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

Key Benefits

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

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

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

➔ Activation is easy: target contextual and brand-safe video with Verity™-enabled PMPs from your DSP of choice

To get started, contact your GumGum representative or verity@gumgum.com.

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Verity™ Video PMPs

Target premium content at scale across a variety of publishers

... and more!

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

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.

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