Amplified Intelligence

# Attention Bedrock

Using Attention in Advertising

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

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

We know that relative value is not being quantified.

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

Which means media spend disappears with minimal value to brands.

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Reach

Quality

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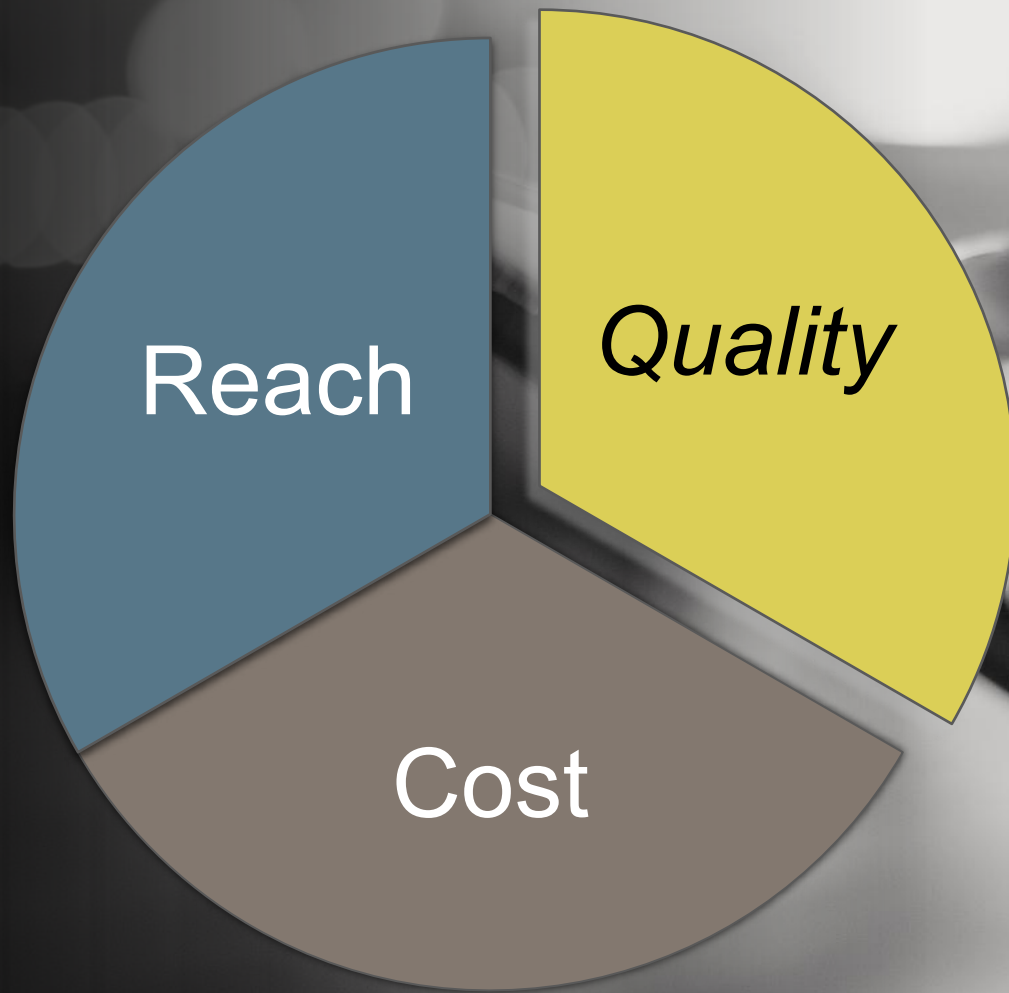
We also know that **human attention** can account for performance differences between platforms.

And that **human attention** adds a relative quality filter.

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Levels of Attention are important.

Our proprietary models deliver 3 levels of gaze.

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

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attentionTRACE data collection. We currently offer data from:

UK | USA | Germany | Australia

Across:

Facebook | YouTube | Instagram | Twitter | TV | BVOD

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If a platform is not available in a chosen country, we provide the next most similar country.

What do we want attention to do for us?

We want attention to highlight quality reach.

It's not about the cheapest overall CPM, it's about how you find quality reach.

And how much **human attention** you get for your money.

So, when you are chasing quality inventory using real **human attention.**

The most useful attention metric you can use is:

Attention Adjusted™ Net Reach

These are the real net reach numbers.

The number of Active Attention Seconds paid to any one platform/format.

And it adds a real quality layer to your media planning.

Once you have found your quality inventory and it is time to negotiate budgets.

The metric to inform your pricing boundaries is:

Active Attention CPM (aaCPM)

aaCPM accounts for performance differences between platforms by cost.

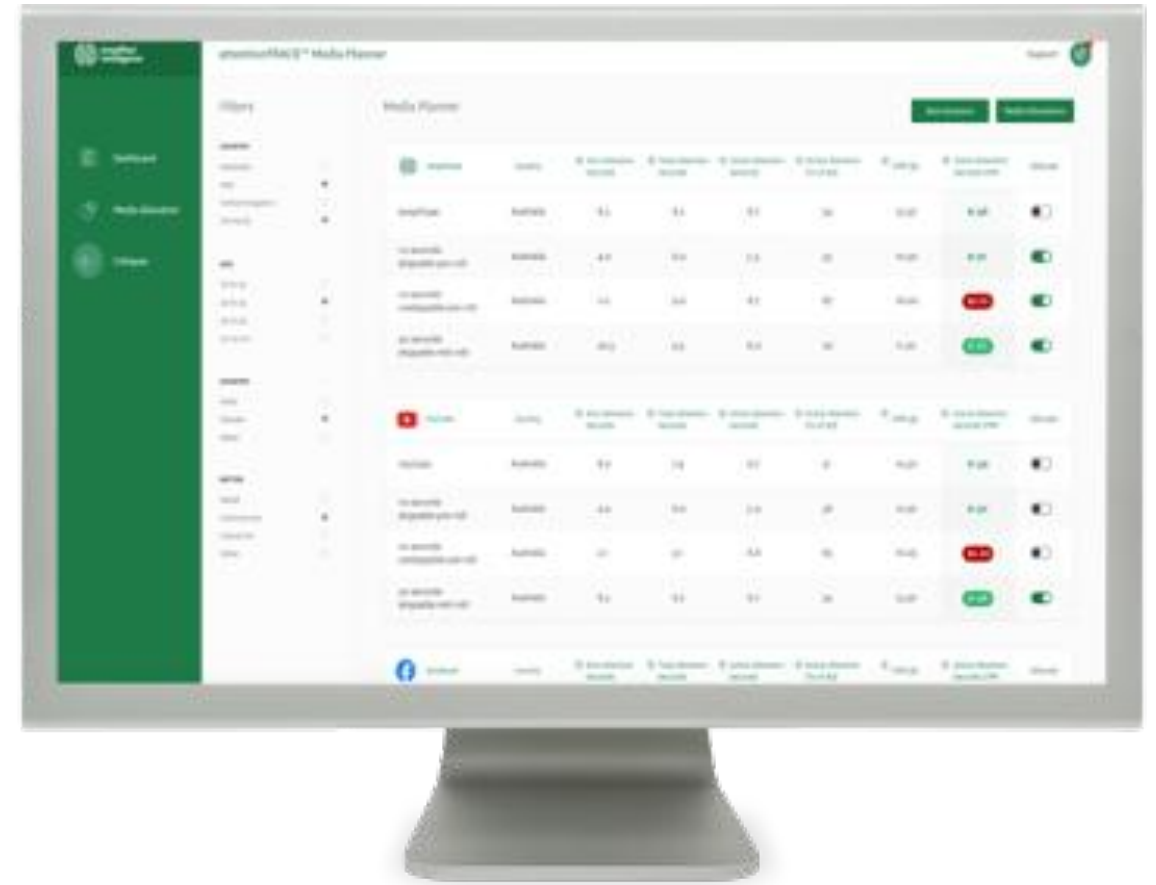It identifies the **real** value of the CPMs in front of you.

attentionTRACE

Use Cases

attentionTRACE Media Planner provides:

- performance transparency

- a universal measure fitting of the category

- a relative quality layer

attentionTRACE calculates the monetary value of an impression based on two important ad effectiveness factors: human attention and time viewed.

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Overview

All attention numbers and relative CPMs are displayed on a single page, with media allocations shown on a secondary page.

You can choose campaign variables like country, age, gender, (very soon product category), as well as platform and format (very soon TV genre) of interest.

A traffic light system indicates best/worst value for money and highest/lowest number of active attention seconds (hint – always Go for Green).

You can 'allocate', which sends your selections to the Media Allocations page. And return for a second inquiry if you want to compare different demographics.

All of the numbers and proportions shown can be used for performance weighting in your existing planning models for different use cases.

Outputs

ACTIVE ATTENTION SECONDS
Number of active (eyes-on-ad) attention seconds delivered.

ACTIVE ATTENTION SECONDS CPM (aaCPM)
CPM/Active attention seconds. Tells you whether performance differences between platforms are accounted for by cost.

ACTIVE ATTENTION (% OF AD)
Proportion of active attention relative to ad length (real completion rates).
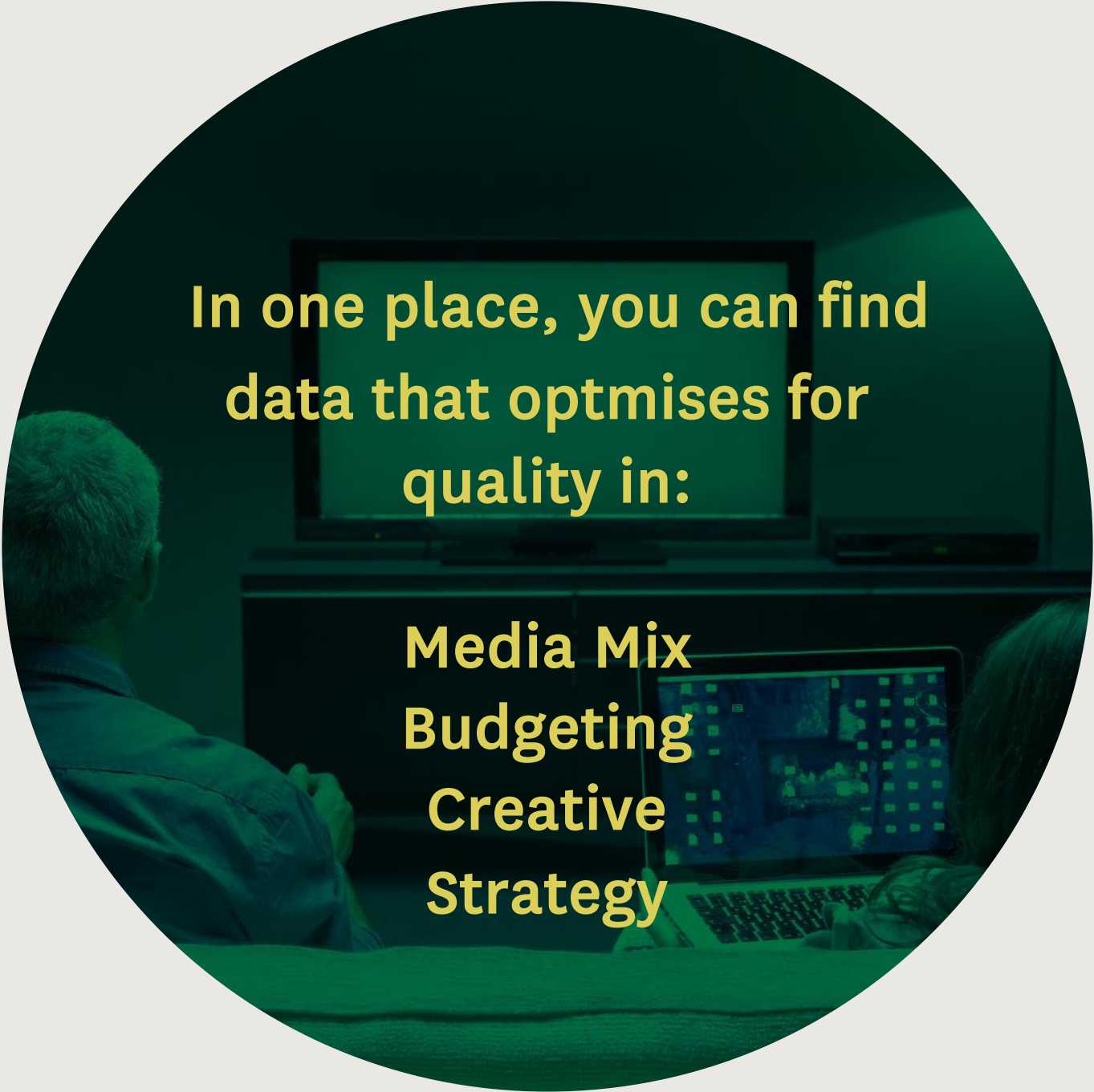
TOTAL ATTENTION SECONDS
Number of total seconds where both passive and active attention is paid.

TOTAL ATTENTION SECONDS CPM
CPM/Total attention seconds. Tells you whether performance differences between platforms are accounted for by cost.

NON-ATTENTION SECONDS
Number of seconds without any attention at all. Basically, non-attention is distraction.

In one place, you can find data that optmises for quality in:

Media Mix
Budgeting
Creative
Strategy

Use case

Media Mix

Combine with your own reach and frequency data to add a weighting layer to media mix planning.

Getting absolute value from Active (and/or Total) Attention Seconds.

Metric: Attention Adjusted™ Net Reach

Current net reach includes non-attention and passive attention (eyes-nearby) even if the impression is viewable by MRC standards. **Real net reach is the number of Active Attention Seconds.**

Applying Active Attention (% of Ad Length) as a weighting layer to render an Attention Adjusted™ Net Reach removes distraction from net reach numbers to provide real viewing rates for OTS, GRP, TARP calculations.

Here's an example:
- Gross reach: 5000 (total number of people regardless of frequency)
- Net reach: 1000 (the number of persons/sets of eyeballs on ad).
- Attention Adjusted£ Net reach: 1000*38% = 380

For flexibility, you could extend this to Total Attention (% Ad) which includes passive attention (eyes nearby). With this, an OTS will still include a level of 'opportunity' (not all eyes on ad), but with all non-attention is removed, it is a great deal improved from a typical OTS.

Using an Attention Adjusted Net™ Reach number will help you determine what real reach looks like, even with the varied amount of attention paid to different platforms. Using this as a basis, media mix decisions can be made in consideration with other factors, like brand safety, human verified and aaCPM.

Use case

Budgeting

Informing budget planning, CPM negotiation and bidding decisions.

Metric: Active Attention Seconds CPM (aaCPM)

Takes your CPM data and divides it by Active Attention Seconds to determine how you how much you are paying per second of Active Attention.

Because the relationship between attention and cost is not linear, a platform that on the surface has a lower CPM, may actually achieve fewer Active Attention Seconds, therefore **false economy** applies.

	# Active Seconds	CPM	aaCPM
Platform A	5 seconds	$4.0	$0.8
Platform B	10 seconds	$5.0	$0.5

Example B is where the industry might start to correct itself. CPM is the same in this case, so you might consider **paying more** for the platform that gives you twice the Active Attention Seconds to secure your bid/negotiation.

	# Active Seconds	CPM	aaCPM
Platform A	5 seconds	$5.0	$1.0
Platform B	10 seconds	$5.0	$0.5

Use case

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Creative

Feeding an understanding of different attention environments into the creative process.

Metric: # of Active and Total Attention Seconds

Understanding the inherent nature of Active and Passive Attention and being able to identify their distribution is a powerful creative tool.

The distribution of active/passive attention and the absolute number of seconds delivered make a difference to creative decisions relative to High/Low involvement and/or High/Low distinctiveness brands.

How much attention do you need to deliver the campaign results? How distinctive your brand is and how easily/often it is recognised will make a difference. Questions to consider.

a) Is the information new or existing? New information will need more attention to process.
b) Is the campaign for short-term or long-term gain? Memory kicks in with longer seconds.
c) Is your brand campaign established? You might be happy with Total Attention Seconds (combination of Active and Passive).

Modal differences

If you know how much attention to expect you can build creative around this reality. The number of attention seconds is a true reflection of the platform experience and/or modal differences.

Use case
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Insights

Cross-platform insights for general strategy planning and client support.

Once you start to work with attentionTRACE Media Planner the potential for strategic insight will become apparent over time. Two examples:

Platform efficiency

As an independent 3rd party metric, our Attention data and analysis has already revealed differences in performance between platforms.

Matched with CPMs and campaign outcomes, these insights can only become deeper and more useful for media mix.

Demographic/category norms

Once again, in application Attention patterns will continue to reveal themselves across age and gender, as well as category, informing strategy across target market and coverage considerations.

Don't underestimate this use case.