

# GumGum Decreases Spend on 3rd-Party Data by 25% While Increasing ROI 35%

## CLIENT CHALLENGE



GumGum is an artificial intelligence company that helps advertisers unlock the value of the images consumers encounter across digital media, social networks and professional sports broadcasts. With proprietary computer vision technology, GumGum scans images and videos across multiple platforms, allowing advertisers to place contextually relevant ads where users are most likely to see them.

Prior to working with Lotame, GumGum had relied on large quantities of prepackaged third-party data to execute its targeting. While this customer information was plentiful, the company had little insight into which data would be in any prepackaged audience segment, and no control over how this information was selected. As a result, GumGum was paying high markups for data packages that were filled with information the company never had a chance to vet. In order to deliver more effective campaigns on behalf of its customers, GumGum needed a partner that could provide greater transparency, control and flexibility with regard to the data-buying and targeting process.



## LOTAME SOLUTION

In order to alleviate these problems, GumGum chose two Lotame solutions: The Lotame Data Exchange and the DMP for Audience Building.



### 1ST-PARTY DATA COLLECTION

GumGum now has the ability to house and use their own 1st-party data thanks to the partnership with Lotame. They are able to rely less on 3rd-party data and use more 1st-party data, based on unique data assets that they have.



### LDX FOR 3RD-PARTY DATA

The Lotame Data Exchange offered GumGum 4 billion data points from devices around the world. Through LDX, GumGum could pick and choose the same audience information it had purchased previously, but without the markup that other vendors had charged. As a result, GumGum was able to save money on its data buying right off the bat.



### DMP FOR AUDIENCE BUILDING

Because Lotame's data was not already prepackaged, GumGum had greater insight into exactly what it was buying, allowing the firm to select the elements that made the most sense for achieving its specific campaign goals. With this flexibility, GumGum built complex, highly customized targeting logic that allowed it to deliver unique, high-performing campaigns for its advertisers.

## REAL RESULT

- ✓ GumGum enjoyed a **35% increase** in return on investment for its 3rd-party data spend.
- ✓ GumGum reduced spend on its existing third-party data packages **by 25%**.
- ✓ As an added bonus, GumGum now has increased control and insight into the audience segments it purchases.
- ✓ They've seen improved performance across the board but especially in CTR and viewability when using their own 1st-party data vs 3rd-party data

// Working with Lotame has given us more control over the quantity and quality of data that we are using, which means our campaigns have been performing better overall. We're very happy with this partnership and the service we have received from Lotame. //

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Chief Marketing Officer, GumGum

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