

GumGum Drives Awareness of Financial Brand



Objective

A finance company looked to GumGum to help increase awareness of their retail partnerships

GumGum Strategy

GumGum used its contextual intelligence technology, Verity™, paired with the In-Screen, In-Image and In-Screen Frame custom creative units to surround content related to each of the retailers, financing purchases and shopping.

Sample Partners within Finance:



.51%

CTR

~4.3x greater than the industry benchmark of 0.12%



88.69%

Viewability Rate

~1.4x greater than the industry benchmark of 60.6%



5.16%

Engagement Rate

~1.5x greater than the industry benchmark of 3.3%