How Pacifica leveraged GumGum's cookieless targeting technology, Verity™, to reach beauty enthusiasts while driving buzz for a new product

Campaign Goal

Generate awareness around Pacifica's new Vegan Collagen Recovery Eye Cream and drive site traffic.

Flight

11/23/20-12/23/20

GumGum Strategy

- Page level contextual targeting using GumGum Verity™ to surround content related to Pacifica, Beauty Enthusiasts, Clean Beauty, Skincare, Skincare Regimens, Anti-Aging, Skincare Needs, Health, Wellness, Retailers (Target, Ulta), Competitors, Pacifica Products (Vegan Collagen), Vegan Beauty.
- Leverage page level contextual targeting to conquest all competitors.
- Vertical targeting to maximize scale across endemic Health & Wellness and Lifestyle site categories across GumGum's premium network of sites.
- Create 2 different versions of GumGum's highly viewable In-Screen unit to engage beauty enthusiasts across multiple devices.

Performance

0.16%

Overall CTR

1.4x higher than the Industry Average 0.12%

94.74%

Overall Viewablity

Almost double than the Industry Average 53.8%

Ad Products

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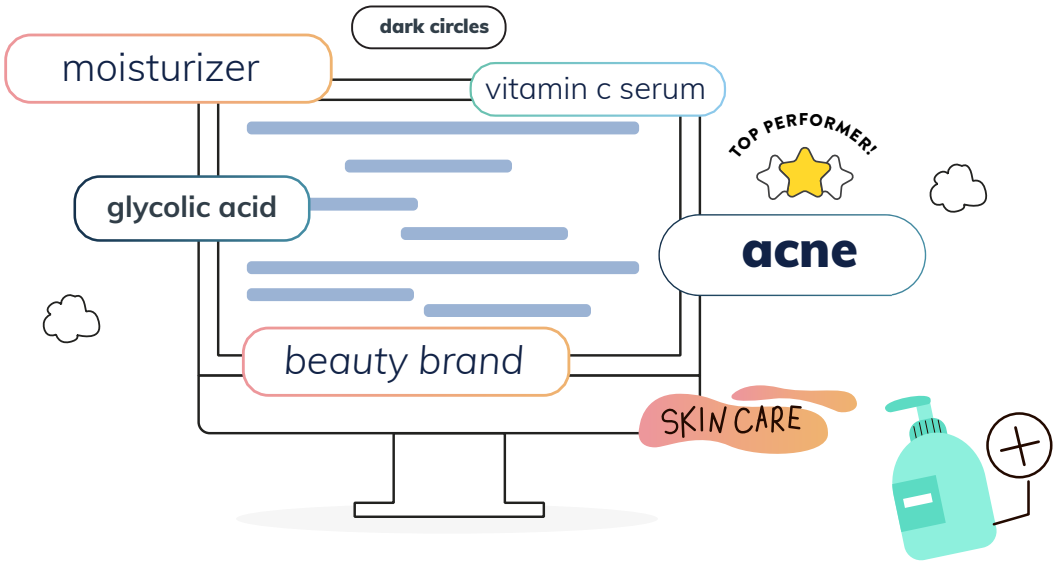
gumgum

PACIFICA

Insights

Top Keywords

- vegan
- moisturizer
- beauty products
- makeup
- skincare
- dark circles
- acne
- glycolic acid
- hyaluronic acid
- tarte
- vitamin c serum
- beauty brand
- retinol
- ulta

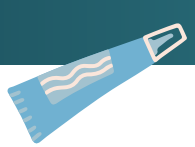


Top Content Categories

Style & Fashion	Personal Care	Healthy Living
Beauty	Bath and Shower	Women's Health
Skincare	Deodorant and Antiperspirant	Wellness
Natural and Organic Beauty	Oral care	Nutrition
Hair Care	Eye care	Fitness & Exercise
Makeup and Accessories		
Nail Care		
Perfume and Fragrance		
Women's Fashion		
Women's Accessories		

Top Performing Category

women's health



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