

Finance Case Study

Objective

A leading financial institution tasked GumGum with driving awareness of their new credit card by leveraging the appeal of exciting merchant offers.

Tactics

GumGum utilized its **proprietary image recognition technology**, in addition to the clients 1st party data, to place brand messaging within content that contextually aligned with the merchant offerings: tech, dining, travel, entertainment, business.

Implemented a high-impact In-Screen campaign inclusive of **interaction, animation, and framing** features that drove above benchmark CTR due to their highly viewable, non-intrusive nature.

Optimizations were made towards **technology-focused content** as it drove the highest brand lift among users interested in purchasing a credit card.



29%

Increase in
consideration
among men



28%

Increase in
consideration
among HHI +50K



29%

Increase in
ad-recall



19%

Increase in
awareness
among women

FINANCIAL CLIENTS



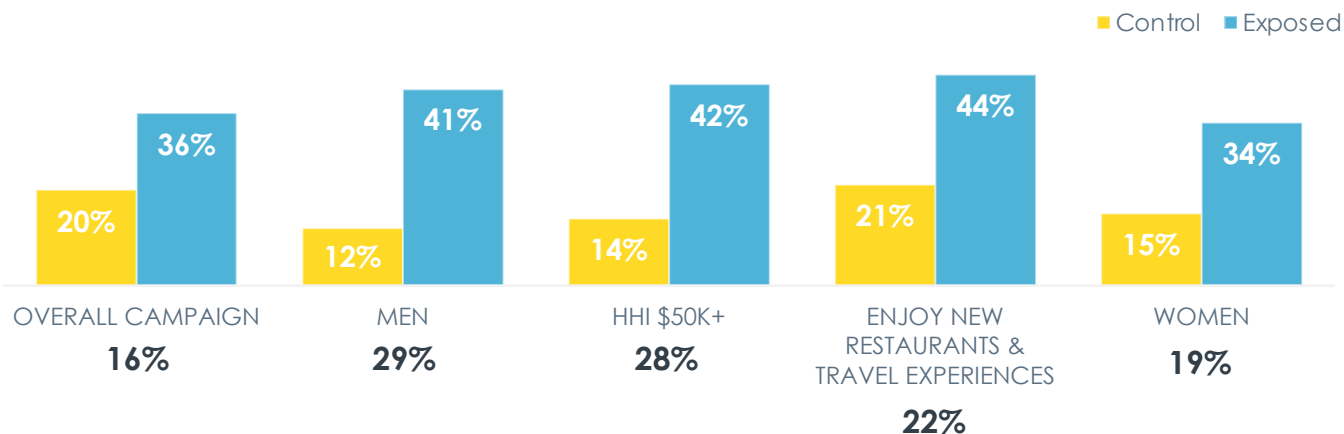
Creative Executions

View demo gallery below to see GumGum's custom creative executions within the Finance vertical across our high impact display & video inventory:

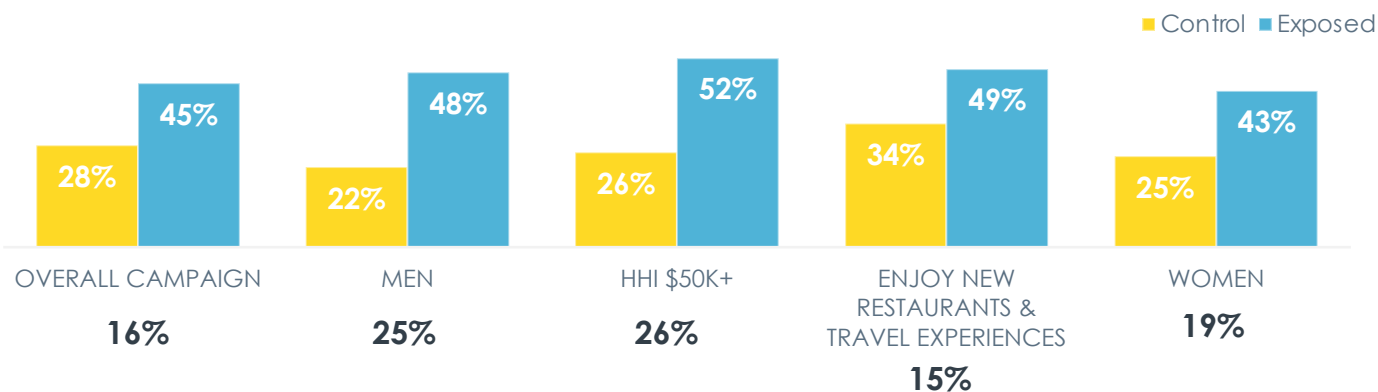
[GUMGUM + FINANCE CREATIVE GALLERY](#)

BRAND STUDY RESULTS

Gumgum drove lift in credit card consideration



Gumgum drove lift in credit card awareness



Gumgum increased ad recall

