



CASE STUDY

How King Kanine Supercharged Their Retargeting Efforts by Tapping Into Cybba's Ad Inventory

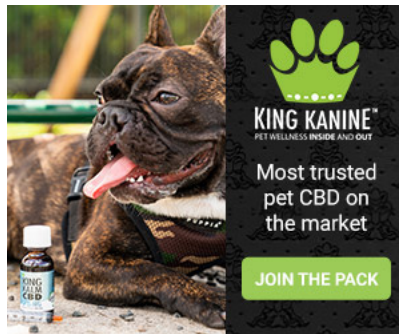
OVERVIEW

In the 5 years since its inception, King Kanine has become one of the most recognizable names in CBD-based pet product manufacturing. A leader in pet wellness, they experienced significant growth as consumers became more educated about the benefits of CBD. Yet, even as an industry leader, King Kanine experienced a common setback in their eCommerce efforts: high shopping cart abandonment rates.

OUR APPROACH

By using only Google Display Network (GDN) for retargeting, King Kanine was limiting their reach to only 70% of publisher sites available. Cybba recognized the need to cast a wider retargeting net to bring abandoning user back to their website to complete their purchases.

Using the Cybba Ad Inventory, we tapped into 3,500+ additional ad exchanges and publishers, reaching abandoned traffic in corners of the internet that never would have been accessed through GDN alone. We avoided overlap in attribution by blacklisting all sites covered by GDN. This consolidated measure guaranteed that no budget was wasted, and allowed King Kanine to continue using GDN, while we handled the rest.



RESULTS

Retargeting traffic beyond the Google Display Network expanded King Kanine's overall visibility resulting in a:

5:1

ROI

2X

Industry Average
Conversion Rate

Cybba has increased our conversion rate by targeting shoppers and helping us turn them into buyers. It has been a solid addition to our marketing efforts."

- Jon Neveloff, Partner, King Kanine

