How Pacifica leveraged GumGum's cookieless targeting technology, Verity™, to reach beauty enthusiasts while driving buzz for a new product

**Campaign Goal**
Generate awareness around Pacifica’s new Vegan Collagen Recovery Eye Cream and drive site traffic.

**Flight**
11/23/20-12/23/20

**GumGum Strategy**
- Page level contextual targeting using GumGum Verity™ to surround content related to Pacifica, Beauty Enthusiasts, Clean Beauty, Skincare, Skincare Regimens, Anti-Aging, Skincare Needs, Health, Wellness, Retailers (Target, Ulta), Competitors, Pacifica Products (Vegan Collagen), Vegan Beauty.
- Leverage page level contextual targeting to conquest all competitors.
- Vertical targeting to maximize scale across endemic Health & Wellness and Lifestyle site categories across GumGum’s premium network of sites.
- Create 2 different versions of GumGum’s highly viewable In-Screen unit to engage beauty enthusiasts across multiple devices.

**Performance**
- **Overall CTR**: 0.16%
  - 1.4x higher than the Industry Average 0.12%
- **Overall Viewability**: 94.74%
  - Almost double than the Industry Average 53.8%

**Ad Products**

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Top Keywords

- vegan
- moisturizer
- beauty products
- makeup
- skincare
- dark circles
- acne
- glycolic acid
- hyaluronic acid
- tarte
- vitamin c serum
- beauty brand
- retinol
- ulta

Top Content Categories

- Style & Fashion
  - Beauty
  - Skincare
  - Natural and Organic Beauty
  - Hair Care
  - Makeup and Accessories
  - Nail Care
  - Perfume and Fragrance
  - Women's Fashion
  - Women's Accessories

- Personal Care
  - Bath and Shower
  - Deodorant and Antiperspirant
  - Oral care
  - Eye care

- Healthy Living
  - Women's Health
  - Wellness
  - Nutrition
  - Fitness & Exercise

Top Performing Category

- women's health

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