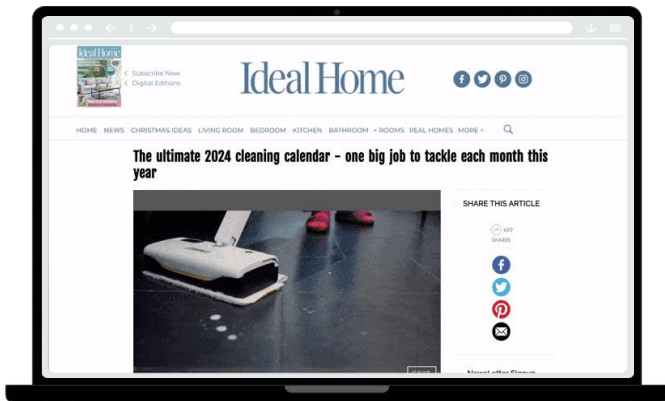


Kärcher achieved high attention and improved brand outcomes with GumGum's Mindset Platform



Kärcher, a global leader in cleaning technology, sought to enhance awareness of their indoor steam cleaner and window vac.

Partnering with Starcom and GumGum, Kärcher aimed to leverage high-attention media to better understand and connect with their audience and to drive improved campaign outcomes.

+13%pts

awareness with those responsible for purchasing electrical cleaning products

+10%pts

unaided brand awareness increase among highest attention audiences

48%

of those exposed took/will take action after seeing the ad

We identified the audience at key moments through contextual targeting

Our contextual intelligence helped discover relevant and suitable page-level audience content related to:



home

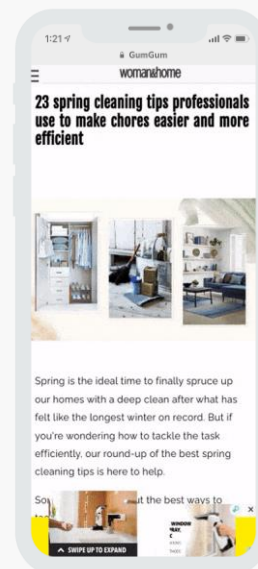
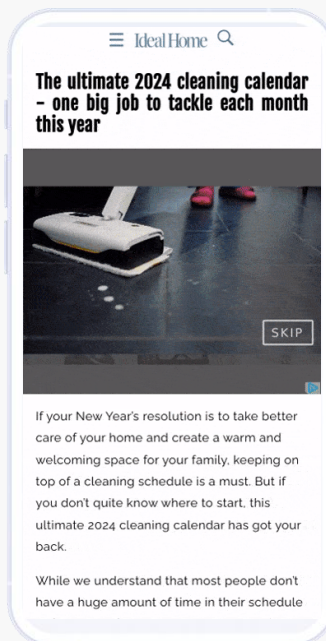


entertainment



lifestyle

We engaged the audience with high attention, rich media creativity



Contact your GumGum representative for more info