



d3con

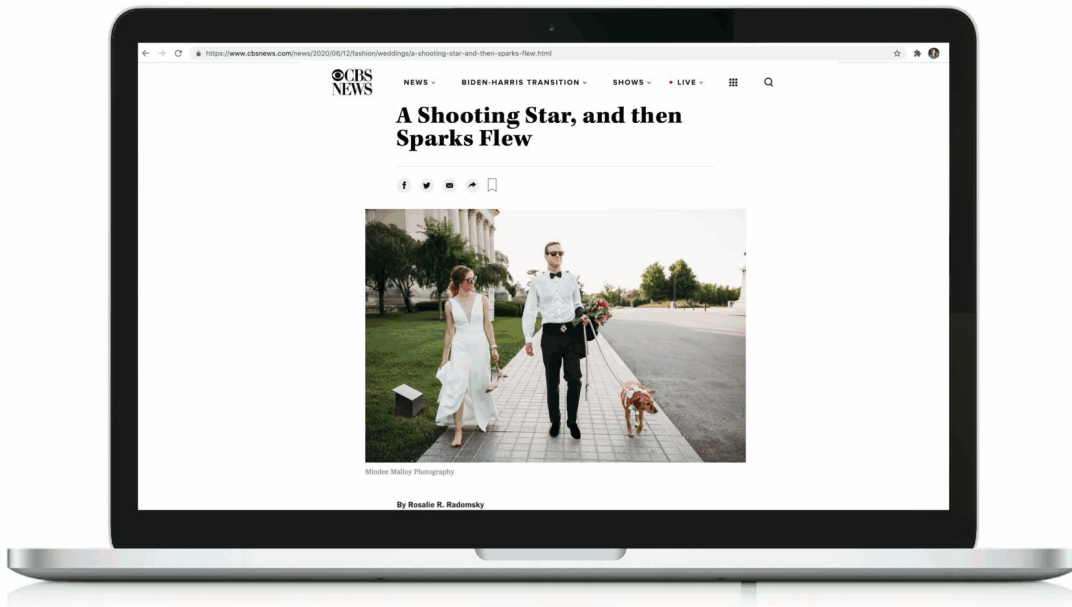
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Capturing Moments:

The Attentional Value of Contextual

GumGum Scaled Global Ad Platform

Proprietary contextual intelligence solution and ad server



Enhanced performance



Align with the most relevant content



Achieve brand safety and suitability

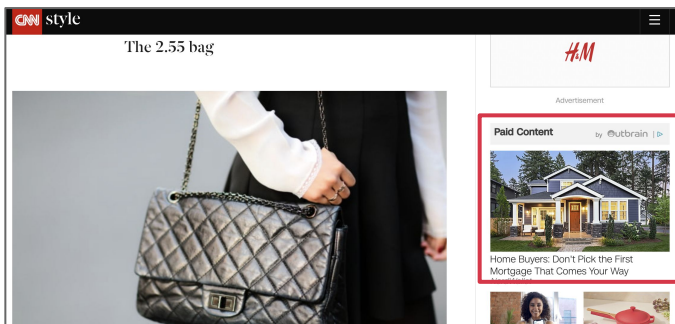


Future-proof targeting

Our Vision: Verity™ Everywhere

We imagine a future where every ad is delivered to a consumer in a place that makes sense, without using any of their personal data.

Consumers have become accustomed to seeing ads throughout their browsing or viewing activity that make no sense and come across as intrusive.



Why does the internet show me **Real Estate ads** when I am reading an article about **women's fashion**? How does it know I'm looking for a house? I don't want to be reminded of my frustrating house search right now!

It doesn't have to be this way. Enter Verity.

Now is the time for contextual. With the rise in consumer privacy laws, we have an opportunity to show the world that we can make the consumer experience better. We all deserve to see ads that are relevant to the content we consume for a seamless experience at all times, without the creepiness.

How Verity™ contextual intelligence actually works

Humans look at thousands of pages across the internet to classify the context, and identify any potential threats present within the content. This data is then fed into Verity™ to start the machine learning process. Once the training is done, **Verity™** begins to make predictions or decisions.

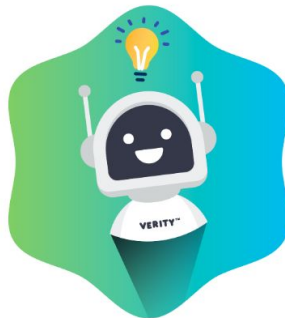
Human Verification



Machine Learning in Training



Verified Data



Human-like predictions

Verity™ in Action



Content categories: Football

Keywords: Tom Brady, Playoffs

Page Safety and Sentiment:



Safe overall
None of the 9 threat categories detected
Positive tone



MRC Accredited

Verity™ Overview

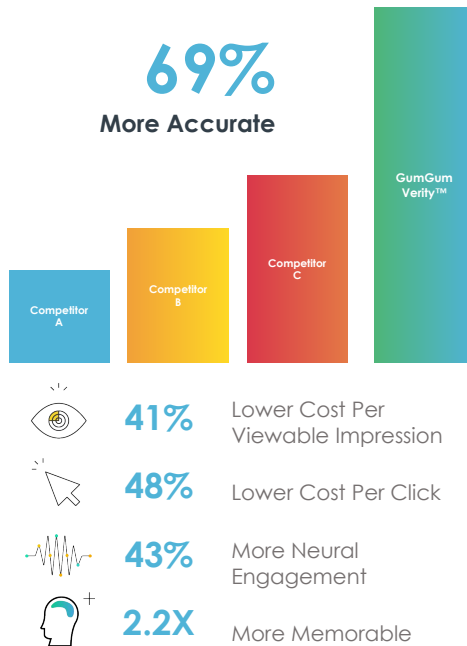
Why We're Different

	Property Level	Content Level
Keyword / Text	✓	✓
Images		✓
Video		✓
Audio		✓
Companies	 grapeshot DV DoubleVerify	 gumgum YouTube

Why Full Classification Matters

- **Keyword** targeting and anti-targeting
- **Vertical-specific** focus and avoidance
- **Semantic** understanding
- **Content-Level** understanding that combines images, text, videos and metadata

#1 in Contextual



Business Models



Verity For Video

Verity video analysis to offer brand safety and contextual targeting



Verity Pre-Bid Solution

Direct integrations with DSPs to allow use of Verity contextual on the open exchange at scale

Software As a Service Models (Annual subscription):



Verity for Publishers

Verity API access, integrated with publishers' content management systems



The **biggest**
promise of digital
advertising was
measurement

**DON'T BE A
#CLICKHEAD**

The Changing Face of Measurement



Brand Safety



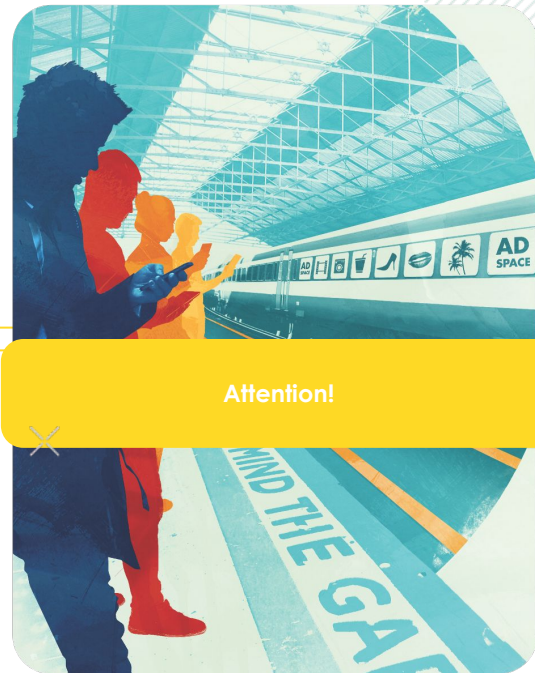
Viewability



CTR%



Engagement



The Changing Face of Measurement



Time in View



Page Real Estate



Brand Score



% Viewed



Average Dwell
Time



Attention per 000'
Impressions



Understanding the Impact of Contextual on Attention



Who:

4 Brands, Different Industries



Formats:

IAB & Rich Media



How:

Eye Tracking



Environment:

Relevant & Irrelevant

The Impact of Creative on Attention

Creative Performance:



92%

% Viewed



4.4s

Avg. Viewing Time



41%

Recall

75 Attentive Minutes per 000' Impressions
(22x Desktop Norm)

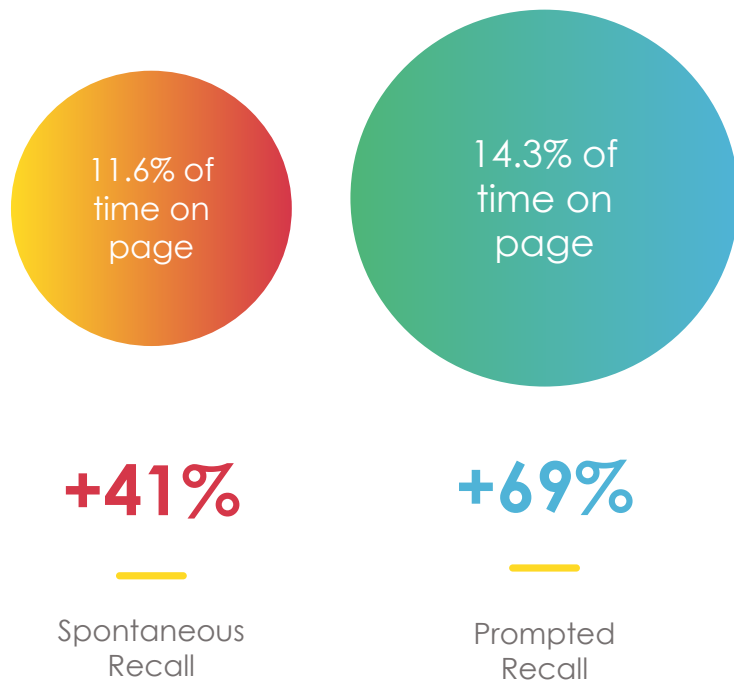


Bigger Ads Are Much
More Likely to Be Noticed

This Leads to
More Attention

More Attention Means
More Recall

The Contextual Effect

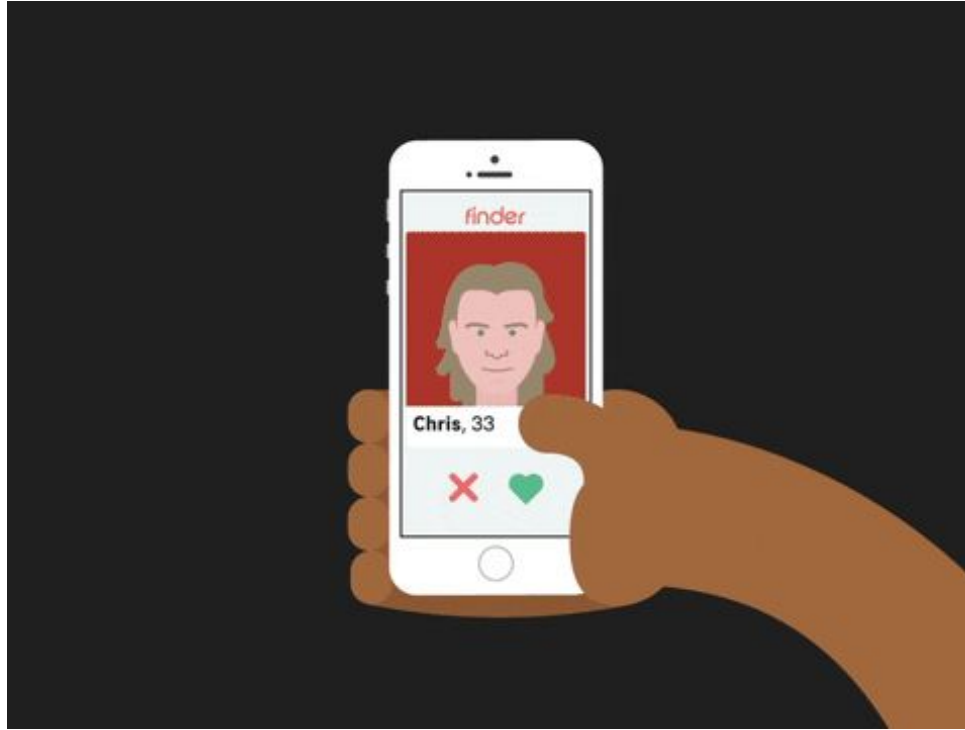


Contextually relevant ads get an **'unfair share' of attention**

Despite capturing similar levels of attention, viewers in the contextually relevant group showed a **stronger brand recall when prompted**

Contextually relevant ads work harder to **turn attention into memory**

Advertising is Like Online Dating



What's Next For Attention

Standardization: Uniformity in the way in which we track and measure attention

Real Time Optimisation: Understand signals to optimize towards attention across the media plan

Application Across Channels: Attention becomes the connecting data point for all media channels including digital and off-line



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Conclusions

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