



the ad attention **measurement** landscape

September | **2022**

iab.
australia

01 Introduction

- 1.1 Background and purpose
- 1.2 Methodology

02 Overview of ad attention measurement

- 2.1 A summary of the IAB's perspective
- 2.2 The role of ad attention in the measurement toolkit
- 2.3 Readiness for attention as a currency
- 2.4 Evidence of the connection between higher ad attention and business outcomes
- 2.5 Buy-side perspectives on current value and future evolution

03 Industry experience and understanding of ad attention measure: industry survey

- 3.1 Important measurement tools and metrics for assessing ad effectiveness
- 3.2 Effective measures of ad attention
- 3.3 Familiarity, current and future intention for attention measurement
- 3.4 Ad formats being measurement
- 3.5 Actions being taken based on ad attention measurement
- 3.6 Measuring the impact of higher attention on outcomes

04 Ad attention measurement vendor landscape

05 Industry perspectives

- 5.1 Insights from media owners and technology vendors
- 5.2 Further perspectives from ad attention measurement vendors

06 Guidance for industry stakeholders

07 Appendix – extended and full details

- 7.1 Ad attention measurement vendor products, methodologies, and metrics
- 7.2 Further resources

01 Introduction

1.1 background

The IAB Ad Effectiveness Council are delighted to have collaborated on this 'Ad Attention Measurement Landscape' to help increase understanding across the industry on the emerging techniques for measuring advertising attention.

The aim of this paper is to provide an understanding of the ad attention measurement vendor landscape and transparency on methodologies and metrics available in market.

As industry participants experiment with this emerging measurement, the paper also provides perspectives from buy and sell sides of the industry, along with ad tech vendors and ad attention measurement vendors on the insights they have learned so far and how they see attention measurement developing into the future.

The IAB Ad Effectiveness Council undertakes various activities to provide guidance to the industry on the best methods to assess the impact of marketing activities along with insight and inspiration to help marketers optimise their digital advertising investment. The Council includes representatives from media owners, data agencies, media agencies, research companies, tech vendors and advertisers. The contents of this guidance paper are not necessarily reflective of individual company policies, rather it is a collaborative effort of the members of the council to provide greater understanding to the market.

This landscape is a collaboration of the IAB Advertising Effectiveness Council and participating ad attention measurement vendors.

Jem Salcedo | **Azerion**

Mark Titley | **Bench**

Stephen Kyefulumya | **Carsales**

Andrew Macdonald | **Dentsu**

Neil Anderson | **DoubleVerify**

Will Vargas | **Ebay**

Andrew Rudd | **Experian**

Patricia Neupauerova | **Google**

John Nguyen | **IAS**

Gagan Batra | **Insighten**

Kirsten Riolo | **Ipsos**

Andreea Chirila | **Kantar**

Tom Gregory (chair) | **Lifesight**

Andy Ford | **Meta**

Ian Garland | **Milton Data**

Matt Farrugia | **Mutiny Group**

Jonathan Fox | **Nine Entertainment**

Liam Pook | **PHD**

Dave Goodfellow | **Pinterest**

John Hawkins | **PlaygroundXYZ**

Rowena Newman | **Publicis**

Michelle Langley | **REA Group**

Jonathan Henshaw | **Ryvalmedia**

Yasmin Sanders | **SambaTV**

Ashley Spinks | **SevenWest Media**

Jean-Pierre Naim | **Similar Web**

James Sawyer | **Totally AwesomeTV**

Lauren Whicker | **TripAdvisor**

Natalie Stanbury | **IAB Australia**



1.2 methodology

The IAB Ad Effectiveness Council have conducted research to gather data and information to provide the guidance in this paper:

Ad attention measurement industry survey:

- A quantitative survey was distributed by the IAB to assess experience and understanding of ad attention measurement across the industry.
- The survey gathered data from 180 advertising professionals who are responsible or influence advertising decisions or advertising research/measurement decisions within their company.
- Respondents work in brands/advertisers, media or creative agencies, media owners, intermediaries (e.g. DSP, SSP, ad network), research/measurement vendor or data providers.

Standardised written response interview with ad attention measurement vendors:

- The IAB invited ad attention measurement vendors to complete a standardised questionnaire to provide information on their products and methodologies for publishing in this paper to help the industry understand the landscape.

Written perspectives from buy and sell side :

- The IAB has collated written perspectives from buy and sell sides of the industry, along with ad tech vendors and ad attention measurement vendors on the insights they have learned so far and how they see attention measurement developing into the future.

With sincere thanks to participating ad attention measurement vendors:



NEURO-INSIGHT



02

overview of ad attention measurement

- 2.1** A summary of the IAB's perspective
- 2.2** The role of ad attention in the measurement toolkit
- 2.3** Readiness for attention as a currency
- 2.4** Evidence of the connection between higher ad attention and business outcomes
- 2.5** Buy-side perspectives on current value and future evolution



2.1 A Summary of the IAB's perspective on ad attention measurement

The diversification and explosion in media content available to consumers provides an ever-increasing number of options across platforms, communities, content sites and apps, content types, categories and media providers. Much of this content is provided under an ad-funded model where a plethora of advertising messages compete to engage an audience with a finite amount of time in their day.

There are many ingredients needed for effective advertising and the recipe needed for success will differ for every advertiser and every campaign. Measuring how all the pieces of the effectiveness puzzle fit together as well as influence each other is an area of ongoing investigation that needs to be constantly reviewed as the ad market, media options, consumer behaviour and the marketing mix constantly evolves.

Over the last few years there has been increasing industry focus on measuring attention. The intent of garnering attention for a piece of advertising is nothing new, as a piece of communication not seen has no chance of making an impact. However, there are three factors that we believe have contributed to attention measurements and metrics being front and centre in media effectiveness discussions and assessment;

- 01** Increasing demand by CMOs and CFOs to be more analytical when assessing the impact of their marketing investment,
- 02** A proliferation of different ads formats and media environments making it harder to compare on other widely used inputs (e.g. impressions) and finally,
- 03** Development of new or improved ways of measuring the time that a consumer's gaze is on an ad.

While evidence is emerging on the correlation between higher ad attention and business outcomes, and the potential for ad attention metrics to be used as an indicator for ad effectiveness, we believe it will not replace the need for existing media metrics. Marketers will need to continue to conduct other types of measurement in combination (such as MMM and experiments) to fully understand the holistic impact of advertising investments. This paper has been developed to help the market understand the current state of play in terms of attention measurement and metrics in the Australian market. The landscape review provides data on how agencies and media owners are using or planning to use attention measurement as well as a thorough rundown on the different vendors in market with a deep dive into their methodologies.

There are various methods available in market to measure ad attention using either technology-based solutions employing ad tagging or eye-tracking cameras with a panel of respondents, or a combination of these techniques are being developed to quantify eyes on ads and the degree of attentiveness. The information that has been gathered for this paper provides a vital unbiased overview of the market for marketers, agencies and media owners.

From the range of studies and evidence available, the IAB believes that attention measurement is an important input in understanding advertising impact, however from discussions in market and data collected for this paper it is clear to the IAB that attention measurement is not yet ready to be treated as a "currency". The agencies that are currently using attention metrics are most likely to be using the data during their planning stage however there is strong appetite to this type of measurement for campaign assessment and optimisation.

This area is a trade marketing battle ground in terms of which environments have the highest average attention but there is nuance that buyers need to ensure they factor in when assessing media options including cost, size and environment.

The IAB is excited by the development in the attention space and looks forward to a healthy evolution of use of these metrics in helping marketers increase the effectiveness of their advertising investment.

The Advertising Research Foundation (ARF) defines Advertising Attentiveness as "the degree to which those exposed to the advertising are focused on it – ranging from a very brief exposure (or "scan") that is likely to leave very little memory trace, to intense focus with cognitive and emotional engagement that can lead to enduring recall and impact attitudes and behavior – both positively and negatively."

As can be expected with any new technique the industry is experimenting with, there are questions that will need to be validated, so this doesn't become just another metric on the dashboard.

- Are all attention seconds the same in delivering outcomes?
- Is there a causal relationship between high attention and business outcomes?
- Is there an industry agreed attention metric or method that fairly measures the breadth of ad opportunities in market?
- How can we build the different shapes of attention into mmm models?



2.2 The role of ad attention in the measurement toolkit

A measurement framework outlines how a company measures advertising performance, highlighting the most relevant KPIs, goals and targets. A measurement framework works by laddering up metrics and methods to business or brand objectives. It can help companies in having a common language to talk about measurement.

Many media owners, agencies and brands themselves will have their own measurement framework and the IAB provide a template (see below). Ad attention, along with other measures like reach and frequency, viewable and brand safe impressions, ladder up to the understanding of media effectiveness. They provide an understanding of the quality of ad exposures and allow marketers to optimise the delivery of media messages to the right people.

Ad attention measurement provides data on whether ad messages are delivered to a person who sees and pays attention to the ad and for how long, but not whether the message was ultimately retained in memory which is of critical importance to understanding outcomes.

Other metrics and techniques (such as brand lift experiments and MMM) are required to be used in combination to understand the full impact of advertising on business outcomes.

In the coming section of this paper, we outline some of the evidence conducted by ad attention measurement vendors on the correlation between higher ad attention and business outcomes.

The strength of the connection between higher ad attention and business outcomes will demonstrate to marketers the reliability of using ad attention metrics as a proxy or indicator of business outcome success.

The changes occurring in our industry focused on increasing consumer privacy and giving consumers more control and choice about the data they provide are well documented. These changes mean marketers will need to adjust their marketing effectiveness measurement techniques to continue to be able to understand the success of their campaigns.

Some media effectiveness measurement solutions are unaffected by the retirement of cookies and will therefore continue with no disruption. Ad verification does not rely on cookies to detect fraud, deliver brand safety or measure viewability. Ad attention measurement conducted via ad technology solutions or eye tracking is also minimally impacted by changes in the industry resulting in the reduction in signals.

The ad effectiveness measurement framework

	MEDIA EFFECTIVENESS Improve delivery	BRAND EFFECTIVENESS Impact brand	SALES EFFECTIVENESS Increase sales
TECHNIQUES	<ul style="list-style-type: none"> Viewability Media verification Audience demographic verification Digital campaign delivery measurement Cross-media campaign reach & frequency Attention measurement 	<ul style="list-style-type: none"> Ad recall tracking Brand-lift Brand equity measurement 	<ul style="list-style-type: none"> Market Mix Modelling Path to conversion Multi-touch attribution Sales-lift Customer lifetime value
MEASUREMENT	<p>The measurement of audiences reached by marketing communications and the understanding of how efficiently this is achieved. At its core it is the understanding whether valid impressions were served to humans and to what extent those impressions were viewable.</p> <p>There is increasing adoption of attention-based measurement to assess whether a person has seen an ad and for how long.</p>	<p>The measurement of how marketing communications create mental structures (associations, consumer perceptions of brand meaningfulness and uniqueness, etc.) that will predispose potential customers to choose one brand over another (brand building) and how they impact brand recall that may influence choice of products for consumers already in the market (share of mind).</p>	<p>The measurement of how marketing communications affect or influence consumer behaviour in relation to purchasing.</p> <ol style="list-style-type: none"> Long-term effects on brand business growth: impact on sales, profit, market share, penetration, loyalty and price sensitivity Short-term activation effects on shoppers: transactional or intermediate direct responses and conversions (like sign-ups, leads, immediate sales online and offline).
METRICS	<ul style="list-style-type: none"> Impressions (viewable, fraudless, brand safe) Target reach and frequency (deduped across devices if relevant) Size of demographic audience group Attention time metrics 	<ul style="list-style-type: none"> Unaided & aided brand awareness Ad awareness Brand favourability Message association Purchase intent (brand consideration) Image attributes Brand equity 	<ul style="list-style-type: none"> Long-term - Sales penetration, Customer-lifetime value, Return on profit Short-term - Uplift in sales conversions and leads attributable to communications activity (MTA), Incrementality/sales/penetration lift/return on advertising spend (ROAS)

2.3 Readiness for attention as a currency

The IAB believe there could be benefit for the industry in an ad attention measurement currency in the future, but that the foundations for enduring and successful industry-wide adoption of a standard of currency are not yet built.

In simple terms, standards are generally accepted requirements followed by the members of an industry. These exist across many areas of media, including digital advertising. There are independent organisations within the advertising and media industry that oversee the development, maintenance and adherence to standards including industry bodies such as MRC, IAB and IAB Tech Lab.

The IAB and IAB Tech Lab work with the industry to develop guidelines, write specifications, develop technology and provide services to bring alignment to increase trust and transparency and provide confidence to marketers investing in digital advertising. Industry standards provide advertisers with accountability for their investments and ways to evaluate opportunities and measure consistently across all media players.

Industry standards can operate in various ways.

Two examples of long-established industry standards :

Industry viewability standard:

The AANA, MFA and IAB are aligned to the current MRC (Media Ratings Council from US) standard definition of viewability as a minimum. The MRC standard for a viewable impression is where 50% of the ad unit is in view of one second for display advertising.

Endorsed preferred supplier for digital audience measurement:

For 10 years the IAB has set industry standards for digital content measurement and, along with the MFA and AANA, have endorsed a sole preferred supplier for digital audience data. The preferred supplier is appointed through an industry tender process and operates under a deed of endorsement contract to meet standards set out by the IAB and overseen by the IAB Measurement Council.

Industry standards for media industry measurement are built on the key foundations of:

Independence

Criteria or specifications of the standard are designed by an independent body with broad consultation across the industry to increase the quality of measurement available

Comparability

The industry standard metric needs to enable consistent, fair and equitable comparison across media, device, environment and platforms

A robust and transparent methodology

Measurement vendors provide transparency to the industry on how metrics are derived and how they meet agreed criteria or specifications

Scalability and inclusivity

An acceptable level of measurement coverage across the industry can be achieved and the diverse range of industry formats are included in the measurement

Endurance

Measurement must stand the test of time and evolve as the industry changes

Agreed by market

Both buy & sell side need to agree to adopt the standard



The IAB believe there could be benefit for the industry in an ad attention measurement currency in the future,

but don't feel the measurement is yet developed sufficiently to define a minimum standard that meets the above foundations and would lead to successful industry wide adoption.

As you will see later in this paper, the usage of ad attention measurement is still very much at the experimental stage. Some agencies and media owners have conducted concept studies to understand the attention levels of a range of types of ad inventory, however understanding of the various ad attention methodologies across the industry is low and there is no consistent view on the definition of an effective measure of ad attention.

Further validation is required to assess what decisions it can reliably inform and its value in predicting business outcomes. Further development of ad attention measurement techniques, broader adoption and usage of the metric in the market, along with industry-wide collaboration and collective agreement on what standards are necessary to improve the quality of data are needed before the industry can use attention as a trading currency.

Media Ratings Council – Outcomes and Data Quality

In June 2022 the Media Rating Council (MRC) announced the release of a draft version of its Outcomes and Data Quality Standards for public review and commentary. It is expected that the final version of the Standards will be issued publicly before the end of Q3 2022.

These draft standards cover outcomes measures and approaches including attribution and Multi-Touch Attribution (MTA), Market Mix Modeling (MMM) and experiments, as well as underlying data quality associated with these methods.

With regards to attention measurement the MRC has noted in these draft standards:

“

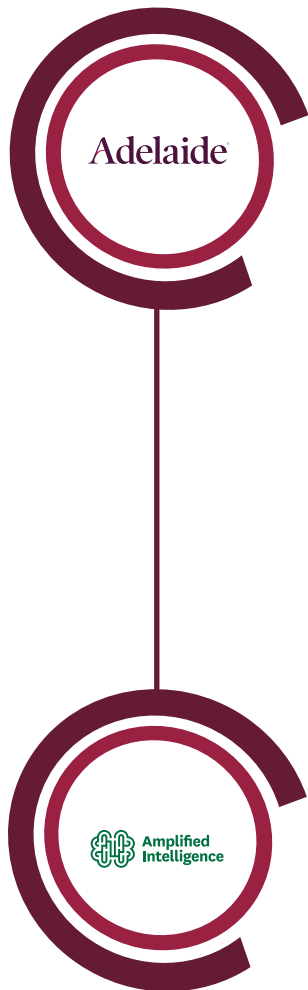
... there are certain cognitive and behavioral aspects of methodology that may be involved in Attention that go beyond passive measurement and involve measurement techniques beyond simple coincidental studies/survey and panels – for example, neuro studies, eye-tracking, cross-site behavioral and benchmarking analyses, etc.

Likewise, more complex aspects of these products such as models that seek to disentangle the effects of media and creative represent difficult areas to standardize. While Attention is included in this phase of these Standards to the extent they are derived from either first- or third-party measurement of exposure/activity, more advanced methodologies and models employed within them are intended to be addressed as part of a later phase of these Standards.”



2.4 Evidence of the connection between higher ad attention and business outcomes

Further validation on the connection between higher ad attention and business outcomes will demonstrate to marketers the reliability of using ad attention metrics as a proxy or indicator of business outcome success. Many of the ad attention measurement vendors have conducted research on the connection between higher ad attention and business outcomes. An outline of the findings from some of their research is outlined below.



Zach Kubin, VP Sales & Partnerships | Adelaide

To help advertisers thrive in an opaque market, we created AU (Attention Unit), an omnichannel media quality metric founded in attention research. Since 2019, we've partnered with dozens of advertisers to prove that AU is a leading indicator of outcomes, and a more accurate measure of media quality than existing metrics. By incorporating AU into planning, buying, and optimization – including more advanced applications like programmatic, Media Mix Modeling, and AU guarantees – leading brands have been able to more consistently predict impact, increase efficiency, and drive incremental outcomes through the funnel.

Adelaide insights and examples are:

Although initially built as a proxy for upper-funnel brand metrics, we've found that AU is predictive of full-funnel results. Buying higher-quality media creates a better opportunity for a consumer to notice an advertisement, no matter the intended KPI. In January 2022, we released a meta-analysis of more than 20 case studies across nine industries, demonstrating how AU measurement and optimization helped advertisers see an average of 46% upper-funnel and 70% mid- and lower-funnel lift.

Coca-Cola Switzerland leveraged Adelaide's AU measurement and found that AU-optimized media increased lift for both mid- and upper-funnel outcomes when compared to viewability – most notably a 49.5% increase in ad recall.

Daniel Lyas, Head of Operations & Customer Success | Amplified Intelligence

In her senior academic stint at Ehrenberg Bass, founder of Amplified Intelligence, Karen Nelson-Field had worked with major brands on deciphering and proving the factors which drive brand growth. As part of this she built up a systematic approach to proving ROI and the first four years of Amplified Intelligence were repeated studies looking at whether or not attention is a true north measure associated with business outcomes.

We have proved, systematically and across boundary conditions such as markets, audiences, platforms and categories, that active (and lesserly passive) attention is directly correlated with Short Term Advertising Strength (STAS = sales uplift vs a baseline). The relationship is not directly linear ($r=.83$), but to put in context, the difference between the best performing media placement (in terms of active attention seconds), and the worst performing is 10x in terms of short-term sales uplift.

Amplified Intelligence examples:

A global lottery client shifted their mix using our attentionPLAN tool, leading to a **37% increase** in active attention. Their overall distinctive brand asset score increased **by over 9%** which is deemed hugely significant as they are the market leader. Autos ecommerce brand had their highest ever monthly sales after they shifted their media mix and started to plan using active attention.

Global soft drink brand saw their MA **increase 6%** after being static for many years as a result of changing their media mix to optimise towards higher attention media formats.



Imran Masood, Country Manager AUNZ | DoubleVerify

DoubleVerify (DV) has found that there is a clear correlation between different components of attention and business outcomes. We have conducted impression-level client tests to validate the accuracy of our indices and have found that the Exposure Index correlates to branding KPIs, such as brand awareness and favorability, and that the Engagement Index correlates to direct response KPIs, such as conversions. To further scale these metrics in the media industry, DV recently launched the DV Authentic Attention® Snapshot, providing all clients with high-level attention insights across all of their campaigns.

DV worked with two clients, Mondelez and Vodafone Germany, to conduct these analyses.

DoubleVerify examples are:

Mondelez leveraged DV Authentic Attention® to measure what factors were driving brand lift KPIs. DV helped identify performance drivers by analysing attention insights across their ads, and validated results against a Kantar Millward Brown brand lift study. They found that High-Exposure impressions (that is, higher than average viewable time and ad share of screen) drove **9pp lift in brand favourability as well as 8pp lift in brand consideration**. This insight enables Mondelez to better identify awareness-driving ads mid-flight.

DV also helped Vodafone Germany, a leading telecommunications company, measure and optimize the performance of its digital ad campaigns to drive site traffic and sales. The telco brand tested DV Authentic Attention® across two campaigns. One that was focused on driving “Qualified Traffic” (i.e. site visitors demonstrating purchase intent) and the other was purely driving sales – to evaluate their performance in-flight, using a metric that correlated with actual business outcomes.

Vodafone Germany found that high engagement impressions specifically drove 2.5x higher qualified traffic and sales conversion rates.



Jessica Miles, Country Manager | IAS

Our research team analysed data to understand how our partners could leverage technology to capture more significant attention to understand correlations between quality, suitability, and time-in-view. The research uncovered that Viewability and Time-in-View have a medium correlation (intuitively makes sense).

Moreover, when only looking at impressions on contextually relevant pages (i.e. car manufacturer ad on an automotive site), the correlation becomes more vital. The practical implication of an insight like this is that you can drive greater attention by targeting higher Viewability rates in programmatic pre-bid targeting and utilising contextual targeting solutions.

IAS examples are:

When we analysed the automotive vertical, we saw that when the context was relevant and optimised for Viewability, there was an **8.3-second increase in Time-in-View for every 10% increase in Viewability Rates. This was 2.4x higher than in a non-optimized context.**

Here's a preview of what we discovered:

- **Time-in-view increases** as viewability and brand safety increase
- **57% increase** in conversions for viewable and brand-safe impressions compared to non-viewable and not safe
- **171% increase** in conversions for impressions with time-in-view greater than 15 seconds



Daniel Cravero, Head of Sales ANZ | Oracle Moat

Oracle Moat has worked with our clients to successfully prove that increased ad attention leads to improved business outcomes. Here is an example of a customer success story Duracell.

In collaboration with the Oracle Moat team, Duracell is now finding that it can improve campaign efficiency by focusing on three things: making sure ads are reaching their intended audiences, verifying they are valid and viewable, and assessing whether they resonate with in-depth TV attention data.

As a result, Duracell has seen visible progress in all three categories. Visible on complete (VOC) rates are up 27% between Q1 FY2020 and Q1 FY2021, while advertising visible and audible on completion (AVOC) rates are up 18%. In turn, these measurement capabilities are now allowing Duracell to take the next step—linking ad attention to cost. By overlaying Oracle Moat attention data with cost data, Duracell can further inform its buying strategies.

“

“That data overlay is allowing us to look at cost-per-completed-view for different ad lengths and platforms,” says a representative from Duracell. “So even if the ads were on completely different platforms, we can measure the completion rate cost data to get a very granular apples-to-apples view of where we are getting the best value.”



John Hawkins, Chief Scientist | Playground xyz

In our previous research, validated by Kantar, we demonstrated that Attention Time (how long, in seconds, an ad was actually looked at) holds great potential for advertisers looking to move beyond existing proxy metrics, such as Viewability. We ran multiple brand studies to look at the relationship between Attention Time and marketing outcomes.

Playground xyz key findings:

Campaigns where ads received any Attention Time drove an average 25% increase in awareness in the exposed group compared to the control group subjects.

In general, the more Attention Time an ad receives the more pronounced the awareness outcome. In one campaign, awareness moved from 30% for consumers with an Attention Time of under 10 seconds to 52% for 10-20 seconds and 67% for more than 20 seconds. This equates to approximately an 11% lift in awareness for each additional second of Attention Time achieved.

Campaigns in which the exposed group achieved any Attention Time resulted in an average 79% increase in ad recall compared to the control group.

The higher the Attention Time, the more pronounced the ad recall outcome. One campaign moved from 48% recall for 0-10s Attention Time to 52% for 10-20 seconds, and 76% for more than 20 seconds. This was approximately a 7% lift in the chance of recall for each additional second of Attention Time.

Using a statistical model that isolates the importance of different variables, and comparing it with Viewability, we observed that Attention Time was 7.5x more predictive of driving awareness and 5.9x that of ad recall.



2.5 buy-side perspectives on current value and future evolution

Current advice to marketers



Natalie O'Hanlon, Business Director | PHD

The rise of attention has been born out of the digitisation of media and the need for a more qualified metric other than viewability. As Amplified Intelligence put it, "there is a viewability to attention gap". Given the link between attention and brand impact, it's no surprise the topic has taken over the current discourse in the industry. However, it's important to remember, attention research is still in its nascent phase, and more importantly what the research will indeed inform.

With this in mind, we've prepared three recommendations for clients:

01 View attention alongside tried and tested media metrics

The research into attention has already surpassed that of validating viewability. As planners and marketers, we are starting to understand the nuance of attention; the value of active versus passive attention and the role media and context can play. However even if we knew all there was to know about attention, it would not replace our existing media metrics, nor become the silver bullet for our media plans. Instead, we see attention as a more qualified media metric, to add and enhance our existing planning inputs.

02 Attention is not a replacement MMM or brand tracking

Whilst there is a relationship between attention and brand growth, it should not replace MMM data or brand tracking. We continue to recommend clients invest in econometrics modelling and brand tracking to understand the effectiveness of marketing on sales and brand impact. In time, we as an industry will have a clearer view on the impact attention has on media effectiveness, which will in turn play a role in helping explain the results our media mix models deliver.

03 Creativity and innovation unlock disproportionate growth

At PHD, we believe in creativity and innovation are the key ingredients to drive disproportionate growth. Whilst the attention agenda will help inform, enhance and optimise our media plans, it's important to view attention in the context of what it will inform, and not lose sight of what will unlock meaningful and disproportionate growth.



Value of ad attention measurement for marketers



dentsu | Zac Selby, Programmatic Solutions Lead

The value provided to advertisers who are measuring and optimising towards attention is a deployable metric that is a proxy for quality. At dentsu we have invested in understanding the respective brand and business contribution of attentive seconds; knowing that not all are created equal. This is a critical consideration in our application of attention, and an area that we are keen for continued developments from industry tools on.

Whilst attention findings share fundamental values, the role of attention and its significance can differ based on the brand, product or service offering and the creative assets in question. With this in mind, it's imperative to ensure that measuring and optimising towards attention is supported by a clear and tailored hypothesis, unique for each advertiser to determine the role attention should play in each scenario. Ultimately, it's about bridging attention led planning and activation, back to business outcomes for the specific client in question and optimising from there.

The theory that attention drives brand outcomes was put into action for an advertiser with awareness and consideration objectives. Results demonstrated that optimising towards actual seconds viewed (attention), led to vast improvements across all metrics within their display buy. The most pertinent of which was a substantial click cost reduction. Based on this success, a global first attention dashboard has been launched, so this advertiser can conduct real-time attention optimisations and extract learnings from every impression served.

The hypothesis that greater attention delivers an increase in performance outcomes was tested for a separate advertiser. By optimising towards audiences with a high-indexing attention score, it was observed that an attention-led approach unlocked a noticeable increase in conversions, therefore validating the set hypothesis.

Further, what was shared by all, is that by deeply understanding, measuring and optimising the key drivers of attention such as context, time, audience and creative, each advertiser could maximise the attentive seconds garnered from their audience to then enhance the quality of their activations.

How ad attention measurement will evolve in the future

Ad Agency | Open-ended response, IAB Ad Attention Measurement Survey

“

The technology and the ability to measure/attribute is still in its infancy, we're a while away from it being a metric we can plan, buy and measure regularly outside of the top 5% of advertisers with money to test new approaches.

That being said, currently it's a great tool for helping to allocate channel and format budgets for select media channels at a basic level which is helping to get previously neglected channels such as BVOD on more media plans but there are obvious limitations in OOH and audio tracking at the scales required and until it's a universal metric we won't understand the entire picture. There's a disconnect with attention planning in that most people do not take into account the impact of creative on overall effectiveness and putting too much stock in a selected format to drive success. In reality it's more likely a two-stage process. Using more attention driving ad placements to initially gain the eyes of the busy, speedy thumb scrolling consumers and then using great creative to keep that attention and land the intended message.

In the short term: I think if the industry can adopt the approach of using media attention metrics to help improve media allocations by channel and format as well as improving the quality of creative across the board, we'll see a vast improvement in effectiveness providing advertisers relinquish their obsession with efficiency metrics such as CPMs, CTRs and ROI. If we can demonstrate the effectiveness at driving revenue growth, market share and sales, at scale the impact of planning to attention can achieve when paired with great creative the adoption of this metric by agencies, vendors and advertisers alike will rise sharply.



Brand marketer | Open-ended response, IAB Ad Attention Measurement Survey

I think ad attention measurement will evolve in several ways over the next few years



- **Industry benchmarks around attention.** At the moment, different publishers and media owners are defining their own rules, so some standardisation based on research feels like the next step.
- **A shift away from standard CPM buying metrics to an attention-based CPM.** To be able to demonstrate effective ad spend back to the business.
- **Evolution in how we measure impact on next consumer actions after attention has been proven.** More understanding around passive vs higher attention and the roles they can play within a media mix.
- **More agile approach to creative optimisation.** Ideally delivered through automation
- **Better learnings on targeting and audiences for** brands to help shape media plans, channels and creative





03

Industry experience & understanding: findings from the IAB industry survey

- 3.1** Important measurement tools and metrics for assessing ad effectiveness
- 3.2** Effective measures of ad attention
- 3.3** Familiarity, current and future intention for attention measurement
- 3.4** Ad formats being measurement
- 3.5** Actions being taken based on ad attention measurement
- 3.6** Measuring the impact of higher attention on outcomes



In May 2022 the IAB Advertising Effectiveness Council conducted a survey to assess the level of knowledge and experience with advertising attention measurement across the industry.

The following section outlines key results from the survey of 180 advertising professionals who are responsible or influence advertising decisions or advertising research/measurement decisions within their company.

Respondents work in brands/advertisers, media or creative agencies, media owners, intermediaries (e.g. DSP, SSP, ad network), research/measurement vendor or data providers. 70% have more than 5 years' experience in digital media.

Quick summary:

- **A wide range of tools and metrics are being used, often in combination,** to assess the success of digital advertising campaigns. Tools to measure the impact of campaigns on brand or sales, as well as media quality measurement tools such as campaign delivery and verification are currently rated as the most important tools for assessing ad effectiveness.
- **There is huge appetite to explore the use of ad attention measurement.** While most respondents (including ad agencies) are rarely conducting their own studies, there is currently high usage of insights from ad attention studies available in the market and there is high intention to experiment with ad attention in the future.
- **Ad attention metrics are not yet as established as an important KPI** to the same level of metrics such as reach & frequency, brand impact metrics, or other delivery metrics such as brand safe impressions and viewability.
- **While time in view is the most thought of as an effective ad attention metric,** responses show that a range of different metrics could be considered as effective measures of ad attention, there is currently no definitive agreement on a particular metric.
- **The industry has generated a great deal of build-up and conversation about ad attention** which has resulted in a high level of familiarity with the concept of ad attention measurement across the industry. However, digging deeper, the level of familiarity with the various measurement methodologies for ad attention measurement is quite low.
- **Currently ad attention measurement is mostly being seen as a way to gain insight for media planning decisions or changes.** There is also high appetite to use ad attention metrics for programmatic optimisation, requiring the integration of ad attention measurement techniques with programmatic systems.
- **Optimising ad attention to drive superior sales or brand outcomes** has not yet been solidly established for the brands respondents are working with. Further evidence of the impact that higher attention has on a business outcome such as brand or sales impact will be required to establish ad attention as a reliable indicator for these outcomes.



3.1 Results: Important Measurement Tools & Metrics

As we have seen from the IAB Measurement Framework earlier in this paper, there are various techniques available to marketers and advertisers to assess the impact of their advertising investments.

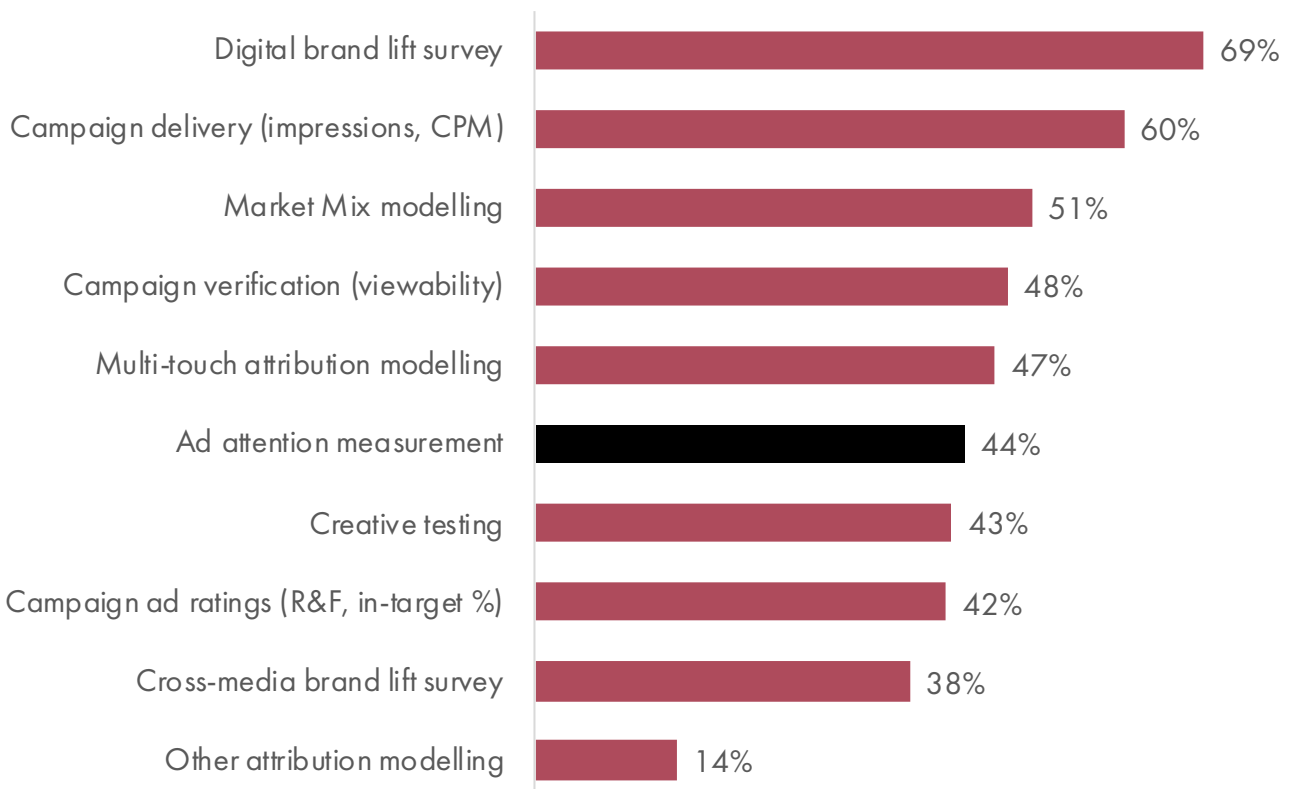
In previous industry research, the IAB has found there is a movement away from techniques impacted by the reduction in signals and towards sustainable measurement techniques (such as experiments and Market Mix Modelling). There is also a shift to using multiple tools in combination to understand the holistic effect of advertising.

Tools to measure the impact of campaigns on brand or sales, as well as media quality measurement tools such as campaign delivery and verification are currently rated as the most important tools for assessing ad effectiveness.

The Ad Attention Measurement Survey has found digital brand lift surveys rated as the most important technique for assessing effectiveness of digital advertising for 69% of respondents. Brand lift surveys typically use controlled experimental design to isolate the impact of digital advertising on brand metrics (such as brand awareness, perceptions, purchase intent).

Ad agencies are more likely than the overall sample to rate multi-touch attribution modelling (59% of agencies) and campaign delivery (65%) as important.

44% of respondents across the industry currently rate ad attention measurement as an important tool for assessing the effectiveness of digital advertising (47% of agencies).



Q - Which of the following measurement tools are most important to you or your clients for assessing the effectiveness of digital advertising? (select all that apply)



Metrics most important for assessing the effectiveness of digital advertising amongst all respondents

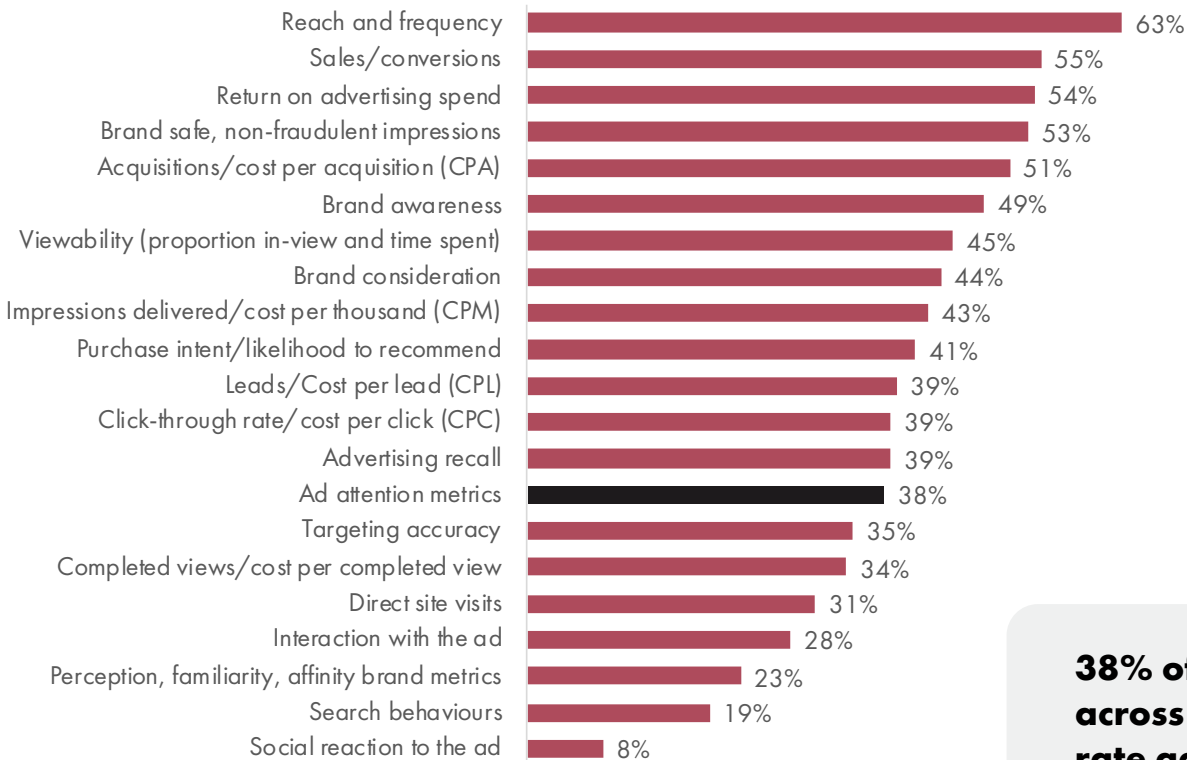
Reach and frequency is ranked as the most important metric for assessing the effectiveness of digital advertising across the industry.

61% rate brand metrics (aggregation of awareness, perception and consideration metrics) as the second most important.

Other inventory quality and delivery metrics such as brand safe impressions and viewability are currently ranked as more important than ad attention metrics.

38% of respondents across the industry rate ad attention metrics as important for assessing the effectiveness of digital advertising.

Agencies are more likely to rate performance cost efficiency metrics as important, for example leads/cost per lead (48%), click-through rate/cost per click (46%) and acquisitions/cost per acquisition (59%).



38% of respondents across the industry rate ad attention metrics as important for assessing the effectiveness of digital advertising.

Q - Which of the following measurement metrics are most important to you or your clients for assessing the success of digital advertising campaigns? (select all that apply)



3.2 ad attention metrics

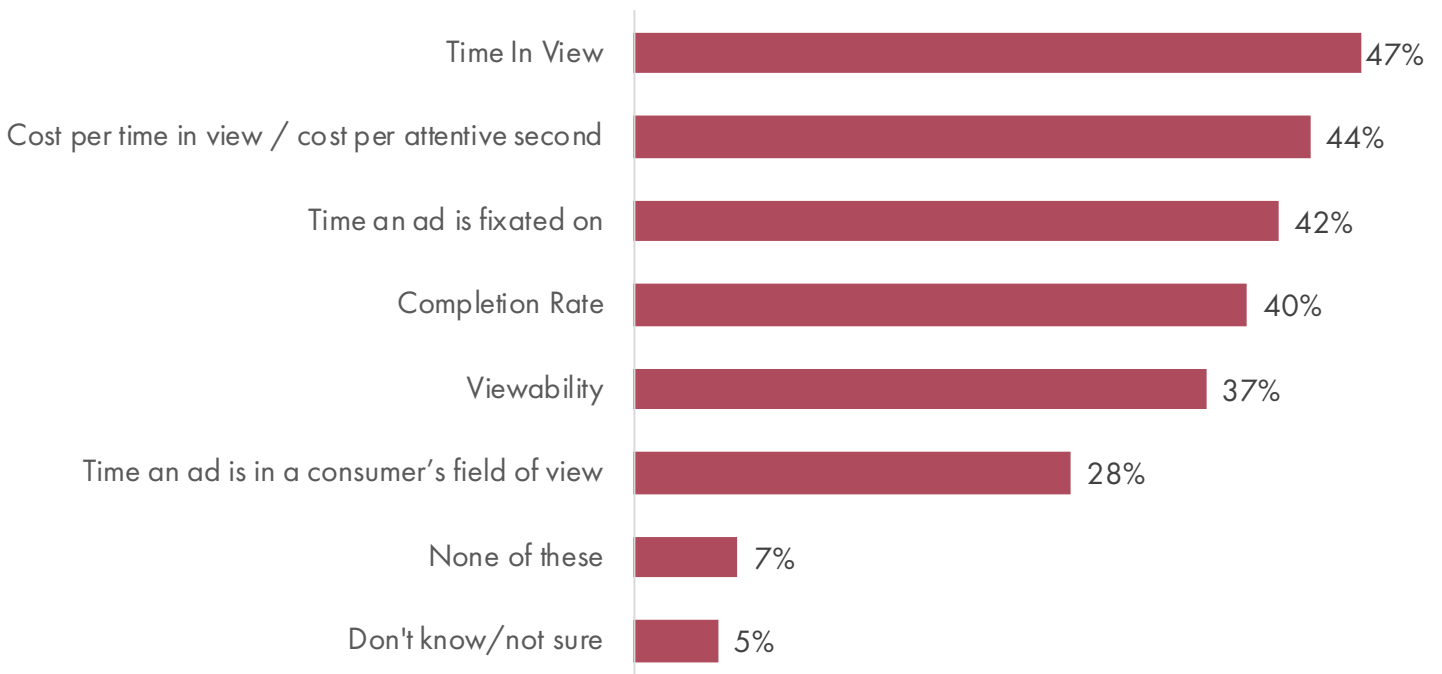
Responses show that a range of different metrics could be considered as effective measures of advertising attention, there is currently no definitive agreement on a particular metric.

Time in view was indicated by nearly half (47%) of respondents as the most effective measure of advertising attention, followed by cost per time in view (44%).

Around 4 in 10 consider completion rates and viewability as effective measures of ad attention.

Agencies had consistent responses to the overall sample shown in chart below, with only cost per time in view / cost per attentive second rated more highly as an effective measure (52%).

Time in view is considered by nearly half of respondents as an effective measure of ad attention.



Q - Which of the following do you feel are effective measures of advertising attention for you or your clients? (select all that apply)



3.3 Familiarity with advertising attention

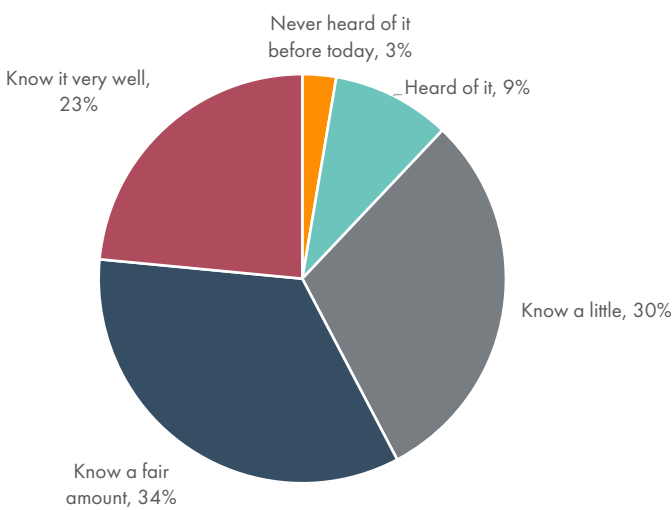
There is high interest and discussion across the industry around ad attention with some agencies and large media owners conducting initial concept studies and releasing trade materials and research findings.

Hence there is a high level of familiarity with the concept of ad attention measurement amongst respondents across the industry. Nearly everyone has heard of ad attention and 6 in 10 (58% overall and 55% of agencies) say they know at least a fair amount about the concept of ad attention measurement.

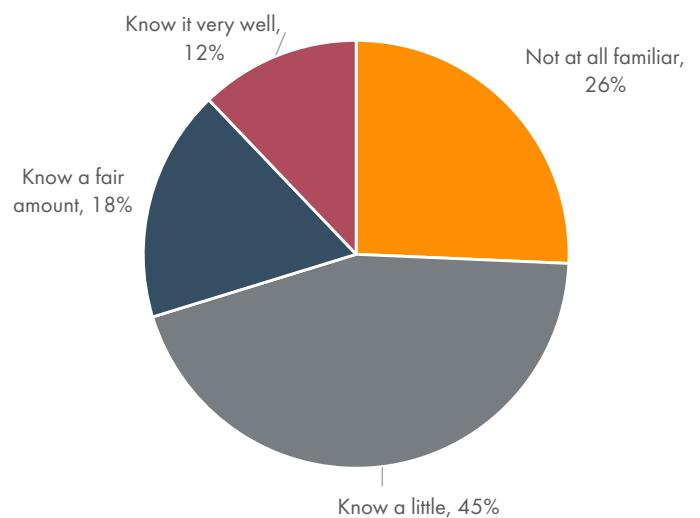
While there is familiarity with the concept, the level of familiarity with the various measurement methodologies is much lower. Most in the industry say they know a little or nothing about the alternate methods for measuring ad attention.

Only 30% (and 25% of agencies) say they know at least a fair amount about the alternate methods for measuring ad attention.

Nearly everyone has heard of attention and 6 in 10 (58%) say they know at least a fair amount about the concept of ad attention measurement.



Only 30% say they know at least a fair amount about the alternate methods for measuring ad attention.



Q - How familiar are you with the concept of advertising attention measurement?, How familiar are you with alternate methods for measuring advertising attention?



Usage of ad attention measurement

Measuring ad attention of campaigns is currently quite rare across the industry.

57% across the industry and 54% of agencies rarely or never measure ad attention for the campaigns they are involved in.

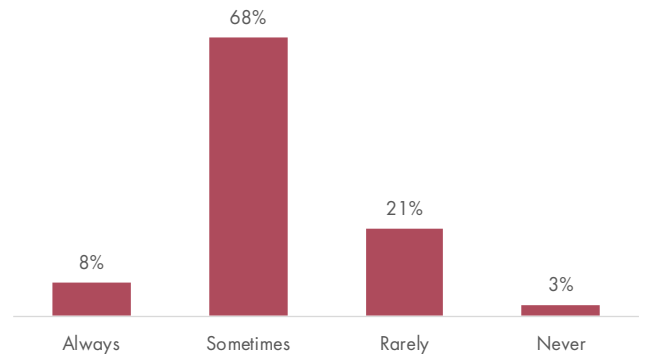
There is experimentation with ad attention measurement with 37% of respondents saying they are sometimes measuring ad attention (44% amongst ad agencies).

The industry is also experimenting with various ad attention metrics, amongst those who had measured ad attention only 13% had consistently used the same attention metric across activity (7% amongst agencies).

Respondents are making use of the research studies and whitepapers publicly available in the industry.

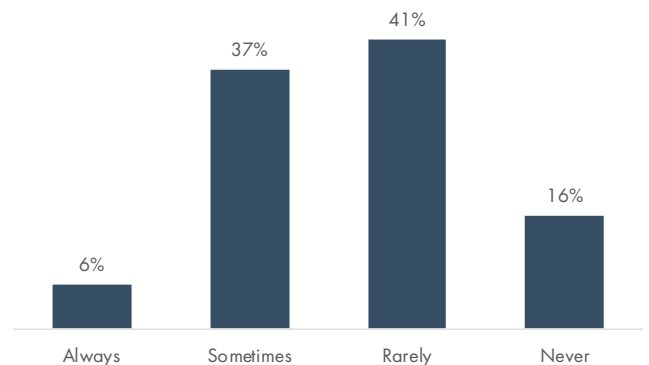
Most (76%) are at least sometimes using the insights from studies available from agencies and media owners to inform their media planning.

usage of insights and recommendations



measuring advertising attention for campaigns

Amongst those measuring, **only 13% have consistently** used the same attention metric across all activity.



Q - How often are you or your clients measuring advertising attention for the campaigns that you are involved with?, How often are you or your clients influenced by insights and recommendations from attention measurement research studies (conducted for example by agencies, media owners or industry bodies) in media decision making?

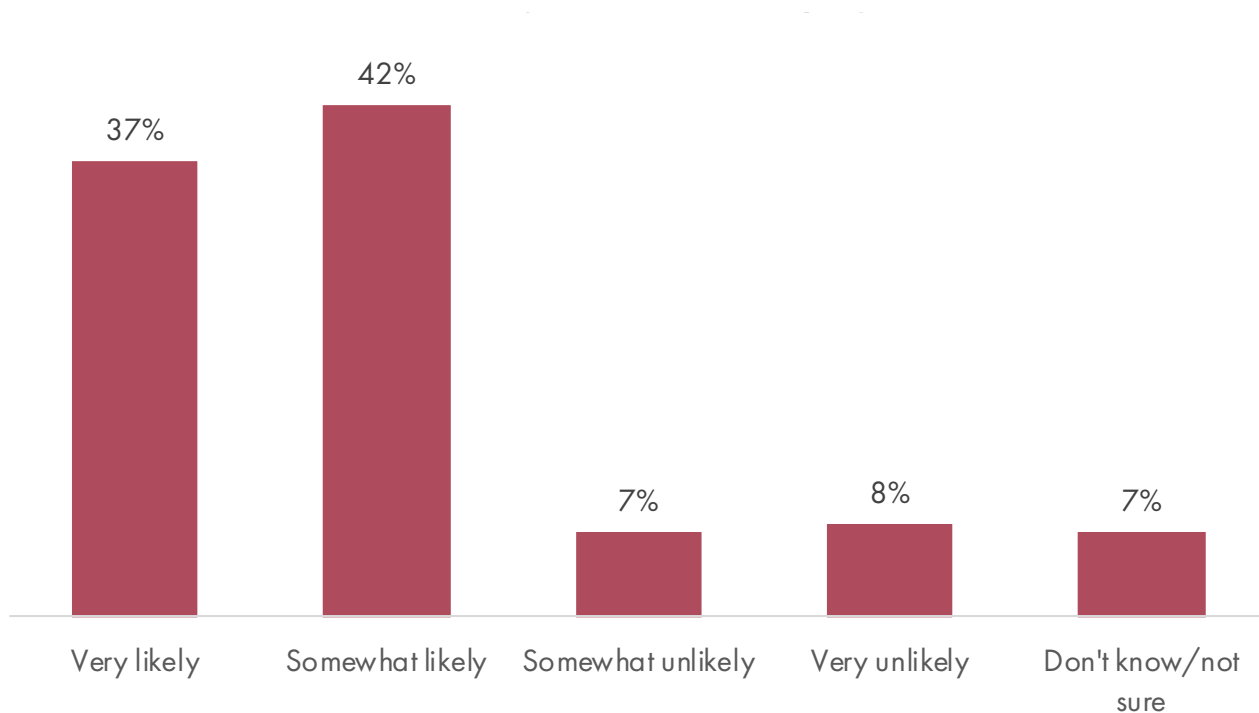


Intention to use ad attention measurement

There is huge appetite to explore the use of ad attention measurement with nearly 8 in 10 (79%) intending to measure attention for campaigns in the next year, with nearly 4 in 10 very likely to measure.

82% of ad agencies intend to measure ad attention of campaigns over the next year with 33% very likely to do so.

Note that many respondents consider a range of metrics, including time in view, viewability and completion rates, as effective ad attention measures and all these metrics could play a role in their intention for future measurement of ad attention.



Q - How likely are you or your clients to measure advertising attention for the campaigns that you are involved with in the next 12 months?



3.4 Ad formats being measured

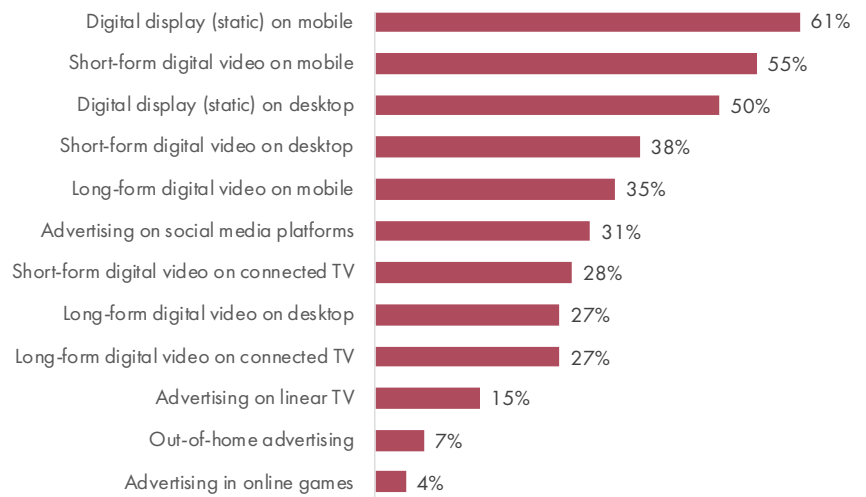
Amongst those who have measured ad attention for campaigns, the focus has been on static display and short-form video on mobile device, followed by static display and short-form video on desktop.

Amongst those intending to measure attention, these formats will continue to be the areas the industry will most likely measure ad attention in the coming year.

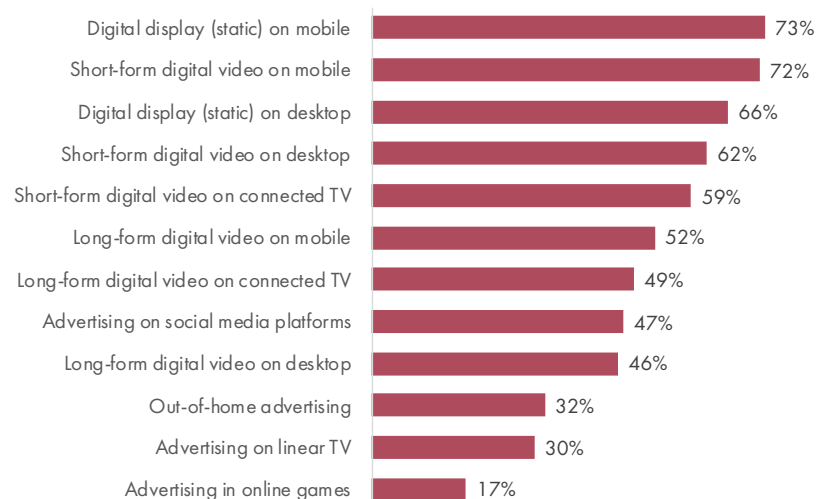
The attention of ads on a mobile device has more often been measured than ads on desktop or CTV screens.

Formats where ad attention has been measured

(amongst those who have measured ad attention for a campaign)



Formats intend to measure attention



Q - For what types of advertising have you or your clients measured attention?, For what types of advertising do you or your clients intend to measure attention in the next 12 months?



3.5 Actions taken based on ad attention measurement insights

Currently ad attention measurement is mostly being used for media planning decisions or changes.

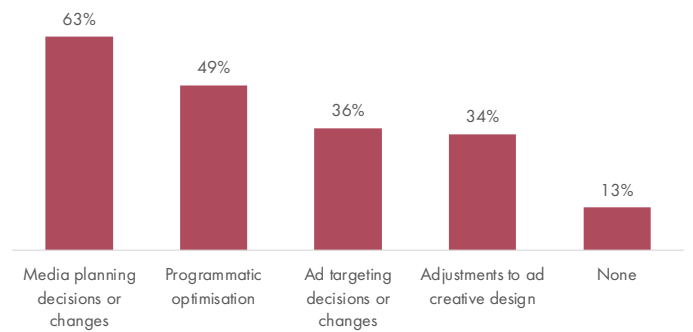
63% of those who have measured ad attention for a campaign have used the insights for media planning (64% amongst ad agencies).

Ad agencies are slightly less likely than the overall industry to use the insights for adjustments to ad creative design (29%) and ad targeting decisions or changes (30%). 16% of agencies haven't made any decisions based on ad attention data.

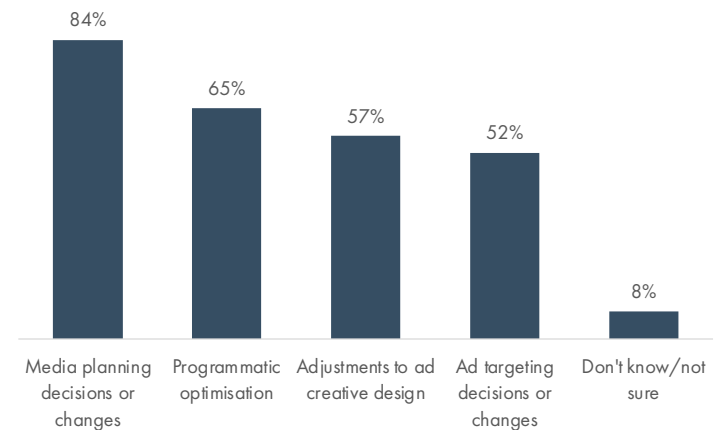
This predominant usage of ad attention to inform media planning decisions seems likely to continue, with 84% of respondents (86% of agency respondents) who intend to use ad attention measurement saying they will be using it for that purpose in the future.

Agencies are slightly more likely to want to use the insights from ad attention measurement for programmatic optimisation in the future (70%).

Actions taken based on the insights from ad attention measurement



Ways intend to use ad attention measurement in future



Q- What actions have you or your clients taken based on the data and insight provided by attention measurement?, How do you or your clients intend using the data and insight provided by attention measurement in the next 12 months?



3.6 Measuring the impact of higher attention on outcomes

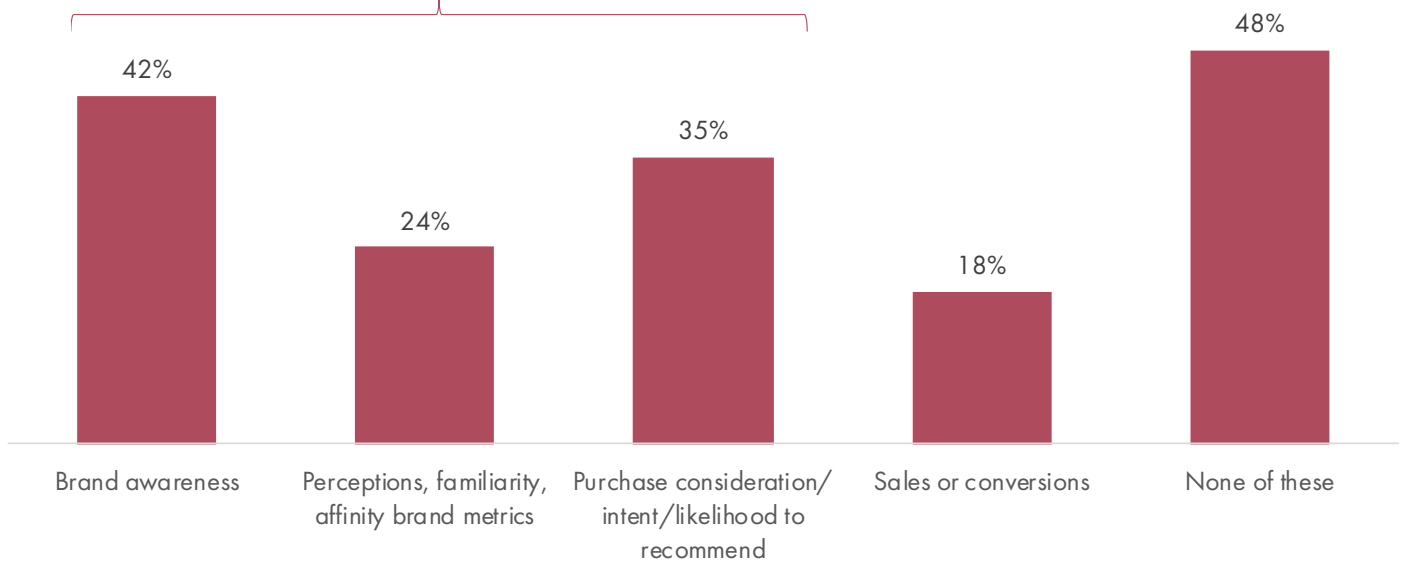
Around half of those who have measured ad attention for a campaign have measured the impact that higher attention has on a business outcome such as brand or sales impact.

More often the link is being made between ad attention and brand impact (on metrics such as brand awareness, perceptions, purchase consideration) with only 18% measuring the connection between ad attention actual sales/conversions.

48% have not undertaken measurement first-hand to prove that optimizing for higher ad attention will drive higher brand impact or sales results for their brand or client.

Ad agencies are less likely to have undertaken research to make this link (**55% of agencies have not measured the impact of higher attention to advertising on any of the following campaign outcomes**).

52% have measured the impact of higher attention on a brand related campaign outcome



Q -Have you or your clients measured the impact of higher attention to advertising on any of the following campaign outcomes? (select all that apply)

04

Advertising Attention Measurement Vendor Landscape

The IAB invited ad attention measurement vendors to complete a standardised questionnaire to provide information on their products and methodologies for publishing in this paper to **help the industry understand the landscape.**

Information provided by the vendors is included in the following vendor directory that summarises their ad attention measurement products. Extended company information is set out in section 6 of this paper.

Many of the vendors also provided further information on the insights their company has derived to help brands, agencies and media owners get started on ad attention measurement that are also attributed in this paper.

There are a number of vendors that provide measurement and optimisation solutions promoted under the umbrella of ad attention.

Methodologies from the vendors included in this paper, can generally be grouped as providing one or combination of these techniques:



Ad tech

Ad tech vendors using ad tagging and tracking to provide an extension of viewability using a combination of pre-existing metrics to build an ad attention metric and deliver in real-time.



Eye-tracking

Vendors using eye-tracking (cameras) with a panel of respondents to measure eyes-on ad attention. These vendors are continuing to develop their measurement capabilities, so offerings can differ vendor to vendor.



Neuroscience

Vendors using neuroscience techniques (brain imaging technology) on a sample of respondents to measure attention through recordings from different locations in the brain.

Some vendors use a combination of eye-tracking with other techniques to extrapolate measurement for media planning, provide this data real-time and offer ad attention optimisation.

These methods will vary in the cost and scope of the research.

Those seeking to undertake ad attention measurement should understand the benefits and trade-offs of these techniques and understand where they add most value in their advertising decision making. In other areas of digital ad and audience measurement, hybrid solutions or combining methodologies has often been required to deliver greater practicality and accuracy.

The IAB sincerely thanks the following participating vendors for proving information on their ad attention products, methodologies and metrics: Adelaide, Amplified Intelligence, Eye Square, Lumen, Playground xyz, NeuroInsight, DoubleVerify, IAS, Oracle Moat



Eye-tracking panel **measurement** vendors

Adelaide

Adelaide is a media measurement company working to increase the transparency of the \$800+ billion global media market. For the past 40 years, the advertising market has been fixated on measuring the audience reached at the expense of understanding the quality of that reach. This has been exacerbated by the malleability of digital media, which allows sellers to deliver increasingly lower-quality media that still meets the measurement standard of viewability.

In response, Adelaide created AU, an attention-based metric that helps advertisers make smarter media investment decisions and understand true media quality. AU takes a modeled approach to media quality, blending the characteristics of ad placements with business outcomes and conversion data, as well as eye-tracking data and attention research, to reveal the likelihood of any placement's ability to capture attention to any creative. By evaluating thousands of attention signals, and most importantly, their weighted contribution to outcomes, AU has helped advertisers uncover optimization opportunities that reduce waste and deliver better results.

Contact: Zach Kubin

zach@adelaidemetrics.com adelaidemetrics.com



Since 2017, Amplified has been building rigorous attention measurement technology for mobile, desktop and TV. We have 5 years of training data and provide a calibration free collection system, (attention-TRACE) which has a lower error rate than MIT.

AttentionPLAN is our cross-platform planning tool / API which helps optimise campaigns by channel, platform and format to maximise the active attention (eyes on ad) available for the budget. Our data is expressed as active and passive seconds. None of our attentionPLAN data is modeled - it is real, human data which we deepen on an ongoing basis.

Amplified has built a proprietary E2E stack for the collection, cleaning, processing and manifestation of real, human, cross-platform attention data. We have access to 155m panelists in 130 countries.

- 01** On mobile or desktop, we are tracking pixel level gaze, and reporting attention seconds per platform/format. On TV we track facial recognition and can measure individual attention of up to 100 pax in the same room.
- 02** Our system also scrapes the page/ platform meta-data, collecting: ad pixels on screen, MRC compliancy, scroll speed, spatial clutter, audio on, volume etc. We can then correlate the metrics currently collected by ad verification companies (e.g viewability) with actual real human attention.
- 03** We can switch out ads served to panelists to allow advertisers to measure their creative across multiple channels and formats

Contact: Daniel Lyas

daniel@amplifiedintelligence.com.au amplifiedintelligence.com.au

Eye-tracking panel **measurement** vendors



Eye square is a psychological based and technology supported market research company in Berlin.

Eye Square in-context ad pretesting solutions are the first and globally most advanced environments to test ad contact, response and effect in a natural setting on users own devices. The authentic viewing context of Facebook, YouTube, Instagram and other platforms is created to protect the privacy and provide best external validity for our clients research.

Eye square is a pioneer in the combination and integration of implicit research methods. Quantitative studies with attention measurement have been conducted in various contexts and regions. International ethnographic media studies have been conducted for Kantar, Google or Facebook with headmounted eye-tracking glasses from our Berlin partner Pupil Labs. Smartphone eye-tracking studies in combination with eye square in-context solutions on participants Android and iOS devices with our Berlin partner Oculid. Webcam eye-tracking desktop studies conducted with many thousand participants and global benchmarks and of course lab studies with tobii eye-trackers.

Metrics provided include:

Reach / % share: percentage of viewers that had visual contact to the ad when it was being visible

Focus duration / dwell time: Average aggregated duration of attention spent on ad

Revisits: number of different / re-occurring visual contacts to the ad (to and from)

Contact: Philipp Reiter

eye@eye-square.com www.eye-square.com



Lumen provides attention solutions for planning, buying, measuring and optimising advertising. Lumen deploys its proprietary eye tracking technology for desktop and mobile globally. The behavioural data we get powers predictive models of attention that can be used within planning tools, as custom buying algorithms, and as a measurement tag. In addition, we help clients test and optimise their creative to create brand-specific or campaign specific models of attention.

Lumen recruits panels of respondents to download our software to their desktop computers or smartphones. The software turns their webcams into accurate eye tracking cameras, allowing us to track which sites they have been to, what ads they have been exposed to, and what they actually looked at when on those sites. The data is then analysed and turned into a predictive model of attention, which calculates the likelihood of some looking at an ad (and how long they will look at it) on the basis of a number of viewability characteristics (i.e. size/format of ad, screen real estate, time in view, location on page, scroll speed, domain, clutter, etc., etc.).

Metrics provided include:

% viewed: likelihood that ad will be viewed at a View time: mean average time spent looking at an ad

Attentive seconds per 1000 impressions: 1000 impressions x % viewed x view time

Contact: Mike Follett

mike.follett@lumen-research.com www.lumen-research.com



Playground xyz's Attention Intelligence Platform (AIP) fuses a large opt-in eye-tracking panel with AI to understand attention at scale. This panel+AI approach allows for scalable and cost-efficient implementation of three categories of attention-powered products:

Inventory scoring

Allows for clear identification of both over and under-indexing ad placements, sizes, partners and channels. This data helps customers implement broad inventory quality/ marketplace curation as well as provide benchmarking for media effectiveness.

Campaign measurement

Sees Attention Time measured at an impression level for a given campaign or advertiser. This allows the brand to compare and quantify line items, targeting strategies and creative variations, as well as combine log level attention data with proprietary datasets to form a big-picture view.

Campaign optimisation

Allows for real time campaign optimisation and delivery based on Attention Time and is plug-and-play with major DSPs. It also fuels the ability to create / curate high-attention marketplaces for advanced trading based on attention.

The primary metric we employ is Attention Time, the length of time in seconds that an ad was actually looked at. A quality-based, human metric, it's an incredibly effective indicator of a consumer's relative interest in an advertisement.

Contact: John Hawkins

john.hawkins@playgroundxyz.com www.playground.xyz

Neuroscience **measurement** vendor



Neuro-Insight is a market research agency that specialises in the measurement of subconscious responses. Using our market validated Steady State Topography brain imaging technology, we can uniquely capture these responses second by second, in real time to quantify the impact of the first exposure. Neuro-Insight measures "attention" through recordings from the different locations on the brain.

Neuro-Insight produces three measures:

01. Visual attention reflects visual processing – i.e. identifying the individual elements present within the visual field to so that we can identify where we are within the environment and what we are looking at. Visual attention is analogous to measurements derived solely from eye position (eye-tracking).

02. General Attention, reflects spatial attention, that is a representation of the relationships that our bodies have with the external environment. Typically, when the eyes move to look at a particular location it also coincides with a concurrent shift in the focus of attention but, this shift in attention can also occur without eye movements and be driven by other senses such as sound and taste.

03. Long-Term Memory Encoding - reflects the degree at which information is being committed to memory (as an input) which has been shown to influence subsequent future behaviour. As memory encoding is reflective of both conscious and subconscious processing, a small degree of attention is also captured.

Contact: Peter Pynta

ppynta@neuro-insight.com.au www.neuro-insight.com



Ad technology measurement vendors



DoubleVerify is a leading software platform for digital media measurement and analytics. Our mission is to make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ our unbiased data and analytics to drive campaign quality and effectiveness, and to maximize return on their digital advertising investments – globally.

DV Authentic Attention® is a privacy-friendly solution that doesn't rely on persistent tracking technology, and provides timely, impression-level insights at scale – from the impact of an ad's presentation to key dimensions of consumer engagement – to measure campaign effectiveness, refine media planning, and improve performance.

DV Authentic Attention® is part of DV Performance Solutions, which also features DV Custom Contextual – a privacy-friendly targeting solution that enables advertisers to execute contextual targeting within their campaigns without depending on personally identifiable information (PII) or cookie-based technologies.

DV Authentic Attention® provides:

- 01 A Holistic Measure of Attention** - measurement is based on granular, impression-level exposure and engagement data that has been validated against client KPIs.
- 02 Data at Scale** - DV Authentic Attention® offers attention Industry benchmarks across 11 unique industries by region, media type, buying channel, brand, and market - by measuring 49B+ impressions per month. DV also recently released the DV Authentic Attention® Snapshot, allowing all clients to access high-level attention metrics across all of their campaigns.
- 03 Seamless Activation and Integration** - Getting started with DV Authentic Attention® is as simple as checking a box, since the solution leverages existing DV tags.
- 04 Best in Class Customer Support** - DV offers global customer support from start to finish in 25 different cities across the US, LATAM, EMEA, and APAC.
- 05 A Privacy-Friendly Alternative** - DV Authentic Attention® is a privacy-friendly measurement solution that does not rely on cookies.

Contact: Imran Masood

Imran.Masood@doubleverify.com doubleverify.com



Integral Ad Science (IAS) is a global leader in digital media quality. We are a market leader in viewability, ad fraud, brand safety, and brand suitability and go beyond traditional verification offering broader media quality solutions like contextual targeting, programmatic supply path optimization, and actionable insights for campaign optimization.

IAS Quality Attention reporting provides brands with performance-based metrics to show how long consumers are engaged with campaigns. Our Report Builder allows clients to export data from our platform, including IAS's suite of Quality Attention metrics, which includes our time-in-view metrics as well as several new open web video metrics (e.g. Pause/Unpause, Full-Screen Plays, etc.), so that brands and agencies can evaluate their performance beyond the core verification metrics. Additionally, IAS has added an option for buy-side clients to pull an 'Attention Metric Report' which makes it easy to run a report with the list of metrics that are commonly associated with attention e.g. **Average Time-In-View, Volume Up/Down/Mute, User Scroll and Click-to-Play Ads.**

Contact: Jessica Miles - Country Manager

jmiles@integralads.com integralads.com



Oracle Moat is an ad measurement and marketing analytics suite designed to help advertisers, publishers, and platforms measure media performance across the breadth of their digital advertising campaigns.

By connecting digital campaigns to signals that indicate measurable impact, marketers can discover how attention becomes an instrumental outcome. Even further, attention signals have the potential to fill gaps and compliment other data sets used to evaluate success. To help our clients reach their unique potential to forge insights across every campaign, we have compiled best practices for tying campaign exposure to brand impact.

With attention metrics fuelled by Moat Analytics, brand marketers can learn from, optimize toward, and strengthen campaign effectiveness in their effort to generate better business outcomes.

Through Moat's **suite of attention metrics**, we offer multiple ways for marketers to determine the signals that indicate behavioural impact for your display and video campaigns.

Contact: Daniel Cravero

daniel.craver@oracle.com www.oracle.com/au



05

Industry perspectives

The IAB has collated diverse perspectives from media companies across the industry, on the insights they have learned so far from ad attention measurement and how they see it developing into the future.

- 5.1** Insights from media owners and technology vendors
- 5.2** Further perspectives from ad attention measurement vendors



5.1 Insights from **media** owners



Daily Mail Australia | Taylah Harb, Insights and Data Manager

In 2022 MailOnline UK completed a research project exploring how attention differs between premium and standard digital ad formats. The study used eye-tracking technology via research partner Lumen, as well as a follow-up questionnaire, covering 1,500 adults on desktop and 1,200 on mobile, across 18 different formats (9 premium and 9 standard formats).

Attention was first identified as the initial step in the learning process, allowing information to be taken in and then to plan, preview, monitor and regulate thoughts and actions. Using the eye-tracking component of the research, an attention metric was then developed by looking at what percentage of an ad was actually viewed, and then measuring how long it was viewed for (in seconds). Multiplying these built out the “attentive seconds per 1000 impressions” metric. Using this metric, results showed that premium formats generate over four times more attention than standard formats, improve prompted recall by 57%, and boost consideration by 12% and purchase intent by 5%.

The attention metric was also used to create an attention CPM (aCPM) to provide estimated costs per thousand seconds of attention for each format on the MailOnline site. This is allowing the team in the UK to effectively plan campaigns with attention KPIs to the most cost-effective formats.

Daily Mail Australia now has a framework to replicate an aCPM in the Australian market when clients and agencies begin turning more of their attention to attention KPIs. While the UK is not yet trading on an aCPM, the Australian market can learn a lot from the way attention and aCPMs are being used in the UK to plan more cost-effective campaigns, as well as ensuring an ad is not just viewable, but has actually been seen.



Google | Elizabeth Verrow, Research Manager, YouTube Ads Research, APAC CMI

Why do people pay attention to some ads but not others? That was the question we set out to answer when we launched our first attention research in Australia in 2015. Since then, we’ve been building on that study to better understand how Aussies’ ad-viewing behaviour has evolved. From the extensive body of research Google has conducted globally since 2015, two interesting findings emerged:

01 Behavioral measures (i.e., investment signals) can serve as scalable indicators of attention:

In collaboration with several partners, including the Ehrenberg-Bass Institute and Media Science, we found measuring through visual measures such as eye tracking is the easiest (most accurate) way of measuring attention¹. For marketers, however, eye tracking studies are hard to scale (in terms of cost and availability across platforms and devices), so we also examined the potential behavioral measures of attention.

In an ethnographic study with Revealing Reality (UK), we found behaviours – interacting with the video player, changing posture, and many more – were all “signals” that the viewer was investing in the content. Most of these behaviours were common to all screens, but some were device-specific, such as maximizing video screen size, or rotating the screen on mobile phones. We also looked at the impact of personal value on attention and found 71% of videos that were actively selected had at least one investment signal present (turning up the volume, pause/playing) compared to just 33% of passively selected videos². Therefore, behavioural signals can be useful to serve alongside eye tracking studies, or in situations where visual measures are not possible.



02 Attention levels, as measured via behavioural proxies, are driven by personal value more so than by the viewer's location:

We also explored whether the location where the content was being viewed had any influence on the level of attention being paid. It turned out that one determinant for the level of attention was not in-home vs. out-of-home, but rather the predictability of the environment³. For example, research showed many participants' attention was higher while watching during their commutes than it was at home⁴. Research from both the UK and AU, showed viewers exhibited similar behaviours when they were watching videos in their living rooms as they were on a bus on their commute. Why? Because viewers often choose content that suits their surroundings — in this case, they know exactly how much time they have and can devote their full attention to it with fewer distractions (think no second screen or headphones) — enjoying shorter form content to fit the time they have.

Sources: 1. Ehrenberg-Bass Institute/MediaScience | 2,3,4 Google/Revealing Reality Environmental Factors of Attention, UK, 2018, Screen record study, 25 respondents for 2 weeks 24h/d.



Meta | Andy Ford, Head of Marketing Science Australia and New Zealand

The majority of conversations being had with advertisers and agencies are requiring attention metrics that go across all channels (or as many as possible). That favours attention vendors who are able to collect data on multiple channels/platforms through panel collection with relevant eye tracking technology and less favours those that are restricted to only web tracking. But with that, comes a current restriction in application. Data that is collected via a one-off collection is essentially static and can therefore only be used for planning purposes through attention multipliers e.g. how can I maximise attention across my media buy. When considering using it for assessment, advertisers should be aware of either heavy assumptions using multipliers or being limited to open web through trackable viewability type metrics. Until either panel collection is done ongoing or more platform agnostic data is available, assessment is secondary to planning use cases.

Even for planning though, more data needs to be amalgamated to really drive an efficient and effective media buy. Cost data and impression distributions across formats will need to be factored to make it more actionable. And this cannot be in isolation of reach and proven business outcomes.

With creative accounting for anywhere between 50-70% of the effectiveness of an ad (depending on which research company you reference), creative is still the most impactful lever an advertiser has for growth. But with so much time now spent on mobiles, creative MUST be fit for modern consumption i.e. device, and also the screen it renders on.

Attention is no different, strong creative will create higher attention. But knowing attention scores upfront will help advertisers optimise their creative the amount of active attention seconds they can work with. Maximising those crucial active attention seconds by including branding upfront, clear messaging will really help drive the recall of an ad and it's key message. But then also thinking about levers to increase the attention e.g. vibrant colours, movement, humour, emotion etc should then keep consumers engaged.

Attention is still early in its infancy. And to achieve it at scale and across multiple use cases, from planning, to measuring and even real time optimisation, a lot needs to be done on both data collection and modeling. Most of the current innovation is around coverage of media, combining both panel and tagged media to bridge the gap between offline and online, and also platforms where impression level viewability tagging is not permitted. But to truly optimise on platforms like Meta and other mobile app first platforms, advertisers are better using their own 1st party data and combine it with the machine learning already capable in those platforms to drive an outcome rather than a proxy.



Seven Network | Ashley Spinks, Marketing Effectiveness Manager, Audience Intelligence

In a recent study with Amplified Intelligence, we learned that the platform very much primes the level of attention an ad can garner – known as the [Hierarchy of Attention](#). We know TV and BVOD ad attention punches above its weight, more so most digital skippable ad formats. When you think about it, this makes complete sense; viewers cannot skip ads running on BVOD and TV, so if the ad is more interesting than the person’s surroundings i.e. the enticing second screen, it’s going to get some level of attention, be it active or passive. However, if given the opportunity to skip an ad, a viewer will do so, resulting in a significantly larger amount of non-attention. This does not mean all brands should revert to premium advertising – we know that is not feasible, but the medium needs to be comparable when evaluating attention performance.

In a recently published [Mi-3 article](#), Prof. Byron Sharp talks about the 60:40 Binet & Field rule and despite some questionable aspects, the brunt of his argument cannot be ignored - that marketers need to focus on “building mental and physical availability and advertising consistently throughout the year to drive growth”, but we also know attention measurement learnings can work to help brands and media buyers optimise mental availability. There is industry demand for innovative and reliable measurement, and attention is helping to provide that extra layer of science, on top of reach.

The primary role for attention in determining ad effectiveness success for our clients is, and will be, influencing the media buy strategy. I see this as the purpose more so than determining ad effectiveness success, of which so many other factors need to play a role. Attention measurement is still in its infancy, and there is certainly more to unpack on the topic as we continue to conduct ad attention research.



Snapchat | Ivan Lozano, Ad Research & Insights Group Manager, APAC

As the pioneer for full-screen, vertical video, Snap suspects that current viewability standards tend to underestimate the opportunity of vertical mobile video to impact true brand outcomes.

We believe the lean-forward nature of mobile video viewing garners high attention, which drives saliency and persuasion. As such, we continue to invest our efforts in producing research that identifies how to accurately measure ad attention and establishes the relationship of attention with brand outcomes in order to provide prescriptive guidance for how to buy effective advertising on Snapchat.

Snap’s body of attention research involves exploring a variety of research partners, methods, and techniques (i.e., eye tracking, heart rate monitoring, virtual, lab-based), spanning countries, verticals, and ad formats. By using a multi-method research approach, we are able to identify patterns and establish standards for future campaign measurement. Building our repository of attention measurement allows us to understand how different creative elements in the ad influence attention and quantify its impact on ad performance.

Examples of these creative elements include, but are not limited to, ad format (i.e., augmented reality lens, forced video, skippable video, etc.), brand purpose messaging, ad length, and sound (on/off). Furthermore, it’s critical to measure the relationship between attention and ad performance using different metrics such as mental availability (i.e., saliency), ad recall and short-term advertising strength to better understand the impact of attention across the funnel.

Through our research, Snap is therefore able to deliver actionable insights to advertisers in the form of both best practices for how to buy effective advertising on Snapchat and creative best practices. Some of these best practices are universal and designed to increase attention and campaign performance overall, such as the use of sound with voiceovers, limiting video length to 3-5 seconds or using creative formats



The role of ad attention measurement/ metrics in determining ad effectiveness success



Azerion (formerly InSkin) | Jem Salcedo, Head of Sales ANZ

Measuring ad attention is a valuable tool to demonstrate that ads are being seen, and that there is a direct correlation between the time spent looking at the ad, brand recall and consumer actions.

At Azerion, our brand research suggests that High Impact ad formats can drive up to 20x more attention than Standard Display.

Through visual engagement studies, we have been able to understand which elements of the creative drive more attention, helping drive impactful creative executions, delivering higher attention and brand performance.

One of the most important measurement metrics is attention seconds per 1000 impressions - or how much time is being spent by consumers actually looking at the ad. Whilst creative execution helps boost a campaign's effectiveness, other factors such as ad messaging and the quality of environment also play into it.

Our experience at Azerion is established brands require less attention to drive an equivalent brand performance compared to younger brands - therefore blanket comparisons to benchmarks do not always work.

We are a long-time partner of Lumen, enabling us to provide objective, third-party attention metrics for all clients by using their industry-leading eye-tracking data. This algorithmic approach can estimate various measures of attention cross-platform, delivering accurate and predictive data about performance.

Based on these independently verified metrics - we believe that our desktop and smartphone high-impact formats deliver more attention than any alternative display advertising solution on the web.

Having launched Azerion in JAPAC this year, we are bringing in-gaming advertising offerings to market, and we believe that attention and creativity are always at the core of any successful campaign - be that gaming, high impact, or other forms of media.

Is attention the right metric for audio?



ARN | Dr Shannon Bosshard, Research & Neuroscience Specialist

Attention provides a measure of whether, and how much, the consumer is focusing on the content of your advertisement. So the short answer is, yes, attention is the right metric for not only audio, but for all mediums. The adoption of attention as a metric will allow advertisers to go beyond answering the question of how many people were exposed to an ad, and instead, provide brands with insights into whether their ad had an impact or not.

Those employed within the field of advertising are under constant pressure to provide their clients with certainty of campaign performance. Traditionally, variations of reach and frequency have, until now, served this purpose. But as the media industry hungers for more robust metrics, the adoption of psychologically based metrics, like attention, will become more widespread. The beauty of implementing attention as a metric from an audio standpoint, is that there is no such thing as 'no attention'. If the consumer is present, and audio is playing, the brain is allocating resources to attending to it.

In the words of Dr George Berkeley, "If a tree falls in a forest and no one is around to hear it, does it make a sound?". Arguably, one of the most famous philosophical questions to have ever been written. If applied to consumer contexts - if no one hears, sees, or experiences your branding, did it have an effect? The answer is obviously no. Advertisers understand that only with attention, can a brand exist within the minds of the consumer. But once brands have attention, the goal should be to utilise additional metrics including engagement, memory, attitude, and arousal, to ensure the brand message is consumed optimally. In sum, attention is simply one piece from a much larger puzzle, and whilst important, it's not the only metric worthwhile pursuing.

For more perspectives on how marketers and agencies be thinking about audio attention, see:

[IAB Member Q&A: Audio In The Attention Economy](#)



5.2 Further perspectives from **ad attention measurement vendors**

Advice for brands, agencies or media owners getting started in ad attention measurement



Amplified Intelligence | Daniel Lyas, Head of Operations & Customer Success

- 01** Analyse previous full year media schedules to understand how much attention was achieved for the budget, and then understand the upside available via re-weighting the investment by channel, platform and format (and balancing attention with reach, frequency, price, availability etc). Once this baseline is in place, it acts like a true north in terms of future investment decisions.
- 02** Integrate attention indexes into your ongoing planning, using available third-party attention planning tools, or integrating this data into your own planning systems. If you are an employee of an AU based top five agency holding group, attention indexes will be coming to a planning screen near you, very soon!
- 03** If you are a client, benchmarking your creatives across the various media channels will allow you to understand relative performance, and where branding must be introduced to maximise the fleeting attention window offered in each media placement.
- 04** If you are a media owner, benchmark your platforms and formats to understand how you compare vs other media channels and ensure you understand the trade-off between ad clutter and quality attention. This should inform commercial pricing and UX.
- 05** Trade on attention! Use advanced attention optimisation algorithms, or DealID's, or good ol fashioned negotiation to ensure your campaign is optimised towards higher attention placements.
- 06** Ultimately, think of attention as a new lens to shine over media to understand the relative worth of the various buckets available. Whether supply or demand side, this lens - if accurate and scaleable will solve for many of the transparency and performance issues that the industry currently faces.
- 07** If the data is also used correctly, it can also provide a bridge between on and offline which will allow true cross media attribution (and targeting) to give users a better ad experience and provide an alternative to current cookie-based solutions.



Lumen | Mike Follett, Managing Director

Not all attentive seconds are created equal. Work that Lumen has done with Dentsu as part of their Attention Economy project has shown two interesting things:

- 01** There are big differences in the volume of attention that different screens produce: a 30 sec ad will generate vastly more attention when it's broadcast on TV than when it is scrolled past on a phone.
- 02** There are big differences in the efficiency of this attention. 2 sec attention to a Teads or Facebook ad may well generate far more recall or sales impact than 2 sec attention to a TV ad.

It is vital to understand these differentials in 'effective attention' rather than assuming that a second is a second is a second, whatever the platform.



Neuro-Insight | Peter Pynta, CEO, APAC

We would advise clients not to rush towards a ‘one size fits all’ metric when it comes to evaluating their advertising within and across different media channels.

Our experience has shown that the context of the environment itself is a powerful contributor to the response to advertising. That is, a video advertisement will perform very differently when seen online on YouTube versus Facebook and will have a completely different response if seen on free-to-air television. The size of the screens also bears influence on how the content is ultimately processed.

Neuro-Insight believes to appropriately measure digital advertising, the advertising must be measured within the unique context of that channel. We developed the Neuro Impact Factor – Digital which takes the appropriate brain measures that best reflects the uniqueness of that channel to produce a single metric that allows for the comparison of ad formats within the channel.

At the heart of the NIF-Digital lies our memory encoding metric, which has a strong link to future behaviour and speaks to advertising effectiveness. If there is a need to compare across channels, Neuro-Insight advises using the long-term memory metric as this metric inherently captures context and advertising effectiveness.

Finally, we would urge all users of media effectiveness data to closely examine the real-world commercial validity as well as the scientific validity of the vendor and their metrics. The gold standard is independent peer-reviewed and published literature of both commercial and scientific credentials.

Adelaide

Adelaide | Marc Guldemann, CEO & Co-founder

We recommend getting started with two questions:

- 01 What aspects of your campaigns are already capturing attention and driving bottom-line outcomes?**
- 02 Where can media quality be improved through the lens of attention?**

From there, we encourage advertisers to begin measurement and testing. Typically, the best way to get started is to lead with a correlation analysis between AU and your KPIs. Once we’ve established a strong connection between attention metrics and desired outcomes, we can implement broader strategies across programmatic and traditional media channels that direct spend to the most efficient sources of high-quality media.

Most of our clients have taken a “crawl, walk, run” approach to attention metrics – consistently building upon previous findings and introducing AU across more campaigns, channels, lines of business, and markets to establish a brand- or organization-wide strategy around attention measurement and optimization.



DV recommends that clients follow the steps below to maximize advertising performance:

- 01** To ensure optimal campaign performance, it is important to establish a quality foundation. For advertising to make an impact, ads must be seen, by a real person, in a brand suitable environment, in the intended geography, across channels, formats, and platforms.
- 02** Once you're ready to begin measuring attention across your campaigns, DV recommends prioritizing 1-2 KPIs that are most impactful. DV has found that different facets of attention correlate with different KPIs, so identifying your area of focus upfront will help you hone in on the right data. For example, DV has identified that ad exposure correlates with branding KPIs such as awareness and favorability, and user engagement correlates with direct response KPIs, such as conversions.
- 03** Next, monitor attention measurement for your given campaign for a few weeks to gain an understanding of your baseline performance. This will help you gauge the magnitude of your performance improvements when conducting optimizations.
- 04** Once you have an understanding of your campaign's current performance, you can then leverage Attention insights to make improvements. DV Authentic Attention® enables you to improve performance in-flight, refine future media planning and improve overall campaign effectiveness. Below are some examples of use cases that we have seen our clients leverage successfully and are reproducible by other brands:
 - **Measuring Inventory Performance**
 - **Leveraging Trended Attention Data to Inform Creative Flighting Strategy**
 - **Analyzing Video Creative Performance Across Environments**
 - **Comparing Media Partners**
 - **Uncovering the Most Effective Targeting Tactics**

06 Guidance for industry stakeholders

Brand marketers/agencies

- 01** Start experimenting with ad attention measurement if you can. Results can differ across brands so design studies to maximise the insights on key drivers of attention for your brand. Use insights to adjust for optimal attention and keep testing.
- 02** Explore and understand the differences in research partners and methods available in the market. Begin to assess commercial and scientific validity of measurement methodologies and metrics.
- 03** Validate optimising to high attention by making the link to impact on business outcomes if you can.
- 04** Use attention insights to adjust creative. Invest in developing quality, fit-for-purpose advertising creative, it is the single biggest driver of advertising effectiveness.
- 05** Use ad attention metrics in combination with tried and tested metrics, continue to conduct MMM and experiments to understand the holistic impact of your advertising investments.
- 06** Adjust your measurement toolkit for continued successful ad impact measurement as signals continue to degrade.

Media owners

- 01** Start experimenting with ad attention measurement if you can, to understand the levels of attention for the range of formats, positions and contexts in your network.
- 02** Explore and understand the differences in research partners and methods available in the market. Begin to assess commercial and scientific validity of measurement methodologies and metrics.
- 03** Benchmark your environments and formats to understand how your channel compares to other media channels and ensure you understand the trade-off between ad clutter and quality attention. This should inform commercial pricing and UX.



07

- 7.1** Ad attention measurement vendor products, methodologies, and metrics
- 7.2** Further resources

7.1 Ad attention measurement vendor products, methodologies, & metrics

a) Advertising Attention Measurement Vendor Products and Methodologies

The IAB invited ad attention measurement vendors to complete a standardised questionnaire to provide information on their products and methodologies for publishing in this paper to help the industry understand the landscape. The full responses from each vendor are provided in this appendix.

Eye-tracking measurement vendors:

Adelaide

Markets of operation:

- Adelaide is a global solution that can be leveraged in all markets.

A brief description of the company:

Adelaide is the leader in the rapidly growing field of attention-based media quality measurement. Adelaide's metric, AU, helps advertisers make better media investment decisions. Since 2019, Adelaide has helped the world's top brands understand media quality across their entire media spend and uncover valuable optimization opportunities to reduce waste and drive better results.

While most commonly used today for arbitrage, Adelaide has begun partnering with advertisers and publishers to leverage AU as a currency, with the goal of building a healthier market with a more accurate and mutual understanding of media quality between buyers and sellers.

The ad attention measurement product and what it does:

Adelaide's AU is an omnichannel media quality metric that rates each placement with a 0-100 score normalized across channels. A placement's AU score is indicative of its ability to capture attention and drive impact. Adelaide's machine-learning model that generates AU takes into account environmental media quality signals, such as in-view duration, clutter, position, and placement size, as well as outcome data, eye-tracking data, and other offline research. AU can be leveraged across digital (display/OLV), programmatic, CTV, Walled Gardens, linear TV, audio, and soon, DOOH, offering an apples-to-apples evaluation of ad effectiveness independent of creative and audience. Advertisers can leverage AU across scenario planning, in-flight optimization, and buying to increase media quality transparency and achieve substantial gains in performance.

The methodology:

Adelaide takes a modeled approach to media quality, blending attention metrics with observed outcomes to create AU. We've created a machine-learning model that uses various attributes of media placements to predict the likelihood of attention and subsequent outcomes. Placements are measured using a tag that captures session-level data including clutter, page position, ad size, etc. This information is combined with research-based eye-tracking data and survey-based brand lift data to deliver an AU score.

Metrics:

Adelaide provides clients with an understanding of AU and CPAU (Cost per AU) which allows them to understand the relative value of a placement and make better investment decisions.



Insights provided by Adelaide advertising attention measurement:

Adelaide provides advertisers with insights that can be used throughout the campaign lifecycle:

Planning: Adelaide clients can use AU to evaluate cross-channel strategies, tactics, publishers, and more using a singular metric. This allows them to prioritize placements with the greatest opportunity to capture cost-effective attention during planning. Adelaide has started working with advertisers to ingest AU data into custom planning tools, algorithms, and Media Mix Models.

Media Optimization: Placement and creative level insights reveal optimization opportunities to shift budget towards more attentive media. Recent integrations with leading DSPs and SSPs allow advertisers to secure high-AU media dynamically by activating AU via pre-bid segments, custom algorithms, and curated inventory.

Guaranteed Attention: Adelaide has started partnering with publishers to allow advertisers to transact on AU. Before campaign launch, both parties agree upon an AU minimum threshold to ensure that the campaign maintains a certain level of quality overall. After the flight, the campaign is settled based on Average AU and any shortfalls are addressed by make-good impressions. AU guarantees are the first step in establishing AU as a currency and setting industry standards that prioritize media quality and outcomes.

Amplified Intelligence

Operates globally, with human attention data collected in:

AUS, NZ, USA, CAN, MEX, UK, FRA, DEU, AUT, CHE, BEL, IRE, SAU

A brief description of the company:

Amplified Intelligence is a global leader in measuring real, human attention, omnichannel. Our proprietary technology collects attention data to be activated as signals across planning, trading and verification. These products improve commercial outcomes for advertisers, agencies and media owners alike. Our superpower is scale, accuracy and ability to collect outward facing human data across Total TV, open web, socials, cinema, audio and OOH.

The ad attention measurement product and what it does:

Since 2017, Amplified has been building rigorous attention measurement technology for mobile, desktop and TV. We have 5 years of training data to provide a calibration free collection system, (attentionTRACE) which has a lower error rate than MIT.

PLANNING: attentionPLAN® is our cross-platform planning tool / API which helps optimise campaigns by channel, platform and format to maximise the active attention (eyes-on-ad) available for the budget. Our data is expressed as active and passive seconds. None of our attentionPLAN® data is modeled - it is real, outward facing human data which we deepen on an ongoing basis.

We have all of the five major holding co's signed up to API our data into their planning systems, to attentionADJUST™ their reach, frequency and campaign planning - our measure, active attention, is quickly becoming industry standard in terms of depth, transparency and granularity.

TRADING: About to go into trial is our attentionTRADE® programmatic buying algorithm, (available across all major DSP's). This will allow buyers to optimise towards inventory which delivers higher attention. Either off the shelf or bespoke - we believe attentionTRADE® will drive much higher campaign performance than current optimisation solutions.

VERIFICATION: attentionPROVE is our campaign attention verification pixel which can be used to provide an extra signal in post-campaign measurement. Its attention measures augment post-campaign brand lift metrics, provides an extra lens beyond viewability and ultimately, determines whether you got the attention you planned (and paid) for.

The methodology:

Amplified has built a proprietary E2E stack for the collection, cleaning, processing and manifestation of real, human, cross-platform attention data. attentionTRACE works across mobile, desktop, TV, cinema and trialing OOH and via Cint we have access to 155m panelists in 130 countries.

Panelists either download our app on their mobile, or we send a device and instructions to their home (TV collection). Our collection platform is triple opt in and GDPR compliant.



1. On mobile or desktop, we are tracking pixel level gaze, and reporting attention seconds per platform/ format. Active attention= eyes on ad. Passive attention = eyes on screen but not on ad. Non attention = not looking at screen. We are measuring the interplay between these on a sub-second basis. On TV we track facial recognition and can measure individual attention of up to 100 pax in the same room. Active = eyes on TV screen. Passive = in the room but looking elsewhere, e.g. second screening.

2. Our system also scrapes the page/ platform meta-data; collecting: ad pixels on screen, MRC compliancy, scroll speed, spatial clutter, audio on, volume etc. We can then correlate the metrics currently collected by ad verification companies (e.g viewability) with actual real human attention.

3. We can switch out ads served to panelists by intercepting the ads a user would usually be served and replace with brands we want to measure. This allows advertisers to measure their creative across multiple channels and formats, to understand relative 'media' attention performance and value.

All of this attention data by market, audience, platform, format, brand, is correlated with short term and long-term brand impact, and provided as active and passive attention seconds in our planning tools. Our attentionTRADE predictive models are built on the world's biggest and deepest deterministic human attention dataset.

Metrics:

1. Active attention seconds are most directly correlated with brand outcomes. However passive attention does play a role especially in non-digital (TV, cinema, OOH) and the impact of passive also depends on whether it is a big brand/ small brand and has distinctive creative assets.

2. STAS - short term advertising strength. We measure and correlate attention by platform/ format with STAS using discrete-choice survey.

3. Mental Availability - we correlate attention with this true north measure. Mental availability means the buyer will notice, recognize and/ or think of a brand when considering a purchase.

Insights provided by Amplified Intelligence advertising attention measurement:

1. attentionADJUST® historic media plans to understand how much attention they have been getting and how much they could achieve with the same budget, via re-allocation.

2. Integrate our market/ audience/ channel/ platform and format attention indexes (via API) into media planning tools to attentionADJUST® their reach, frequency, cost and outcomes planning thus increasing attention.

3. Use our standalone attentionPLAN™ planning tool to re-plan media for high attention, as a quicker and cheaper alternative to integrating an API (or for those without planning tools).

4. Partake in one of our ongoing attention data collections to benchmark their client/ brand creative performance across different media and how each media drives STAS/ MA. Re-allocate accordingly.

5. Media owner - benchmark yourself, your platforms and formats to understand your relative performance and optimise your commercial packaging. You may even one day wish to make attention guarantees.

6. Be part of our imminent attentionTRADE® beta to see upsides vs current optimisation bidders.

7. Build attention optimised DealID's (attentionTRADE®).



Eye Square

Markets of operation:

- Eye Square is a global solution that can be leveraged in all markets aside from North Korea, Russia, and China due to geopolitical issues.

A brief description of the company:

- Eye Square is a leading global provider of innovative, psychological based and technology supported market research company in Berlin.

The ad attention measurement product and what it does:

- eye square in-context ad pretesting solutions are the first and globally most advanced environments to test ad contact, response and effect in a natural setting on users own devices. The authentic viewing context of Facebook, YouTube, Instagram and other platforms is created to protect the privacy and provide best external validity for our clients research.

The methodology:

eye square uses eye-tracking since 20 years and is a pioneer in the combination and integration implicit research methods. Quantitative studies with attention measurement have been conducted in various contexts and regions. International ethnographic media studies have been conducted for Kantar, Google or Facebook with headmounted eye-tracking glasses from our Berlin partner Pupil Labs. Smartphone eye-tracking studies in combination with eye square in-context solutions on participants Android and iOS devices with our Berlin partner Oculid. Webcam eye-tracking desktop studies conducted with many thousand participants and global benchmarks and of course lab studies with tobii eye-trackers.

Metrics:

- Reach / % share: percentage of viewers that had visual contact to the ad when it was being visible
- Focus duration / dwell time: Average aggregated duration of attention spent on ad
- Revisits: number of different / re-occurring visual contacts to the ad (to and from)

Insights provided by Eye Square advertising attention measurement:

- Improvement of creative (composition, design of visual elements, branding, product shots)
- Adjustments of placement of ad (e.g. within website)
- Adjustment of creative to different platforms and channels (e.g. Facebook vs TV)
- Target group adjustment

Eye square has a broad usage of the different attention measurement methods in practice. Ranging from more qualitative eye-tracking in UX research with retrospective reviews to shopper research in real and virtual shops. Driving research for UX and safety acceptance and evaluation is a common application. In media research all channels from classical TV to TikTok ads are tested. Also attention prediction is being used as pre-eye-tracking method, for example to choose from many ad prototypes which would perform best and shall be tested. The smartphone eye-tracking on any android or iOS device is very promising and opens opportunities. AR and VR eye-tracking in shopping or automotive context.



Lumen

Markets of operation:

- Global (ex China and North Korea)

A brief description of the company:

- Attention solutions for planning, buying, measuring and optimising advertising.

The ad attention measurement product and what it does:

- Lumen deploys its proprietary eye tracking technology for desktop and mobile globally. The behavioural data we get powers predictive models of attention that can be used within planning tools, as custom buying algorithms, and as a measurement tag. In addition, we help clients test and optimise their creative to create brand-specific or campaign specific models of attention.

The methodology:

Lumen recruits panels of respondents to download our software to their desktop computers or smartphones. The software turns their webcams into accurate eye tracking cameras, allowing us to track which sites they have been to, what ads they have been exposed to, and what they actually looked at when on those sites. These panels can run continuously (as in the UK and US) or be set up temporarily (as has been done in Australia).

The data is then analysed and turned into a predictive model of attention, which calculates the likelihood of some looking at an ad (and how long they will look at it) on the basis of a number of viewability characteristics (i.e. size/format of ad, screen real estate, time in view, location on page, scroll speed, domain, clutter, etc., etc.). Lumen can deploy this model in a number of ways: as a measurement tag (which collects the required viewability data, and then creates impression-level attention estimates), as a custom algorithm within a DSP; as the logic behind the creation of 'attention PMPs'.

The data and the estimates can be linked to cost information (to create an 'attentive CPM'), click/conversion data (to understand 'attentive performance'), BLS (for 'attentive brand impact') and SLS (for 'attentive sales impact').

Metrics:

- % viewed: likelihood that ad will be viewed at all
- View time: mean average time spent looking at an ad
- Attentive seconds per 1000 impressions: $1000 \text{ impressions} \times \% \text{ viewed} \times \text{view time}$ (which can be linked to cost per 1000 impressions (CPM) to create cost per 1000 attentive seconds (aCPM))

Insights provided by Lumen advertising attention measurement:

Improvements in media investment: buying higher quality media and avoiding buying ads that, while viewable, are not viewed

Improvements in creative design: creating simpler, more attention-grabbing advertising

Differentiated attention strategies: developing attention optimized media plans that deliver the right level of attention to meet a brand or client's communication objectives. A fundamental reappraisal of how advertising actually works.

Lumen works across all forms of marketing and creative design (email, web design, POS, pack testing, etc.) If you can look at it, we can measure it.

Playground xyz

Markets of operation:

APAC, EMEA, US

Brief description of the company:

- Playground xyz is on a mission to master the art and science of maximising consumer attention on ads. The company's Attention Intelligence Platform is the world's first integrated stack to measure and optimise both media and creative to maximise Attention Time: how long people actually look at an ad.

The ad attention measurement product and what it does:

Our Attention Intelligence Platform (AIP) fuses a large opt-in eye-tracking panel with AI to understand attention at scale.



This panel+AI approach allows for scalable and cost-efficient implementation of three categories of attention-powered products:

Inventory scoring

AIP's inventory scoring capabilities allow for clear identification of both over and under-indexing ad placements, sizes, partners and channels. This data helps customers implement broad inventory quality/ marketplace curation as well as provide benchmarking for media effectiveness.

Campaign measurement

The fundamental basis of AIP, campaign measurement sees Attention Time measured at an impression level for a given campaign or advertiser. This allows the brand to compare and quantify line items, targeting strategies and creative variations, as well as combine log level attention data with proprietary datasets to form a big picture view.

Campaign optimisation

AIP's campaign optimisation products allows for real time campaign optimisation and delivery based on Attention Time and is plug and play with with major DSPs. It also fuels the ability to create / curate high attention marketplaces for advanced trading based on attention.

The methodology:

1. Eye-tracking panel data

- Opt-in panelists agree to us capturing eye-gaze data while they browse context on their devices. Those images are fed through a machine-learning algorithm that identifies gaze fixation points and overlays data about the on-screen ad position to determine gaze duration. This becomes the target variable for our attention model. To power the attention model we collect 40 additional behavioural and contextual t data points during the eye-tracking session.

2. Building an attention model

- All 40 captured data points are collated into one record per ad exposure, used to train an AI model which predicts the observed gaze duration from the eye-tracking panel. The machine learning algorithms used are ensembles of tree models, meaning we learn large numbers of independent tree structures before combining those trees together to produce our final prediction.

3. Evaluating & Refining model

Critical to development of the attention model is continuous performance evaluation, which informs features and other potential changes to improve performance. We use the following criteria to evaluate:

- Evaluate on fresh hold-out data
- Ensure separation of High and Low attention impressions
- Ensure unbiased estimates of mean attention for specific Ad Formats and Platforms

4. Deploying model via tag-based solution

- The attention model is employed at scale across campaigns via our Attention Measurement Tag (AMT), which collects the same behavioural and context data as in the eye-tracking panels, without the eye-gaze data, and returns a raw event stream of user behaviour to our logging systems. This is then aggregated in the same way used for model development so that we have an identically structured set of features to feed into the model. The aggregated event data is then scored with the attention model to produce final results.
- Average Attention Time predictions currently have a mean accuracy of 94%.

Metrics:

The primary metric we employ is Attention Time, the length of time in seconds that an ad was actually looked at. A quality-based, human metric, it's an incredibly effective indicator of a consumer's relative interest in an advertisement. When compared to metrics like viewability and Time in View, Attention Time is a far more accurate and actionable measure of ad effectiveness.

It's also a non-sparse metric. Unlike CTR, which captures a comparatively tiny snapshot of users inclined to take action at a given moment, Attention Time records consumer interest at scale across every impression, providing far more statistically significant data.

Insights provided by Playground xyz advertising attention measurement:

With the measurement of Attention Time at its core, the Attention Intelligence Platform presents a suite of products to advertisers across both media and creative.

Media Optimisation

Our optimisation segments are URL-based, not person based. Attention Segments allow an advertiser to deliver their ads to the URLs/ pages/ contexts that achieve the highest attention, for their specific creative. By optimising to the highest performing URLs, the quality of the advertiser's media buy increases and more relevant placements for their ads are achieved. We can also offer an Attention Safety product that is analogous to Brand Safety and ensures that the marketplace excludes web pages that consistently deliver low consumer attention. All of this is free of cookies or identifiers of any kind, making it completely future proof.

1. Silberstein and Nield (2008) Brain activity correlates of consumer brand choice shift associated with television advertising, International Journal of Advertising, 27:3, 359-380, DOI: 10.2501/S0265048708080025



Creative Optimisation:

Attention Time is uniquely placed to indicate creative performance and we offer several products to help advertisers leverage this. These include dynamic creative optimisation tools and our Creative Attention Tracker, which pinpoints exactly which parts of a creative are successfully capturing consumer attention. All of these allow advertisers to create and refine the most attention-grabbing ads possible.

Neuroscience measurement

Neuro-Insight

Markets of operation:

- APAC, The Americas, Europe

A brief description of the company:

- Neuro-Insight is a market research agency that specialises in the measurement of subconscious responses, not only to advertising, but to the various media environments in which the advertising is situated. Using our market validated Steady State Topography brain imaging technology, we can uniquely capture these responses second by second, in real time to quantify the impact of the first exposure. Given this experience is subconscious, we have developed a methodology that is able to capture the pure, unbiased impact of both the advertisement and media environment.

The ad attention measurement product and what it does:

Neuro-Insight measures “attention” through recordings from the different locations on the brain. Attention is a broad term and there are several brain regions that are involved either directly or indirectly with the process. Neuro-Insight produces two measures, Visual & General Attention that have a direct link to ‘attention’. Visual attention reflects visual processing – i.e. identifying the individual elements present within the visual field so that we can identify where we are within the environment and what we are looking at. Visual attention is analogous to measurements derived solely from eye position (eye-tracking).

The second measure, known as General Attention, reflects spatial attention, that is a representation of the relationships that our bodies have with the external environment. Typically, when the eyes move to look at a particular location it also coincides with a concurrent shift in the focus of attention but, this shift in attention can also occur without eye movements and be driven by other senses such as sound and taste. The third and most significant measure - known as Long-Term Memory Encoding - reflects the degree at which information is being committed to memory (as an input) which has been shown to influence subsequent future behaviour. As memory encoding is reflective of both conscious and subconscious processing, a small degree of attention is also captured. Neuro-Insight takes these measures along with engagement and emotion to produce a channel weighted metric known as the Neuro Impact Factor – Digital. The Neuro Impact Factor-Digital is a specialised approach that quantifies the subconscious impact of a media environment as individuals naturally experience it. The NIF is based on Neuro-Insight’s scientifically and market validated metrics which measure key subconscious drivers in how memory is processed and subsequently stored. This single number is anchored to real world effectiveness and will allow clients to appropriately weight and select different advertising formats.

The methodology:

Neuro-Insight uses a patented brain imaging methodology known as Steady State Topography to measure the speed of neural responses. Participants wear specialised headsets and visors that are designed to capture and measure the brain activity. Typically, increases in neural speed are reflective of increased brain activity, whilst decreases are reflective of reductions in activity. Participants are recruited by a third-party specialist recruiter with participants typically meeting “in-market” or “user” status and evenly represented across age and gender. Ad exposure within the media channel is coded per participant post session and prior to data analysis.

Metrics:

- Memory Encoding – Reflects what has been committed to long term memory at the conscious and subconscious and has been validated at the academic¹ and industry level (Thinkbox 2011, Payback 3)
- Engagement – Engagement reflects personal relevance – the more relevant, the more active this region is. Is reflective of directed or focussed attention
- Motivational Valence & emotional intensity – Reflects the direction (positive, neutral, negative) and the strength of the emotional response. Emotion is a critical factor in the directing attention and laying the foundations of memory.

Insights provided by Neuro-Insight advertising attention measurement:

By using the NIF-Digital, clients can accurately measure the impact that a) broad media channels as well as b) individual formats within channels have on their advertising. This comparative data can subsequently inform the media placement and weighting of these formats. Strategically, NIF-Digital data can provide within-channel comparisons to enable media strategists to understand the effectiveness of each ad format. Agencies can potentially make high-level impact comparisons across media channels as well. This planning process is directed at ensuring budgets are allocated to the most impactful media channels and digital ad formats – subject to the clients’ communications



AdTech measurement vendors

DoubleVerify

Markets of operation:

New York, Chicago, Los Angeles, San Francisco, Boston, Toronto, Atlanta, Detroit, Austin, Mexico City, Sao Paulo, Tel Aviv, Dubai, Toronto, London, Berlin, Paris, Singapore, Sydney, Tokyo, Madrid, Helsinki, Brussels, Dusseldorf and Bangalore.

A brief description of the company:

- DoubleVerify is a leading software platform for digital media measurement and analytics. Our mission is to make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ our unbiased data and analytics to drive campaign quality and effectiveness, and to maximize return on their digital advertising investments – globally.

The ad attention measurement product and what it does:

DV Authentic Attention® is a privacy-friendly solution that does not rely on persistent tracking technologies and provides timely, impression-level insights at scale – from the impact of an ad’s presentation to key dimensions of consumer engagement – to measure campaign effectiveness, refine media planning, and improve performance. DV Authentic Attention® is part of DV Performance Solutions, which also features DV Custom Contextual – a privacy-friendly targeting solution that enables advertisers to execute contextual targeting within their campaigns. DV Authentic Attention® provides:

- A Holistic Measure of Attention - measurement is based on granular, impression-level exposure and engagement data that has been validated against client KPIs.
- Data at Scale - DV Authentic Attention® offers attention Industry benchmarks across 11 unique industries by region, media type, buying channel, brand, and market - by measuring 49B+ impressions per month. DV also recently released the DV Authentic Attention® Snapshot, allowing all clients to access high-level attention metrics across all of their campaigns.
- Seamless Activation and Integration - Getting started with DV Authentic Attention® is as simple as checking a box, since the solution leverages existing DV tags.
- Best in Class Customer Support - DV offers global customer support from start to finish in 25 different cities across the US, LATAM, EMEA, and APAC.
- A Privacy-Friendly Alternative – DV Authentic Attention® is a privacy-friendly measurement solution that does not rely on persistent tracking technology. .

The methodology:

DV recognizes that attention is a complex concept that is made up of several signals, and requires a granular measurement approach. Therefore, DV Authentic Attention® is a tag based solution that offers impression level measurement at scale. We aggregate several bespoke data points into easily digestible indices to ensure that our data is actionable for our clients. DV Authentic Attention® offers an Attention Index based on 50+ data points calculated in real-time against a 28 day rolling window, normalized to 100, for display and video. An index above 100 indicates that performance is above average, and an index below 100 indicates that performance is below average.

DV Authentic Attention™ is measured through DV’s Monitoring Tags - the DV Display JavaScript OmniTag for display media and DV Video OmniTag for video media. Using DV’s Authentic Ad™ as the basis of measurement, DV Authentic Attention™ uses the same mechanisms within the monitoring tags as the viewability services to evaluate two key areas of digital advertising: Exposure and Engagement. The relationship between Exposure and Engagement creates a deterministic data set that is used to accurately understand campaign performance and lead to more intelligent campaign optimization.

Metrics:

DV Authentic Attention® measures 50+ data points that are aggregated into three actionable indices:

- Attention Index: The Attention Index is the single most important metric because it aggregates all of the individual data points measured by the solution to provide a clear indicator of performance, using DV’s Authentic Ad® as the basis for all measurements.
- Exposure Index: Exposure is the evaluation of the entire ad presentation on the device, including the ad’s share of screen and viewability, and correlates with branding KPIs such as awareness and favorability.
- Engagement Index: Engagement captures user-initiated events at the device or ad level, and correlates with direct response KPIs, such as conversions.

Insights provided by Double Verify advertising attention measurement:

DV Authentic Attention® empowers media planning, buying, investment, analytics, and programmatic teams to measure campaign performance in-flight, refine media planning, and improve overall campaign effectiveness. There are many applications for the solution, and below we have listed use cases that we have seen our clients leverage successfully:



- Evaluate inventory to uncover top performing sites/apps
- Analyze video creative performance across environments
- Leverage trended attention insights to uncover patterns (day of week, seasonality, etc.)
- Compare media partners to understand key factors driving performance
- Compare targeting tactics (ex: contextual, behavioral, etc.)
- Analyze performance buying method (ex: open exchange vs. PMP)
- Benchmark your performance against your specific industry
- Leverage MRC accredited FOS pre-bid segments to shift CTV inventory to high-exposure environments

IAS (Integral Ad Science)

Markets of operation:

Clients can activate measurement globally from any of our 20 office locations: New York, Chicago, San Francisco, Brazil (Sao Paulo), UK (London), France (Paris), Germany (Berlin), Germany (Hamburg), Spain (Madrid), Italy (Milan), Italy (Modena), Sweden (Stockholm), India (Pune), Australia (Sydney), Japan (Tokyo), Singapore, Hong Kong, Texas (Austin), South Korea (Seoul) & Canada (Toronto)

A brief description of your company:

- Integral Ad Science (IAS) is a global leader in digital media quality. We are a market leader in viewability, ad fraud, brand safety, and brand suitability and go beyond traditional verification offering broader media quality solutions like contextual targeting, programmatic supply path optimization, and actionable insights for campaign optimization.

The ad attention measurement product and what it does:

IAS Quality Attention reporting provides brands with performance-based metrics to show how long consumers are engaged with campaigns. Our Report Builder allows clients to export data from our platform, including IAS's suite of Quality Attention metrics, which includes our time-in-view metrics as well as several new open web video metrics (e.g. Pause/Unpause, Full-Screen Plays, etc.), so that brands and agencies can evaluate their performance beyond the core verification metrics. Additionally, IAS has added an option for buy-side clients to pull an 'Attention Metric Report' which makes it easy to run a report with the list of metrics that are commonly associated with attention e.g. Average Time-In-View, Volume Up/Down/Mute, User Scroll and Click-to-Play Ads.

The methodology:

For open web activity, IAS collects Time-in-View data via ad tagging where our clients can leverage our Automated Tag (via CM360) or Tag Manager solutions to wrap their placements with our technology, sending them off to publishers for implementation. For any proprietary platform where IAS has an integration with (e.g. Facebook, YouTube, TikTok, etc.), we leverage a server-to-server integration that allows us to measure and verify our attention metrics. The Average Time-in-View metric is calculated by dividing the sum of all observations by the number of observations. A great example for this would be if the TIV's are: 5s, 10s, 30s, 90s, then the new Average TIV will be $(5+10+30+90) / 4 = 33.75s$.

IAS' Quality Attention report in our Custom Report Builder has been expanded to include:

- Display/video time-in-view: avg time in view, time in view distribution
- New video attention metrics: pause/unpause, user scroll/window resize, volume up/down/mute, full screen plays
- Existing video metrics: click to play, continuous play, valid video ads, valid viewable video ads, valid quartiles, valid quartiles rate, autoplay ads, unknown player size ads
- Existing viewability metrics: viewable impressions, viewable rate

Moving forward in 2022, IAS is focused on a consultative approach, working with clients to understand what they want to see and how they intend to use attention as a new set of metrics. In addition, IAS will build off of our existing IAS Quality Attention metrics to include a broader framework of media quality signals (inclusive of Quality Impressions) that will tie directly to business outcomes.

Metrics:

- Quality Attention: IAS' Quality Attention provides clients with a suite of metrics that enable clients to evaluate campaign performance beyond core verification metrics, such as time-in-view, user scroll, & more.
- Quality Impression: IAS' Quality Impression is an MRC-accredited, proprietary metric that helps ensure media quality standards. To be counted as a Quality Impression, a digital ad must be viewable, by a real person, in a brand-safe and suitable environment, all within the correct geo location.
- Contextual Targeting: IAS' Contextual Targeting solution leverages page-level classification to curate content across more than 200 industry vertical, seasonal, topical, and audience proxy segments.

Insights provided by IAS advertising attention measurement:

Clients leverage our attention metrics to evaluate individual media partners and creative placement, increase ROI by connecting campaign



One of the more common practices that brands and agencies utilise the attention metrics for includes creative optimisation and development based on Time-in-View Distribution to drive stronger outcomes based on data on consumer engagement. In our latest 'Media Quality/Attention & Outcomes' study, we found that brands and advertisers who actively optimize campaigns for higher Viewability and Brand Safe environments, Time-in-View increases as a result.

Oracle Moat

Markets of operation:

- Australia, New Zealand, India, Singapore, Vietnam, Thailand, Indonesia, Malaysia, Philippines, Hong Kong, Taiwan, Korea, Japan

A brief description of the company:

- Oracle Moat is an ad measurement and marketing analytics suite designed to help advertisers, publishers, and platforms measure media performance across the breadth of their digital advertising campaigns.

The ad attention measurement product and what it does:

By connecting digital campaigns to signals that indicate measurable impact, marketers can discover how attention becomes an instrumental outcome. Even further, attention signals have the potential to fill gaps and compliment other data sets used to evaluate success. To help our clients reach their unique potential to forge insights across every campaign, we have compiled best practices for tying campaign exposure to brand impact.

With attention metrics fuelled by Moat Analytics, brand marketers can learn from, optimize toward, and strengthen campaign effectiveness in their effort to generate better business outcomes.

Through Moat's suite of attention metrics, we offer multiple ways for marketers to determine the signals that indicate behavioural impact for your display and video campaigns. Because no two campaigns are alike, the key to understanding where you gained traction toward your intended outcome can be summarized with a three-step approach.

1. Understand your level of campaign exposure
2. Understand how much of your campaign was seen, interacted, and heard
3. Understand your individual placement and creative performance

The methodology:

Impressions measured at Moat can monitor up to 200 signals, across devices and environments, offering in excess of 60+ MRC accredited metrics for Display and 80+ MRC accredited metrics for Video. These include user interaction signals like Touches (on mobile devices) and Clicks, Hovers, Interactions, Scrolls, Page Dwell Time, Time on Screen, Video Completion, Screen Real Estate and other metrics that go above and beyond standard MRC viewability. For certain channels (e.g. Facebook) Moat develops unique to platform metrics to help provide insight in to the unique engagements users have across these platforms*.

These signals and behaviours, help provide partners with a proxy for human attention at the point of impression exposure. Moat overlays available metrics across Campaigns, Placements, Creatives, Domains, Devices, Environments to help inform media planning, campaign optimization, creative development strategies.

Through Moat's suite of attention metrics, we offer multiple ways for marketers to determine the signals that indicate behavioural impact for your video campaigns. Because no two campaigns are alike, the key to understanding where you gained traction toward your intended outcome can be summarized with a three-step approach as mentioned above.

Log-level Data - can be used to tie Moat's Attention metrics into panel studies like Milward Brown or tie back to an online conversion. Furthermore, container/floodlight tag automatic optimization based on attention is also available.

All solutions outlined are powered by the same tag, so you would have access to all these insights via a single tag implementation.

Metrics:

Here's an overview of the metric types most effective for measuring attention with Oracle:

1. Understand your level of campaign exposure

- a. Impressions Analysed
- b. Exposure Time

2. Understand how much of your campaign was seen, interacted, and heard

- a. In-view time
- b. Passthrough Rate
- c. Attention Quality (Universal Interactions / Hovers)
- d. Interaction Rate
- e. Interaction Time
- f. Touch Rate (mobile)

*<https://martechseries.com/social/social-media-advertising/facebook-gets-moat-board-video-ad-metrics/>



- g. % of Video Played In-View
- h. Completion Rate
- i. Completion Quality
- j. Audible Rate
- k. Audible and Visible on Complete Rate (AVOC)
- l. Moat Video Score

3. Understand your individual placement and creative performance

- a. In-View Time Buckets at > 5 Sec/10 Sec/15 Sec/1 Min Rate
- b. In-View Time Trend (Total Campaign)
- c. Audible and Visible on 1st/2nd/3rd Quartile/on Complete

Insights provided by Oracle advertising attention measurement:

Clients are using Moat Analytics to provide them with custom attention metrics to optimise their campaign towards. The result, better digital advertising, and business outcomes. One of our partners, a financial services brand, realized that valid, viewable, and brand-safe doesn't move them closer to any of their real business objectives.

So they looked to us to determine what metrics might lead to their KPI, which was online credit card applications. We worked with their data science team and provided log-level data that helped the brand uncover 3 metrics correlated with valuable user signups: Fully On-Screen Rate, Screen Real Estate and Interaction Rate. Now they're optimizing against these identified metrics in their programmatic media buys across The Trade Desk and pushing new boundaries against their KPI.

The results:

- Fully On Screen: 70% (47% benchmark)
- Screen Real Estate: 50% (20% benchmark)
- Universal Interaction: 10% (7% benchmark)

7.2 Further resources

Adelaide

- [AU Correlations Guide](#)
- [Adelaide Guides to Attention](#)

Amplified Intelligence

- ["Attention Revolution: The reinvention of invention" – Mediatel, April 2021](#)
- ["Attention Revolution: Lights, camera action" – Mediatel, September 2021](#)
- ["Attention Revolution: Crossing the audience measurement chasm" – Mediatel, October 2021](#)
- ["Attention Revolution: Guidelines for building a new measurement category" – Mediatel, November 2021](#)
- ["Attention Revolution: Attention Data - The gift that keeps on giving" – Mediatel, December 2021](#)
- ["Attention Revolution: 2022 will be the Year of Attention, but let's go deeper" – Mediatel, January 2022](#)
- ["Attention Revolution: The Shape of Attention is the backbone of prediction" – Mediatel, February 2022](#)
- ["Attention Revolution: Attention as a currency: we need to build the foundations first" – Mediatel, March 2022](#)
- ["Attention Revolution: Why Marketing's Law of Double Jeopardy applies to attention, too" – Mediatel, April 2022](#)
- ["Why its time for Attention Version 2 – the science of attention" – Mediatel, July 2022](#)

DoubleVerify

- [Harnessing the Power of Attention](#)
- [The Future of Performance Measurement](#)
- [How Marketers are Using Attention Measurement to Drive Performance](#)
- [Harnessing the Power of Attention webinar recording available here](#)

Google

- [What drives attention? Exploring the new front line of ad effectiveness](#)
- [What drives attention? Exploring the new front line of ad effectiveness. IAB MeasureUp presentation by Rohan Gifford – Research Manager, Google Australia recording available here](#)

Meta

- [Why's this new metric getting so much attention? - Adnews](#)
- [Fast Forward: May I have your attention please - Adnews](#)
- [A Deep Dive on Attention - Karen Nelson-Field, Founder of Amplified Intelligence interview with Andy Ford, Meta Head of Marketing Science Australia and New Zealand](#)

Oracle

- [Duracell Case Study](#)

Playground xyz

- [Attention Time: Redefining How Marketers Measure and Optimize Ads in Real Time](#)
- [Context, Creative and Attention: Using attention signals as a feedback loop for context-advertisement alignment](#)
- [Under Armour Case Study](#)
- [Suzuki Case Study](#)