cybba
digital services

DRIVE-TO-STORE WITH CYBBA

Our Solutions Portfolio for Brands & Retailers

THE CHALLENGE Brands and Retailers are challenged to measure ad-driven impact across retail locations. Without proper ad tracking solutions, brands and retailers struggle to get executive buy-in.

Our Solution

Drive-to-store (DTS) is the most effective closed-loop solution for tracking ad impact through a retail door — including reporting on ad-tied daily store visitor traffic and point of sales. Brands and retailers use our unique system of upper and lower funnel tools to measure the "brick and mortar" impact of multi-channel media campaigns.

DTS Portfolio Tools

- Store Locator Identity and Tracking
- Custom Audience Targeting per-store
- Hyper-Local DOOH Branding and Retargeting
- Footfall Attribution per-store from ads
- Sales Reporting per-store from ads

cybba.io Platform

Cybba.io provides campaign reporting and analytics for Brands and Retailers. With measurement breakdowns per store, region or nationally, cybba.io reports on store visits and purchases that show direct business outcomes from our campaigns.

Customer Success

By connecting digital ad exposure to customer activity both online and offline, we provide the proof behind your media investments, enabling you to build smarter campaigns and justify spend with confidence.

National Daycare Chain: Acquires new customers with DTS campaign packages for every new franchise opening.

Global Liquor Brand: Monitors the impact of DTS campaigns by tracking store locator clicks and Foot Traffic to independent liquor stores nationwide.

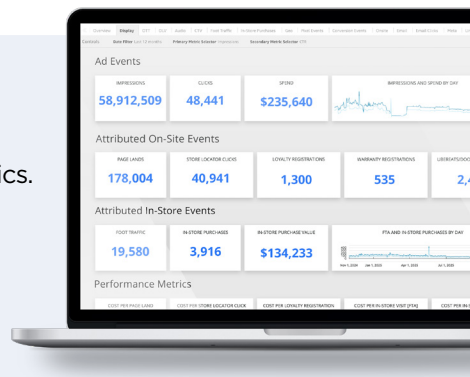
Global Beauty Brand: Uses DTS to measure advertising driven foot traffic to stores across multiple retail partners including Sally's Beauty and Ulta.

National Supermarket Chain: Attributes each DTS ad impression for walk-in Foot Traffic and in-store sales per location.

Regional Bank: Drives new depositors and borrowers to new and existing branch locations, with performance reported in cybba.io.

Drive-to-Store Enables you to:

- Understand which store consumers intend to visit and match it to Foot Traffic Analytics.
- See true measurement of branding, store and product media-based efforts.
- Get fast, accurate reporting and analysis on ad-driven store traffic and in-store sales.
- Launch custom-packaged DTS campaigns for new store openings.



See the Real Impact of Your Media

Cybba combines programmatic media execution with deep measurement and analytics consulting.
Visit us at cybba.com or email marketing@cybba.com to speak to an expert.