



Reservation Abandonment Solutions

Grow revenues, increase website traffic and drive guaranteed bookings. Create personalized touchpoints and a connected experience across the customer journey.

Conversion Efficiency Solutions

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



User Acquisition

Display Prospecting Ads
Paid Social Ads
SEM
Mobile App Installs

Onsite Engagement

Exit Intent Triggers

Post Abandonment

Email Remarketing
Display Retargeting Ads

Key Product Features

Data Driven

Display Advertising

Targeted ads increase your qualified traffic and sales

User Acquisition

Drive qualified traffic with contextual, behavioral and demographic targeting

High Performance Targeting

Identify users at scale with look-a-like modeling and custom audience segments

Display Retargeting

Re-engage with unconverted users to boost conversions

Additional Capabilities

Social, native & video advertising

Onsite Engagement

Up to 10% incremental uplift by re-engaging customers at point of abandonment

Personalized Engagement

Trigger relevant, targeted messaging and promotional offers

Reservation Reminder

Send reservations to customers and remind them to complete their booking at a later date

Product Sharing

Let customers be brand advocates by sharing purchases on social networks

Email Remarketing

30% average click to conversion rates from email remarketing campaigns

Abandonment Emails

Rebuild customer reservation and send personalized email reminders

Targeted Promotions

Use audience segmentation to personalize promotional offers

Cascaded Emails

Deliver series of email reminders to maximize cart recovery

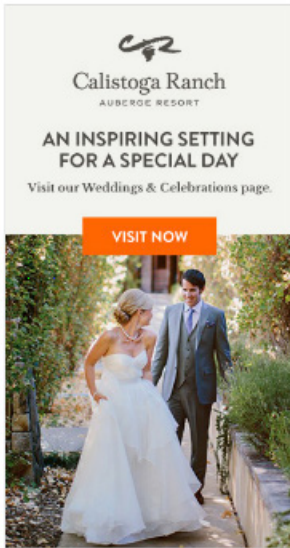
A/B Testing

Test alternative offers, subject lines, and CTAs to optimize campaign performance

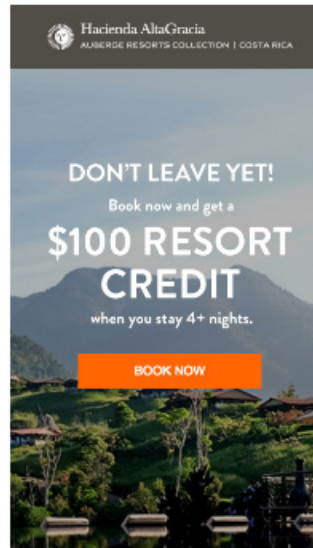
Maximize Campaign Performance

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

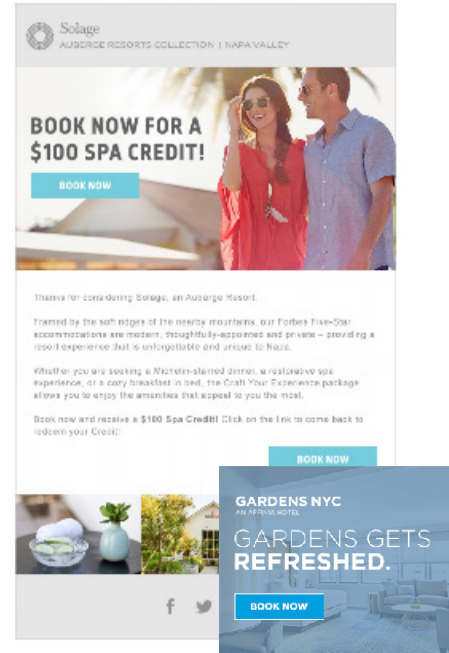
User Acquisition Display Ads



Onsite Engagement Personalized Messaging



Conversion Efficiency Email Remarketing Retargeting Ads



Cybbba 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

Best-in-Class Managed Service

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

Customer Testimonial

“Partnering with Cybbba has been a no-brainer. The equation is easy: using Cybbba’s technology equals more revenue – simple as that.”

- Digital Content Manager, Denihan Hospitality Group



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