

**GUM**

**GUM**

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**BY ZARA BUDREIKA**

**BUS 450**



???

**WHY IS IT CALLED  
"GUMGUM?"**

# ABOUT GUMGUM

## OVERVIEW:

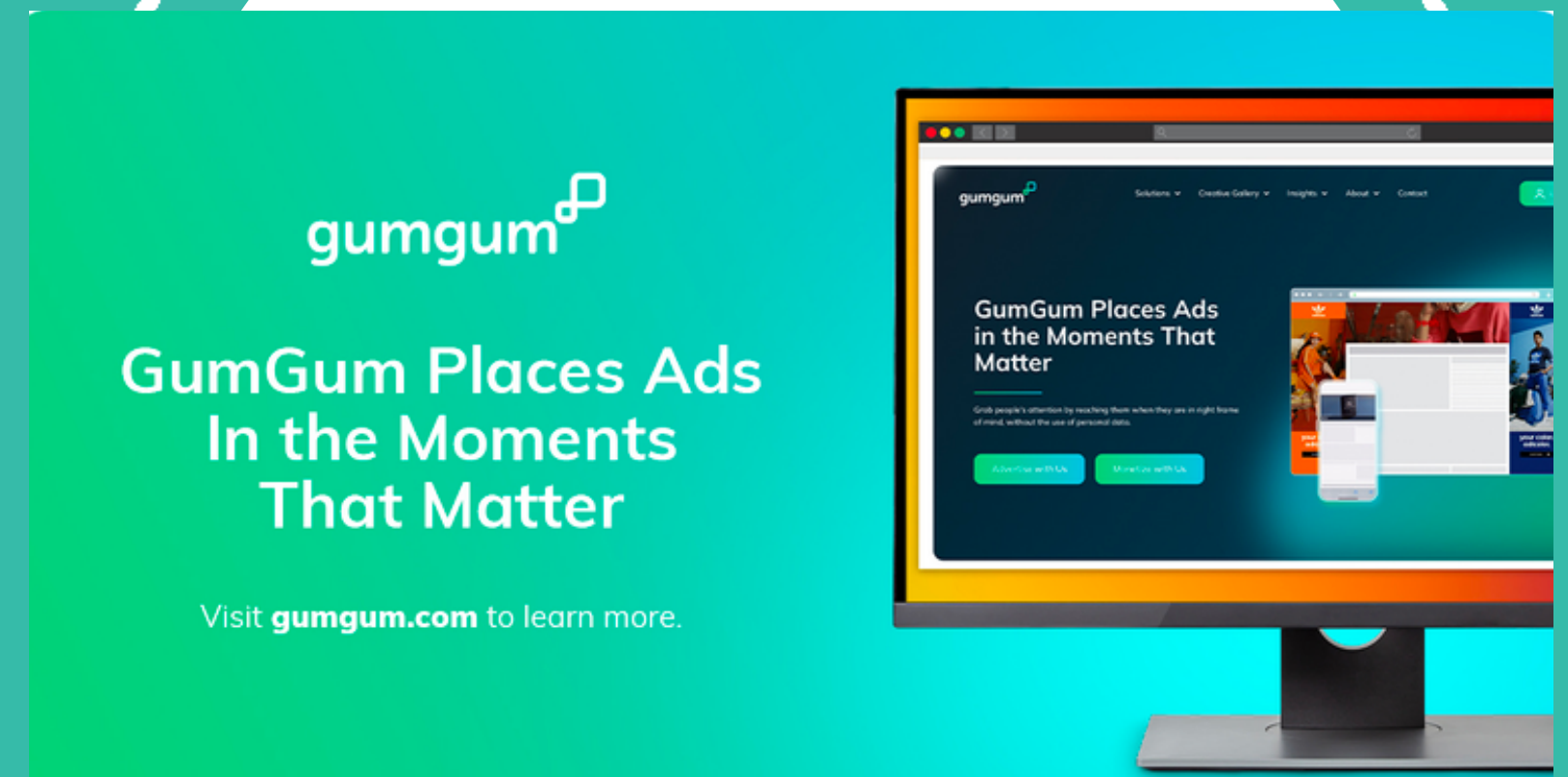
ARTIFICIAL INTELLIGENCE COMPANY THAT  
SPECIALIZES IN ADVERTISING SERVICES

## FOUNDING:

FOUNDED IN 2008 AND BASED IN SANTA MONICA

## CORE VALUES:

THOUGHTFULNESS, AGILITY, AND GRIT





# GUMGUM KEY PERSONNEL



**OPHIR TANZ, FOUNDER**



**PHIL SCHRAEDER, CEO**



**ERIN MCCALLION, CMO**

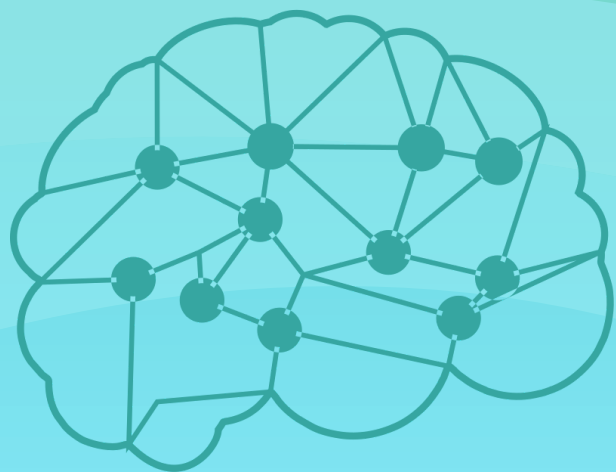


**KELLY BATTELLE, CPO**

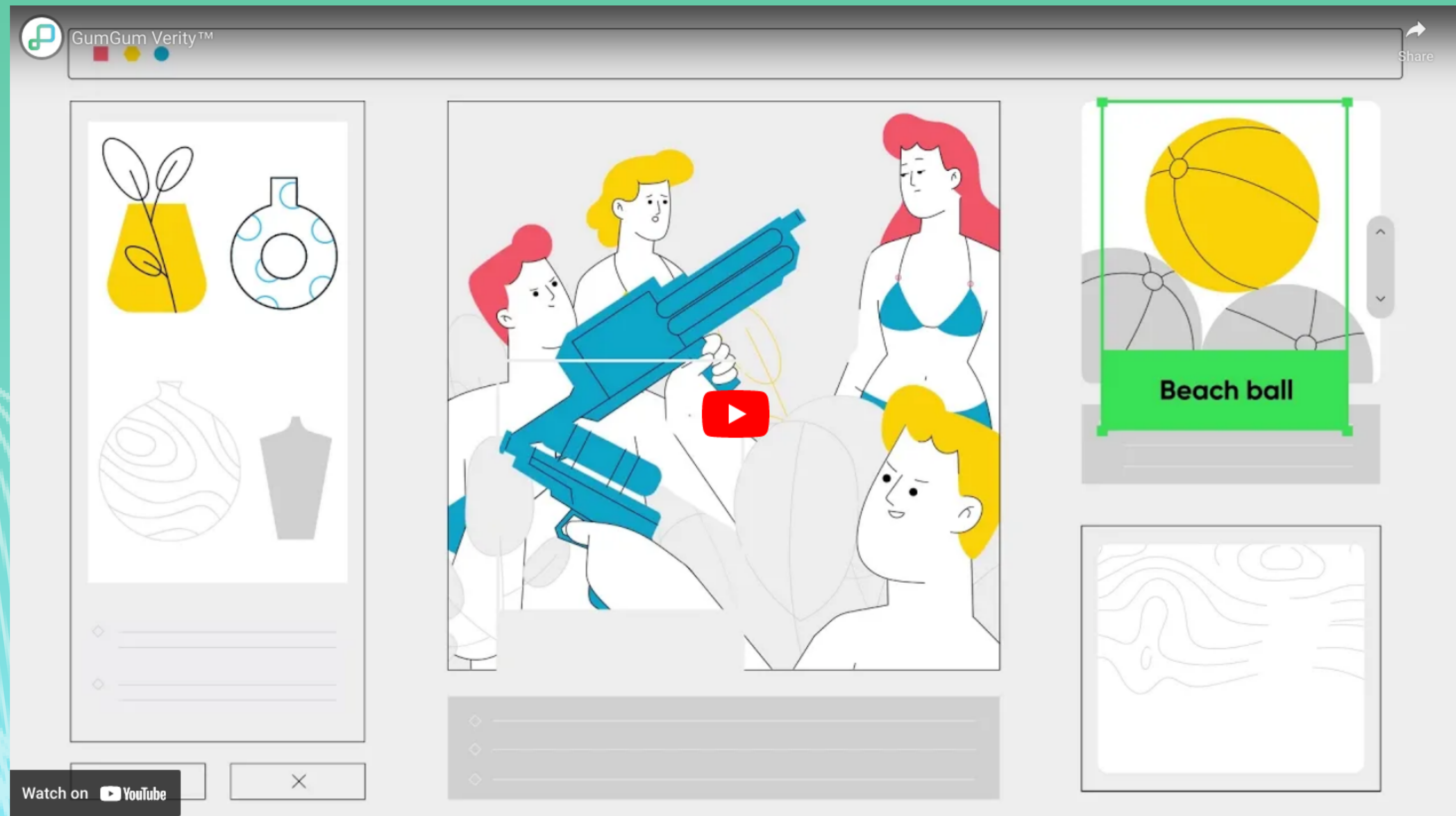


# GUMGUM AI

- DOESN'T USE PERSONAL DATA IN PREPARATION FOR A COOKIELESS FUTURE
- DIGITAL TECHNOLOGY FEATURES LIKE IMAGE RECOGNITION AND BRAND SAFETY
- VERITY, A CONTEXTUAL INTELLIGENCE PLATFORM



# VIDEO: VERITY™



# GUMGUM'S ACHIEVEMENTS



*VARIETY*

**700 BRANDS**

**30,000 PUBLISHER  
PARTNER WEBSITES**

**PARTNERED WITH  
MICROSOFT AND  
STARBUCKS**

**PARTNERED WITH  
PUBLISHERS LIKE  
VARIETY**



# GUMGUM'S GLOBAL PRESENCE

- OFFICES ACROSS THE GLOBE
- PARTICIPATES IN VARIOUS MARKETS
- ACQUIRED JUST PREMIUM, A DUTCH PROGRAMMATIC COMPANY
- ACQUIRED PLAYGROUND XYZ, AN AUSTRALIAN ATTENTION PLATFORM



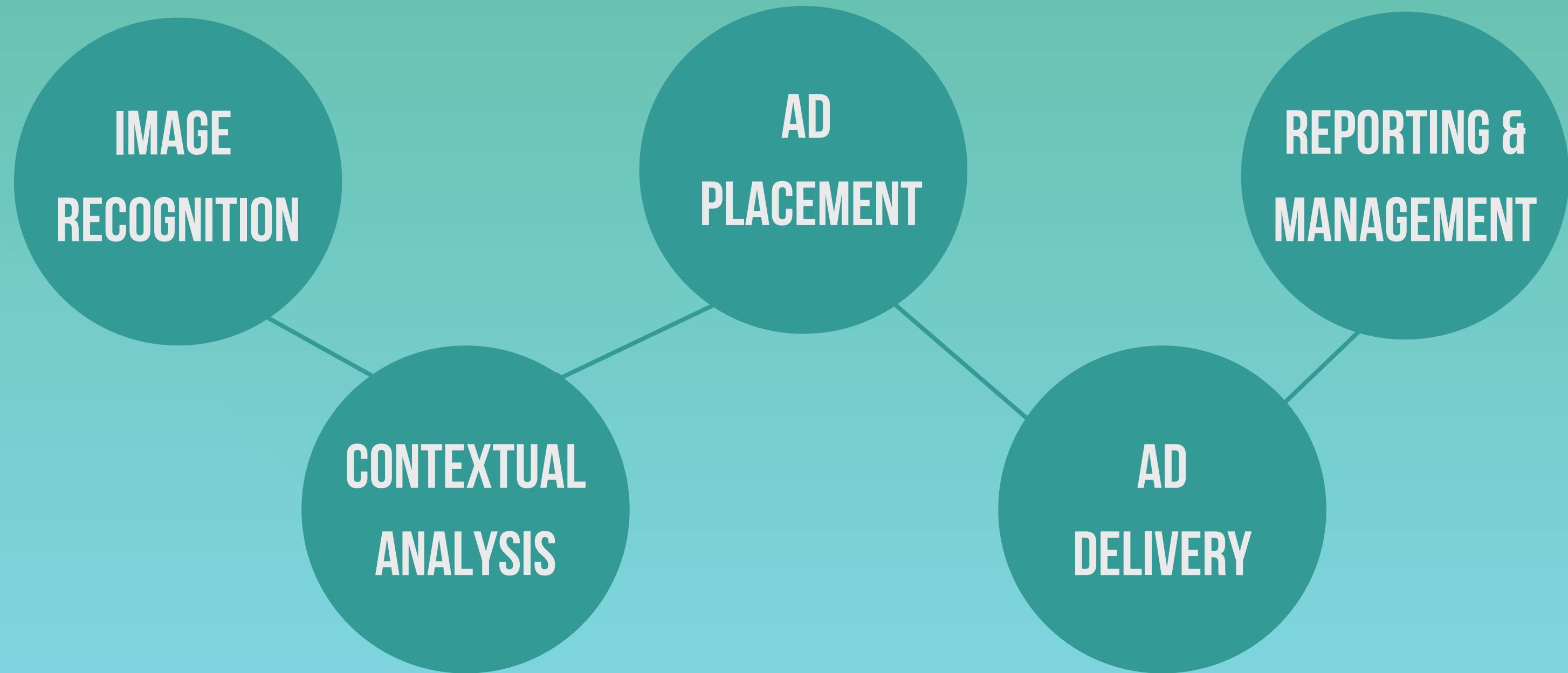
# GUMGUM SIZE AND REVENUE

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- EMPLOYEES: 480
- REVENUE:
  - 2019 - \$155 MILLION /// RECORD
  - 2020 - \$100 MILLION /// DECREASE
  - 2021 - \$113 MILLION /// IMPROVEMENT
  - 2022 - \$??? MILLION /// UNKNOWN



# HOW DOES GUMGUM WORK?







**COST IS UNKNOWN**



**DEPENDENT ON FACTORS**



**REACH OUT TO COMPANY**

# **COST OF USING GUMGUM**



# BENEFITS TO MARKETING ORGANIZATIONS



**IMPROVED  
MONETIZATION**



**BETTER  
BRAND SAFETY**





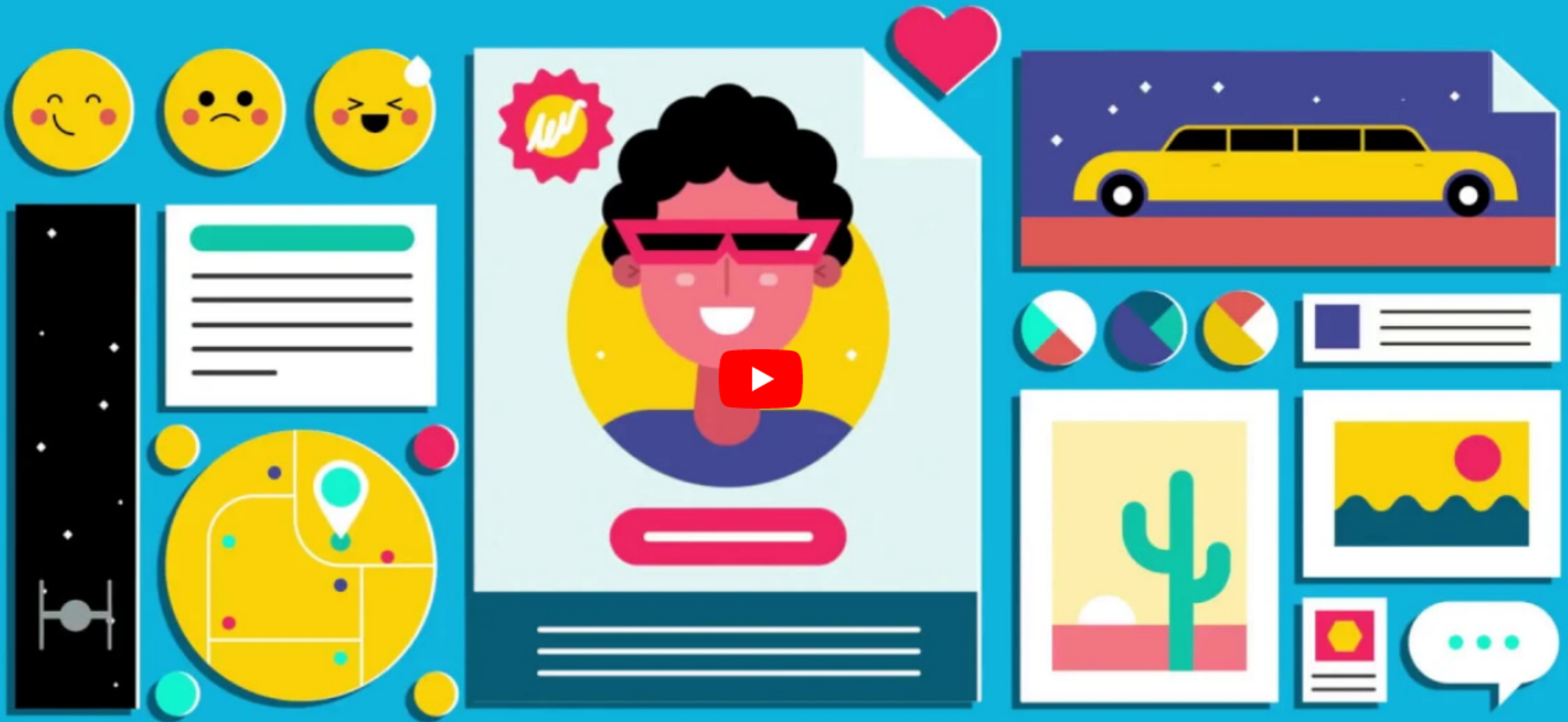
**INCREASED  
ENGAGEMENT**




**BETTER  
DATA INSIGHTS**

# GUMGUM'S TARGETING

 Sponsorship Targeting with Visual Intelligence Share 



Watch on  YouTube



# GUMGUM'S COMPETITORS



# 3 TOP COMPETITORS



GUMGUM

2021 REVENUE: \$113M

CEO RATING: 81/100

PRODUCT QUALITY SCORE: 3.7/5



SHARETHROUGH

2021 REVENUE: \$1.2M

CEO RATING: 79/100

PRODUCT QUALITY SCORE: 3.3/5

VIAANT.

VIAANT INC.

2021 REVENUE: \$224.1M

CEO RATING: 74/100

PRODUCT QUALITY SCORE: 3.8/5

MADISON  
LOGIC

MADISON LOGIC

2021 REVENUE: \$54.2M

CEO RATING: 73/100

PRODUCT QUALITY SCORE: 4/5

# CASE STUDY: PACIFICA

## CAMPAIGN GOAL

GENERATE AWARENESS AROUND PACIFICA'S NEW VEGAN  
COLLAGEN RECOVERY EYE CREAM

## GUMGUM'S STRATEGY

- CONTEXTUAL AND VERTICAL TARGETING  
WITH GUMGUM VERITY™
- GENERATE CONTENT BASED ON BEAUTY-  
RELATED KEYWORDS AND CATEGORIES





# PACIFICA CAMPAIGN INSIGHTS



**TOP CATEGORY:**

WOMEN'S HEALTH

**TOP KEYWORDS:**

VEGAN, MOISTURIZER, AND ULTA

# CASE STUDY: BOSE

**gumgum** 

# TAKEAWAYS: BOSE CASE STUDY



BOSE SUCCESSFULLY  
RAISED AWARENESS



## METRICS IMPROVED:

- CLICK-THROUGH-RATE
- VIEWABILITY
- DESKTOP ENGAGEMENT



CONTEXTUAL AD  
PLACEMENT CAN  
STRENGTHEN BRAND  
MESSAGE & IMPACT

# TESTIMONIALS



**"BY PARTNERING WITH GUMGUM...THIS  
CAMPAIGN UNLOCKED A WHOLE NEW  
SEGMENT OF CUSTOMERS..."**

**— Susanne Hartkorn, Associate Marketing Manager  
at OH HENRY! at The Hershey Company**





# TESTIMONIALS

"GUMGUM WAS THE ONLY PARTNER [THAT COULD] SUPPORT RELEVANT AND NON-INTRUSIVE ADS WITHOUT SACRIFICING OUR USERS' PERSONAL DATA..."

— Julia Wilson, VP of Ad Partnerships at Tumblr



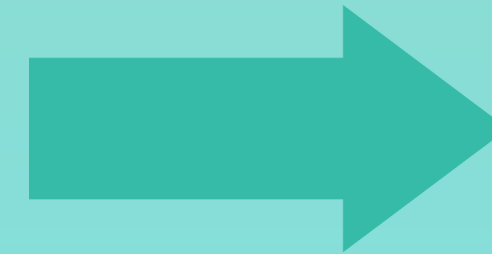
# WHAT'S THE WORLD SAYING ABOUT GUMGUM?



**GumGum** @GumGum · Feb 2

We're proud to announce GumGum has been named one of @BuiltIn's 2023 Best Places to Work 🌟

- ★ Fully Remote Best Midsize Places to Work #9
- ★ Fully Remote Best Places to Work #12
- ★ U.S. Best Midsize Places to Work #23
- ★ U.S. Best Places to Work #37



A TOP PLACE  
TO WORK

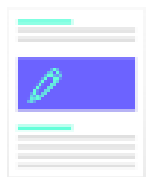


**Jeff Coyle** @jeffrey\_coyle · Aug 26, 2019

Wow! Best Use of Content involving Artificial Intelligence  
@MarketMuseCo @GumGum @MarcusThomasCle #AI #CMWorld  
@CMContent contentmarketingawards.com/2019-winners/



AWARDED "BEST USE OF  
CONTENT WITH AI"



Contextual advertising: Building trust and loyalty in the new age of privacy

...Together, the GumGum advertising suite has all the integrated options you need for an effective digital marketing strategy....



ENABLES EFFECTIVE  
DIGITAL MARKETING

# WHAT'S GUMGUM'S WORKPLACE LIKE?

"AGILE"

## Briefly describe your overall experience at your company

// The energy and thoughtfulness within our culture is infectious and amazing! I can't imagine ever not loving my job. There are always aspects that are stressful and we move very fast here. However, it is beyond rewarding and I'm excited about our future!

"VOICE WON'T  
BE HEARD"

"CUTTING  
EDGE"

## Wouldn't Recommend

Dec 15, 2022 - Account Manager in New York, NY

✗ Recommend ✗ CEO Approval ✗ Business Outlook

### Pros

Some nice perks, but not the salary

### Cons

- brought in some senior leaders who are totally changing the culture here (and not for the better) - far too old school for a "hip" company - nothing super unique in terms of ad tech, misleading clients - colleagues seem stressed in all departments - let people go with little notice during the pandemic and continue to let people go for no real reason - your voice won't be heard

### Advice to Management

Stop shaking everything up

### Review Sentiment at GumGum



94%



6%

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**THANKS!**  
**ANY QUESTIONS?**