

CASE STUDY

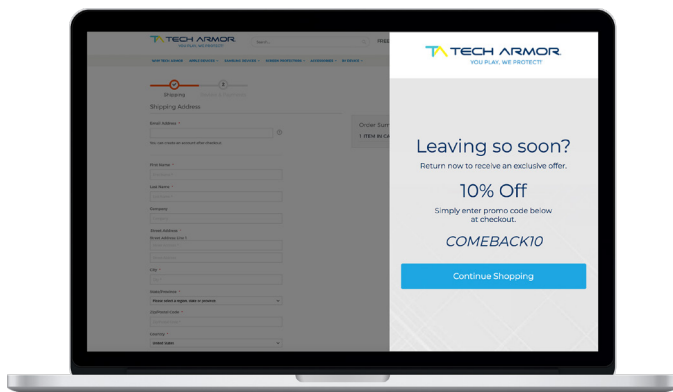
How We Provided A Seamless User Experience While Maintaining Brand Consistency for Tech Armor's Onsite Campaign.

OVERVIEW

Tech Armor is a premium phone accessory company that provides screen protectors and phone cases and an affordable price. Due to this highly competitive market, Tech Armor was interested in finding a more intelligent, user-centric solution for its onsite re-engagement strategy that would provide customers with an assertive experience, not just traditional static pop-ups. They also needed a way to engage their growing mobile audiences with dynamic engagement features, something that their current eCommerce site did not offer.

OUR APPROACH

Cybba's Onsite Engagement delivered a personalized experience for Tech Armor's customers by using targeted messaging and assistive features. The solution enhanced the customer journey by responding to abandonment behaviors and providing product recommendations, browsing history, and product search capabilities. Through its device-agnostic interface, Cybba helped Tech Armor improve site engagement and create a seamless, integrated shopping experience.



RESULTS

10%

Revenue Uplift

33%

Campaign Conversion Rate

The Cybba team worked closely with us to make certain each onsite engagement touch point carried the look and feel of our website and brand message, so users remain immersed in the experience. Using the seamless mobile experience, we're now leveraging their onsite engagement for cross-platform conversions!"

- Nico Cabral | Product Marketing Manager, Tech Armor