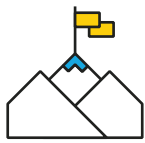


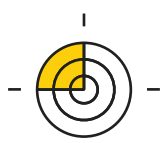
ARE YOU MISSING THE PICTURE?

80% of images posted to social media lack any identifying text or hashtags.
Our patented image recognition technology eliminates those blind spots.

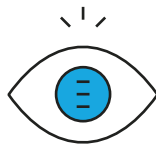
We scan and analyze billions of images in Instagram, Twitter, and Tumblr so that you can:



Understand when and how your audience is posting relevant images to your brand



Identify and connect with top influencers



Acquire and publish UGC content from your consumers



Quantify the full social media impact of your marketing initiatives



Inform media buying decisions based on your audience

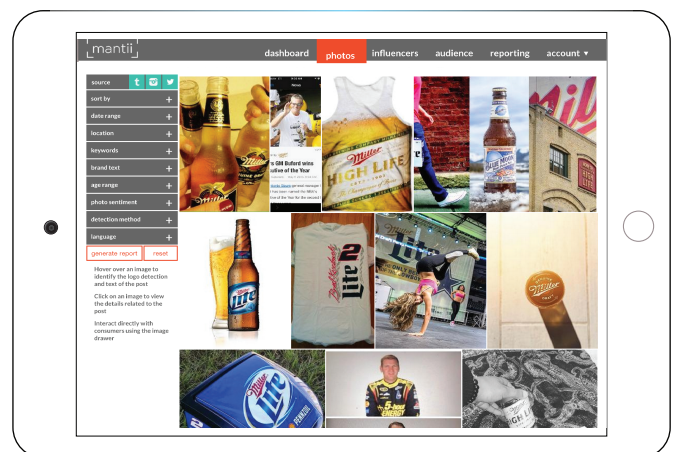
USE CASE #1: DISCOVER SOCIAL PROMOTERS

Miller Lite wanted to gain insights into the everyday lives of their consumers and connect with their key “promoters” on social media. Using the tool, they were able to understand how real consumers think, speak, and post about their brand on social media.

By incorporating Visual Intelligence into their social media strategy, Miller Lite found:

575 PROMOTERS AND 42,370 POSTS

(88% of which had no relevant text that related to the brand)



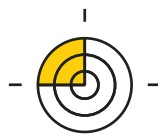
FEATURES



Access to Instagram, Twitter, and Tumblr



Automated Sentiment Analysis



Audience Demographics & Affinities



Automated Content Management

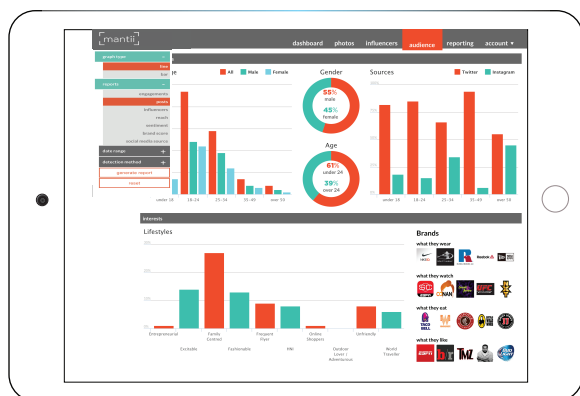
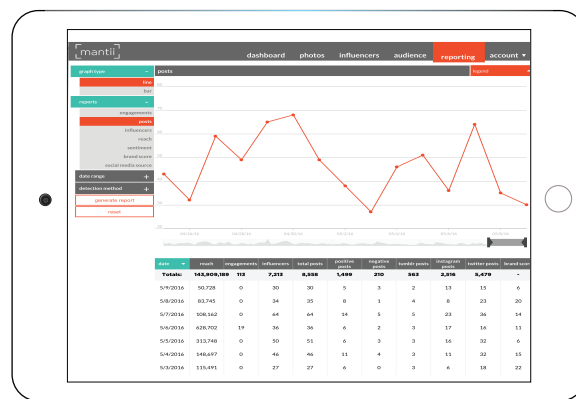


USE CASE #2: ANALYZE EARNED MEDIA REPORTING

One of the largest auto racing associations wanted to quantify the full social media impact of one of their sponsors during a key event.

By incorporating Visual Intelligence into their social media strategy, this association found:

- 40% increase in earned media coverage
- 6x increase in Instagram content
- 516% more social content during the sponsored event



USE CASE #3: INFORM MEDIA BUYING DECISIONS

A large CPG company executed a brand awareness campaign targeting M18-34 and used Visual Intelligence to find their demo's specific interests on social media. On their next campaign, they were able to target that audience by their interests.

By incorporating Visual Intelligence into their social media strategy, this CPG company was able to achieve:

- 52% Video Completion Rate
- 2.36% Video Clicks to Site

ABOUT GUMGUM

GumGum is a leading computer vision company with a mission to unlock the value of every online image for marketers. Its patented image-recognition technology delivers highly visible advertising campaigns to more than 400 million users as they view pictures and content across more than 2,000 premium publishers.

5 of 5

Works With All
Global Agencies

2,500

Brand Campaigns

2.6B+

Image Impressions
Analyzed per Month

FOR MORE INFORMATION, PLEASE VISIT GUMGUM.COM

will.heins@omnicommediagroup.com

gumgum

accuenteam@gumgum.com
310.260.9666
gumgum.com

Santa Monica • New York • Chicago • Detroit • San Francisco • Atlanta • Dallas • Miami
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