

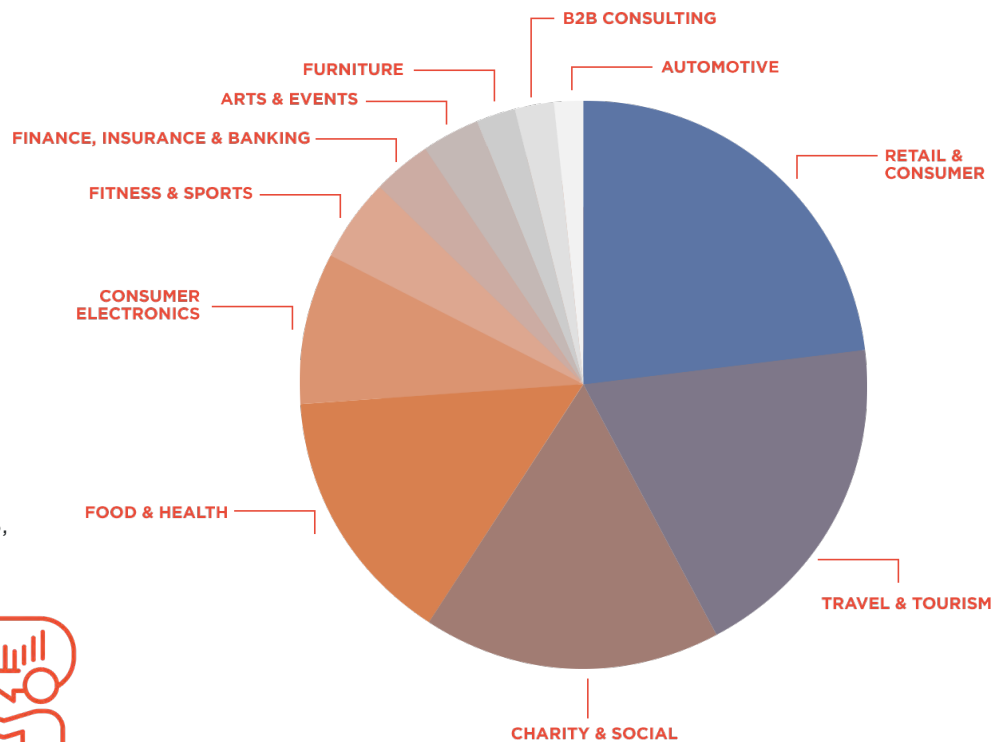
CYBBA BEHAVIORAL AUDIENCES



Cybba Behavioral Audiences (CBA)

are aggregated audiences using collections of signals observed across the Cybba network. Using these signals, we group users as being interested in specific sectors and sub-sector categories, listed in our Cybba Behavioral Audience Taxonomy. Cybba uses up to 20 sectors and 80 sub-sectors to segment user interests in categories such as Real Estate, Retail, and Travel.

When applying these audiences, advertisers can increase the scale of their campaigns, while targeting more relevant users. This leads to better ad experiences, higher ROAS, and improved performance overall.



How many unique users are included in Cybba Behavioral Audiences?

- The Cybba CDP has access to deterministic signals from more than 100 million unique users which feed our proprietary device graph.

Are Cybba Behavioral Audiences deterministic or modeled?

- Cybba Behavioral Audiences are based on deterministic signals, but we apply household level expansion to ensure scalability.

How can a client target a Cybba Behavioral Audience?

- We can apply Cybba Behavioral Audiences to any DSP-bought campaign. This includes both internally managed campaigns at Cybba, and campaigns managed externally by a client or agency trading desk buying media through a DSP.

What DSPs are we able to deliver Cybba Behavioral Audiences to?

- Using Audience PMPs created in Xandr Curate, we can deliver CBA to any DSP that can target a Deal ID.

How do I request a CBA audience PMP from Cybba?

- Send the below information to audienceops@cybba.atlassian.net and we will make the requested Deal ID available in your seat for targeting within 1 business day.

• Your Platform Details

• Platform Name

• Platform ID

• Seat ID

• Deal ID(s)