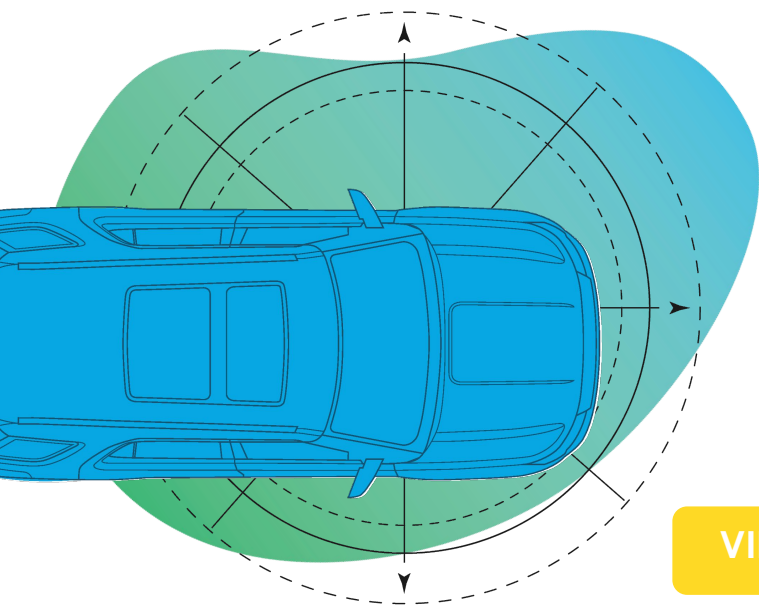


Exclusive first to market In-Video opportunity

Objective

A dealer association of a leading import auto manufacturer tasked GumGum with reaching luxury auto intenders. Their end goal? Driving actions on their site with a KPI of reaching a low CPLFA.



VIEW EXPERIENCE



29.56%

View Conversation



6.84%

Engagement Rate



\$9.58

CPLFA

(more than 75% lower than the target cost for the automaker)

Tactics

GumGum developed a campaign to reach auto intenders who have high household incomes. Utilizing a mix of targeting tactics, including GumGum's proprietary computer vision, we identified and surrounded content relevant to the OEM and their consumers. Coupled with GumGum's highly viewable and unique ad formats, we drove success with a low CPLFA reaching users where they are most engaged on the page--directly within the content they are consuming.

Results

GumGum was able to exceed benchmarks for this luxury auto manufacturer by driving low CPLFAS.