

GumGum Drives Site Traffic for Auto Brand



Objective

During the launch of their new model, and auto brand looked to GumGum to help drive quality traffic to their site.

GumGum Strategy

GumGum used the high impact In-Screen Expandable unit, surrounding content related to purchasing a car to drive quality site traffic.

Sample Partners within Auto:



94%

Viewability

~1.6x greater than the industry benchmark of 56%



1.56%

CTR

~13x greater than the industry benchmark of 0.12%



22 sec.

Avg. In-View Time