

GumGum Drives Site Traffic for Financial Services Brands



Objective

A Canadian Financial Services brand sought to drive site traffic and conversions by showcasing their new commission-free ETFs offering across premium publisher sites with high impact, attention-grabbing rich media creative.

GumGum Strategy

GumGum used its contextual intelligence technology, Verity™, to place In-Screen custom creative units within relevant and suitable content to generate awareness and drive site traffic. The results demonstrated meaningful results.

Sample Partners within Finance:



BMO



Bank



.54%

CTR

~4.5x greater than the industry benchmark of 0.12%



87%

Viewability

~1.6x greater than the industry benchmark of 56%



13.89%

Engagement Rate

~4.2x greater than the industry benchmark of 3.3%