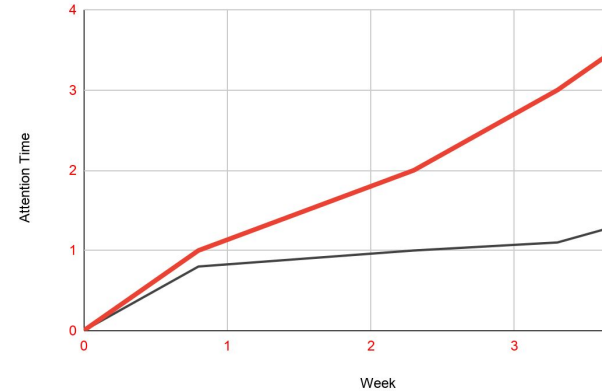




Attention Intelligence Platform

Commercial-in-confidence

Case Study: Suzuki



The brief

Suzuki wanted to optimise to the contexts and pages that deliver maximum ad attention.

The campaign featured two vehicles - **Swift and Vitara**.

Data Capture

Our Attention Intelligence Platform (AIP) used an AI (trained and verified by real eye tracking data) to measure true **Attention Time** - how long people actually looked at the ads.

Measure, Optimise, Report

Our AI observed how the different vehicles resonated across different **contexts and pages** and then **dynamically allocated media spend** to those that were performing best.

Context Analysis

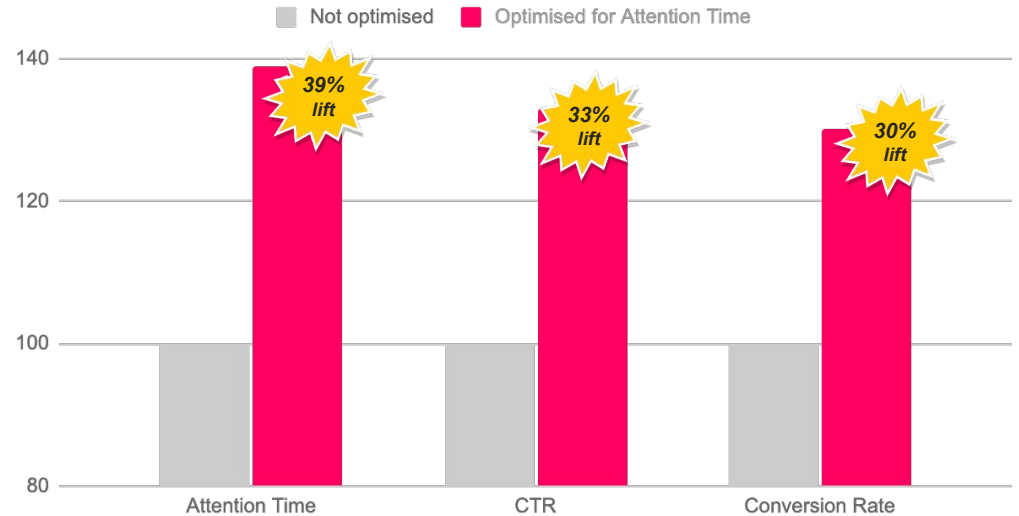


Our AI also used Natural Language Processing (NLP) to categorise each article. The difference in performance between the two vehicles in **certain contexts highlighted the attractiveness of the creative to these different inherent audiences**. This then provided the opportunity for optimisation.

Context+Attention Time = Higher Conversions



Attention Time, CTR and Conversion Rate



In real time, we programmatically optimised the campaign to the contexts and pages that were resonating for each vehicle. By doing so we were able to **massively increase Attention Time on the ads which in turn drive CTR and Conversion Rate.**

THANKS!