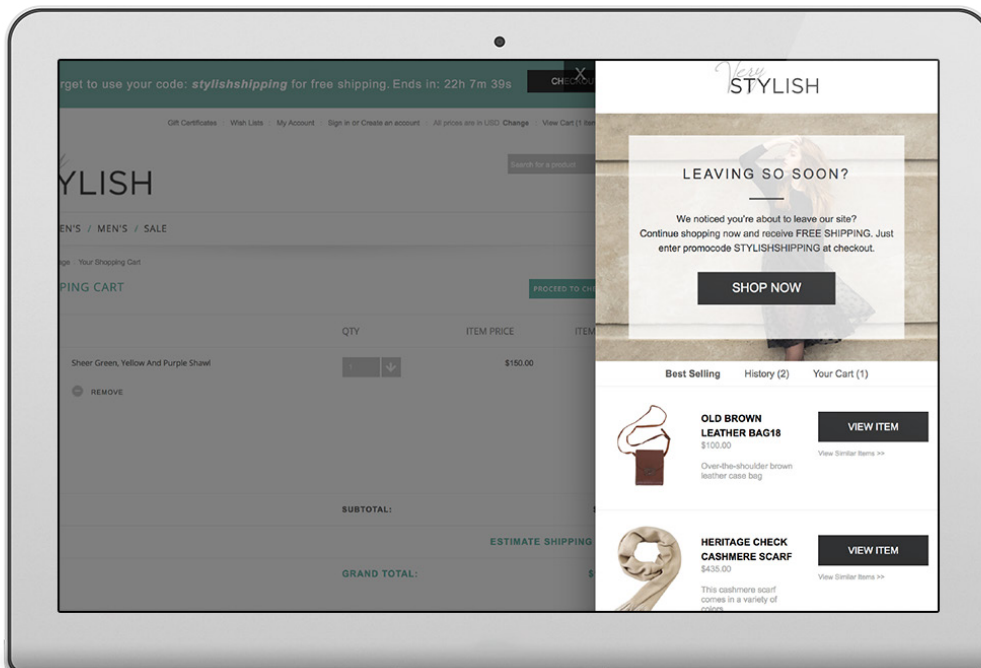
Keep your abandoning customers engaged

Show best-selling products and additional relevant products

Maximize brand exposure by turning your customers into brand ambassadors

Improve mobile engagement with our advanced mobile first, device agnostic interface

Gain customer insight by conducting surveys with online audiences



Email Remarketing

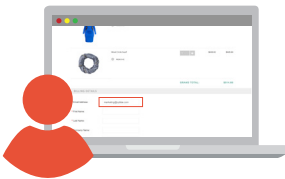
Cybba crafts unique, individual emails with all the elements you need to recover lost sales from cart abandonment. The result is a revenue increase of up to 5%.

Recover abandoned carts with our intelligent email solution

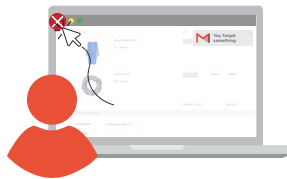
On average, 70% or more of your customers with an item in their cart will abandon before completing their transaction.

With our Email Remarketing solution, improve your customer experience and ensure that your brand and products stay top of mind. Convert your abandoning customers when they are ready to complete their purchases.

How it Works



Our solution captures email addresses in real-time as customers enter them on your website



When customers abandon without completing their transaction, we send them a Remarketing email within 1 hour after they leave the site



These emails include a personalized message or promotion and the products the customer had in his cart on abandonment. They offer an easy option to return to your site and finish purchasing

Benefits

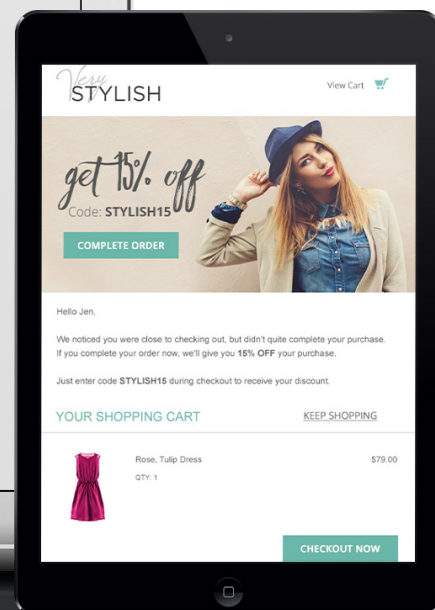
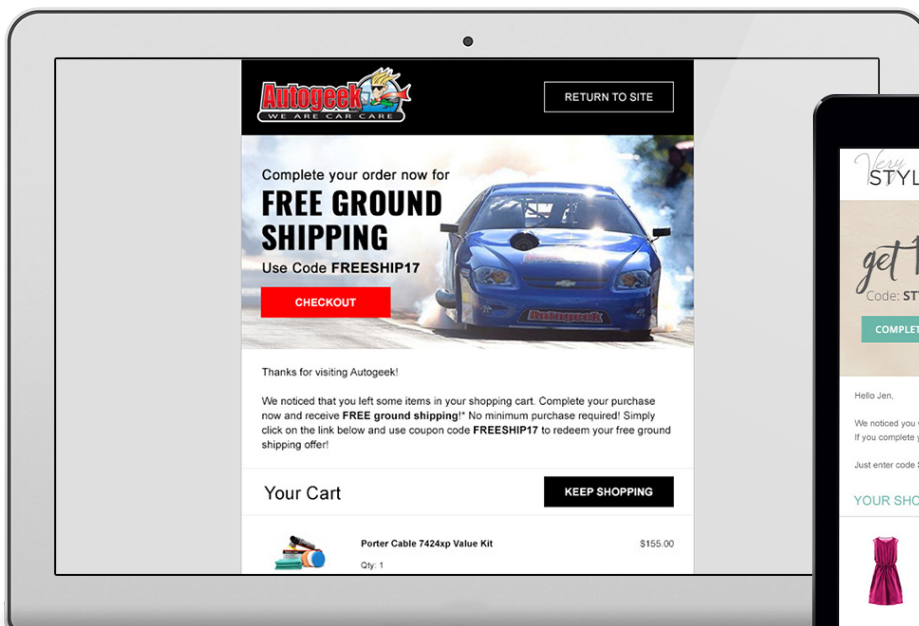
Increase your revenue by up to 5%

Ensure your brand and products stay top of mind

Make it convenient for your customers to re-engage with your offering

Data-driven decisions to deliver the right message at the right time.

Expert managed services to deliver the highest deliverability rate, open rate, click-through rate and overall conversion rate.



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