



# The Business Case for Attention

A guide to understanding the value of utilising attention measurement in your business.

Including tips on how to select a long-term attention partner and helpful steps to get you started on your journey.

## The Content

- Introduction
- The Problem of Media Spend Wastage
- A Quick Insight Into Attention
- Media Planning with Attention
- The Cost of no Adoption
- Selection Criteria for an Attention Partner
- Getting Started
- Selecting a Partner
- Advocating for Change in Your Organisation
- Attention Vendor Checklist

## Introduction

As the media landscape becomes increasingly competitive, media agencies and marketers are constantly seeking innovative ways to maximise the impact of their advertising efforts.

One such approach that promises significant benefits is the adoption of attention metrics into their strategies. Attention metrics represent a significant shift and evolution to existing audience measurements, offering a more sophisticated and nuanced understanding of how consumers can be effectively reached with advertising content, enabling advertisers to make data driven decisions, optimise campaigns, and achieve superior results that impact their bottom line.

This business case outlines the benefits and outcomes of integrating attention metrics into media strategies, including the reduction in advertising spend wastage, increased return on investment (ROI), and utilisation of the newest and most advanced human attention measurement science.

### Quick fact

Attention decay reduces audience reach volumes by up to 70%

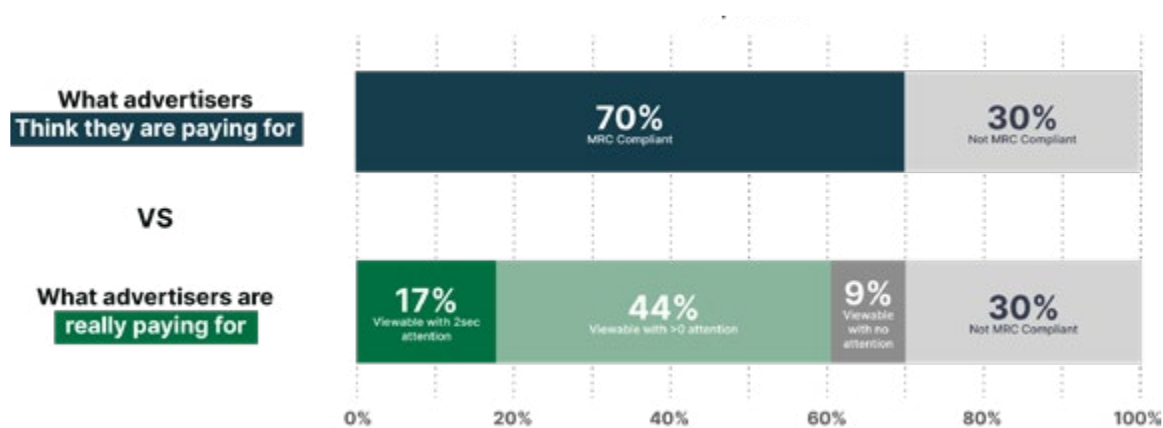


## The Problem of Media Spend Wastage

Current hygiene metrics such as viewability and time-in-view, have historically been some of the go-to indicators of campaign success. They hold immense value in the deployment of budgets and are called upon to determine and justify outcomes by agencies and clients alike. Yet a significant portion of these metrics fail to capture the true value of advertising exposure. A significant portion of advertising budgets is wasted on low-quality impressions that receive little to no consumer attention. By adopting attention metrics, media teams can identify and eliminate wasteful spending, reallocating resources towards more effective placements and targeting strategies.

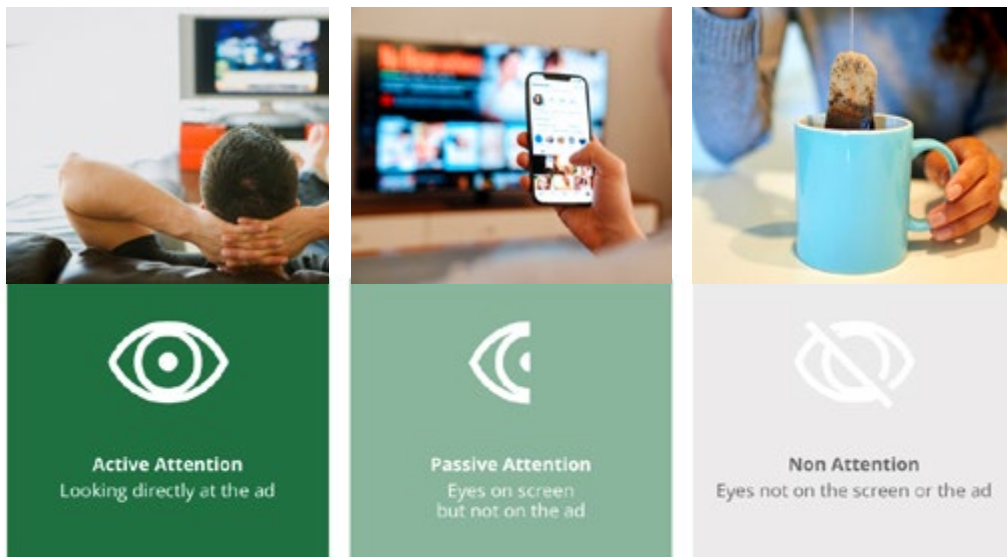


Our years of research has uncovered that up to 80% of online adverts actually receive less than 2 seconds of human attention. So by planning with actual human attention data, you can boost the efficiency of every dollar you spend.



## A Quick Insight Into Attention

Attention metrics leverage cutting-edge technology and scientific research to measure how consumers actually view and engage with advertisements. The advent of this methodology and technology takes our industry beyond superficial metrics by examining factors such as;



This comprehensive approach enables media agencies and teams to gain a deeper understanding of the actual impact of their ads on consumers, ensuring that every advertising dollar is used efficiently and ad placements and messages have the best opportunity to deliver a meaningful outcome to enable brand growth.

### Quick fact

Higher attention platforms can deliver a 65% increase in business effects such as profitability and customer acquisition

- (WARC, 2023)

## Media Planning

Amplified Intelligence's attention measurement methodology and dataset significantly enhances media planning strategies, and represents a foundational shift in reach based planning for the better. Agencies and advertisers can leverage attention data to identify the most effective channels and formats for ad placements to discover what lies beneath each and every reach point. This level of precision ensures that campaigns reach the right audience on the right platform, maximising the likelihood for concentrated attention from your audiences. By making data-driven decisions during media planning, media teams can efficiently allocate budgets, resulting in increased ROI and improved overall campaign performance.

### Case study

Indian firm Cars24 launched in Australia early 2021 bidding to take on major competitors in the fast-growing online car sales category. Chief Customer Officer Erin Williamson needed to boost awareness and performance, fast.

Working with their Australian agency the brand used attentionPLAN to better optimise an upcoming channel mix.

**Outcome:** “best month and best day sales results, ever”.

“As an industry, we’ve been using a lot of proxies, viewability and other things. But we already see this as a seismic shift, because if you’re planning around active or passive attention, you’re fundamentally shifting key objectives”

- Stephen Fisher,  
Managing Partner, Hatched Media.

## The Cost of Not Adopting Attention Data

Failing to adopt attention metrics can have detrimental consequences for businesses and media teams alike. Without accurate attention data, companies risk making decisions based on incomplete or misleading information, leading to less effective campaigns, compromised ROI and impacts to brand growth. Competitors who embrace attention metrics will gain a competitive advantage, leaving non-adopters struggling to keep up and losing valuable market share.

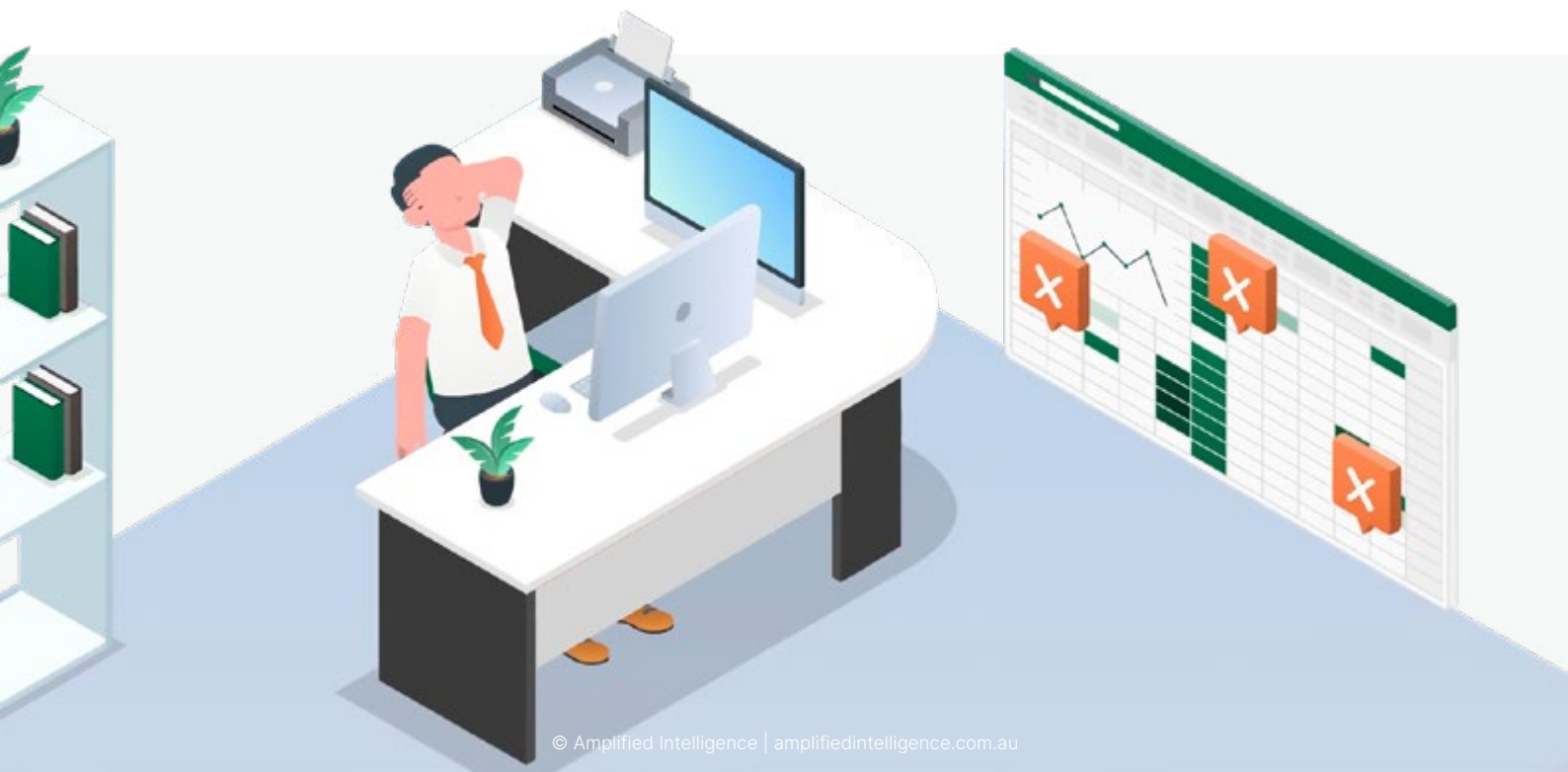
Impacts to commercial and campaign performance could include;

- High proportion of wasted media spend
- Driving brand uplift for competitors as the result of misattribution
- Brand and Market share decline
- Reduced brand recognition
- Distinctive asset depreciation
- Wasted resource allocation
- Lack of synergy between strategic and media teams
- Marketing and media budget cuts
- Harder to demonstrate return on media spend

### Quick fact

**“The current \$88 billion open web programmatic media ecosystem is rife with waste, but advertisers could generate as much as \$20 billion in efficiency gains by implementing certain steps”**

- (Association of National Advertisers, 2023)



# Selection Criteria for an Attention Partner

When looking to partner with an attention vendor, there are a host of important factors you should consider to ensure that you not only build a long standing relationship, but are also able to achieve all of your desired commercial and campaign objectives.

The important things to remember when reviewing attention vendors are;

## Ethical Practices

Do they collect their data in-line with global and local regulations? Ensure that any and all data you're going to utilise has been sourced through a triple opt-in consent process and with clear ethical processes in-place before use.

## Transparency

Are you able to clearly understand and validate the data you're being provided with? Data science models and the outputs they provide should be consistent, clear and built upon a clearly defined methodology that is repeatable and stands the test of time.

## Trustworthy

Can you correlate the metrics you're given with real outcomes for your business? Are you comfortable and confident presenting it to a client or senior leaders in your organisation? Be sure you can trust and stand by the data and methodologies of your chosen partner.

## Omnichannel

Is their product ecosystem interconnected and able to expand and validate its data across the full media lifecycle? Standalone attention products that do not continually refresh with new and updated data, from both humans and new platforms or devices, can quickly become outdated and unstable to effectively build media strategies upon.

## Training and Onboarding

Does the attention vendor care about your attention knowledge and help your teams up-skill? Attention measurement can be a complex thing to wrap your head around, and any new product takes time to properly understand and onboard team members. Be sure to select someone who will be there for you across each stage of your attention journey.



## Selection Criteria for an Attention Partner

### Real Testing Environments

Is the data that's being utilised to provide you with viewing behaviours and predictive performance based on natural viewing environments? Any influencing factor such as lab-based testing, the use of goggles or other stimuli may impact the validity of the data that vendors collect, which may result in questionable foundations that you rely on and put your money behind.

### Actual Human Data

It may sound obvious, but has the vendor you're considering actually built its attention models and product suite from real human attention data?

### Utilising Human and Impression-level Data

Effective and scalable data is sourced using both human attention data and impression-level data from all devices, platforms and ad types. Ensure the data you're trusting with your business performance is built from both.

### Attentive Reach

Does the vendor provide insight into Attentive Reach performance? Attentive Reach highlights the disparity between planned Reach performance and the Reach that actually captures real human attention. The goal of media spend is to drive reach for a brand, Attentive Reach quantifies the proportion of impressions that aren't contributing to that goal. If you're not being provided this level of detail, it can significantly impact the success of reach based media planning.

#### What our clients say about us

"Karen and her team apply such rigor to their testing and are absolute experts of understanding human attention (and a pleasure to work with to boot!). They lent their inquisitive minds to our SCA project, to pioneer a new way to test human attention, which enabled Radio to be a part of the important Attention conversation. We're eager to continue our journey with Amplified Intelligence."

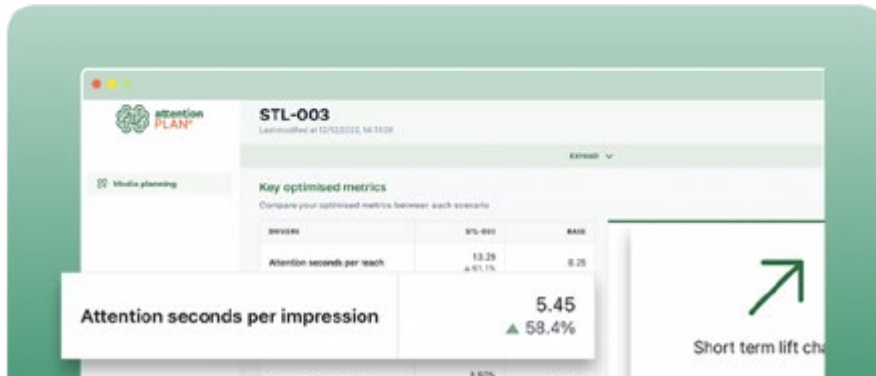
- Abi Wallis,  
Southern Cross Austereo



# Getting Started

Using attention in media planning

## Getting Started - Media Planning



attentionPLAN® is a media planning tool that utilises the world's deepest human attention database, giving you the confidence to select the ads, formats and channels that deliver real campaign objectives.

Don't just buy for reach and impressions, ensure the inventory you're investing in delivers campaign success and captures audience interest, ultimately driving engagement and conversion.

attentionPLAN® is a self-service platform or API integration that is built upon the world's largest and most robust human attention dataset. It allows users to understand the attention performance of their media plans, and understand the potential up-lift on offer in terms of available attention, delivery of campaign objectives and brand uplift, all without increasing media spend.

### What we Offer

By uploading your media plans into attentionPLAN® you'll gain valuable campaign and commercial insights including;

- Attention seconds by channel, format and campaign
- Attention seconds per reach and impression
- Active attention seconds volume
- Predicted brand uplift
- Attention-Adjusted impression data
- A true attention-led CPM

Gain unparalleled attention-led insights in a matter of clicks and seconds by using Amplified Intelligence's leading media planning tool. attentionPLAN® and its outputs facilitates new and impactful agency-client conversations where the value of your media expertise can undeniably be put on show. Whether it's auditing existing plans or kick starting new strategies with the world's most sophisticated human attention dataset, it's time to elevate your marketing and media performance with the power of attention metrics.

## Selecting a Partner

### Pricing

attentionPLAN® is available in a range of offerings, ranging from single campaign-usage through to monthly subscriptions and API integrations.

	<b>\$1,000 PAYG</b>	<b>\$1,000/ month</b> <i>12 month contract \$12,000 year</i>	<b>\$5,000/ month</b> <i>3 month contract \$15,000 3 months</i>	<b>\$4,000/ month</b> <i>12 month contract \$48,000 year</i>	<b>\$10,000/ month</b> <i>12 month contract \$120,000 year</i>
Campaigns	PAYG	20	unlimited	unlimited	unlimited
Users	1	1	3	10	unlimited
Attention Benchmarks	no	yes	yes	yes	yes
API	no	no	no	no	yes
Onboarding	no	no	no	no	yes
Consultancy	no	no	no	no	yes
Dedicated CSM	no	no	no	no	yes

**Additional markets are available at + 50% of package cost**  
eg \$1,000/ month for 1 market + \$500 for an additional market.

### Benefits of API Integration

To fully leverage the power of attention metrics, media agencies should seek partnerships with API providers and enterprise-level solutions. By integrating attention data into their existing platforms and workflow, agencies can streamline the decision-making process and optimise campaign strategies in real-time. Such partnerships can also lead to access to new datasets and advanced analytics, driving even greater improvements in advertising performance.

### Case study

In 2022 Omnicom Media Group were the first in the world to ingest Amplified data into their planning tools via API.

**Outcome:** 3-11% increased efficiency and an average saving of \$2.5m USD annually.

Attention-informed planning made clients' total media spend between 3% and 11% more effective by identifying potentially wasteful investments and reallocating that spending elsewhere. It showed one CPG portfolio brand could save \$200,000 in just two weeks, based on the projected spend for that period compared to the projected spend when accounting for attention-based recommendations.

OMD estimates it could save that brand \$2.5 million annually.

## Benefits of API Integration

Incorporating an API integration for attention measurement science into a media agency's organisation can offer several key benefits and competitive advantages. Some of the most significant advantages are:

### Unlimited Campaign and Scenario Generation

Utilising an API integration basically means Attention data on tap. Allowing you to create, iterate and optimise to your hearts content with the latest and most robust human attention dataset.

### Real-Time Data Access

API integration allows media agencies to access attention measurement data in real-time. This real-time access to data provides up-to-date insights into the performance of advertising campaigns, enabling agencies to make prompt decisions and optimise strategies on the fly.

### Automated Reporting

API integration automates the process of data retrieval and reporting. Instead of manually collecting and analysing attention metrics, agencies can set up automated workflows to generate comprehensive reports, saving time and resources.

### Seamless Data Integration

API integration facilitates the seamless integration of attention measurement data into existing platforms and workflows. It eliminates the need for manual data entry and reconciliation, reducing the risk of errors and ensuring data consistency across various systems.

### Enhanced Decision-Making

With API integration, media agencies can combine attention metrics with other relevant data, such as audience demographics and campaign performance metrics. This holistic approach to data analysis empowers agencies to make informed and data-driven decisions, leading to more effective advertising strategies.

### Advanced Analytics

API integration enables access to advanced analytics and data visualisation tools. Media agencies can leverage these tools to gain deeper insights into audience behaviour and optimise advertising campaigns based on comprehensive attention data.

### Increased Efficiency

By integrating attention measurement science through an API, media agencies can streamline their operations. This efficiency boost allows teams to focus on strategic tasks and creative development, rather than getting bogged down in data management.

## Benefits of API Integration

### Competitive Edge

Adopting API integration for attention measurement science demonstrates a commitment to innovation and staying ahead of the curve. Media agencies that leverage cutting-edge technologies to improve campaign performance are more likely to attract and retain clients in a competitive market.

### Client Satisfaction

API integration allows media agencies to provide clients with accurate and transparent attention metrics, giving them a clear understanding of the impact of their ad campaigns. Satisfied clients are more likely to continue their partnership and recommend the agency to others.

### Scalability

API integration offers scalability, allowing media agencies to handle large volumes of data as their business grows. Whether dealing with a single campaign or multiple projects simultaneously, API integration ensures data handling remains efficient and effective.

### Innovation and Flexibility

Integrating attention measurement science via an API opens doors to explore new opportunities and partnerships. Agencies can collaborate with various attention measurement providers, leveraging their unique offerings and staying at the forefront of innovation.

## Advocating for Change in Your Organisation

Being able to successfully implement change inside of some organisations can be a lengthy and often tiresome process, especially when it comes to adopting emerging methodologies or technologies that require additional budget. We want to make that process as seamless and easy for you as possible, because if you've made it this far in both your understanding of attention and desire to build a business case, you're ready to become the advocate for meaningful change in your organisation.

To help you on your path, we've put together some key slides that can sit within your pitch deck to key stakeholders, helping you demonstrate the problem that attention can help solve, the opportunities it provides and the solutions available at your disposal to increase media and marketing performance that delivers the commercial outcomes business leaders strive for.



Download your copy of our Business Case for Attention presentation deck [here](#)



# **Attention Measurement Vendor Selection Checklist**

A few things to consider before onboarding a long-term attention partner.

## Attention Measurement Vendor Selection Checklist

## Notes

<b>Define Objectives and Requirements</b>	Clearly outline the organisation's goals and objectives for adopting attention.	<input type="checkbox"/>
	Identify specific attention metrics and data points required to meet campaign goals.	<input type="checkbox"/>
<b>Research and Shortlist</b>	Conduct thorough research to identify reputable attention measurement vendors.	<input type="checkbox"/>
	Shortlist vendors that offer a comprehensive suite of attention measurement tools and capabilities.	<input type="checkbox"/>
<b>Assess Data Collection Methods</b>	Evaluate the methodologies used by each vendor to collect attention data.	<input type="checkbox"/>
	Ensure data collection methods are accurate, reliable, and aligned with industry standards.	<input type="checkbox"/>
<b>Review Measurement Capabilities</b>	Assess the vendor's ability to provide a wide range of attention metrics, including viewability, engagement, and emotional response.	<input type="checkbox"/>
	Verify that the vendor can offer both real-time and post-campaign attention analysis.	<input type="checkbox"/>
	Ensure that the vendor ethically measures real humans in natural environments.	<input type="checkbox"/>
<b>Pricing Models, API Integration and Compatibility</b>	Request detailed pricing information and compare it with the value offered by the vendor's services	<input type="checkbox"/>
	Evaluate whether the vendor has a SaaS offering or Pay-As-You-Go pricing model	<input type="checkbox"/>
	Determine if the vendor offers API integration for seamless data access and automation	<input type="checkbox"/>
	Confirm compatibility with the organisation's existing technology infrastructure.	<input type="checkbox"/>
<b>Data Security and Privacy</b>	Inquire about the vendor's data security measures, including encryption and compliance with data protection regulations.	<input type="checkbox"/>
	Ensure that consumer privacy is respected and upheld throughout the data collection process.	<input type="checkbox"/>
<b>Reporting and Analytics</b>	Review the vendor's reporting capabilities, ensuring that data is presented in a clear, actionable format.	<input type="checkbox"/>
	Evaluate whether the vendor offers advanced analytics tools for deeper insights.	<input type="checkbox"/>



## Attention Measurement Vendor Selection Checklist

		Notes
<b>Case Studies and References</b>	Request case studies or examples of the vendor's successful implementations.	<input type="checkbox"/>
	Reach out to references or clients to gather feedback on their experiences with the vendor.	<input type="checkbox"/>
<b>Scalability and Support</b>	Confirm that the vendor's solutions can accommodate the organisation's expected growth and scalability.	<input type="checkbox"/>
	Inquire about the vendor's customer support and technical assistance availability.	<input type="checkbox"/>
<b>Contract Terms and Flexibility</b>	Review contract terms, including duration and cancellation policies.	<input type="checkbox"/>
	Ensure the vendor offers flexibility to adapt to changing campaign needs.	<input type="checkbox"/>
<b>Vendor Reputation and Reliability</b>	Research the vendor's reputation in the industry and look for reviews from other partners.	<input type="checkbox"/>
	Choose a vendor with a track record of reliability, accuracy, and professionalism.	<input type="checkbox"/>
<b>Vendor Alignment with Organisation Values</b>	Assess whether the vendor's mission, values, and company culture align with those of the organisation.	<input type="checkbox"/>
<b>Final Evaluation and Decision</b>	Consolidate all gathered information and evaluate each vendor against the organisation's requirements and criteria.	<input type="checkbox"/>
	Make an informed decision based on the vendor's fit with the organisation's goals, capabilities, and budget.	<input type="checkbox"/>
<b>Onboarding and Implementation</b>	Work closely with the vendor to smoothly integrate their attention measurement tools into the organisation's processes.	<input type="checkbox"/>
	Provide necessary training to team members on utilising the new tools effectively.	<input type="checkbox"/>



## Ready to turn attention into acquisition with attention metrics?

Head to [amplifiedintelligence.com.au](https://amplifiedintelligence.com.au) and get in touch with our team to discover how we can help you utilise attention metrics to deliver true commercial success for you, your business or your clients.