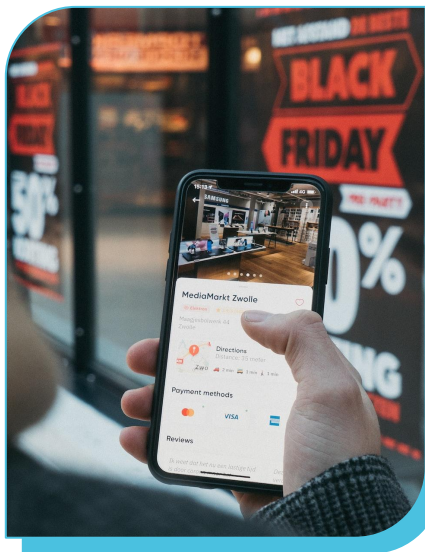


# GumGum drives awareness for consumer electronics brand



## Objective

A consumer electronics manufacturer partnered with GumGum to help aid brand awareness during the Q4 initiative

## GumGum Strategy

GumGum used its contextual intelligence technology, Verity™, along with custom high impact in-image units to target content related to working out, Cyber Monday Monday and Black Friday

## Sample Partners within Consumer Electronics:

**GARMIN** **SAMSUNG** **SONY**



**0.53%**

**CTR**

8.2x higher than industry benchmark of 0.06%\*



**6.91%**

**Engagement Rate**

2.3x higher than the industry benchmark of 2.9%



**79%**

**Viewability Rate**

1.8x higher than industry benchmark of 44%\*