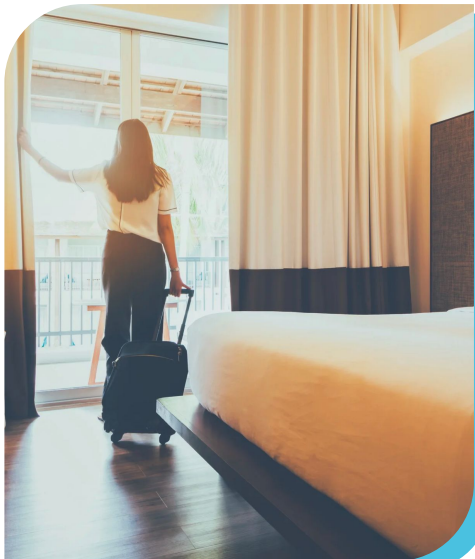


GumGum Drives Engagement for a Hotel Brand



Objective

A travel brand looked to GumGum to generate an increase in affiliation and awareness of the brand as measured through brand health metrics and connect moments of inspiration throughout the users journey and feed the funnel.

GumGum Strategy

GumGum used it's contextual intelligence technology, Verity™, paired with GumGum Stories, GumGum Native, In-image :6s Video Canvas and In-Screen Expandable Video custom creative units to surround content related to travel, moments of inspiration, domestic travel and cultural experiences

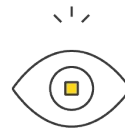
Sample Partners within Travel:



.40%

CTR

~3.3x greater than the industry benchmark of 0.12%



70%

Viewability Rate



14.30%

Engagement Rate

~4.3x greater than the industry benchmark of 3.3%