

# Driving an increase in site traffic for top ten global brand

**40%**

Higher traffic rate than client benchmark

**83%**

Viewability

**17%**

Engagement Rate



## Objective

Drive awareness for two outdoor-oriented models through support for mid-to-lower-funnel consideration among in-market truck and SUV buyers.

## Strategy

We employed GumGum contextual intelligence to align ads with resonant content and deployed a hyper-targeted mix of contextual, competitive conquering, exclusive sponsorship, and retargeting in premium environments, using high-impact video and display formats informed by past learnings to drive traffic.