



Amplified
Intelligence

Attention Bedrock

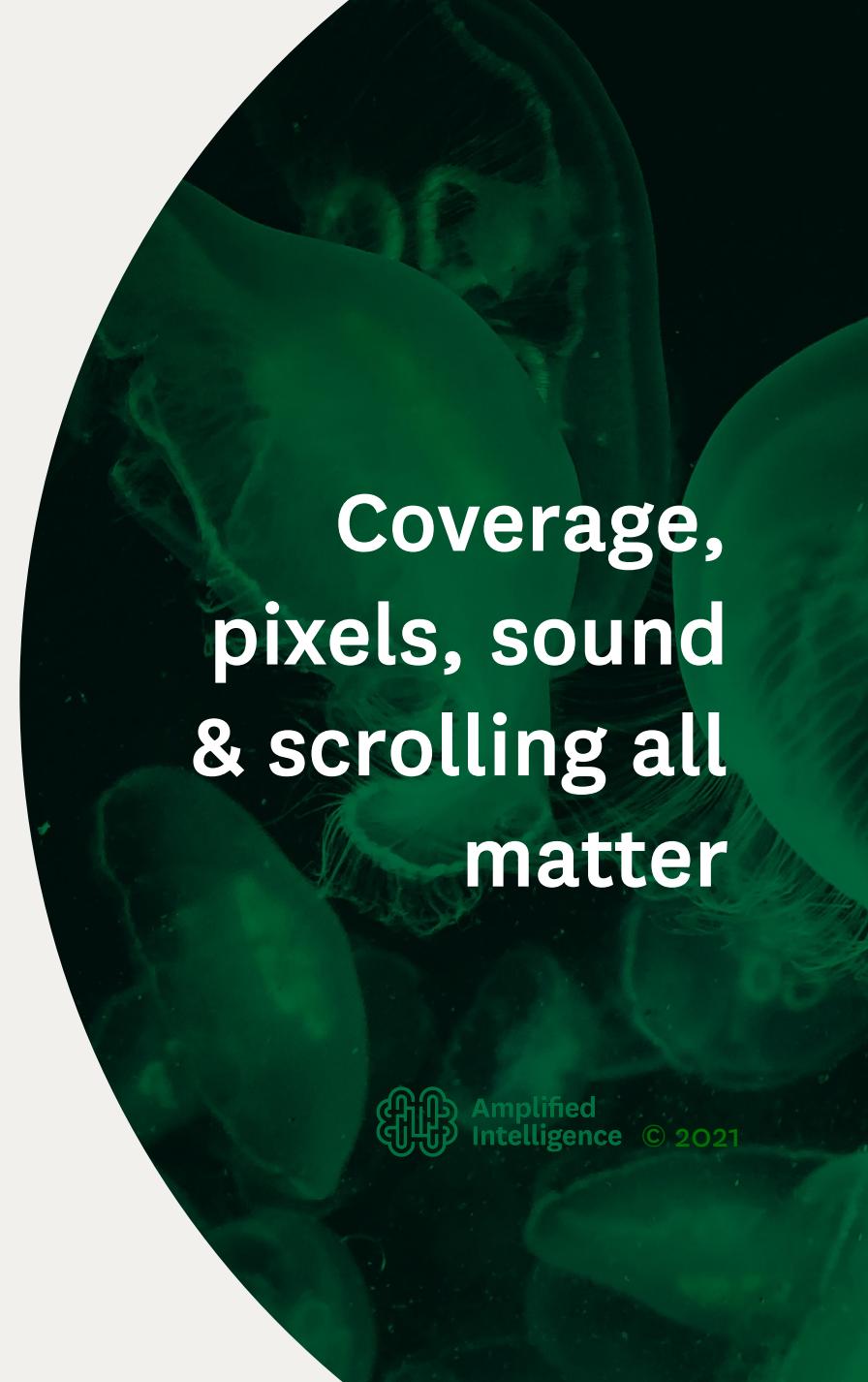
Attention Myths and Cautionary Tales

Myth #1

Consumers *are*
paying attention



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Consumers, viewers (we like to call them humans) are just NOT paying the undivided attention to advertising you think they are.

Thanks to life's distractions and platform functionality, attention varies dramatically across time-in-view.

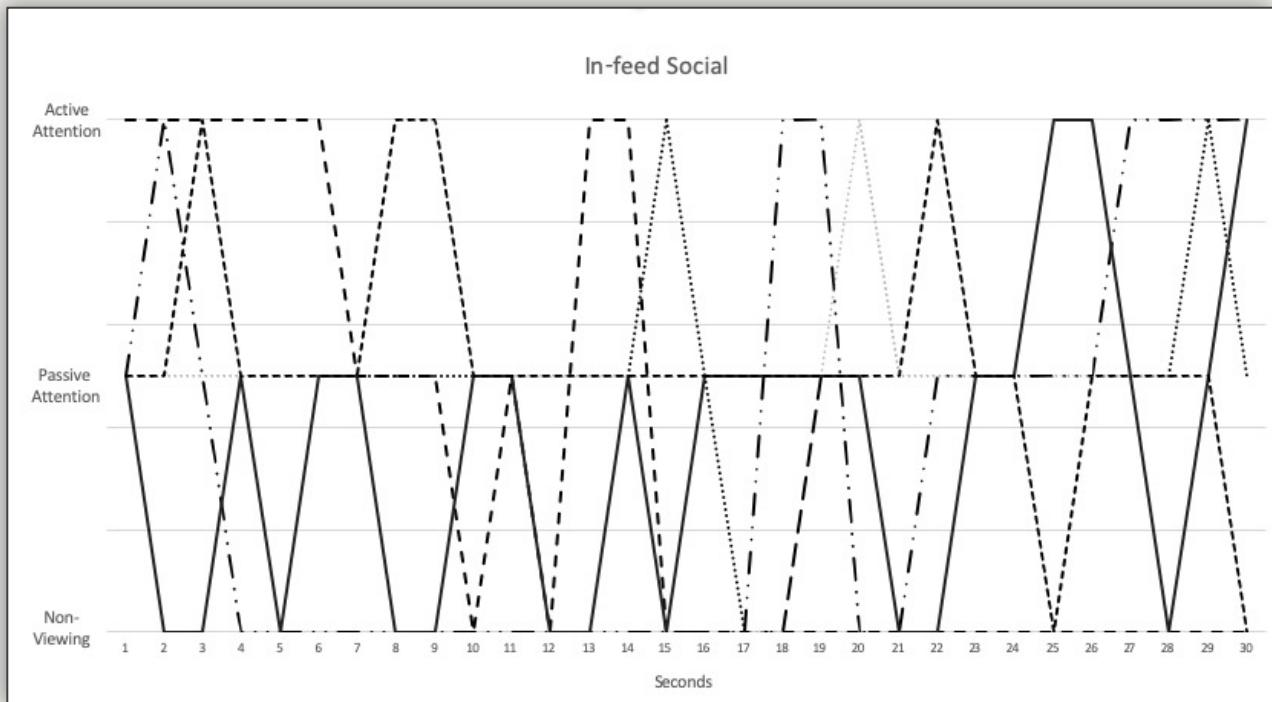
Clutter (screen coverage), pixels, sound and scroll speed ALL make a difference to the number of attention seconds that can be achieved.

**Coverage,
pixels, sound
& scrolling all
matter**

People switch attention levels continually

Our research shows that people switch continually between 3 levels of attention during a time-in-view.

The distribution of this switching is determined by the platform (and format) environment.



Myth #2

All attention
is the same



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NO, it's not. People flit in and out of various states of attention.

At Amplified, we measure 5 times every second whether someone is paying attention.

And we can see that during a time-in-view, people shift continually between:

- Active attention
- Passive attention, and
- Non-attention.

**Active
Attention
matters the
most to
brand uplift**

Choose Active Attention to drive outcomes

We've put a lot of thought into levels of attention to make sure we keep it fair between modes of viewing.

Active Attention

For mobile and TV, looking directly at the ad.

Passive Attention

For mobile and TV, eyes nearby but not looking directly at the ad.

Non-attention

For mobile, face not detected. For TV, person not in the room.



Myth #3

Viewability = attention



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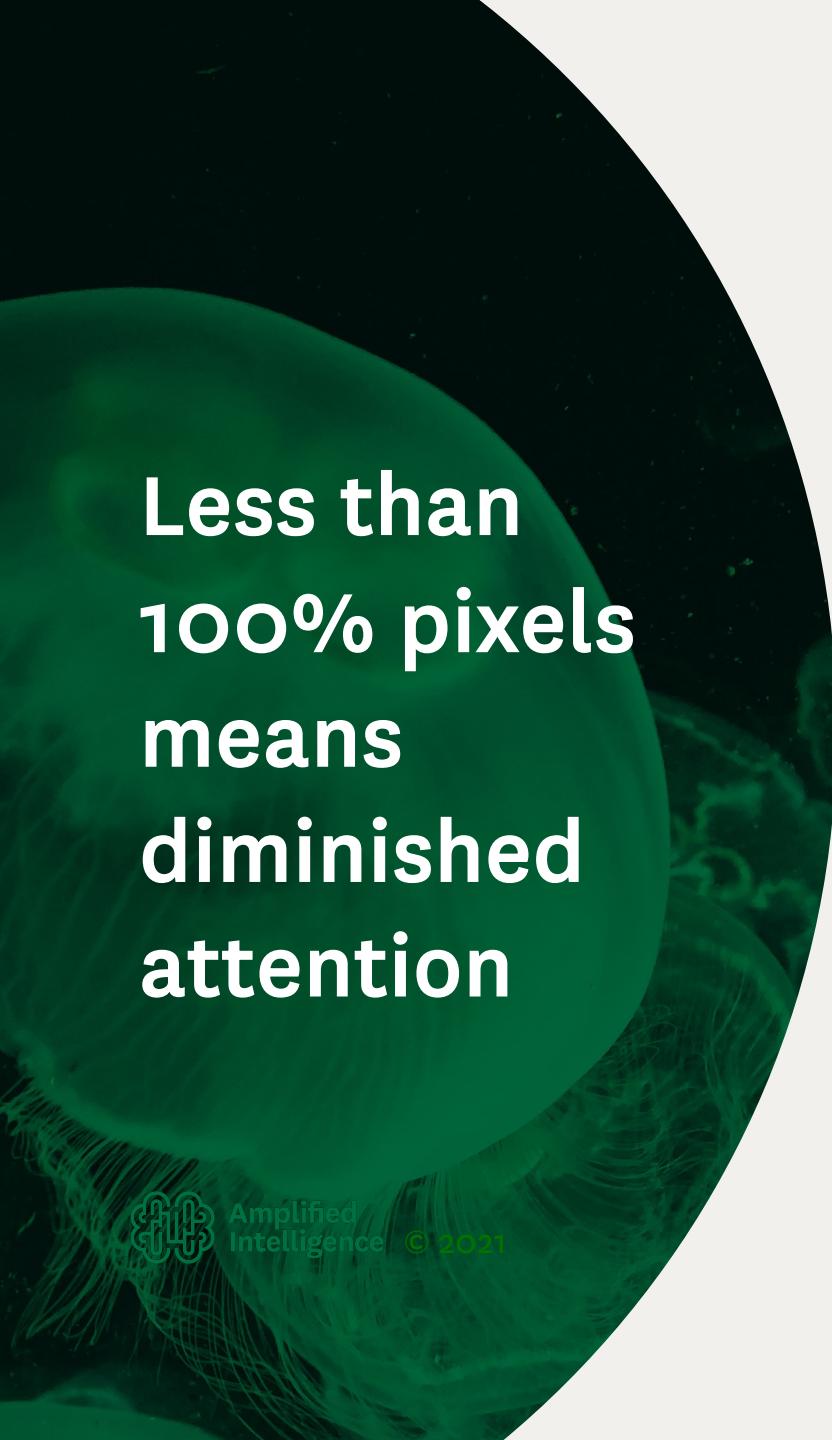
Viewability is NOT a proxy for attention. It is still just an opportunity-to-see.

Even if an ad is viewable (by MRC standards), it doesn't mean that it will be viewed.

Amplified's research shows that only 50% of impressions are actually viewed. Advertisers might pay for 100 sets of eyeballs, but only get 50.

Which means that viewability can equally represent distraction as it can attention.

There is a gap between viewability and attention



**Less than
100% pixels
means
diminished
attention**

Some more bad news. Even if someone was actually looking at the ad, chances are it was less than 100% in view.

Anything below 100% pixels, leads to diminished attention.

Low ad pixels can literally be the difference between viewers seeing your brand, or not.

It can also be the difference between effective or wasted advertising dollars.



Myth #4

2 seconds *is* enough



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Have you heard the saying, “It only takes a second to make a lasting impression.”

Sadly, it's NOT true.

Amplified's research shows that there is a real difference in advertising impact above and below the 2-second mark.

Below 2 seconds can have an impact, BUT there is a sizeable and positive impact on brand choice ABOVE the 2-second mark.

This is consistent across all platforms, including TV.

**Just 2
seconds
is not
enough**

Active Attention and days in memory are related

Advertising decay is the rate at which the effect of advertising erodes over time.

It's important because it shows how long a brand will stay in memory.

The more Active Attention paid to a well-branded ad, the longer the brand stays in memory.

Amplified's research shows that memory starts to kick in at around the 3-second mark.

So, if you want long-term brand impact you will need at least 3 seconds of Active Attention.

Myth #5

Good creative will
save the day



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Even the best creative will NOT save the day on its own.

We're not saying creative doesn't matter. We know it DOES. But first...

Let's take you back to Myth #1.

Humans switch continually in and out of attention.

The ability of a platform (or format) to deliver impact relies heavily on the amount of attention switching that occurs on that platform. More switching drives lower impact.

Good creative
is impacted
by poor
platform
performance



Media placement is the dominant attention factor

So, even the best creative in an attention switching environment will struggle to deliver impact.

In fact, Amplified's data show that good creative suffers the most by losing a greater number of attention seconds when played on poorer performing platforms.

If creative were the dominant attention factor it would perform equally across all platforms.

Creative is important BUT media placement is more important to brand uplift and positive business outcomes.



The Cautionary Tale



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A circular inset image showing a woman from the side, looking down at her smartphone. The screen of the phone is brightly lit, casting a glow on her face and hand. The background is dark and out of focus.

Advertisers pay for an opportunity-to-see.
Proxy measures fail to measure audience
attention.

Many ads place out with little or no effect.
Yet advertisers still pay.

Media spend disappears with minimal value
to brands.

The system values transaction rather than
results.

WHAT CAN BE DONE ABOUT IT?

Introduce a new metric that identifies and
values human attention.

Attention Adjusted™ metrics will improve the ecosystem

But a new metric on its own does not guarantee a quality outcome.

Attention metrics can just as easily be used to drive CPMs down and shop for media placements in the digital bargain basement.

Amplified is using attention metrics to drive quality in all areas of the ecosystem.

Attention Adjusted™ metrics can and should be used to determine the real VALUE of media so that advertisers can make confident strategic decisions and drive greater ROI.



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