cybba
digital services

Smarter Local Advertising for Experience Venues

Cybba helps destinations like yours drive more foot traffic and ticket sales with precision-targeted digital campaigns. Whether you're trying to attract first-time visitors or bring back repeat guests, we deliver results through scalable, local-first media strategies.

YOUR GOALS, OUR FOCUS

- Attract new visitors
- Re-engage past guests
- Promote events, exhibits, and offers
- Reach locals, tourists, and niche audiences

HYPER-LOCAL, HYPER-EFFECTIVE

We specialize in local programmatic media, using the right mix of targeting and channels to get your message in front of the right people—exactly where and when they're ready to act.

- **Geo-Fencing:** Target mobile devices that visit nearby landmarks, hotels, event venues, and even competitor locations.

- **OTT / Connected TV (CTV):** Deliver video ads to streaming households within specific zip codes or audience segments.

- **Digital Audio:** Reach drivers and commuters through Pandora, Spotify, and podcasts with locally relevant ads.

- **Digital Out-of-Home (DOOH):** Get seen on high-traffic digital billboards, transit screens, or venue networks—all geotargeted.

SAMPLE RESULTS:
MUSEUM GUESTS

$2.37
Cost Per New user

$4:$1
ROAS

TRANSPARENT REPORTING & REAL-WORLD IMPACT

We don't just launch ads—we prove they worked. Cybba's reporting gives you a clear view into what's driving results.

- **Attribution & Footfall Reporting:** Know how many people saw your ad, clicked it, and physically visited your venue.

- **Visitor Retargeting:** Identify and re-engage past visitors to increase repeat visits.

- **Custom Dashboards:** Track performance by channel, geography, and campaign objective—all in real time.

- **Actionable Optimization:** Our media experts adjust your campaign weekly based on what's actually performing.

WHY CYBBA

- Experience with leading tourism and attraction-based brands
- Local-first media planning tailored to your geography and goals
- Full-funnel analytics to measure and improve outcomes
- Dedicated account management and optimization support

Let's Put Your Venue on the Map! Whether you're a museum, a seasonal festival, or a must-see attraction, Cybba can help you grow visibility, foot traffic, and revenue. Visit us at cybba.com or email marketing@cybba.com