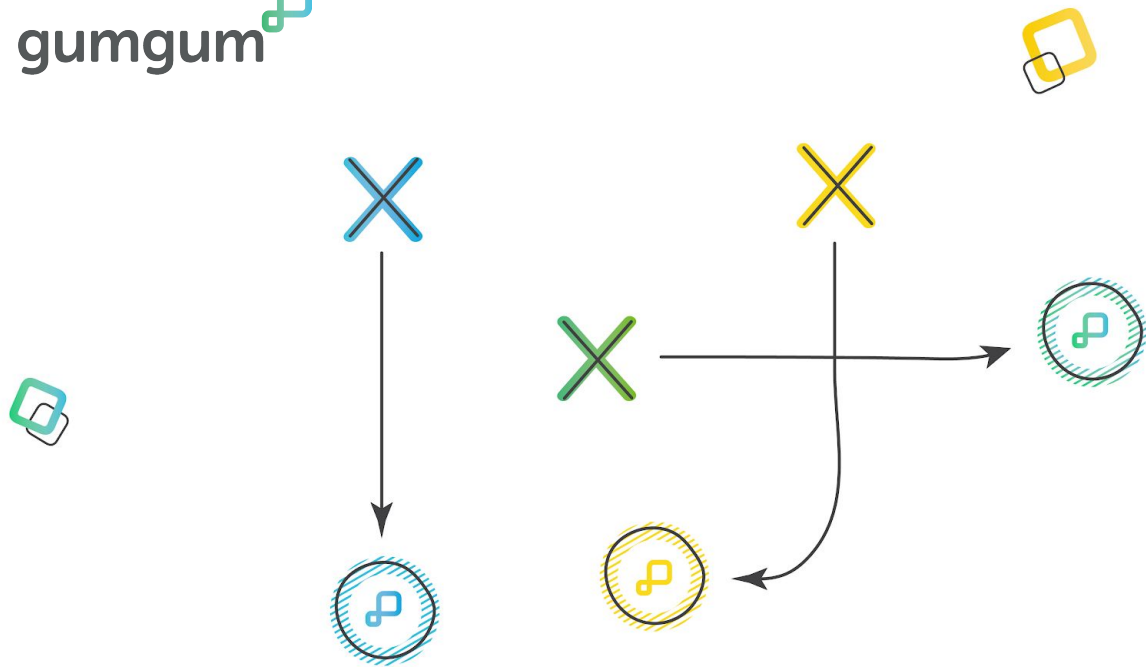# GumGum by the Numbers

///// Q4 2020

Contextual Advertising & Sports Measurement Since 2008

GumGum is a global technology and media company specializing in contextual intelligence. For over a decade, we have applied our proven machine learning expertise to extract value from digital content for the advertising and sports industries.

Global footprint:

250+ employees

We operate **5** core offices across 3 continents:

US: Santa Monica (HQ), New York, Chicago *(with presence in Detroit, Minneapolis, Dallas, Washington D.C., Atlanta and San Francisco,)*

International: London, Tokyo *(with presence in Toronto & Mexico City)*

2 Divisions:

GumGum **Advertising**

GumGum **Sports**

Total funding:

$62.4M

3 Lead Investors:
- NewView Capital
- Upfront Ventures
- Morgan Stanley

Scale & Reach:

17 patents granted or pending

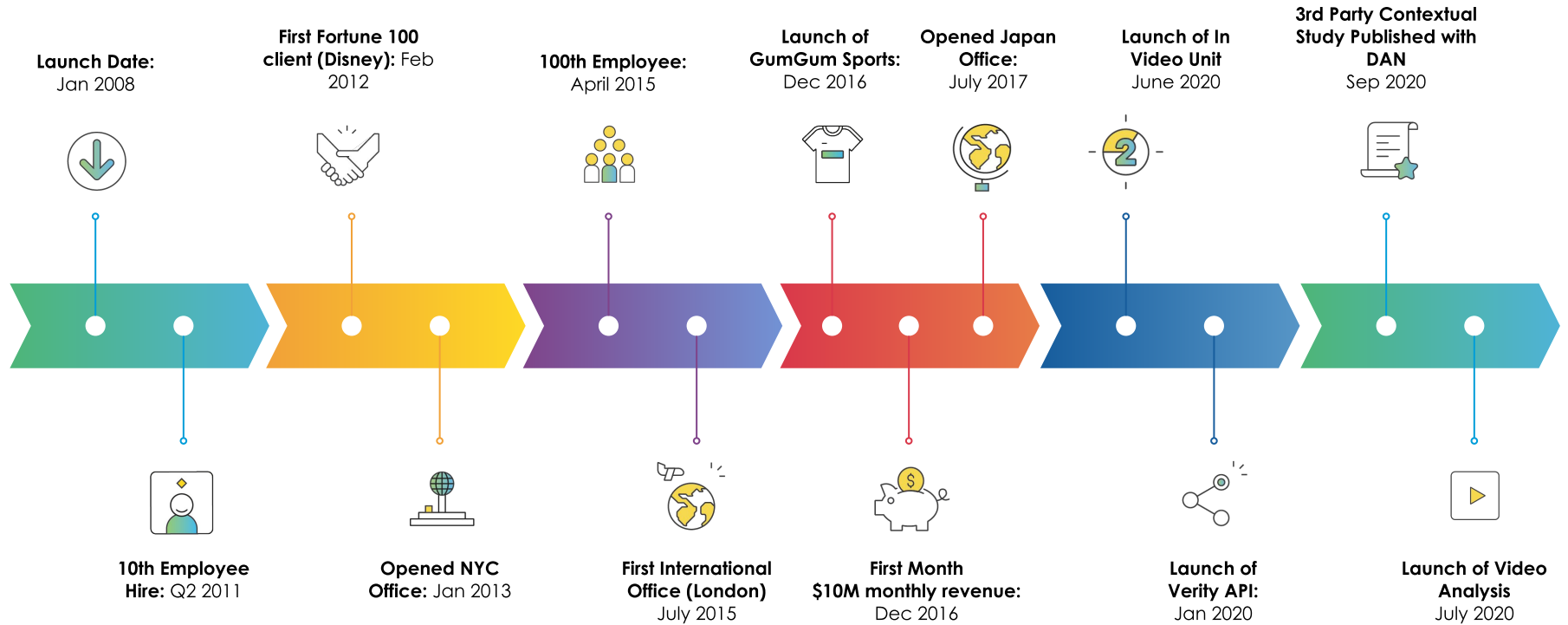**1B** digital images/videos/ pages processed per month

70% of Fortune 100 companies are clients

250+ pieces of media coverage *(Including Ad Age, Digiday, Business Insider)*

gumgum

Company Milestones

Launch Date:
Jan 2008

First Fortune 100 client (Disney): Feb 2012

100th Employee: April 2015

Launch of GumGum Sports: Dec 2016

Opened Japan Office: July 2017

Launch of In Video Unit June 2020

3rd Party Contextual Study Published with DAN Sep 2020

10th Employee Hire: Q2 2011

Opened NYC Office: Jan 2013

First International Office (London) July 2015

First Month $10M monthly revenue: Dec 2016

Launch of Verity API: Jan 2020

Launch of Video Analysis July 2020

gumgum

GumGum Advertising Overview

The company's contextual advertising engine, Verity™, comprehends the meaning of text, images and video online, allowing marketers to safely and precisely place ads where people are most engaged.
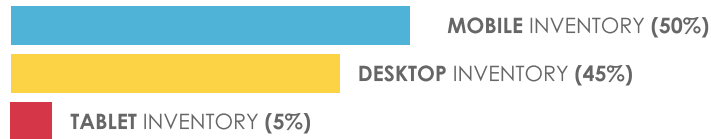
Contextual Intelligence:

- Our contextual intelligence engine, **Verity™, is 1.7x more accurate** than other contextual vendors

Two Ad Product Families:

Display (Standard & Custom / High Impact)
Video (Standard & Custom / High Impact)

MOBILE INVENTORY **(50%)**

DESKTOP INVENTORY **(45%)**

TABLET INVENTORY **(5%)**

Media Stats:

- **550M+** Global uniques (**300M+** US uniques)
- **7000+** campaigns delivered since 2008
- **1,100** campaigns run in last 12 months
- **88%** viewability (Moat, top 20th percentile)
- **0.43%** click-through rate (average across all ad units)
- **73%** video completion rate

Partnership with:

1,200+ PREMIUM PUBLISHERS

Top Publishers Include: Meredith, CBS, Complex, Ziff Davis, Insider Inc, US News, Daily Mail, Future, Fox News, The Daily Beast, Bustle, Fandom, Bustle, XO Group, Everyday Health, Healthline

Major Clients Include:

Procter & Gamble, Clorox, T-Mobile, Unilever, Sprint, Target, Nestle, Honda, Sephora

Integrated with all major DSPs: Google DV360, theTradeDesk, Xandr, MediaMath, Verizon Media, Adobe Marketing Cloud, Adelphic, DataXu, Amobee, Zeta Global, Life Platform (Pulsepoint), ScaleOut DSP, MarketOne

gumgum

Our Ad and Contextual Products

All powered by **Verity™**, *pending __MRC Accreditation__*

DISPLAY

Ad Placements

Standard units	Custom units

Standalone Contextual data

Available in Q1 2021

IN-SCREEN

IN-IMAGE

IN-SCREEN FRAME

IN-IMAGE EMBEDDED VIDEO

GUMGUM STANDARD

IN-IMAGE EXPANDABLE

CUSTOM

...and other custom units

VIDEO

Video Ad Placements

Standard video analysis	Custom: In-video

Standalone Video Contextual Data
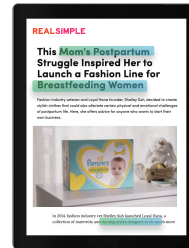
GUMGUM PRE-ROLL
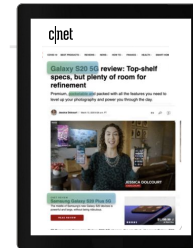
IN VIDEO CORNER

IN VIDEO SWIPE

CONTEXTUAL VIDEO: WEB, OTT, CTV
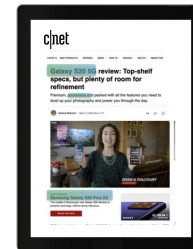
Available through all major DSPs, in partnership with:

IRIS.TV

JWPLAYER

gumgum

GumGum Sports Overview

GumGum Sports is an AI-powered cloud-based sponsorship measurement platform that determines the actual value of sponsorship dollars across all sports broadcast and digital channels for brands, agencies, teams/leagues and media companies.

Key Stats:

>$6.75B
Earned value measured from sponsorships in 2019

110%
2019 Growth Rate

15+
Countries of Coverage

20+
Unique sports currently tracked in platform

3,600+
Unique sponsors currently tracked in our platform

100+
Unique assets tracked ranging from in stadium LED's to branded social content

Client Reach:

150+ SAAS CUSTOMERS

Customers include: Properties, agencies, brands and media companies
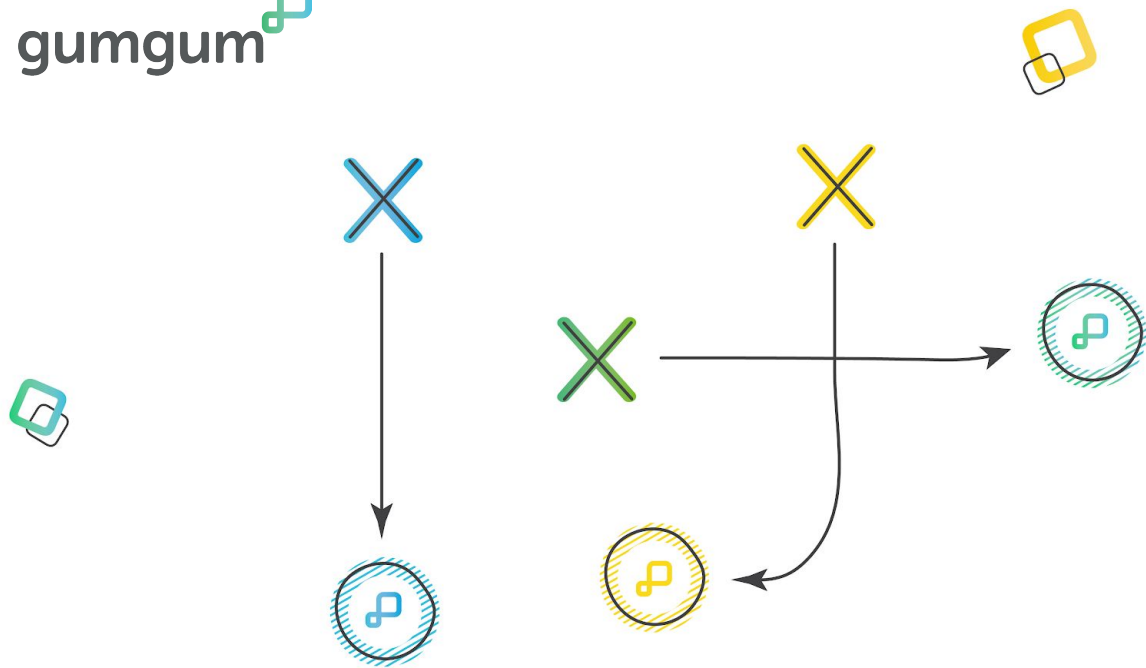

gumgum

gumgum

Thank you!

///// www.gumgum.com