

# GumGum Outperforms Industry Benchmarks for Pharma



## Objective

Drive awareness and reach for a new pharma brand.

## GumGum Strategy

GumGum leveraged Verity™ to position the brand as the exclusive sponsor of migraine content within our premium platform and owned all content related to specific events and celebrities, in addition to aligning the brand with content in the medical healthcare IAB category.

## Sample Partners within Pharma & Health:



### 0.31%

**CTR**

*~3x greater than the industry benchmark of 0.12%*



### 88%

**Viewability**

*~1.6x greater than the industry benchmark of 56.6%*



### 6.0%

**Engagement Rate**

*~2x greater than the industry benchmark of 3.3%*