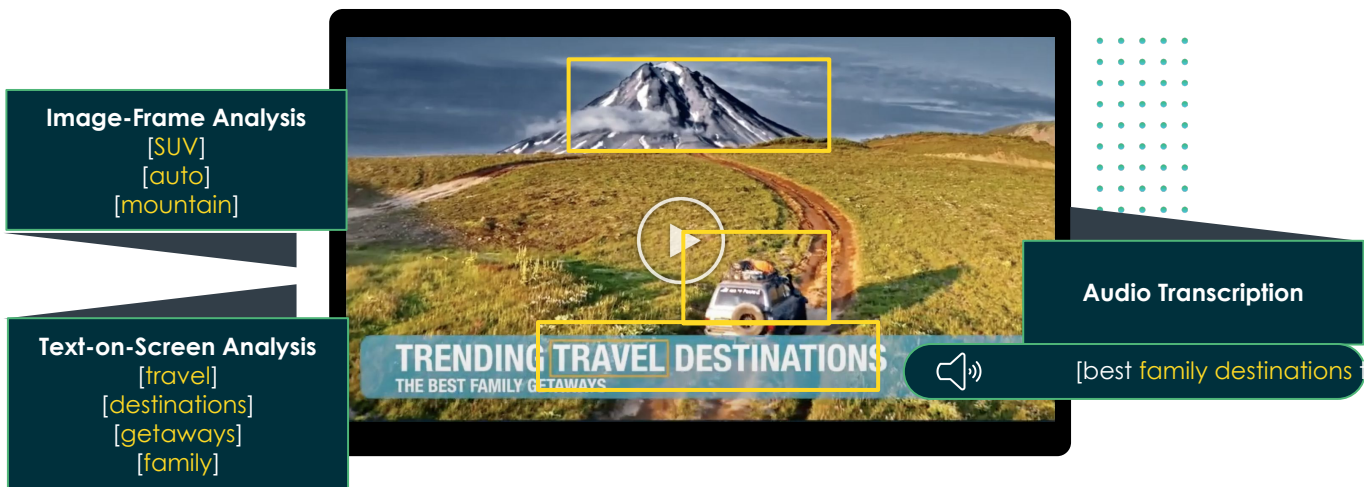


# Verity™ Video PMPs

Leverage Verity™ to access video-level transparency in CTV and online video for contextual targeting and brand suitability

Content In > Context Out



## What you get

- **More Accuracy, Less Wasted Impressions:** Targeting at the video-level ensures contextual accuracy & suitability across CTV + OLV
- **Greater Scale in Premium Environments:** The only way to scale across premium environments and ensure suitability & safety for your brand

## How it works

- **Verity™ ingests video data** from publishers, analyzing and classifying the content to curate contextual segments that feature relevant, brand-safe inventory
- **Activation** is easy; target contextual and brand-safe video with Verity™-enabled PMPs from your DSP of choice

## Key Benefits



Reach people in the right moment with real-time relevance at scale



Skip the manual maintenance of inclusion, exclusion & keyword lists



Get transparency as we unlock frame-by-frame video analysis



Activate with ease and apply Verity™ targeting solutions to any PMP deal

To get started, contact your GumGum representative or [verity@gumgum.com](mailto:verity@gumgum.com).



# Verity™ Video PMPs

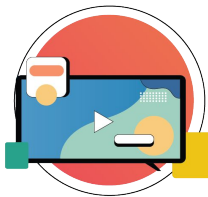
Target premium content at scale across a variety of publishers



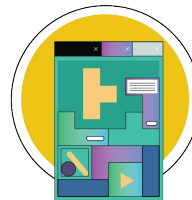
Target top contextual categories

- Brand safe
- Positive or Neutral Sentiment
- Medical Health
- Sports
- Video Gaming
- Arts & Entertainment
- Automotive
- Family & Relationships
- Pop Culture
- Style & Fashion
- Education
- Home & Garden
- Travel
- Food & Drink
- Business & Finance

Across CTV and online video



→ **82b+**  
CTV ad requests



→ **44b+**  
OLV ad requests

Activate today

### Step 1: Start with context

To see what drives the best results for your brand, isolate for context as a first step - ensuring your ads are always targeting relevant mindsets.

### Step 2: Set your strategy

Create a smart contextual or brand-suitable strategy that aligns with your campaign KPIs.

### Step 3: Select your segments

Build a high-performance campaign by selecting the right contextual segments. And you can layer on brand safety with any segments you target.

To get started, contact your GumGum representative or [verity@gumgum.com](mailto:verity@gumgum.com).