

# Leading Customer Acquisition Engine Helps Brands with Augmented Conversions and Enhanced Customer Journey

Experiences **50%** Drop in Infrastructural Costs

Provides **142%** Surge in Sign-up with Cybage

## ABOUT THE CLIENT

The client is a fast-paced digital marketing agency that:

-  Specializes in direct-to-consumer brands
-  Offers customized solutions using its Customer Acquisition Engine for a higher customer reach and revenue growth
-  Provides and manages ads across multiple publishers through managed solutions

## BUSINESS NEEDS



Fuel direct-to consumer growth by creating personalized conversion pathways



Drive campaign optimization decisions by data science



Build customized solutions specific for brand clients



Build unified cross-channel analytics platform



Campaign Planning

Continuous Optimization

Calculating Customer LTV

Ad Insights

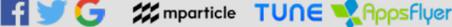
Customized Partner Tools

Landing pages and microsites

## CYBAGE INVOLVEMENT



Designed and implemented integrations with various CDPs and MMPs



Designed and built an attribution modelling solution for a major streaming network



Built multiple modules for a unified cross-channel analysis to ensure rapid development



Created landing pages for partners to provide a personalized user experience



Introduced automation suites for all the above to ensure timely and quality delivery



Provided 24\*7 DevOps support for ensuring high availability and minimal downtime

## TOOLS AND TECHNOLOGY



Web studio



## BUSINESS BENEFITS

A LEADING RIDESHARING COMPANY ACHIEVED THE BELOW USING THIS CUSTOMER ACQUISITION ENGINE

**50%**

reduction in scalability issues and infrastructure costs

**30+**

campaigns run at once

**142%**

increase in sign-ups

**43%**

decrease in cost per signup due to efficient targeting

**17%**

higher conversion lift for a consumer product company using the personalized payments flow and landing pages for users.

**40%**

increase in signups for two successive years for a major American premium cable and satellite television network.

## CYBAGE SERVICES



Architecture Evaluation



Product Engineering



Documentation



Content Management



Multi - Platform OTT

Scaling new heights of **COMPETITIVENESS AND UNLOCKING VALUE**