



Drive more sales by leveraging Cybba's premium 2nd party travel audience.

With Cybba's data solutions, you can target travelers based on their interests, intent, geography, and time of day. Access to this data ensures that your messaging is served to the right in-market audience - increasing brand awareness from your highest value prospects and driving new qualified traffic directly to your site.

### Premium Audience



### Coverage Map



### Targeting Strategies



#### Interest

Reach users who are interested in purchasing tickets for entertainment activities, such as shows or guided tours.



#### Intent

Target users whose behaviors indicate they intend to spend money on entertainment.



#### Contextual

Place ads next to content relevant to your business through branded terms, competitor terms, and intent terms.



#### Geotargeting

Ensure you are serving ads based on the physical locations of your target audience.

Average Campaign Performance

**4:1 ROAS**

### Success Story:

A Broadway musical opened in 2017 but struggled to achieve steady ticket sales. We leveraged our premium data to develop an audience segmentation and targeting strategy. We built audience profiles based on data collected from the audiences of larger shows and used cross-show targeting to drive interest to the new musical from customers who saw other popular musicals.

### Results

Our client's goal was a \$100 eCPA. We exceeded this goal by more than half, **achieving a sub \$40 eCPA.**

To find out more, please contact us at (857) 284-7000 or [marketing@cybba.com](mailto:marketing@cybba.com)  
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