

GumGum drives consideration for a travel brand



Objective

A cruise ship brand looked to GumGum to help shift perception and increase consideration amongst their key audience of A25-54

GumGum Strategy

GumGum used it's contextual intelligence technology, Verity™, paired with the In-Screen Expandable Video and In-Screen Scroll custom creative units to surround content related to vacations, beach trips, summer activities and family trips in order to entice users to click the ads and visit the brands site.

Sample Partners within Travel:



.49%

CTR

4x greater than the industry benchmark of 0.12%



93.89%

Viewability Rate

~1.5x greater than the industry benchmark of 60.6%



69.76%

Video Completion Rate

~1.2x greater than GumGum's benchmark of 60%