

GumGum drives store visits for consumer electronics



Objective

A home goods company looked to GumGum to help them generate brand awareness and drive in store purchases at their retail partner stores

GumGum Strategy

GumGum used its contextual intelligence technology, Verity™, along with custom high impact creative units to surround content related to its competitors, the brand and home electronics

Sample Partners within Consumer Electronics:

dyson **CIRCULON®** **STEARNS & FOSTER®**



0.99%

CTR

6.6x higher than the industry benchmark of 0.06%



37.59%

Lift in Store Visits



81%

Viewability Rate

1.8x greater than the industry benchmark of 44%