

## CASE STUDY

# Recovering Revenue For a Sexual Health & Wellness Brand With Cybba

One of North America's fastest-growing sexual health and wellness brands took a meeting with Cybba after facing challenges with Google and Meta restricting targeting, placements, and creatives due to the sensitive category and strict rules with Google & Meta. The brand was looking to increase recovered revenue with Display Site Remarketing with Cybba through Demand-Side Platforms (DSP) that Cybba has seats with that are more favorable to sensitive advertisers like this brand.



## OBJECTIVE:

The brand gave Cybba a 30-day test to prove itself with a goal of recovered revenue ROAS (return on ad spend) being 200% or higher.

## CAMPAIGN STRATEGY:

Cybba's strategic approach was carefully crafted to prioritize users who had journeyed furthest into the brand's sales funnel without converting and using pixels and cross-device targeting, Cybba was able to create an attribution solution that tracked both post-click and post-impression conversions on the client's website. Through campaign optimizations, Cybba introduced different creative ads with messaging that spoke to the consumer based on where they fell out of the funnel to encourage said consumers to go back to the brand's website to finish the checkout process and convert.

## CAMPAIGN INSIGHTS:

Through this remarketing campaign, Cybba was able to deliver personalized insights to the brand about their site visitors, including but not limited to:

- Geographical Indexing
- Age & Gender Breakout
- Engagement Likelihood - Interests & Behaviors
- Channel Consumption & Frequency

## CONCLUSION:

Cybba's strategy and DSP access allowed the brand to remarket non-converted site visitors in a way they couldn't do on their own through Google or Meta and over the 30-day test period this campaign outperformed the client's

**ROAS goal by 285%!**

## CAMPAIGN HIGHLIGHTS:

**1,036,152**  
Impressions Served

**0.074%**  
Conversion Rate

**814**  
Clicks

**\$71,733**  
Recovered Sales

**0.08%**  
Click-through Rate

**\$93.89**  
Average Order Value

**764**  
Conversions

**769%**  
Return on Ad Spend (ROAS)

