



Amplified
Intelligence

Attention Bedrock

Understanding Attention





Let's establish
the problem
first

We know that
not all OTS are equal and that
relative value is not
being quantified.

We know that
proxy measures aren't telling
us the full story.

We know that
CPM doesn't account for
performance difference.

Which means
advertisers don't get what
they pay for.

Which means
media spend disappears
with minimal value
to brands.

Which means
Our impression system is
failing advertisers.

We also know that **human attention metrics** can account for performance differences between platforms.

And **human attention metrics** drive business outcomes.





Some
explainers

We start with STAS
because it's important to
understand the difference
that Attention can make to
advertising impact.

STAS explainer

**Short.
Term.
Advertising.
Strength.**

Gold standard business outcome measure.

STAS is an index of Did Buy and Exposed against Did Buy and Not Exposed.

	Not Exposed	Exposed
Did Buy	36	42
Did NOT Buy	64	58
Total	100	100
STAS	$42/36 \times 100 = 117$	

Anything over 100 means the ad has performed better than 'normal' (ie. 17% better than normal).

STAS accounts for previous buying behavior, which means it is a true 'uplift' score.

The next most important
thing to understand is that
not all Attention is
the same.

The levels of attention our tech can track



Active Attention (eyes-on-ad)

Looking directly at the ad (or TV screen)



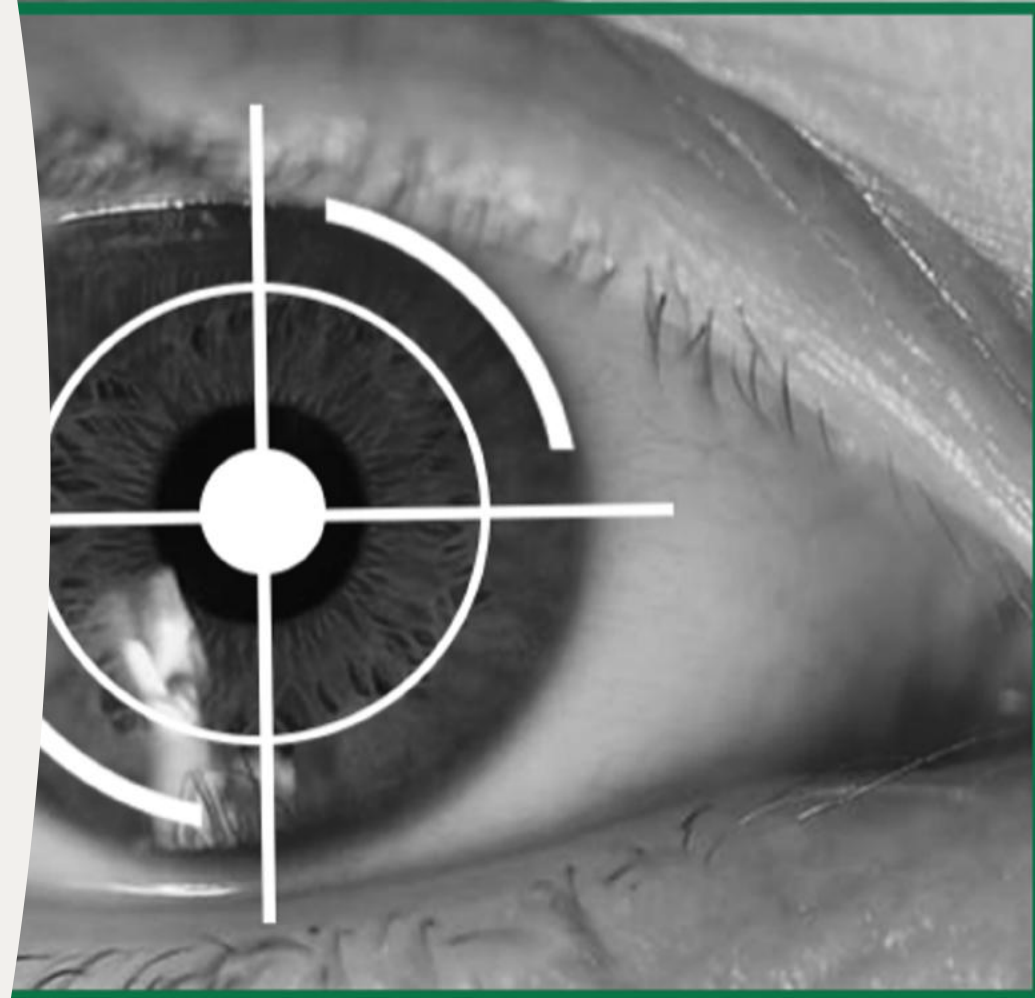
Passive Attention (eyes-nearby)

Looking at the mobile screen but not the ad (or in the room but not looking at the TV)



Non-Attention (no-eyes)

Looking away from the mobile screen (or not in the TV room)



x: 1044
y: 0928



Then, four
fundamental
facts on
attention

Fact #1

If no Attention is paid, there is zero chance an ad will work.

This part isn't rocket science.

If no attention is paid to an ad, the ad cannot have an impact on any business outcomes.

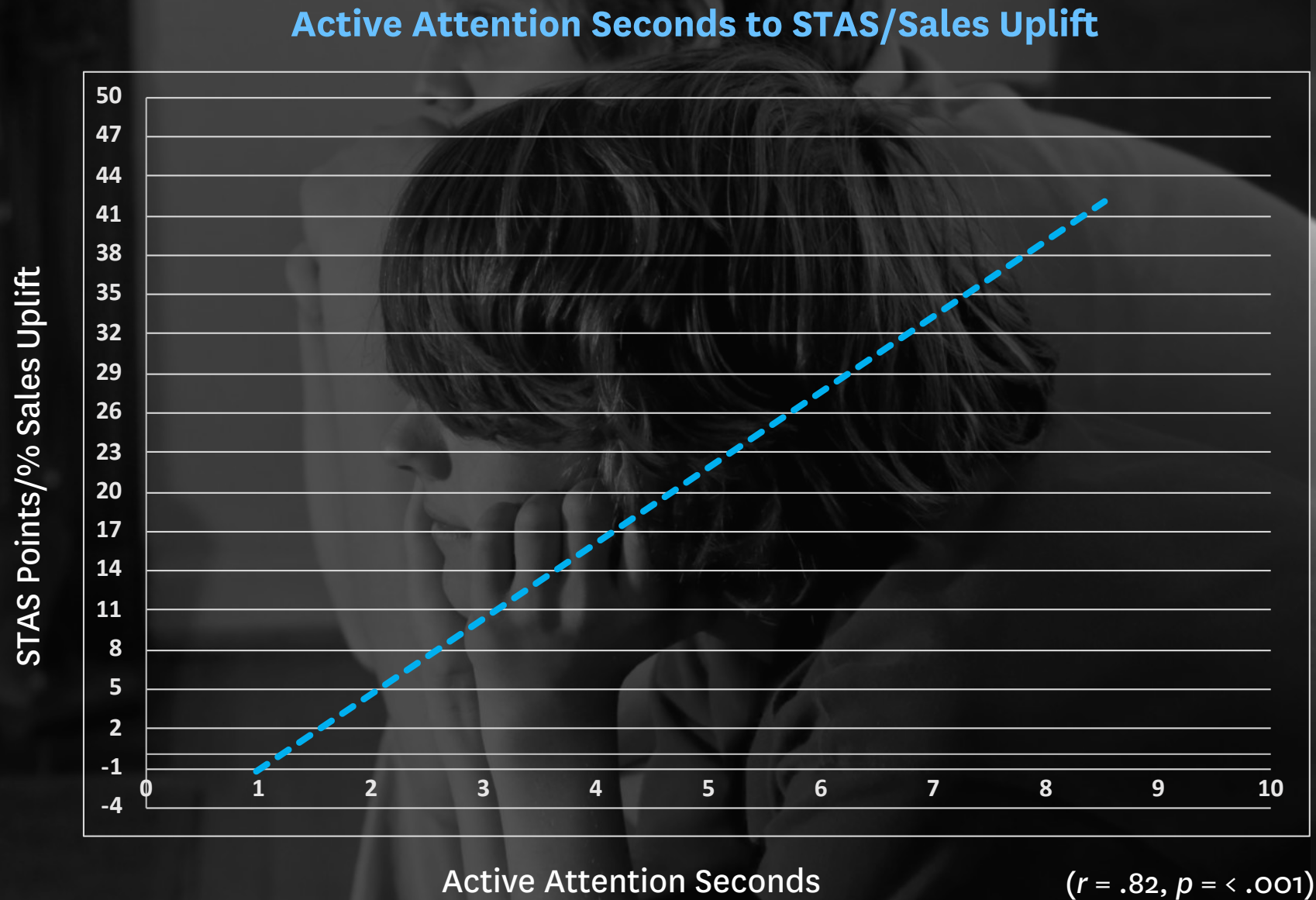
It cannot affect sales, awareness, recall, message take-out, mental availability, upper/lower or any other funnel you use to determine success.

But for those who like the math...

Our regression analysis shows there is a strong and significant relationship between Active (eyes-on-ad) Attention Seconds and STAS in sales uplift from a market share baseline.

This means when Active Attention Seconds goes up, so do STAS points ($r = .82$, $p = < .001$). Not surprisingly, the analysis also shows that if no active attention is gained, we can expect zero uplift (see the next slide, $n=28,100$ views).

**Active Attention
and STAS are
significantly
related.**



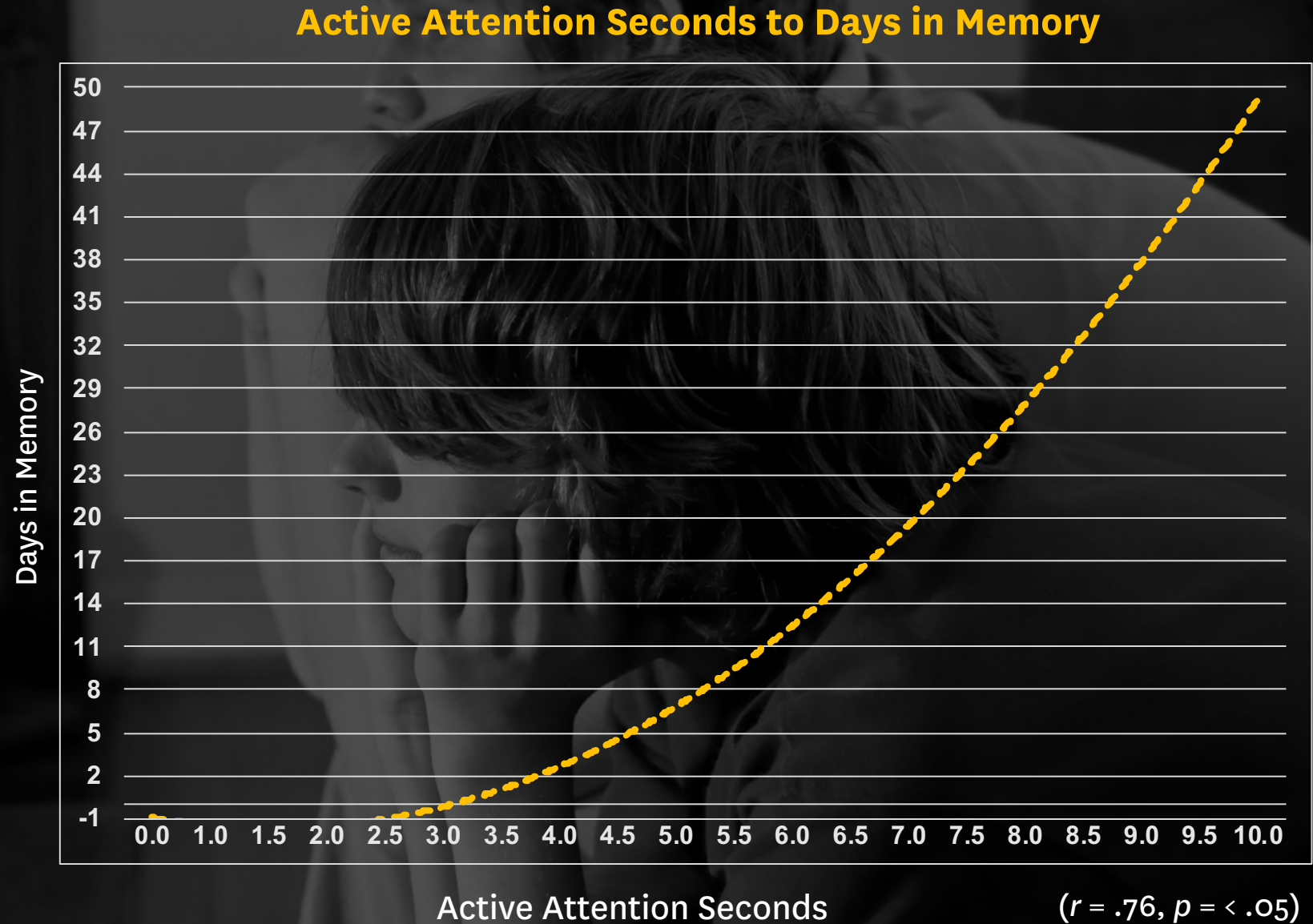
**Advertising
Decay**
is the rate at
which advertising
impact
erodes overtime.



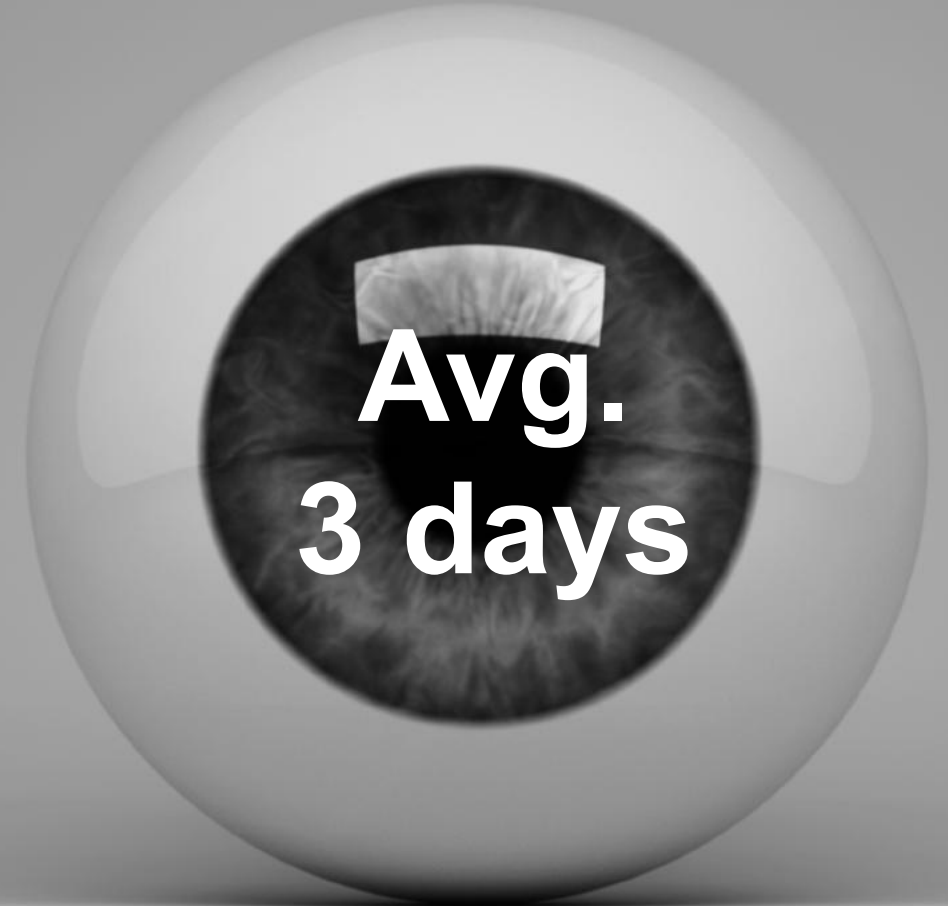
Attention and ad decay are related.

The more Attention Seconds the longer the brand stays in memory.

Memory starts to kick in at around the 3 second mark.



**On average, each
Active Attention
Second delivers
3 days in memory.**



Fact #2

Quality human
attention is hard
to earn.

Attention in the age of distraction is not the focused version marketers idealise.

We live in overload with finite mental capacity. We are busy. We filter most things out and let only some things in.

This means we live in a default perpetual state of sub-consciousness.

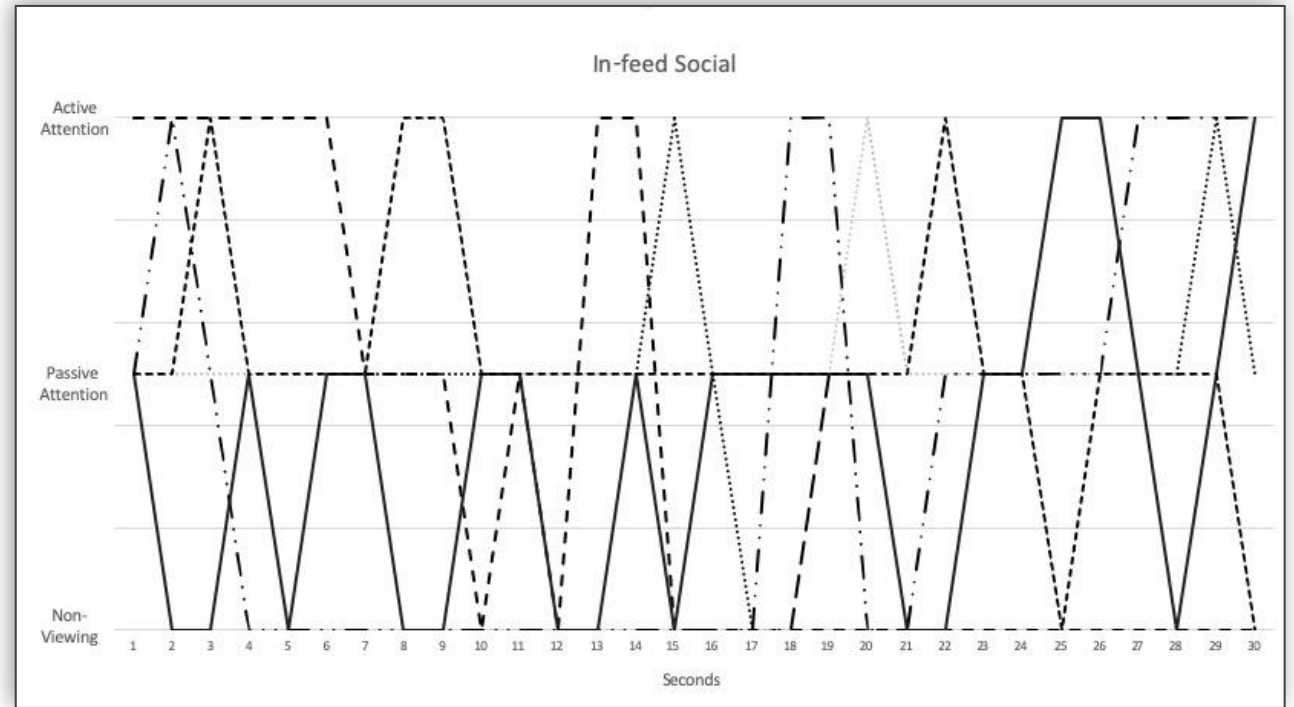
Which is why we can see in our data that people switch in and out of levels of attention. It is very rare that someone will pay undivided and sustained attention.

This translates to **around half the time** an ad is in view, there will be **no eyes-on-ad** at all.

This number gets worse for platforms that have highly distracting feeds.

This is why.

We switch in and out of active, passive and non-attention across the entire course of time-in-view. This is why around half of it has no attention at all.

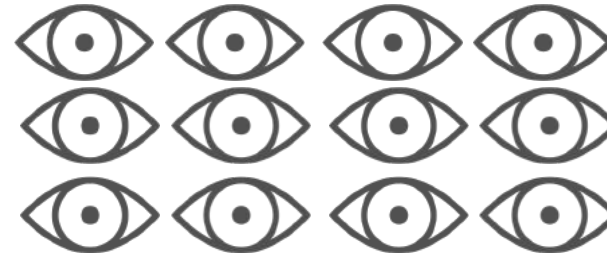


Most marketers have the wrong notion of human attention to advertising.

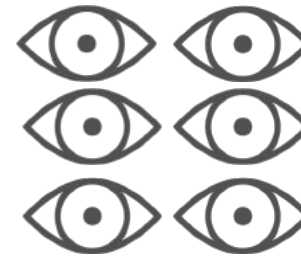
Proxy metrics don't cut it.

Even if an ad is
viewable (by time-in-
view standards) it
doesn't mean it will
be viewed.

Advertisers pay for time in view
(proxy for eyes-on-ad).



What advertisers get.



Time in view can equally
mean viewer distraction.

Fact #3

Creative triggers can help jump start Attention, even if only momentarily.

Creative triggers can break the prediction.

According to Prof. Jared Cooney-Horvath in *The Attention Economy and How Media Works*, humans are prediction machines, it's easier to function that way.

So if you want to completely grab somebody's attention you need to break the prediction with something unexpected.

“When a prediction fails the brain is primed to *take in* and *hold onto* new information.” (Cooney-Horvath, 2020)

The moral of this attention story is to keep viewers guessing. If you keep them guessing, they will keep paying attention.

There are two types of guidance triggers: top down and bottom-up.

Top-down triggers

Goal-oriented,
deliberate search,
personal relevance =
high & controlled
attention.

Bottom-up triggers

Unexpected =
automatic &
unintended attention.

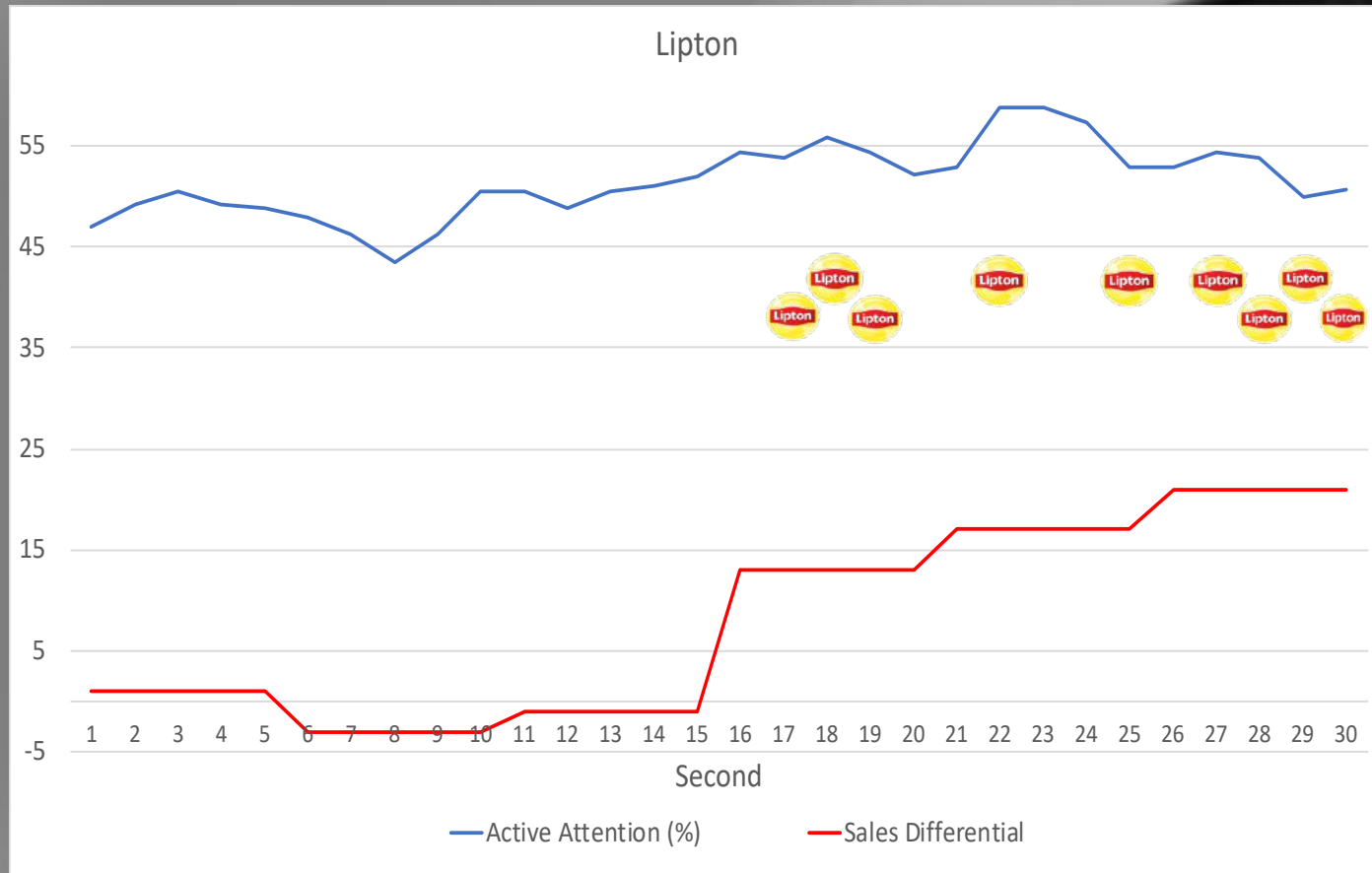


But even with attention, if the brand is missing, we fill in the blanks with a prediction (which could be a larger competitor).

Hard-earned attention is wasted.




The mere presence of branding at Attention peaks increases the chance of buying.



You're not 'spoiling' high attention moments with branding. You are making the most of them.

Sales are amplified when active attention and branding are aligned.

A circular graphic with a green grid background. Overlaid on the grid is a dark silhouette of a person's head and shoulders, wearing glasses. The person's head is tilted slightly to the right.

**Remember
Attention and
Memory are
NOT the same
thing**

Fact #4

**Ad visibility is vital.
If you can't see the
ad, triggers won't
help.**

Sounds obvious, doesn't it?

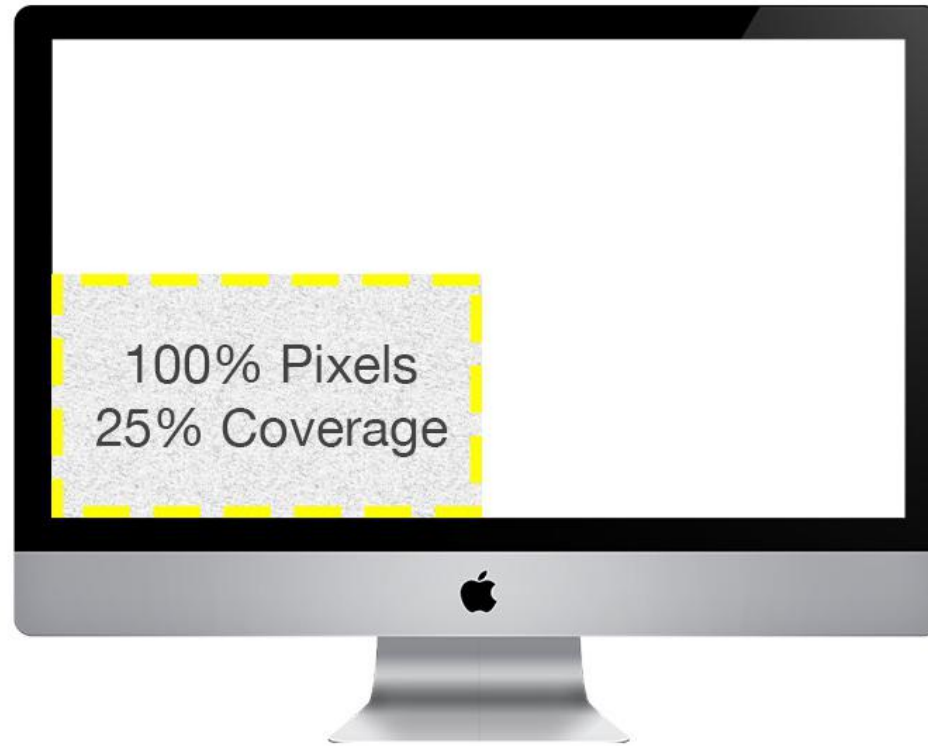
Attention increases with visibility.

This is where our old friends, pixels and coverage, become important.

All visibility elements impact attention – pixels and coverage and time. And we know that these elements vary significantly by platform and format.

This has a huge impact on Attention Seconds.

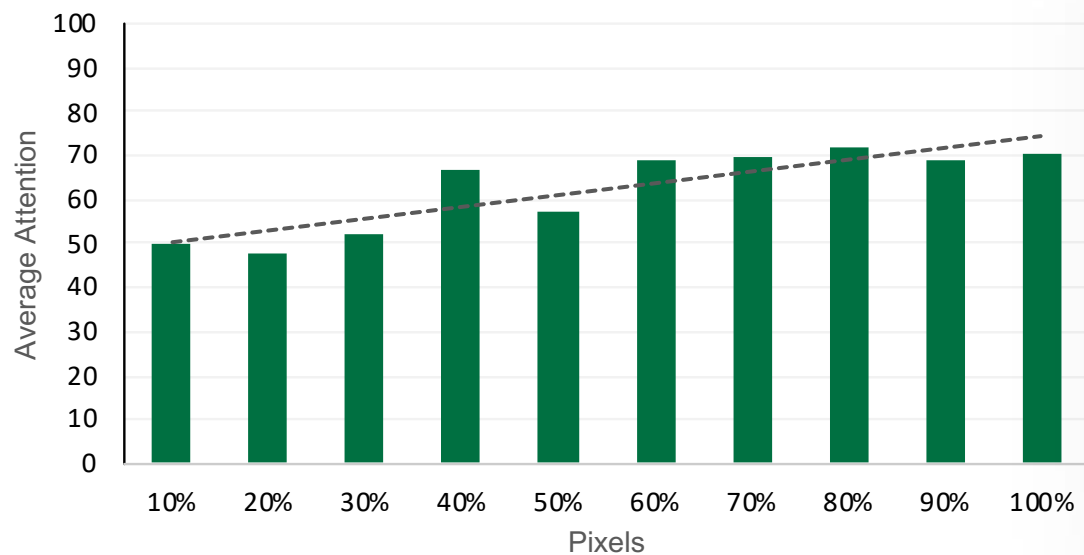
And low visibility can be the difference between seeing the brand and not.



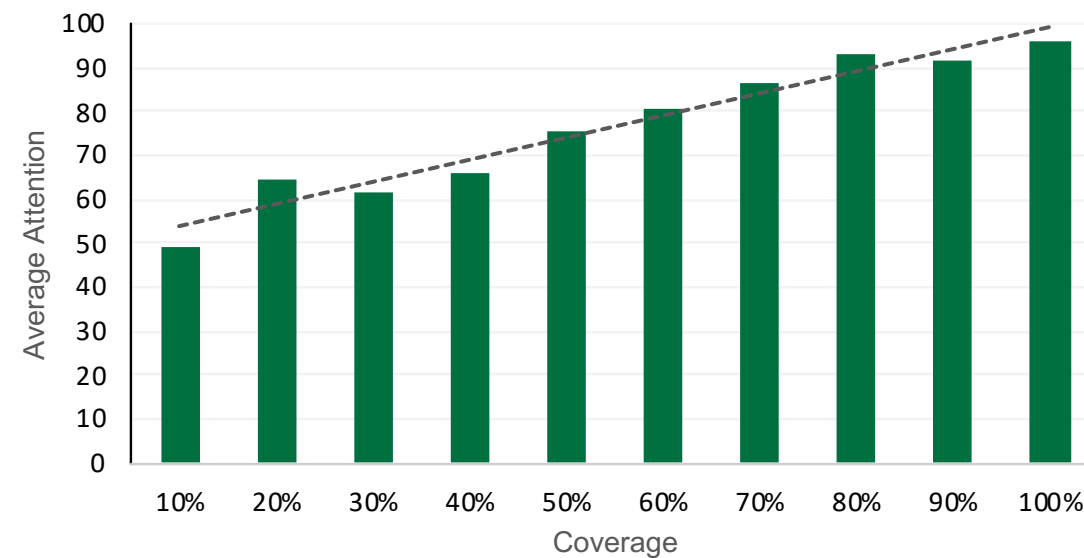
PIXELS – % of ad that is on screen
COVERAGE – % of screen that the ad covers

Attention increases with visibility.

Attention and Pixels



Attention and Coverage





Don't just
believe
us

Attention research is a hot topic...

ATTENTION AND SALES

Visual attention and sales are positively and significantly related. Increased exposure increases the likelihood that the featured products will be purchased.

Zhang, J., et al 2009

ATTENTION AND SALES

Visual attention and retail sales are significantly and positively related. Moreover, visual attention can be used to predict average sales that a company may expect for a product.

Rice J. C., et al 2019

ATTENTION AND CHOICE

Visual attention and choice are significantly and positively related. Higher and sustained levels of attention to advertising make it more likely that the advertised brand will be chosen.

Danner. L., et al 2016

ATTENTION AND PURCHASE INTENTION

Attention to advertising significantly increases our intentions to purchase the advertised product.

Goodrich, K. 2011

ATTENTION AND MEMORY

Visual attention and memory are related. Attention contributes significantly to the brand being remembered.

Pieters, R., et al 2002

ATTENTION AND MEMORY

Extended visual attention (greater number of seconds) is positively and significantly related to ad liking and brand memory.

Bellman, S., et al. 2019



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