

The image features the word "cybba" in a white, lowercase, sans-serif font. A small red horizontal bar is positioned above the dot of the "y". The background is dark with a pattern of small white dots. On the right side, there are two curved, glowing red lines composed of many small dots, creating a sense of motion or digital flow.

cybba

ABOUT cýbba

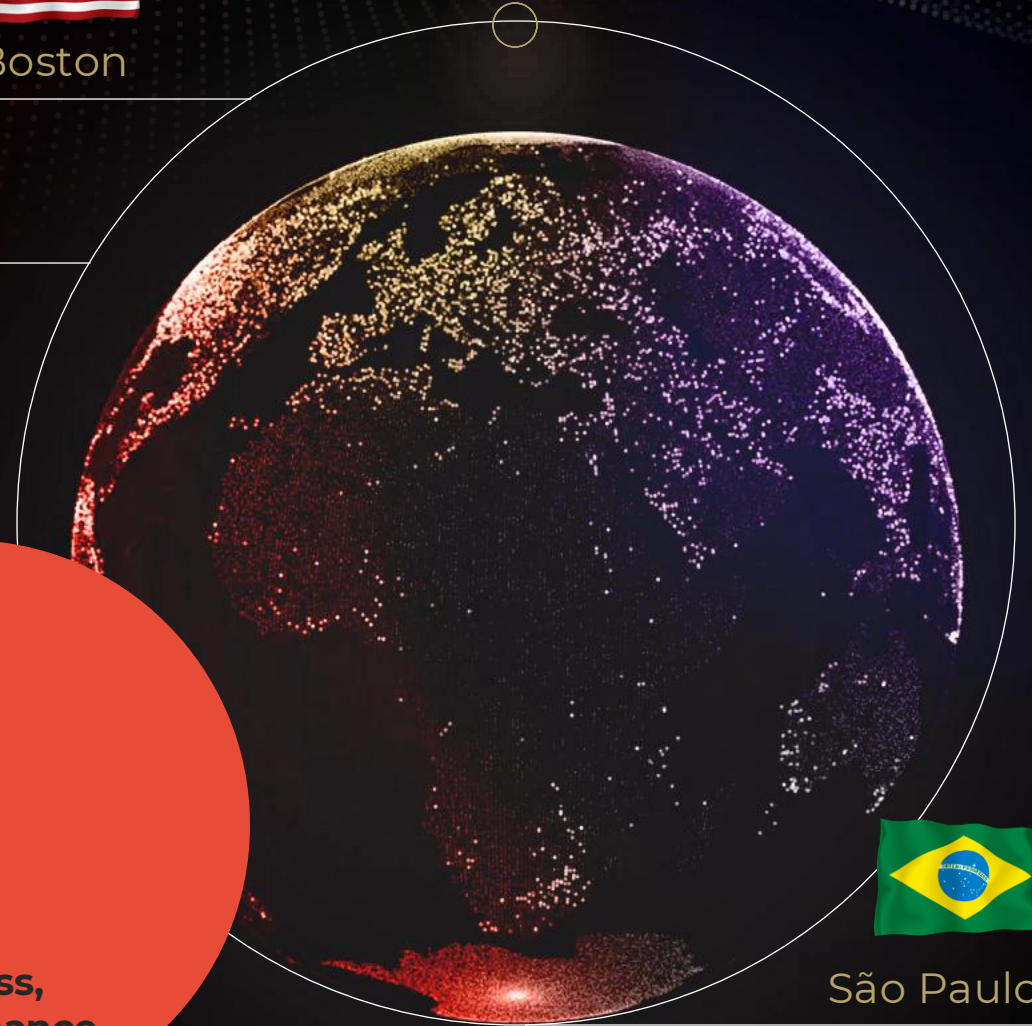
We are a global company based in Boston
with **15 years of market experience**
specializing in **digital solutions**.



México City



Boston



São Paulo

WE COUNT ON

3

strategic
offices

+100

specialists
dedicated to
delivering more

+1000

active campaigns
covering all stages of the
marketing funnel: **Awareness,**
Consideration and Performance.

PROGRAMMATIC MEDIA

Programmatic media is our specialty. This technological process automates and improves the purchase of digital advertising, combining technology and data to build strategies oriented towards the client's objectives.



Enables deep targeting, behavior predictions, and precise delivery of the right message to the **right audience throughout the customer journey**

PROGRAMMATIC MEDIA TOOLS

We use DSPs like



to integrate more than 1 million publishers delivering ads according to pre-defined targets.

We work with large publishers like

Roku



tubi



and many others

to ensure the best performance of your campaign.

SEGMENTATION

GEOGRAPHICAL

- ZIP CODE
- RAY
- GEO AUDIENCE

DEMOGRAPHIC

- AGE
- GENDER
- SOCIAL CLASS

INTERESTS

- BEHAVIORAL
- CONTEXTUAL
- IN-MARKET

DEVICE TYPE

- DEVICE OS
- BROWSER
- MODEL
- BRAND

1ST PARTY AUDIENCES

- LOOK A LIKE
- CRM
- RETARGETING
- DCO

CUSTOM AUDIENCES

- INCOME
- ALLOW LIST
- TARGETING APP
- KEYWORDS
- AUDIENCE AFFINITY
- WEATHER

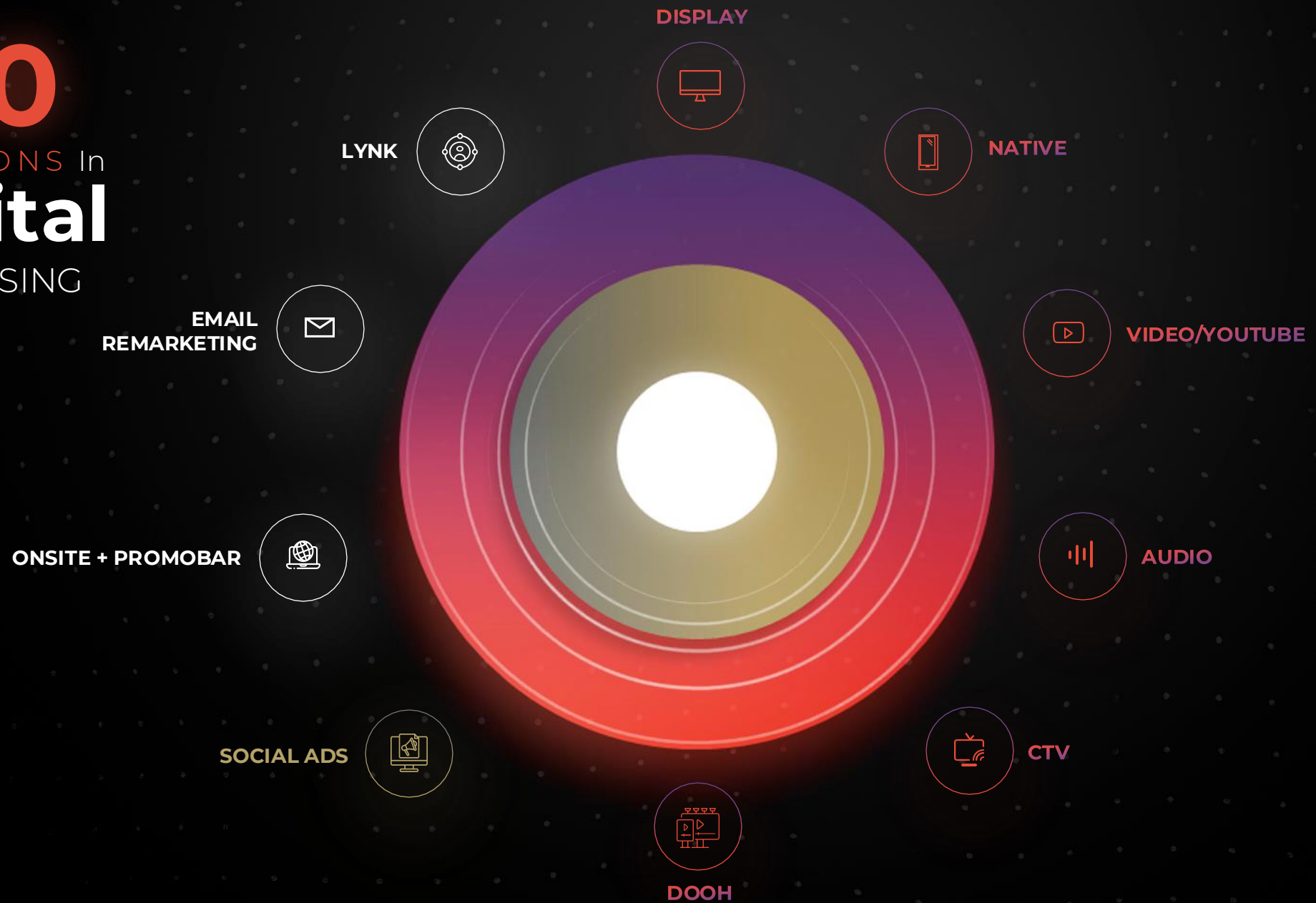


360

SOLUTIONS In

Digital

ADVERTISING



DISPLAY

PROSPECTING

Impact users and strengthen your brand intelligently. Utilize advertising spaces on major websites and platforms to deliver campaigns with great efficiency and quality.

Key KPIs include CTR, clicks, impressions and conversions. **In addition, our expert teams can design your creatives.**

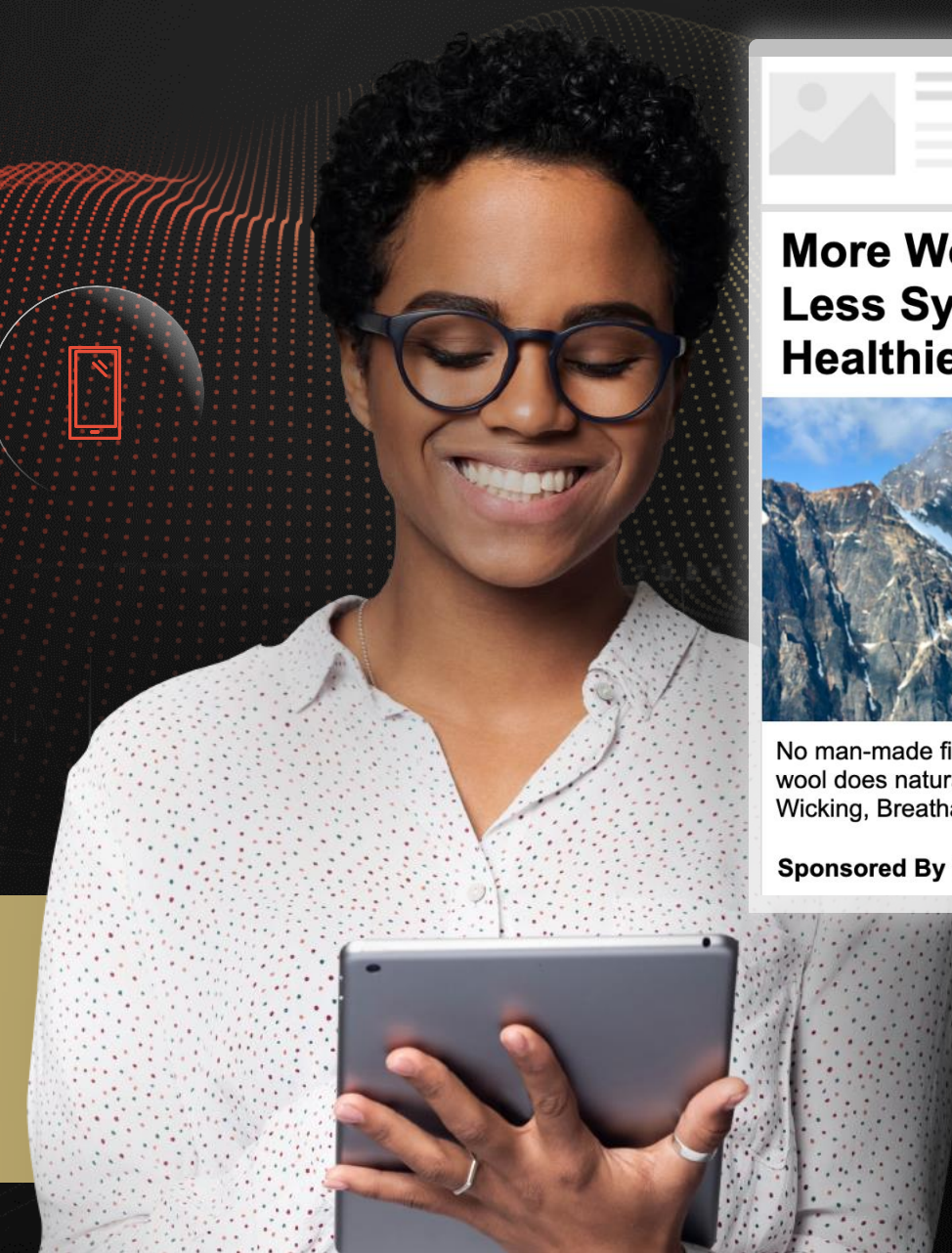
RETARGETING

Programmatic retargeting campaigns are powerful. We use IAB banners to impact users who have abandoned their browsing journey increasing awareness, conversions and performance.

NATIVE ADS


Native Ads integrate seamlessly with website content **increasing traffic and engagement.**

Combine text and image, providing **a more natural and effective user experience.**



The image shows a woman with short dark curly hair and glasses, smiling and looking down at a tablet she is holding. The background is dark with a pattern of red dots and lines. A native advertisement is overlaid on the right side of the image, appearing as a browser window. The ad features a headline, a product image, a description, and a call to action.

**More Wool
Less Synthetics
Healthier Planet**

 **MICROWEIGHT
MERINO SUN HOODIE**

No man-made fiber can provide all the benefits that wool does naturally. PFAs-Free, Anti-Odor, Moisture Wicking, Breathable & Soft, Machine Wash & Dry

Sponsored By Minus33 [Shop Now!](#)

VIDEO ADS

Programmatic video ads are broadcast on Connected TVs, websites, YouTube, mobile devices, and more.

They are ideal for branding and reach with high conversion rates. We monitor KPIs such as complete views and impressions to ensure campaign success.





AUDIO

ADS

Programmatic audio ads are delivered on major platforms such as **Spotify, iHeart Media, Deezer, and more.**



Spotify®



DEEZER



iHeartRADIO



Audacy

With detailed segmentation and a **focus on podcasts and playlists**, we reach a highly engaged audience.



BACK

NETFLIX

YouTube TV



Samsung TV Plus



prime video

xumo

ADOROCINEMA

cȳbba

CTV

Expand your audience
with Connected TV on

**Streaming
platforms.**

Reach your target
audience on connected
TVs and streaming
services.



Guarantee viewing
rates **greater than**

90%

**Use QR Codes
to improve user
experience and
measure
conversions**



BACK

Breakfast Sandwiches. Fast & Filling.

Available all day

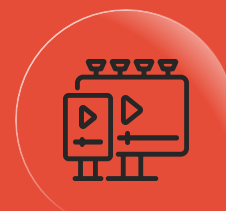


DOOH

Increase your brand's impact
with Digital Out of Home

With Digital Out of Home, your brand can be displayed **on strategic screens at different points in the city** reaching a broad audience.

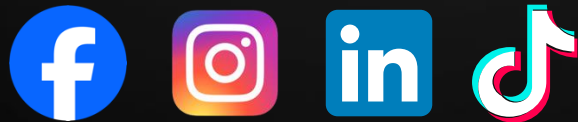
With high-quality images, messages updated in real time, and the possibility of integration with other media, you can bring your brand **closer to your target audience.**



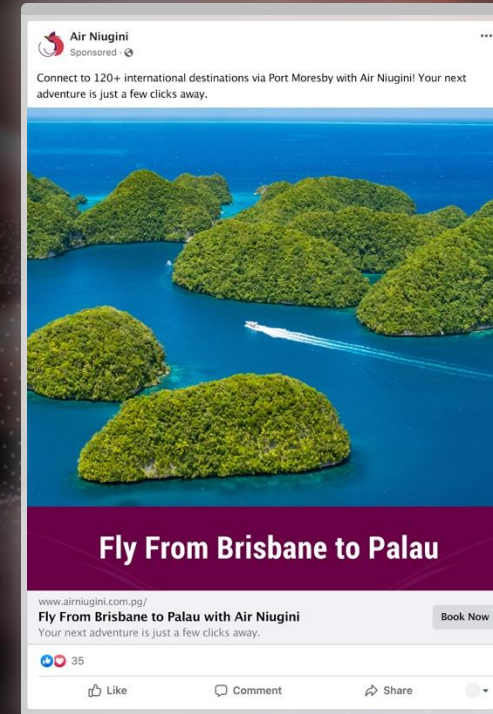
SOCIAL

ADS

Our Paid Social Ad Campaigns on Meta (Facebook and Instagram) are designed to **strengthen your brand, collect leads and generate conversions.**



On **LinkedIn**, we target professionals by position and sector, ideal for B2B campaigns. On **TikTok**, we explore audiences seeking entertainment and various tips, with **reach, click, or conversion campaigns.**



Onsite Engagement + Promobar

Email Remarketing

Lynk

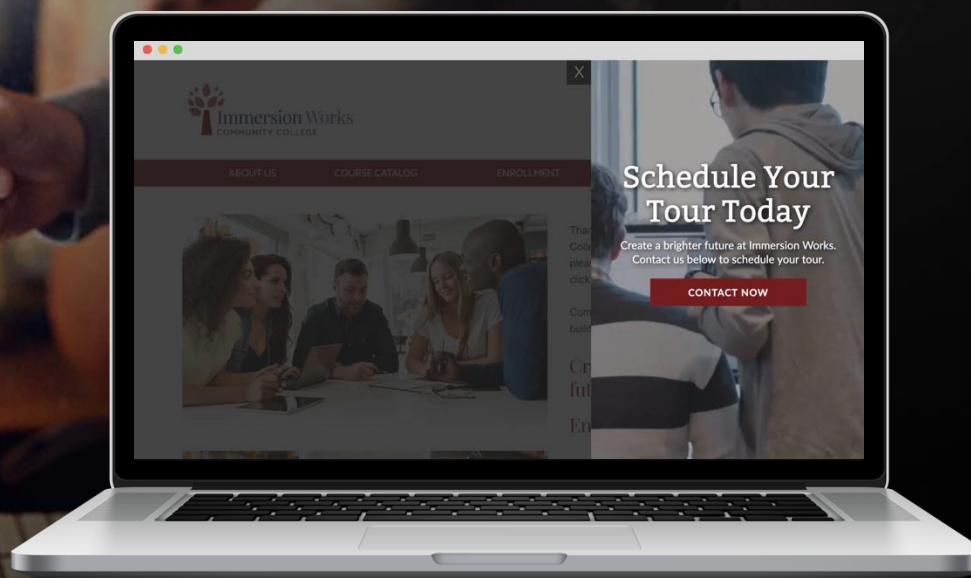


MARTECH SOLUTIONS

Increase conversions by **10%** by re-engaging your customers.

Onsite and Promobar allow you to get more value from each visitor through engagement solutions to increase your conversion rates.

Create engagement through urgency and promotions to persuade customers to complete purchases.



- **As customers show intent to leave, the onsite engagement will trigger at the abandonment point**
- **Our onsite overlays integrate seamlessly with your website to avoid interrupting your customer experience**
- **Contextually relevant messages and offers encourage visitors to buy now at the first signs of abandonment.**

Onsite Engagement +
Promobar

Email Remarketing

Lynk

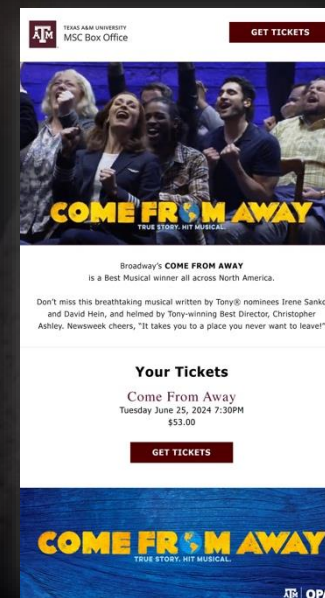
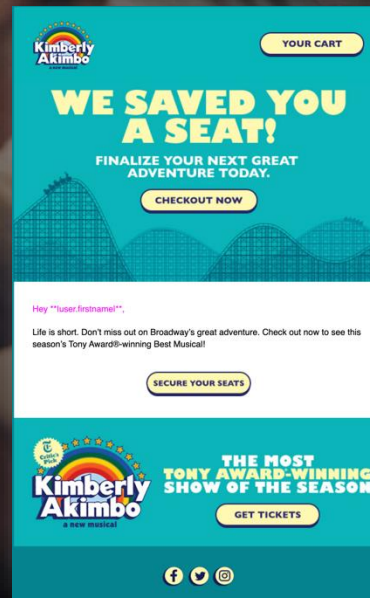


MARTECH SOLUTIONS

Recover lost sales due to cart abandonment

More than 70% of visitors with an item in their shopping cart abandon it before completing the transaction. Bring them back with remarketing emails to drive increased revenue.

Deliver 5% increase in revenue



- Customers typically go through 9 touchpoints before purchasing, so make re-engagement with your brand convenient. Capture real-time emails as soon as customers access your website
- If the customer abandons, send a personalized, branded email to re-engage within 1 hour. A/B testing and cascading emails create an easy option to return and complete the purchase

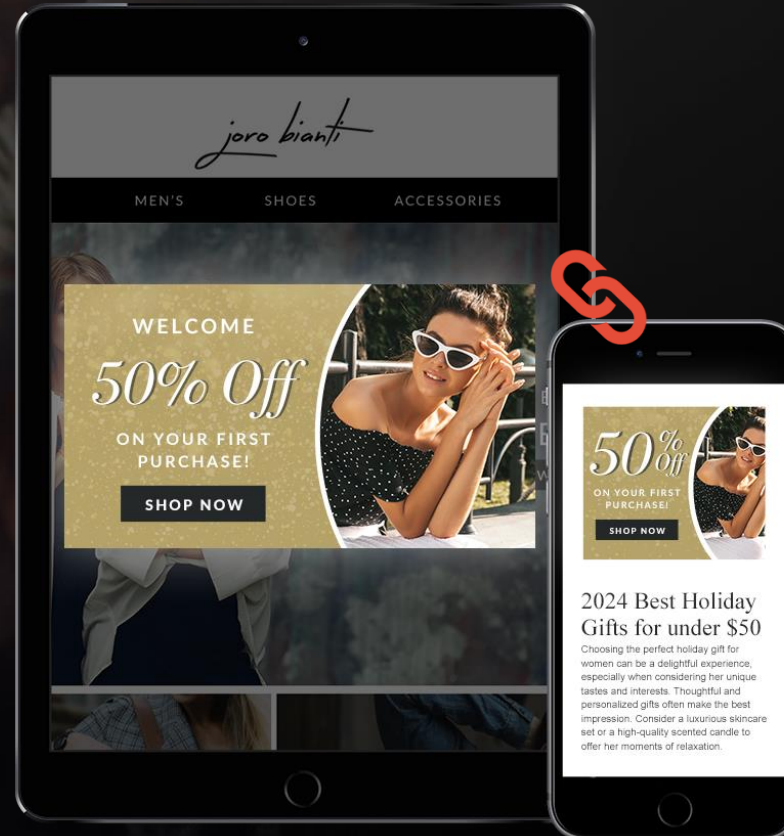


MARTECH SOLUTIONS

Onsite Engagement +
Promobar

Email Remarketing

Lynk



Enhance Your Shopping Experience with Lynk.

Connect your media campaign to your Onsite tools, creating a better shopping experience at every stage of the customer journey.



BACK

DASHBOARD

REPORTS

We offer detailed reports with personalized metrics to meet each client's specific needs, allowing for **accurate analysis** and **real-time adjustments** to **optimize results**.



ADVANTAGES OF WORKING WITH

CYBBA



1

We offer complete and integrated solutions that cover all stages of the sales funnel.

2

We use the major DSPs on the market: including DV360, Xandr, StackAdapt, Amazon DSP, TTD, oneView, integrating more than 1 million publishers.

3

Advertise on major platforms such as ABC, CNN, ROKU, ESPN, NBC, Fubo TV, Fox Sports and more to expand your reach.

4

With a dedicated global team and experts across three countries, **we guarantee a top-notch digital marketing experience.**

5

We create personalized campaigns with high conversion rates and provide detailed reports for accurate insights.

6

Enjoy agile and differentiated service for continuous and effective support.



CASE STUDIES

Let's now look at some of our success stories. These examples show how our programmatic media and Martech solutions have helped companies across different industries achieve their goals.

cybba
digital services

CASE STUDY
Two-Pronged Display Campaign for a Luxury Goods Group

This display campaign was run for several brands in a luxury goods company. Over FY24, this two-pronged campaign effectively drove new traffic, and brought visitors back to their respective sites to convert.

OBJECTIVE:

The primary goals of the Display campaign were to prospect new users, who fit the client's typical buyer archetype. As well as re-engaging and converting potential customers who had previously shown interest on site.

STRATEGY:

Employing various Prospecting tactics such as Search Intent, Geo-Fencing, Behavioral and Contextual audiences, we drove new clients to the target sites. To ensure this traffic was quality, we utilized strict site lists, as well as household income and demographic requirements. These measures ensured all new traffic driven was qualified.

We then used data-driven insights and dynamic retargeting creatives to drive users back to the site. Dynamic creatives resulted in higher engagement and conversion rates, as we retargeted users with the exact product(s) they abandoned on the site.

CONCLUSION:

The two-pronged Display campaign not only met but exceeded its objectives by effectively driving new traffic, and re-engaging users, ultimately driving conversions. The strategic combination of data-driven insights, compelling creatives, and targeted placement resulted in a highly successful and impactful campaign.

This campaign gave the client valuable insights and learnings. They have since expanded the campaign structure to other brands in their portfolio, with even higher AOVs.

CAMPAIGN HIGHLIGHTS:

10,346,688 Impressions	10,393 Clicks
0.10% Click-Through Rate (CTR)	803 Conversions
0.008% Conversion Rate	\$439,187 Recovered Sales

PERFORMANCE METRICS:

Click-Through Rate (CTR)
The CTR of 0.10% demonstrates the campaign's effectiveness in compelling users to engage with the ads via dynamic creatives.

Conversions
803 conversions were recorded, showing the possibility to drive conversion volume, even at a luxury price point.

Conversion Rate
The conversion rate of 0.008% is strong relative to the fact that the minimum AOV for the products in question is roughly \$400.

Interested in seeing similar results? Contact Cybba today at marketing@cybba.com

Cybba's partnership with this brand underscores the immense potential of merging traditional luxury with contemporary digital strategies on an international scale.

cybba
digital services

CASE STUDY
Driving Website Traffic for a Leading U.S. Smart Home Devices Company

OVERVIEW

A leading smart home devices company in the U.S. sought to increase new traffic to their website. In addition to driving website traffic, their secondary goals were to generate applications and phone calls to their team of agents. The campaign was executed using targeted display and online video ads, focusing on reaching potential customers actively researching smart home technology solutions.

GOALS

- Primary KPI:** Drive new traffic to the website.
- Secondary KPIs:** Increase applications and phone calls to agents.

STRATEGY

We utilized Cybba's URL audience targeting technology to reach users who had visited specific webpages related to smart home devices in the past 30 days, prioritizing those who had visited most recently. After leaving these pages, users were served display or online video ads when they visited other sites, such as Yahoo Finance, encouraging them to return to the client's website. Example URLs we targeted included:

- CNET's "Best Smart Home Devices of 2023"
- Consumer Reports' smart home devices reviews
- TechRadar's smart home comparison guides
- U.S. News & World Reports' "Top Smart Home Devices"
- PCH's smart home technology reviews
- Forbes Advisor's smart home product rankings

This strategy enabled us to re-engage users during critical decision-making moments in their online journey and drive them back to the client's website.

PERFORMANCE

The campaign delivered:

4 MILLION Impressions	8,000 Site Visits
0.2% Impression to Site Visit Rate	<\$800 Cost per Lead (CPL)*

*A lead was defined as the user submitting a valid phone number or email in the form on the client's website.

We successfully drove a significant amount of qualified traffic to the client's site, staying well below the client's CPL benchmark.

The client's dynamic phone number system allowed them to track both post-view and post-click conversions, providing valuable insights into the campaign's effectiveness.

CONCLUSION

By utilizing precise URL audience targeting and a dynamic conversion tracking system, we exceeded the client's traffic and conversion goals while maintaining a cost-efficient CPL. The campaign not only met expectations but also provided a comprehensive understanding of customer engagement across channels.

Interested in seeing similar results? Contact Cybba today at marketing@cybba.com

By utilizing precise URL audience targeting and a dynamic conversion tracking system, we exceeded the client's traffic and conversion goals while maintaining a cost-efficient CPL.

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CASE STUDY
Sky's the Limit: A Successful International Airline Campaign

Cybba took on the challenge of creating and executing a multi-channel campaign for a leading Pacific-based airline, renowned for providing exceptional air travel services and connecting passengers to various destinations within the region and internationally. With an extensive network of routes, a modern fleet of aircraft, and a strong commitment to customer service, safety, and environmental sustainability, the airline aimed to boost their conversions and increase recovered sales. This case study will walk you through the campaign's impressive results, showcasing how the airline achieved a total of 75,459 conversions and recovered sales worth \$27.9M.

CAMPAIGN CHANNELS:

ONSITE CAMPAIGN: Cybba implemented an onsite campaign targeting potential customers visiting the airline's website. We leveraged dynamic content to present cart abandonment by engaging the customer with creative related to the specific flight they were browsing. By optimizing the website layout, creating engaging content, and implementing effective CTAs, we were able to drive more conversions.

EMAIL MARKETING: Cybba created an email marketing campaign to engage with the airline's potential customers that were abandoning the site without booking. We focused on personalization, using dynamic content that carried through to the email campaign as well. We leveraged two campaigns, one that dynamically pulled in the route(s) that customer was browsing on the site, and a generic retargeting email to target users who were not browsing one specific flight. These strategies led to more relevant offers and higher conversion rates.

DISPLAY RETARGETING: Cybba implemented a prospecting campaign that captured audiences from popular OTA sites, as well as spread the word about the airline's most popular international routes. We then used both dynamic and generic retargeting ads to bring users back to the site and ultimately generated the following results.

FACEBOOK ADVERTISING: Cybba utilized both prospecting and retargeting ads on Facebook. This allowed us to reach an audience interested in air travel within the airline's core region, as well as re-target users who were browsing the most popular routes. With engaging creatives and well-segmented audiences, we managed to reach a significant number of potential customers and drive conversions.

CONCLUSION:

The multi-channel campaign executed for this international airline proved to be highly effective, with a total of 75,459 conversions and an impressive \$27.9M in recovered sales. The success of this campaign showcases the power of combining different marketing channels and leveraging targeted, personalized messaging to reach the right audience and drive results. This collaboration has contributed to the ongoing growth and success of our client, an exemplary airline that continues to drive for excellence in the aviation industry.

RESULTS:

By channel, the results were as follows:

Onsite: 7,034 Conversions, 3.54% Conversion Rate, \$4.9M Recovered Sales.

Email Remarketing: 6,592 Conversions, 4.25% Conversion Rate, \$2.3M Recovered Sales.

Display Retargeting: 7,963 Conversions, 0.14% CTR, \$4.9M Recovered Sales.

Facebook Advertising: 53,050 Conversions, 1.54% CTR, \$8.9M Recovered Sales.

Interested in seeing similar results? Contact Cybba today at marketing@cybba.com

The multi-channel campaign executed for this international airline proved to be highly effective, with a total of 75,459 conversions and an impressive \$27.9M in recovered sales.

These results demonstrate the effectiveness of our personalized strategies for each client



BACK

NEXT

STEPS

Finally, I would like to present the next steps and our contacts. We look forward to starting this journey with you and taking your digital media strategy to the next level.

1

Discovery Meeting: We schedule a meeting to better understand your needs and goals.

2

Customized Proposal: We develop a detailed proposal based on your goals.

3

Implementation and Monitoring: We started the campaign and monitored the results closely, with an account manager dedicated to service, insights and reporting.

CONTACT

Please feel free to contact me or any member of our team. Here are our contact details to schedule our next conversation.

E-mail: info@cybba.com

Website: www.cybba.com

LinkedIn: [linkedin.com/company/cybbainc/](https://www.linkedin.com/company/cybbainc/)

