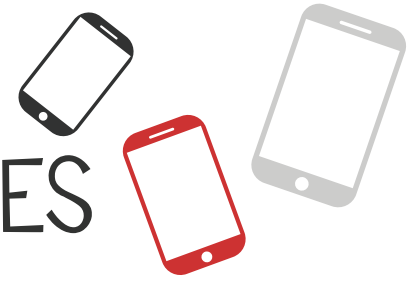


Yumm!

BY THE

NUMBERS

96% OF YUMM! VIDEOS ARE VIEWED ON MOBILE DEVICES



3,800,000
PEOPLE WATCHED A
YUMM! VIDEO ON
SLOW
COOKER BROWNIES

65% OF YUMM! USERS WATCH VIDEO TO COMPLETION



#1 #2 #3

most watched facebook creators are
RECIPE VIDEOS



advertisers are spending
51% MORE on video content

YUMM VIEWS
COST
LESS
THAN
BUZZFEED/TASTY

85%

BY 2019 OF AD BUDGETS
72% WILL BE MOBILE

91% OF PEOPLE TRUST
online recipes