

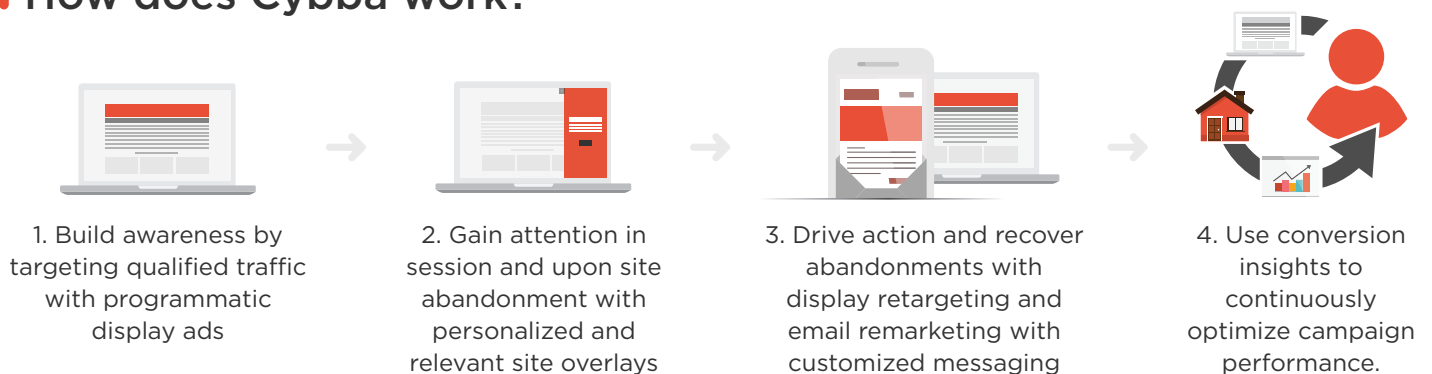


## The Power of Cybba in Partnership with Affiliate Networks

### What is Cybba?

Cybba's marketing and advertising technology leads its industry in retargeting and re-engagement strategies. Cybba's expertise lies in increasing online conversions and driving revenue for its clients. With Cybba, you get a suite of applications and in-depth web-analytics to help you create personalized touchpoints and a connected experience across your customer's journey.

### How does Cybba work?



### How Cybba Partners with Affiliates

- Cybba integrates with affiliates' advertising programs and enables platform stability and high performance.
- Advertisers add Cybba's tag to their website via their own existing tag manager and gain instant access to Cybba's suite of conversion efficiency apps.
- Cybba's in-house design team creates branded campaign templates for advertiser's approval.
- Design templates are embedded with affiliate tracking link with CPA/CPL accreditation and the ability to offer unique promotions.
- Branded campaigns can include display retargeting, onsite and offsite performance solutions with the embedded affiliate link.

#### Advantages of Partnering with Cybba

No-risk commitment for reliable integration and advanced digital advertising capabilities

- Drive and capture first time buyers and leads via display, onsite, and offsite performance marketing solutions.
- Boost existing affiliate program by recovering online sales/leads.
- Acquire new customers with no risk commitment.
- Works on existing affiliate teams on pay-per-performance model.

#### Managed customer service and global support

- Cybba offers best-in-class management for the entire campaign process.
- Get in-depth reporting on campaigns via Cybba's analytics platform.
- Cybba's cloud-based platform of scale drives double-digit conversion rates (on average).