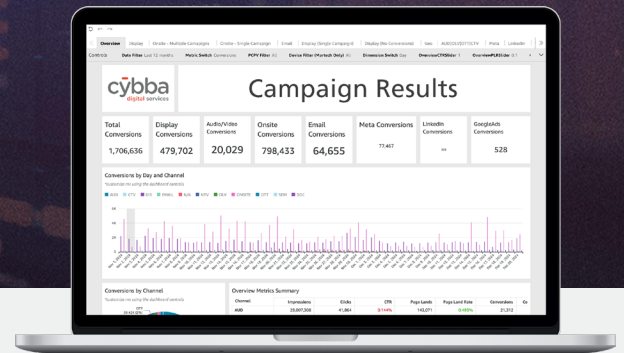


TURNING ADS INTO OUTCOMES



Drive and Measure Ad Traffic Beyond Page Lands



The Challenge

Most advertisers lack flexibility in optimizing campaigns because measurement stops at the surface: clicks, impressions, and page landings. Without deeper visibility, it's hard to know which ads truly drive business results.

Our Solution

MEASURE WHAT HAPPENS BEYOND THE CLICK

Cybba goes beyond standard metrics. We integrate ad performance data with tracking of critical post-click actions — including store locator engagement, service center searches, and real-world store visits.

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.

About Us

Cybba is a marketing technology and programmatic media company that helps brands transform advertising investments directly into measurable business outcomes. Our data management solution processes campaign data and measures results. The result is a powerful, easy-to-navigate dashboard that connects every ad impression to tangible business outcomes.

CLOSED LOOP MEDIA AND MEASUREMENT EXAMPLES

- ✓ **Drive to Web + Store / Service Center Locator Tracking**
- ✓ **Measure strong user intent** through store locator clicks, product views, or form submissions.
- ✓ **Drive to Store + Footfall Attribution**
- ✓ **Connect ad impressions** to real-world store visits with foot-fall attribution.
- ✓ **Drive to Store + Customer Data**
- ✓ **Integrate ad results** to customer data from POS, Loyalty Apps and Warranty Databases

OUR CAPABILITIES

Media Channels:

Programmatic Display, Video, CTV, Social, Native, Audio, and Search.

Audiences:

Retail, CPG, Travel, Higher Ed, and custom segments built to your KPIs.

1:1 Website Outcomes:

Email re-marketing and onsite personalization with our MarTech software.

YOUR ADS DESERVE MORE CREDIT

Schedule a 20-minute dashboard demo and uncover insights your current reporting can't show.

Visit us at cybba.com or email marketing@cybba.com