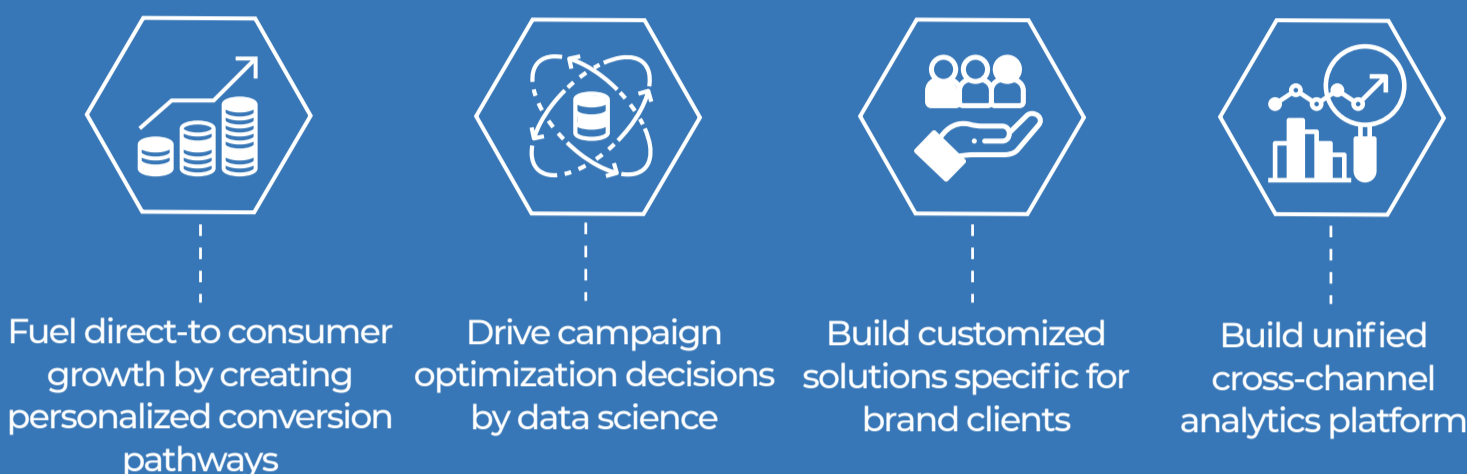# CYBAGE
Delivering Value. Scientifically.

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

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
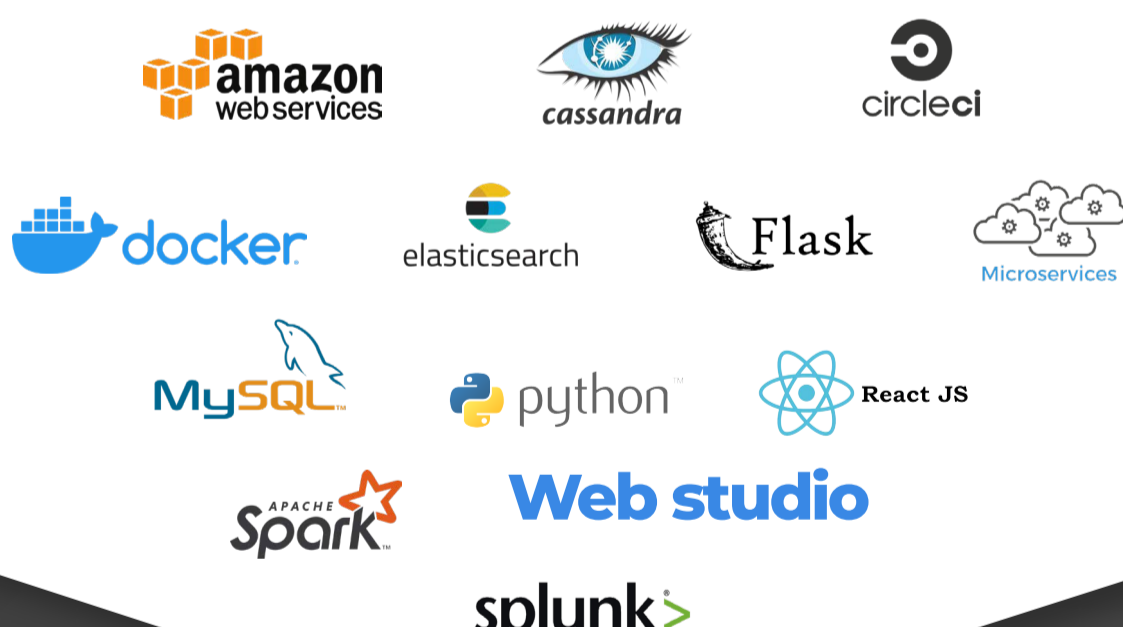- Provides and manages ads across multiple publishers through managed solutions

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**

SOLUTION OFFERINGS

- Campaign Planning
- Calculating Customer LTV
- Customized Partner Tools
- Continuous Optimization
- Ad Insights
- Landing pages and microsites

CYBAGE INVOLVEMENT

- Designed and implemented integrations with various CDPs and MMPs
  - Facebook, Twitter, Google, mparticle, TUNE, AppsFlyer
- 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

- amazon web services
- cassandra
- circleci
- docker
- elasticsearch
- Flask
- Microservices
- MySQL
- python
- React JS
- Apache Spark
- Web studio
- splunk>

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