GumGum By The Numbers

GumGum is an artificial intelligence company with deep expertise in computer vision.
GLOBAL FOOTPRINT

- **240 employees**
- **16 offices across 4 continents:**
  - **US:** Santa Monica (HQ), New York, Chicago, Detroit, San Francisco, Dallas, Minneapolis, Atlanta, D.C., Boston
  - **International:** Mexico City, Toronto, London, Sydney, Melbourne, Tokyo

3 DIVISIONS:

- **GUMGUM**
  - Sports
- **GUMGUM**
  - Social
- **GUMGUM**
  - Advertising

TOTAL FUNDING

**$36.83M**

5 lead investors:
- Morgan Stanley
- NEA
- Upfront
- First Round Capital
- Crosscut Ventures

WORK WITH

**70% OF FORTUNE 100 COMPANIES**

- **500M** images analyzed monthly
- **100+** pieces of media coverage (year to date)
  - Most recently: CNBC, TechCrunch, Forbes, Venture Beat and AdAge
- **7** patents granted or pending
GUMGUM ADVERTISING

We invented In-Image advertising to help marketers serve contextually-relevant ads within content that users are actively engaged with.

3 PRODUCT FAMILIES:
In-Image, In-Screen, Video

| MOBILE INVENTORY (65%) |
| DESKTOP INVENTORY (35%) |

- 400M reach (including 200M in the US)
- 4,100 campaigns delivered since 2008
- 1,000 campaigns to run this year
- 82% client retention rate
- 88% viewability (Moat, top 20th percentile)
- Using image analysis to detect unsafe imagery in addition to text analysis enables GumGum to identify 90% of unsafe brand content, the highest rate in the industry
- 0.84% click-through rate (average across all ad units)
- 16% mobile engagement rate (average across all ad units)
- 76% video completion rate

PARTNERSHIP WITH
2,000+ PREMIUM PUBLISHERS

Top publishers include:
Time Inc, CBS, Ziff Davis, Bauer Media, Bonnier, Rolling Stone

MAJOR CLIENTS INCLUDE:
Proctor & Gamble, Clorox, T-Mobile, L’Oréal, Unilever, Diageo and Johnson & Johnson

Integrated with all major DSPs: AppNexus, The Trade Desk, MediaMath, Google DoubleClick, DataXu, Adobe Marketing Cloud and Drawbridge

bit.ly/ggadvertising
OUR AD PRODUCTS

High Impact Display

01
In-Image

02
In-Image Canvas

03
In-Screen

04
In-Screen Frame and In-Image Frame

Video

01
Video In-Image

02
Video In-Screen

03
In-Content Video

04
Video Lightbox
GUMGUM SPORTS

We help marketers and rights holders capture the full media value of sponsorships across broadcast TV, streaming and social

40+ teams, leagues and sponsors are using GumGum’s technology

MAJOR CLIENTS INCLUDE:

SPORTS

GUM

40+

teams, leagues and sponsors are using GumGum's technology

MAJOR CLIENTS INCLUDE:

• Clarity
• Prominence
• Visibility
• Size
• Placement
• Share of Voice

bit.ly/ggsports
We use computer vision to scour social media for all images that relate to a brand.

80% of brand images posted to social media lack any identifying text or hashtags.

Our patented image recognition technology eliminates those blind spots for marketers.

Thousands of objects recognized:
- 1,000 recognizable brand logos
- 1,500+ objects (200 include localization)
- 750+ celebrities
- 150+ scenes/backgrounds
- 25+ sports teams

MAJOR CLIENTS INCLUDES

ESTÉE LAUDER

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GumGum is an artificial intelligence company with deep expertise in computer vision.

www.GumGum.com

www.TheVisionary.com