



GUMGUM.COM

WE HOPE YOU PLACE AN ORDER IN

2017

THE INGREDIENTS TO A SUCCESSFUL IN-IMAGE AD

1ST-PARTY DATA
3RD-PARTY DATA
(TWO ALL BEEF PATTIES)
BEEFY LAYERS OF IMAGE CONSUMPTION, CREATION AND 3RD PARTY DATA ARE THE BASE OF IN-IMAGE ADVERTISING.

COMPUTER VISION TECHNOLOGY (SPECIAL SAUCE)
IT'S NO SECRET THAT THE KEY TO IN-IMAGE ADVERTISING SUCCESS IS GUMGUM'S SPECIAL SAUCE--ITS COMPUTER VISION TECHNOLOGY.

BRAND SAFETY VIEWABILITY (LETTUCE)
THERE'S NOTHING MORE REFRESHING THAN IN-IMAGE ADS THAT ARE GUARANTEED TO BE SEEN IN A BRAND SAFE CONTEXT.

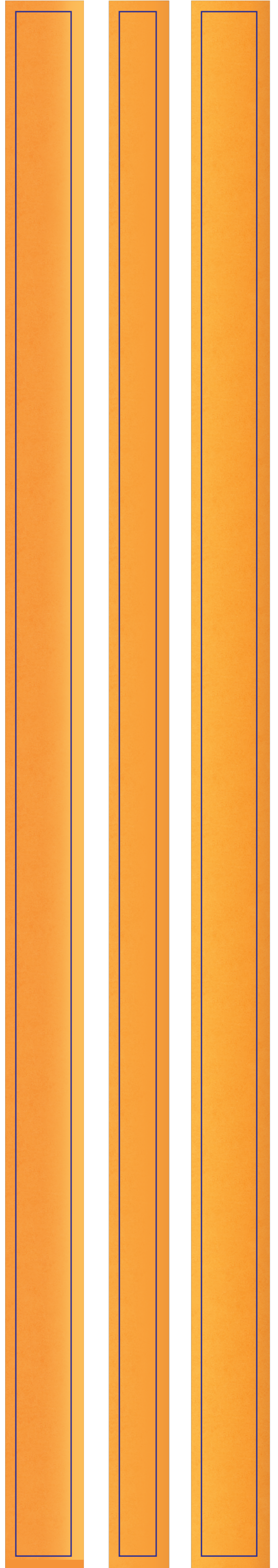
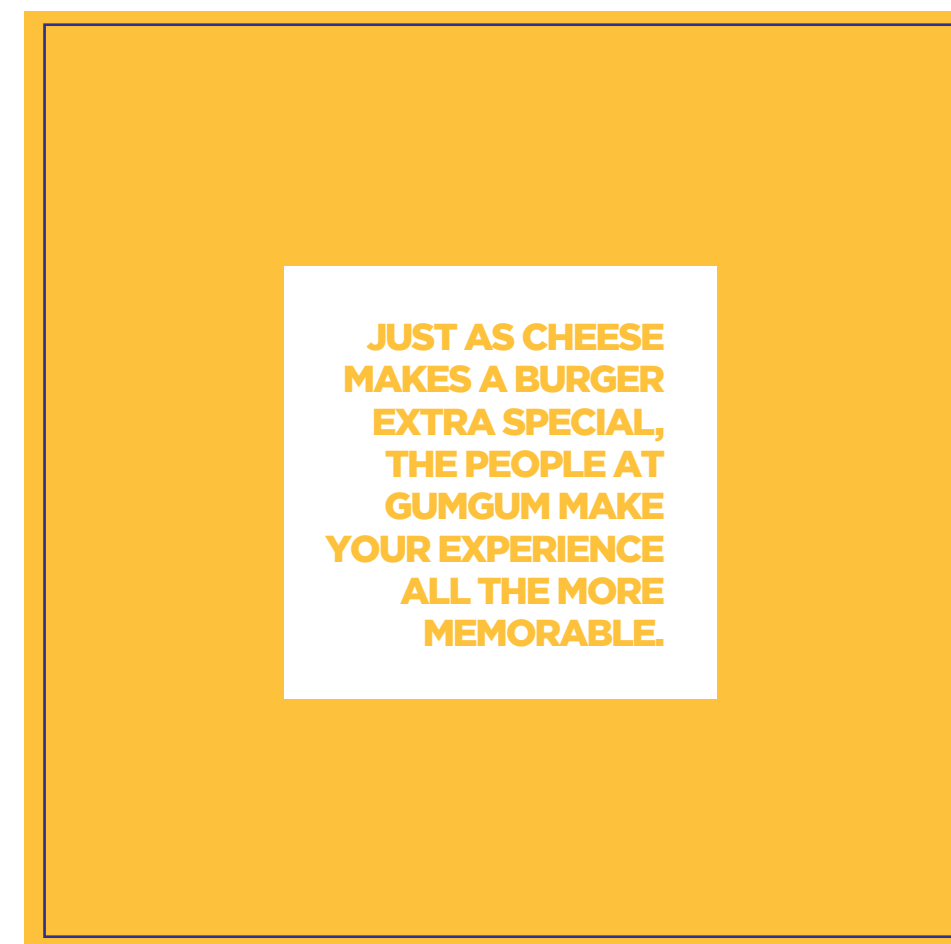
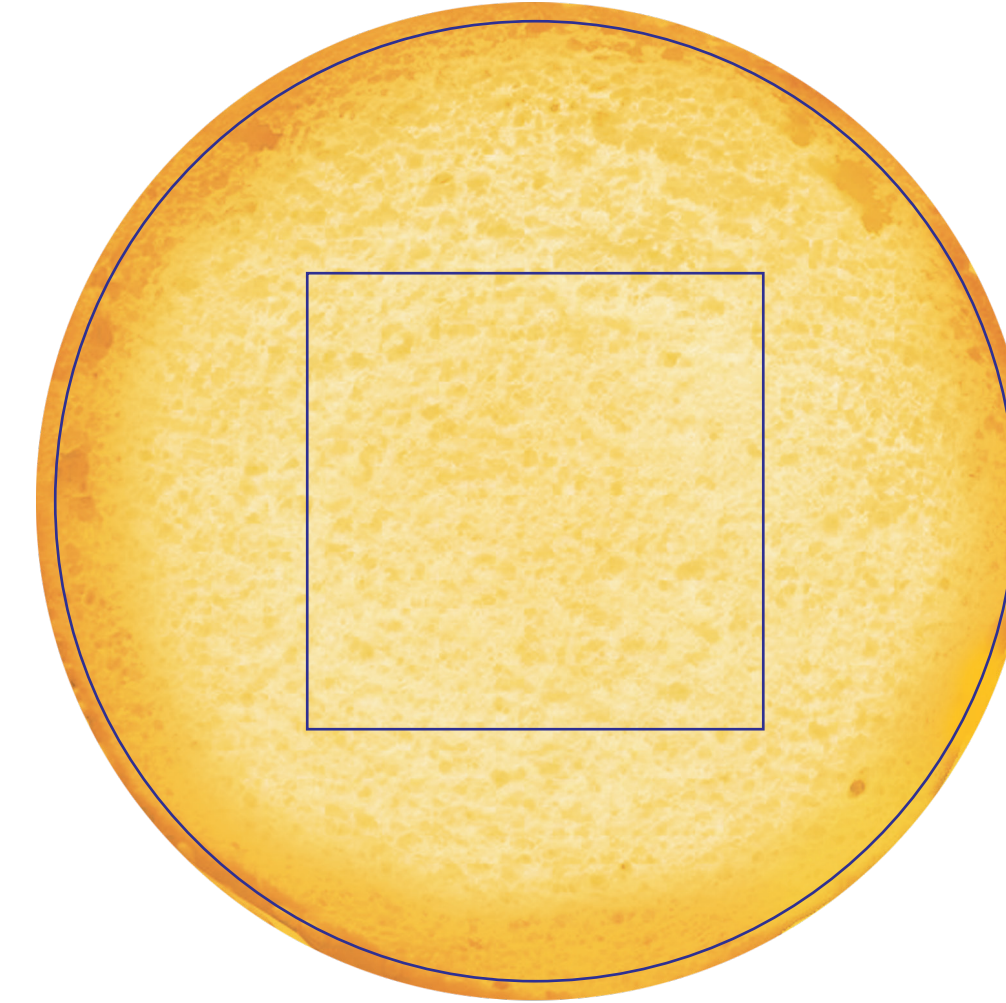
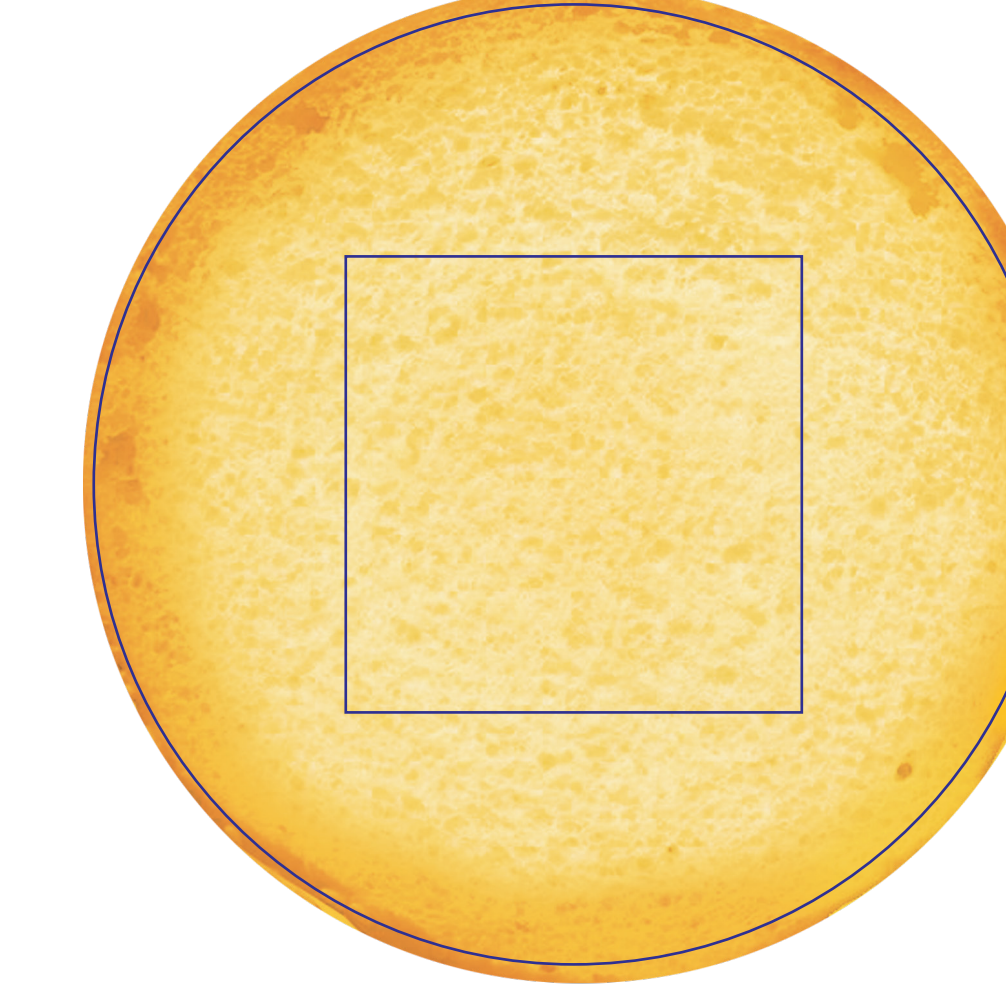
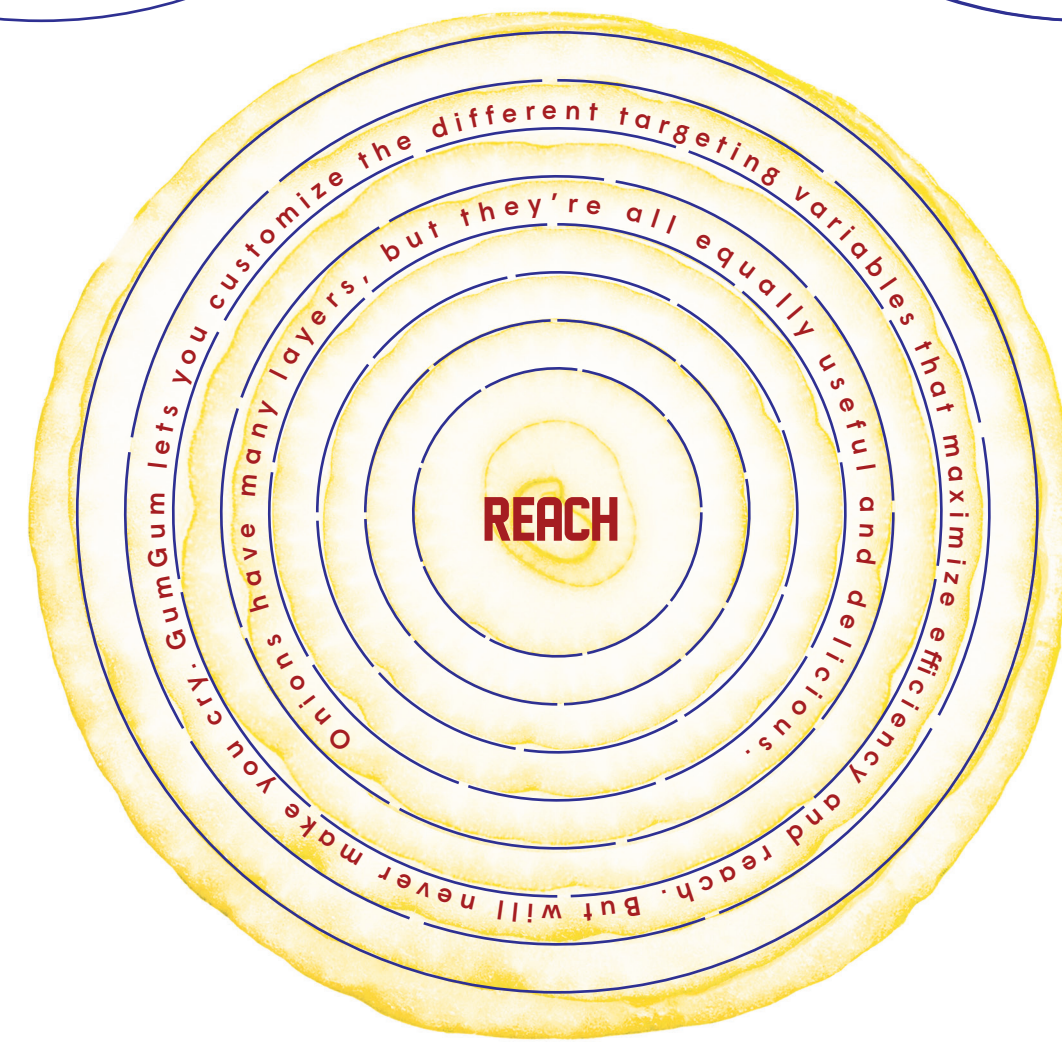
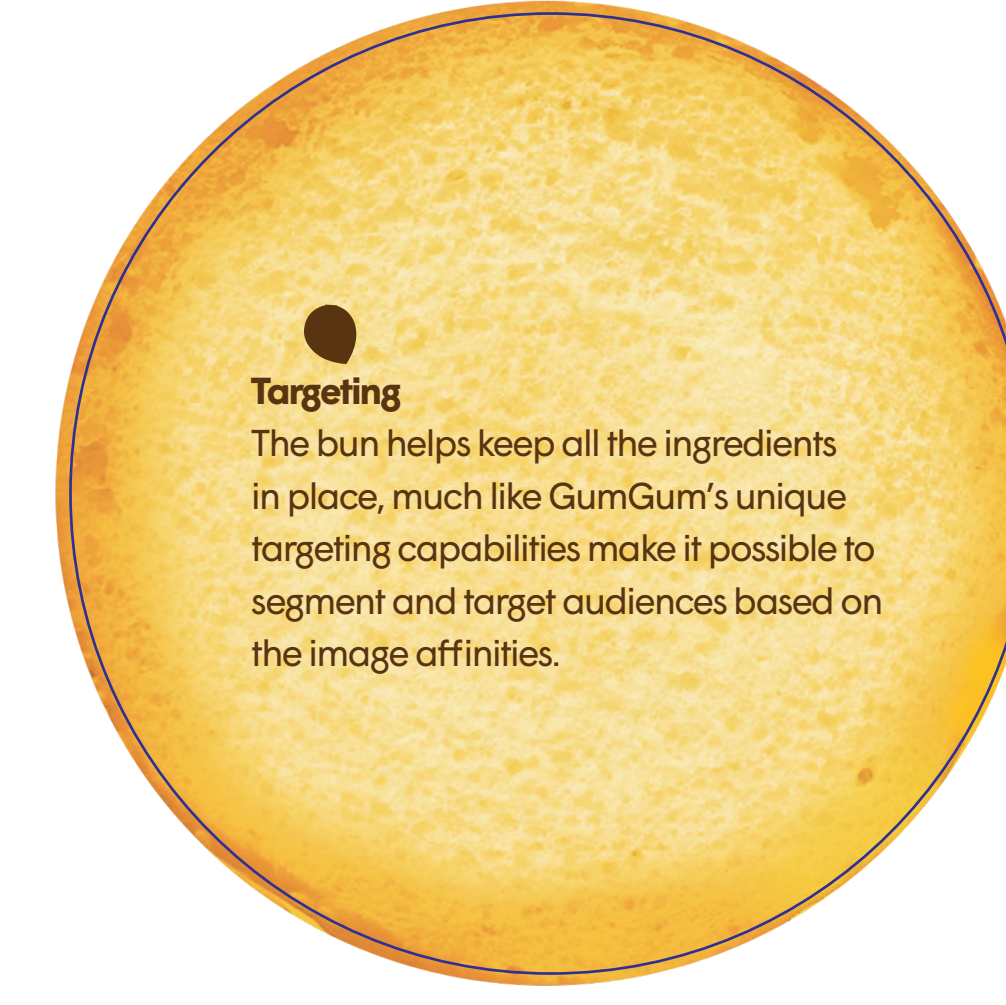
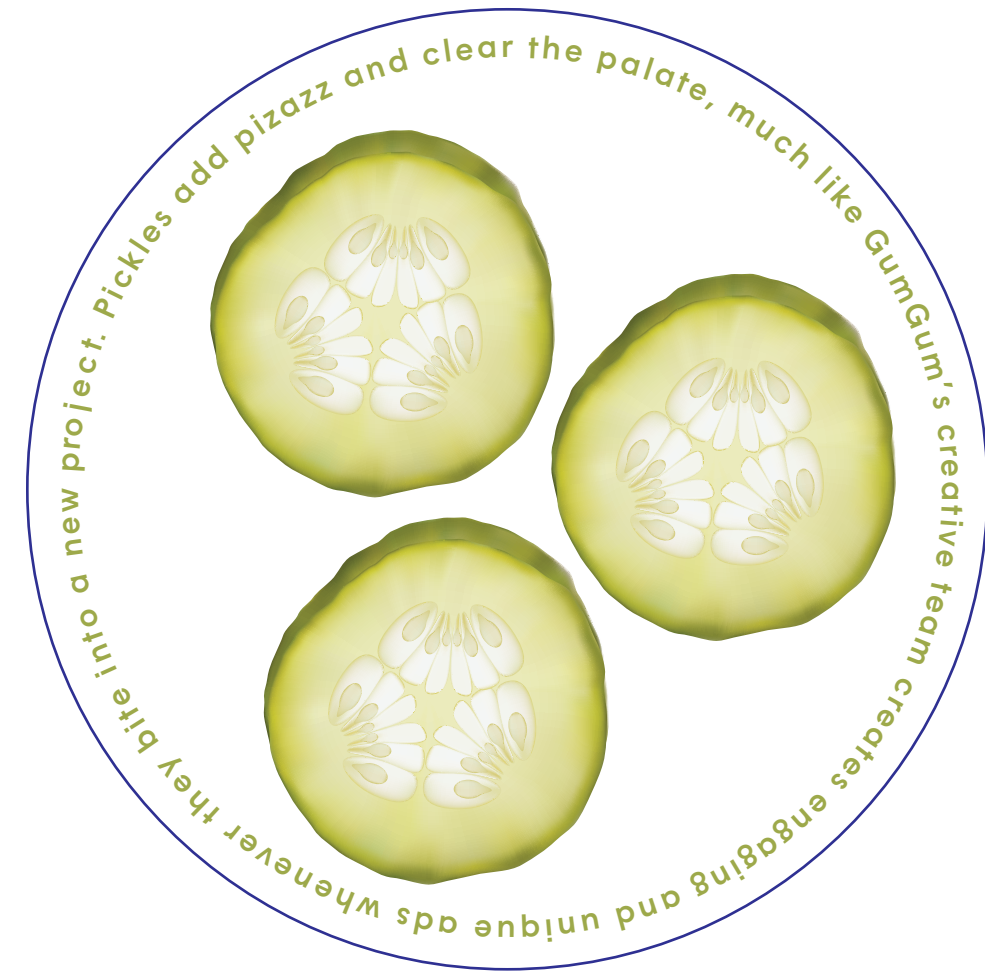
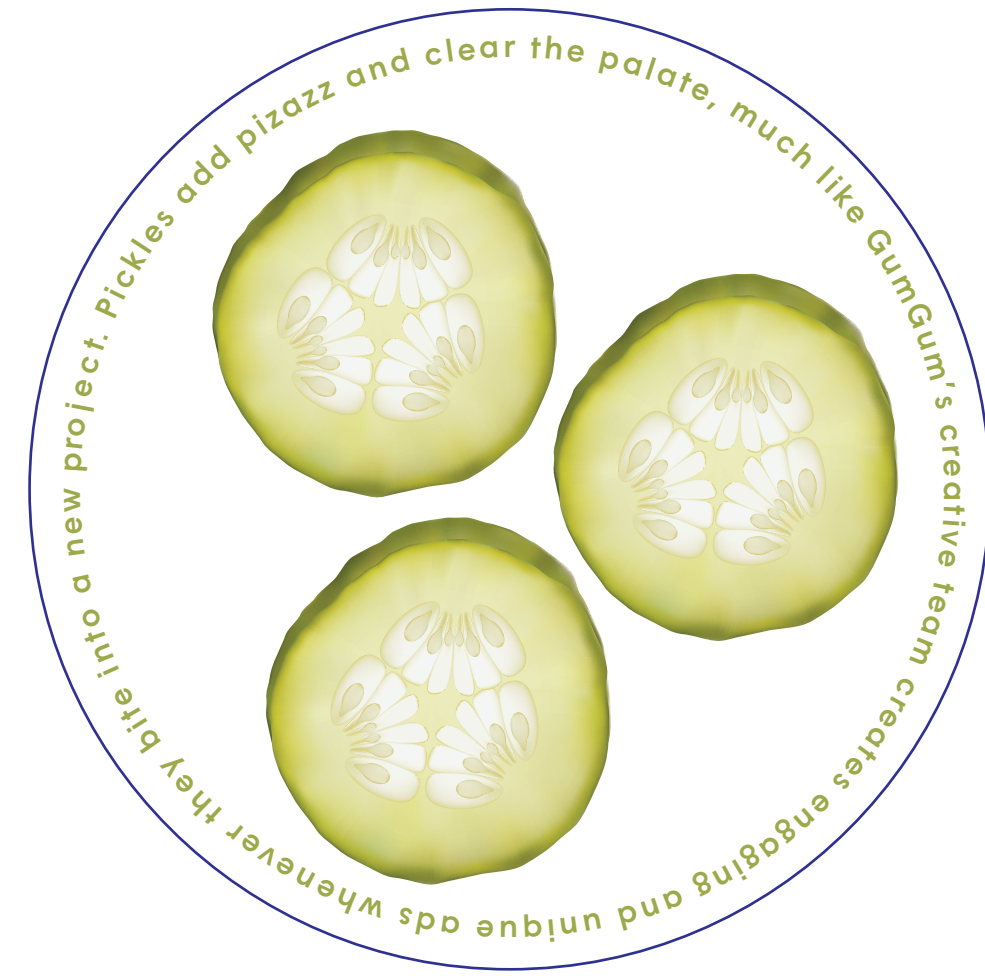
PEOPLE (CHEESE)
JUST AS CHEESE MAKES A BURGER THAT MUCH BETTER AND EXTRA SPECIAL, THE PEOPLE AT GUMGUM MAKE YOUR EXPERIENCE ALL THE MORE MEMORABLE.

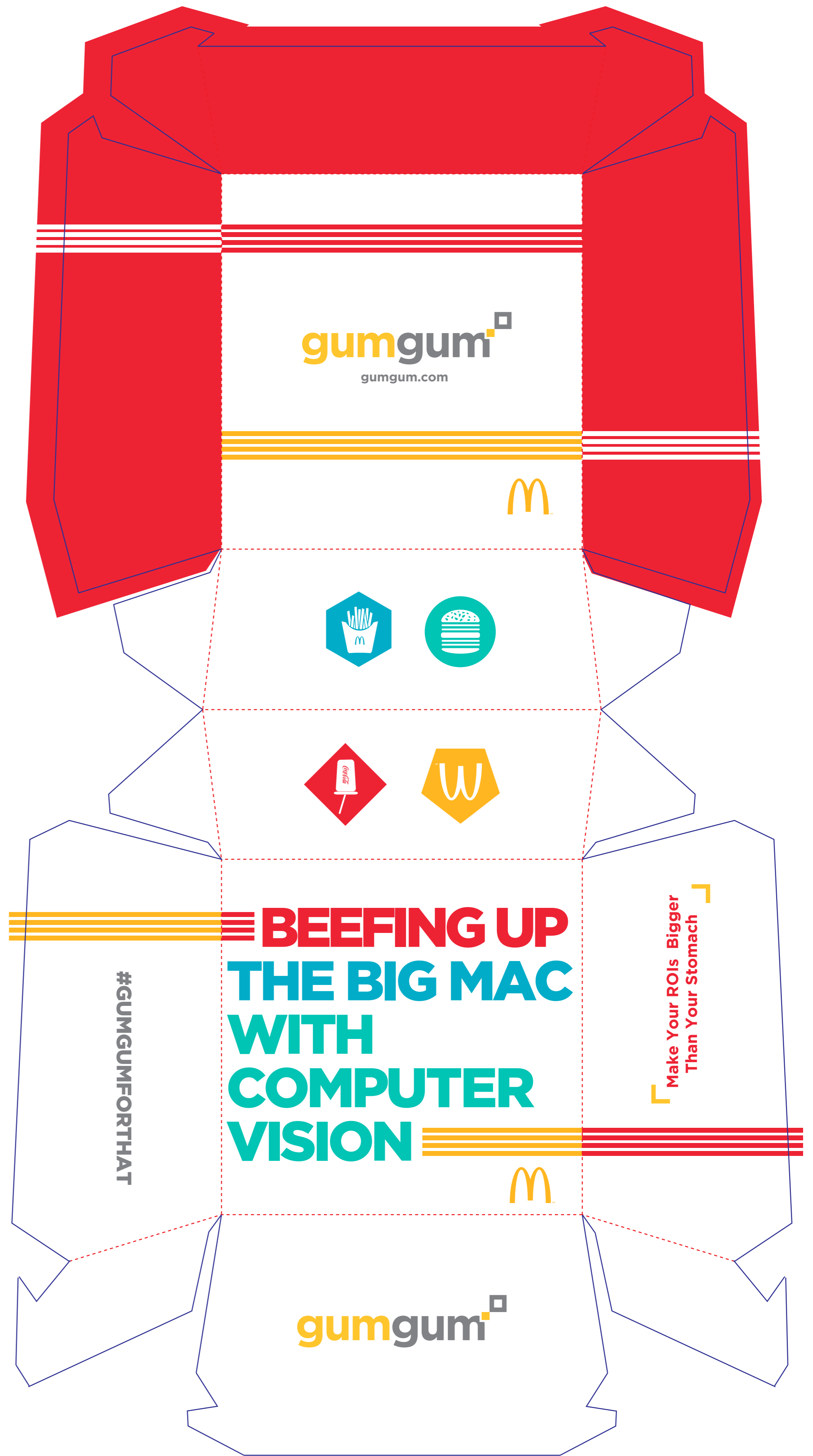
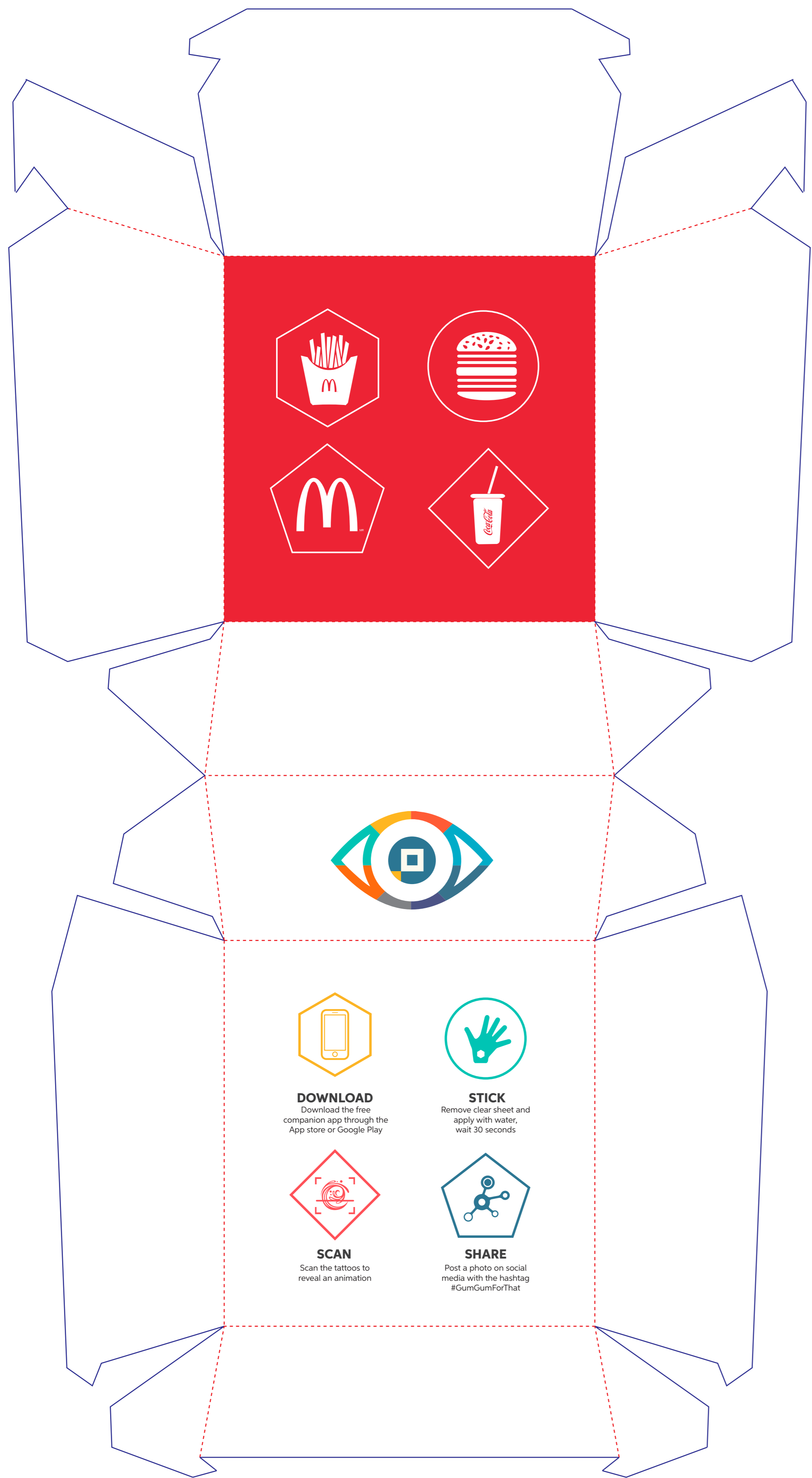
CREATIVITY (PICKLES)
PICKLES ADD PIZAZZ AND STYLE TO THE BIG MAC MUCH LIKE GUMGUM'S CREATIVE TEAM CREATES ENGAGING AND UNIQUE ADS THAT WOW CONSUMERS.

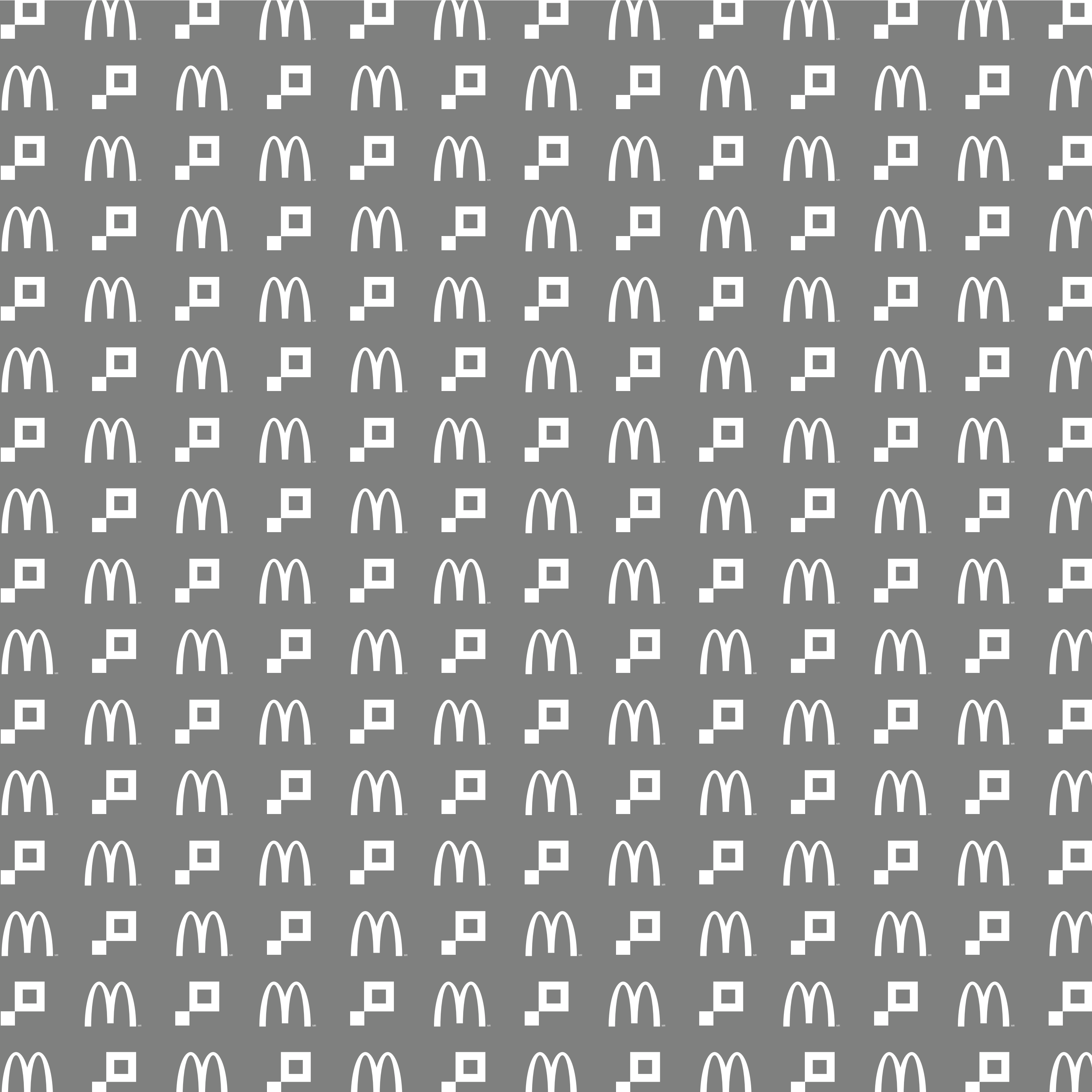
REACH (ONIONS)
ONIONS HAVE MANY LAYERS BUT THEY'RE ALL EQUALLY USEFUL AND DELICIOUS. GUMGUM LETS YOU CUSTOMIZE THE DIFFERENT TARGETING VARIABLES THAT--- MAXIMIZE EFFICIENCY AND REACH. BUT WE'LL NEVER MAKE YOU CRY.

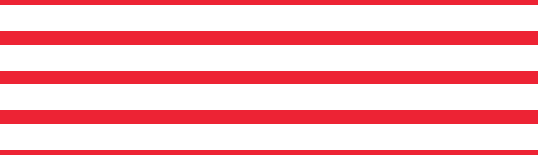
SESAME SEED BUN
THE BUN HELPS KEEP ALL THE INGREDIENTS IN PLACE, SIMILAR TO HOW GUMGUM'S UNIQUE TARGETING CAPABILITIES MAKE IT POSSIBLE TO SEGMENT AND TARGET AUDIENCES BASED ON THE IMAGE AFFINITIES.

!!!THANK YOU!!!









HEY UBONG ITUEN

We're lovin' the McDonald's Big Mac trio! Three times the special sauce is better than one. And that it got us thinking: How can our computer vision special sauce help you get three times (or more) revenue out of the TK photos and social media messages being posted about McDonald's every TK. Well, there's #GumGumForThat.

In this one-of-a-kind box, we used the Big Mac's famous ingredients: two all beef patties, special sauce, lettuce, cheese, pickles and onions on a sesame seed bun, to help explain how artificial intelligence and computer vision can beef up your advertising efforts for the signature sandwich.

Make sure you check out the augmented reality tattoo when you're done with your meal. We customized an in-image advertising demo so you can see exactly how we can work together.

Send us an email TK or tweet us @GumGum if TK

Ophir Tanz

