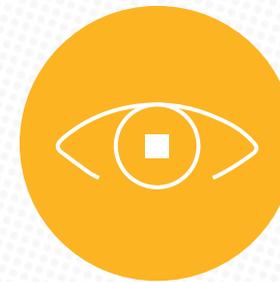


**gumgum**<sup>◻</sup>

With more than two billion photos uploaded and shared daily, we believe that images represent an important asset for marketers.

As the inventor of In-Image advertising, our technology unlocks the value of connected images, and delivers high impact advertising campaigns and insights to marketers.

With many ad units available, GumGum reaches 400 million visitors per month worldwide as they view images and content across more than 2,000 premium content properties.



### VIEWABLE

Ads surround content where user attention is focused.



### ENGAGING

Custom creative with optional video overlay delivers a high-impact user experience.

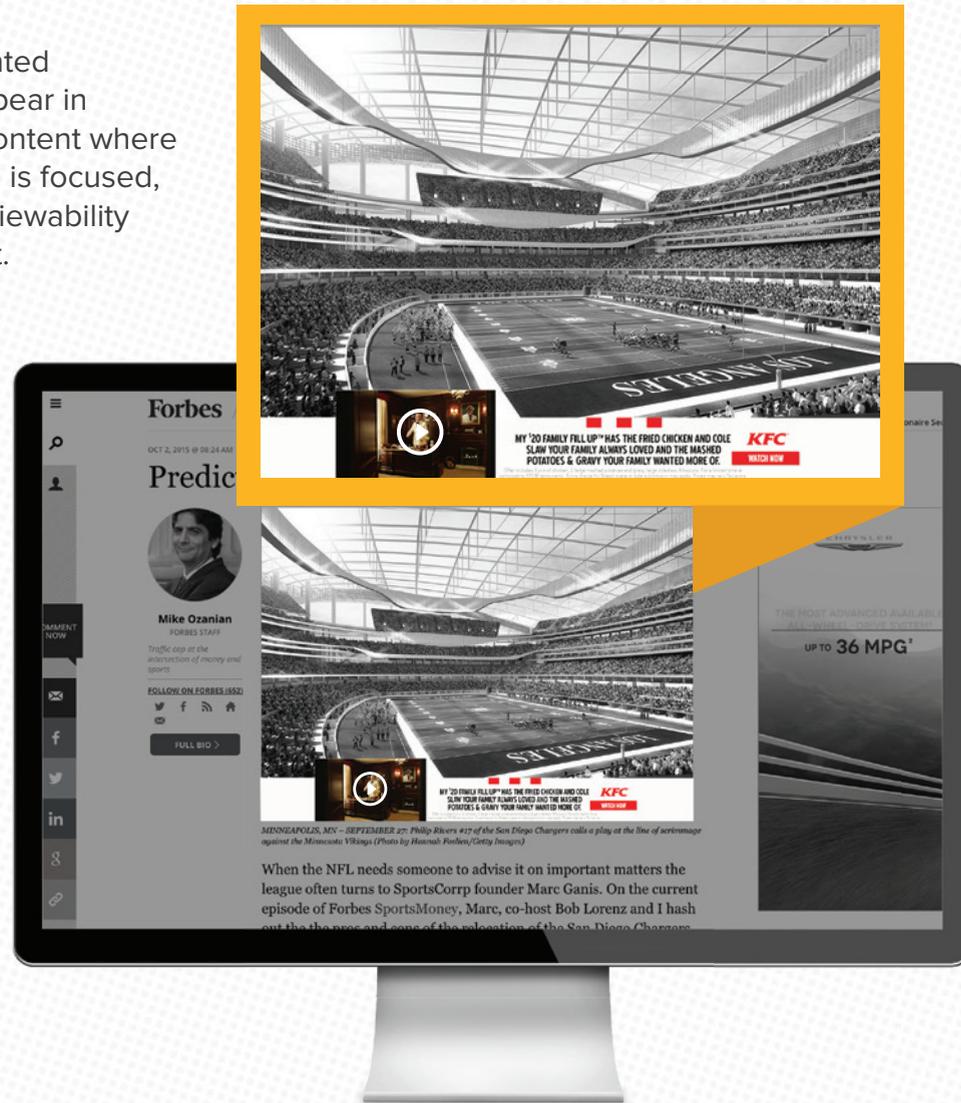


### MULTI-SCREEN

Responsive design conforms to all desktop and mobile devices.

## in-image ads

GumGum's patented In-Image Ads appear in relevant photo content where a user's attention is focused, creating higher viewability and engagement.



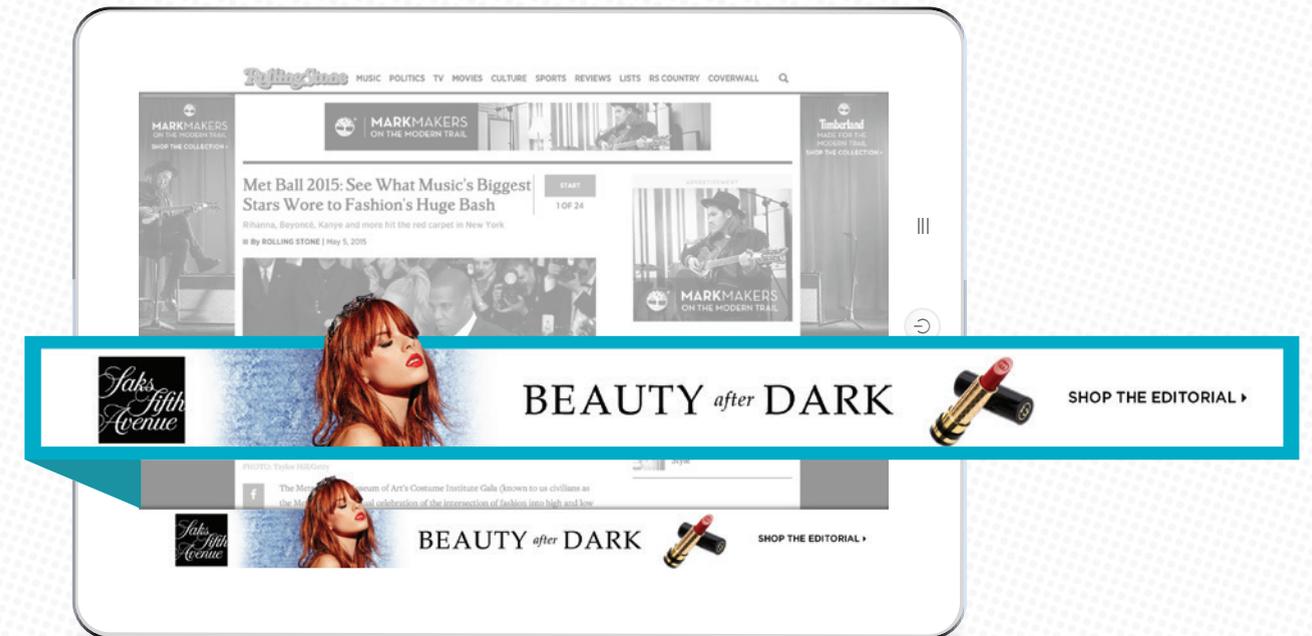
### Did you know?

▶ Video can be embedded into the ad unit, and drive highly-viewable, auto-play executions.

All of our in-image and in-screen units are designed in house and are platform agnostic

## in-screen ads

Designed to fit all screen sizes and resolutions, In-Screen Ads remain in view as users scroll, increasing viewability and creating a high-impact brand experience.



### Did you know?

In-Screen ads offer the highest viewability in our family of products, as they persist when the page is scrolled.

All of our in-image and in-screen units are designed in house and are platform agnostic



Our native ad units come in both In-Feed and Footer Adhesive formats. These units are designed to blend seamlessly into their surrounding content.



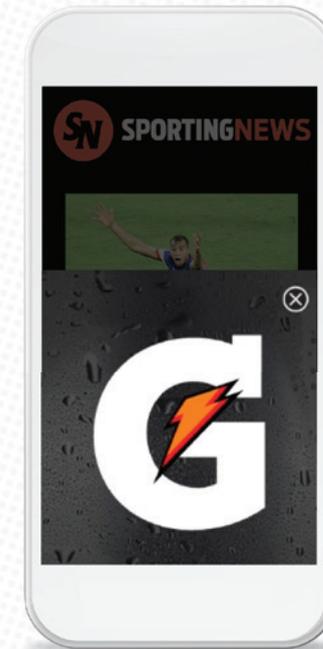
Did you know?

Thumbnail, title, description and display URL can be customized for each ad unit.

GumGum's mobile ad units are highly interactive and can display either across the entire screen, take over half of the screen, or be featured as a rich-media Runway unit. These units offer brands the ability to showcase their offerings in a highly engaging manner, with custom creative designed specifically for mobile devices.



FULL CANVAS



HALF CANVAS



RUNWAY

Did you know?

Full screen ads produce significantly higher levels of engagement, lifting brand awareness.

Billy and John are going surfing on Labor Day weekend to celebrate Billy's new promotion at work

Semantic & Contextual Analysis

### GUMGUM'S IMAGE-RECOGNITION AND TEXT-MINING TECHNOLOGIES HELP PROVIDE INSIGHTS TO BRANDS

Automotive Manufacturer Detection

Facial & Hair Recognition

Brand Logo Detection

Animal Recognition



# clients

## automotive



## beauty



Elizabeth Arden

L'ORÉAL®

OLAY®

SALLY  
BEAUTY SUPPLY®

## consumer electronics



SAMSUNG

SONY®

TOSHIBA

## consumer packaged goods



Mondelēz  
International



P&G



## entertainment



hulu™



VIACOM



## fashion



adidas

Calvin Klein

UGG  
australia

VICTORIA'S  
SECRET

## finance



Capital One



PayPal

PNC

## restaurants



OUTBACK  
STEAKHOUSE®

## retail



KOHL'S

★ macy's

Saks Fifth Avenue

sears

## telecom



Sprint

verizon✓

## travel



jetBlue  
AIRWAYS

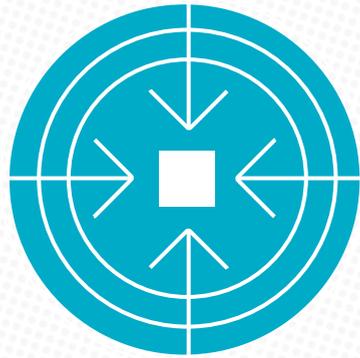
Vegas

Lufthansa

Marriott

# what makes gumgum unique

THIS IS HOW  
WE STAND OUT



## IMAGE & EVENT TARGETING

We pair our proprietary image-recognition technology with a contextual understanding of each page to infer the meaning of photos, and the opportunities they present for our publisher and brand partners.



## HIGHLY VIEWABLE

We deliver ads in-line with premium editorial content, where they're more likely to be seen, creating a better user experience and higher brand performance.



## HIGH IMPACT CREATIVE

We offer complimentary creative production services to modify your campaign assets into multiple GumGum formats for delivery across all screens.



## PREMIUM PUBLISHERS

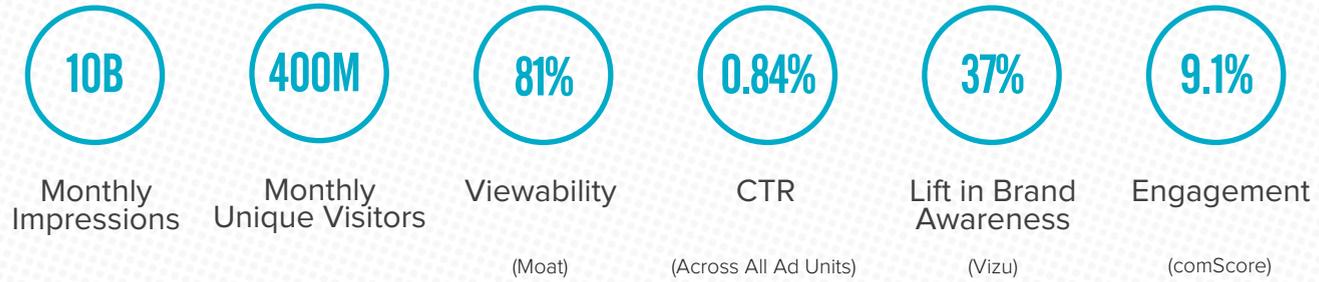
We have exclusive partnerships with more than 2,000 premium content publishers, such as Time Inc., Forbes and Wenner Media.



## CLIENT APPROACH

Your account team is made up of digital marketing professionals who speak the same language you do. Our primary goal is to help you be productive and successful.

## reach & performance



## our publishers



Premium partnerships in all major verticals



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