

GumGum Drives Awareness for Auto Brand



Objective

Drive awareness and consideration of the brand's portfolio of SUVs.

GumGum Strategy

GumGum used its contextual intelligence technology, Verity™, paired with a mix of video and display units to surround content related to SUVs, car buying, family and finances while also sponsoring key events that occurred throughout the duration of the campaign.

Sample Partners within Auto:



.37%

CTR

~3x greater than the industry benchmark of 0.12%



63.31%

Video Completion Rate

~1x greater than GumGum's benchmark of 60%



4.89%

Engagement Rate

~1.4x greater than the industry benchmark of 3.3%