



Cybba Drives Performance for CBD Companies

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 purchases with personalized touchpoints to provide a connected experience across each customer's journey.

Your Challenges

In the ultra-competitive and ever-changing CBD industry, reaching prospective customers with targeted, digital technologies and driving them to your site is critical to continued success. Improve your ROI by doing more than just hoping to rise in the crowded SEO rankings and throwing money after outdated print publications. Engage your 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.

Increase qualified site traffic with display advertising and increase onsite conversions with Cybba's leading remarketing suite of onsite engagement, email remarketing, and display retargeting solutions. Know which campaigns successfully drive traffic with Cybba's advanced suite of analytics and Account Management support.

Maximize Campaign Performance

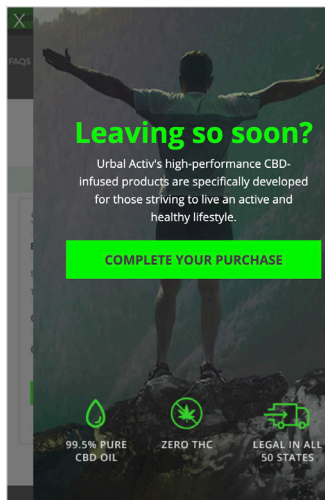
Create a connected customer experience and reach performance goals with consistent branding and messaging across customer touchpoints.

Traffic Acquisition Display Ads



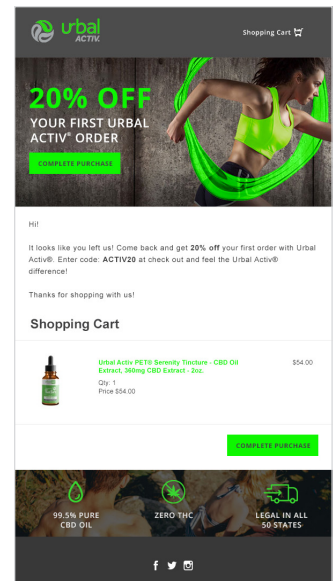
Build
AWARENESS

Onsite Engagement Personalized Messaging Email Capture



Gain Onsite
ATTENTION

Conversion Efficiency Retargeting Ads Remarketing Emails



RE-ENGAGE High
Value Customers

Advertise to prospective customers at the user-level and at scale

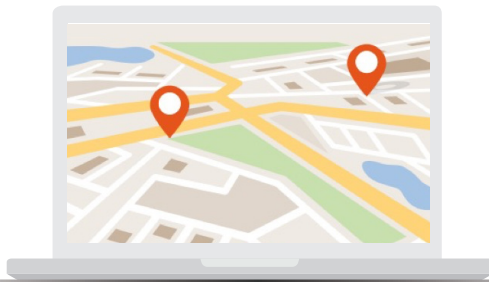
Attract new customers through programmatic advertising using contextual, behavioral, and demographic targeting to identify new audiences.

How it Works

Powerful Prospecting

The key to any good display ad campaign is to advertise the right message, to the right person, at the right time.

- User-level targeting at scale with quality 1st, 2nd, and 3rd party data
- Geo-fencing target customers that are at physical CBD/Vape shops and showing them your customized ad using in-market & real time data
- Expert campaign segmentation through look-a-like modeling, data analysis, and audience reports ensures we are reaching and creating the best audience segments
- Bid and spend optimization to deliver performance and scale
- Continuous campaign adjustments and optimizations by our trading team



Customer searches for a CBD Shop near their location...



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

Combine with Performance Retargeting

Integrate display prospecting with Cybba's Retargeting Suite solutions to dramatically increase your site performance and deliver a 5:1 return on ad spend. We deliver performance across the full customer journey - from driving quality new traffic to your site, to converting that traffic with retargeting ads, onsite engagement, and email remarketing.

Cybba Performance Platform

Highly Personalized Ads

- Dynamic ads using real-time data such as location, weather, time of day, and more

On & Off-Site Engagement

- Personalized remarketing emails with customized promotions (Like a free shipping!)
- Onsite messages to interact with customers and drive conversions (10 percent off, anyone?)
- Product bookmarking capabilities that motivate customers to complete their purchase (your gummies are waiting...)
- Display retargeting that drives traffic back to your site from other booking sites (Fresh deals at YOUR site!)

Best-in-Class Managed Service

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

