



Amplified
Intelligence

Attention Bedrock

Collecting Attention Data



Part 1

What came first?
The chicken or the
egg?



It all started with a media question

Asked by one global company.
And then another.

We built some tech to answer
the question.

After a while the questions
became more precise.

And so did the tech.

**How do we
establish
the value of
different
media in terms
of advertising
effectiveness?**



Single source data

If you know anything about single source data, you know it's expensive and time consuming to collect. All that waiting around for naturally occurring purchases.

We needed an alternative that would still allow us to collect viewing and brand choice from the same individuals. And we needed them to view across different media.

By forcing the purchase occasion we were able to control for the natural variability and reduce the sample sizes needed for valid findings.

The sky is the limit

This change to the collection method allowed us to include and control for a wider range of media environment variables.

It also allowed us the flexibility to easily collect data across device types, countries and modes of media delivery.

We built a cloud-based single source data collection tool that enables us to match natural advertising viewing with brand choice, at scale.





The development loop

The story from here goes like this...

Research question asked - develop tech – answer question - refine tech – new deeper questions asked – answer them – refine tech.

The building, refinement and insights continue to grow.

When your tech development starts with methodological rigour, it develops an innate robustness.



Part 2
The Collection App

1. Collection App Download

After a panel member agrees to participate in the research with full consent to being filmed, they are sent to the App Store.

They download the (iOS) App onto their phone and see a custom landing page to login.

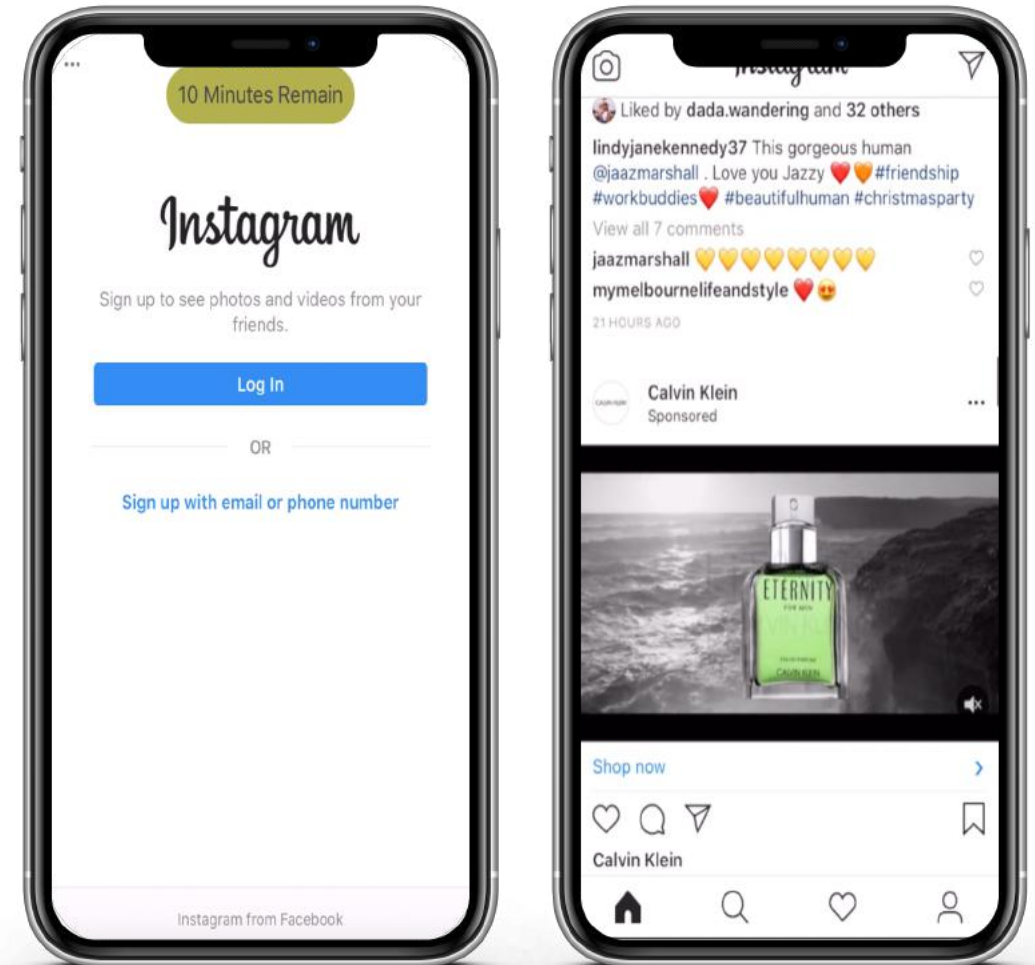


2. View Test Platform

They log in to their own social profile – no fake portals and no scraping of personal data.

Our real-time ad insertion code loads a test ad in place of natural delivery (or reports native in-the-wild ad).

Our App directs the device's front facing camera to collect facial footage while they view their feed.



3. Visit Virtual Store

After the participant has finished their viewing session, they are directed to our virtual store.

Here they complete a brand choice survey.

Platforms include:



TV Collection

We supply the hardware.

The participant downloads connects the hardware to their TV and ensures that the camera is facing them.

They sit back and watch one of the chosen shows, with all of the distractions that normally happen at home.





Part 3

What we collect

We collect an unparalleled measure of **continuous granular attention**.

Our proprietary models deliver 3 levels of gaze:



Active Attention

Looking directly at the ad (or TV screen)



Passive Attention

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

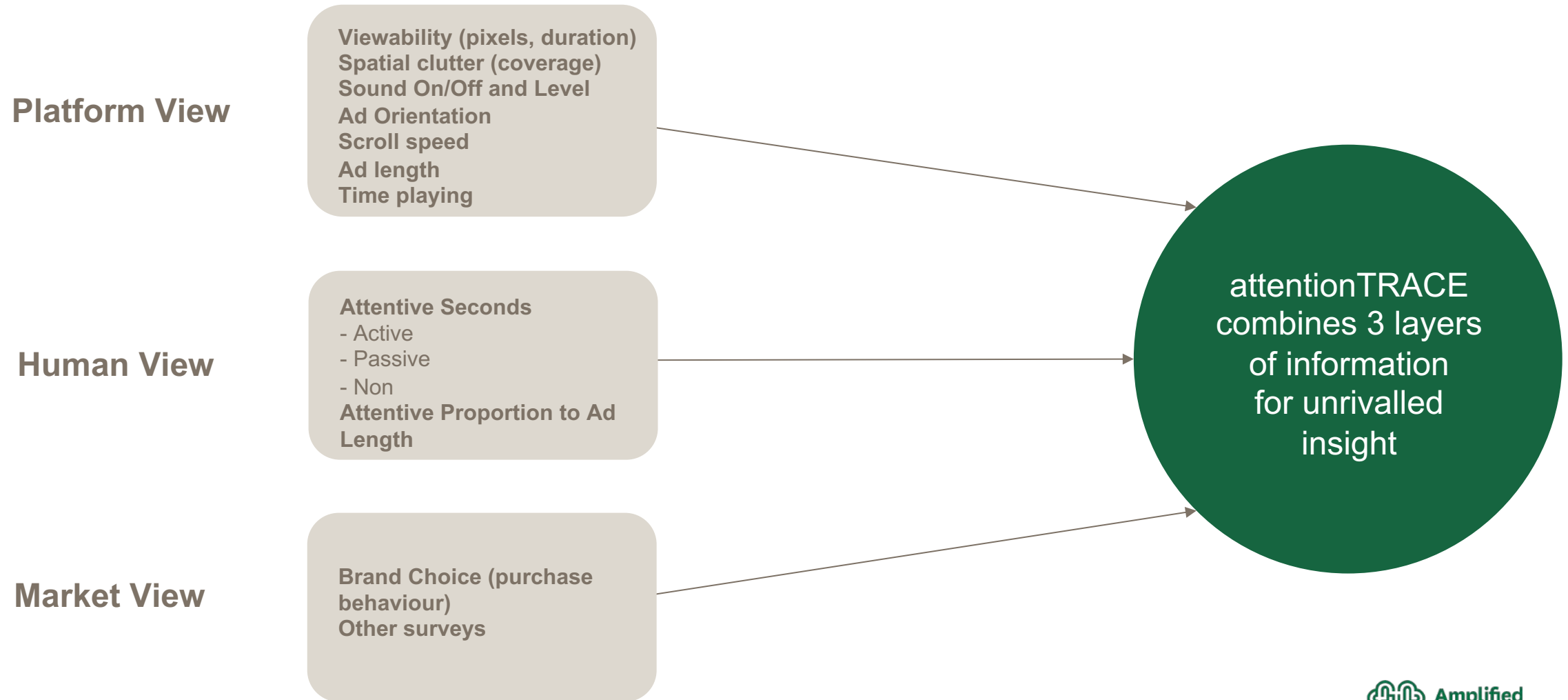


Non-Attention

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



attentionTRACE collects





Part 4

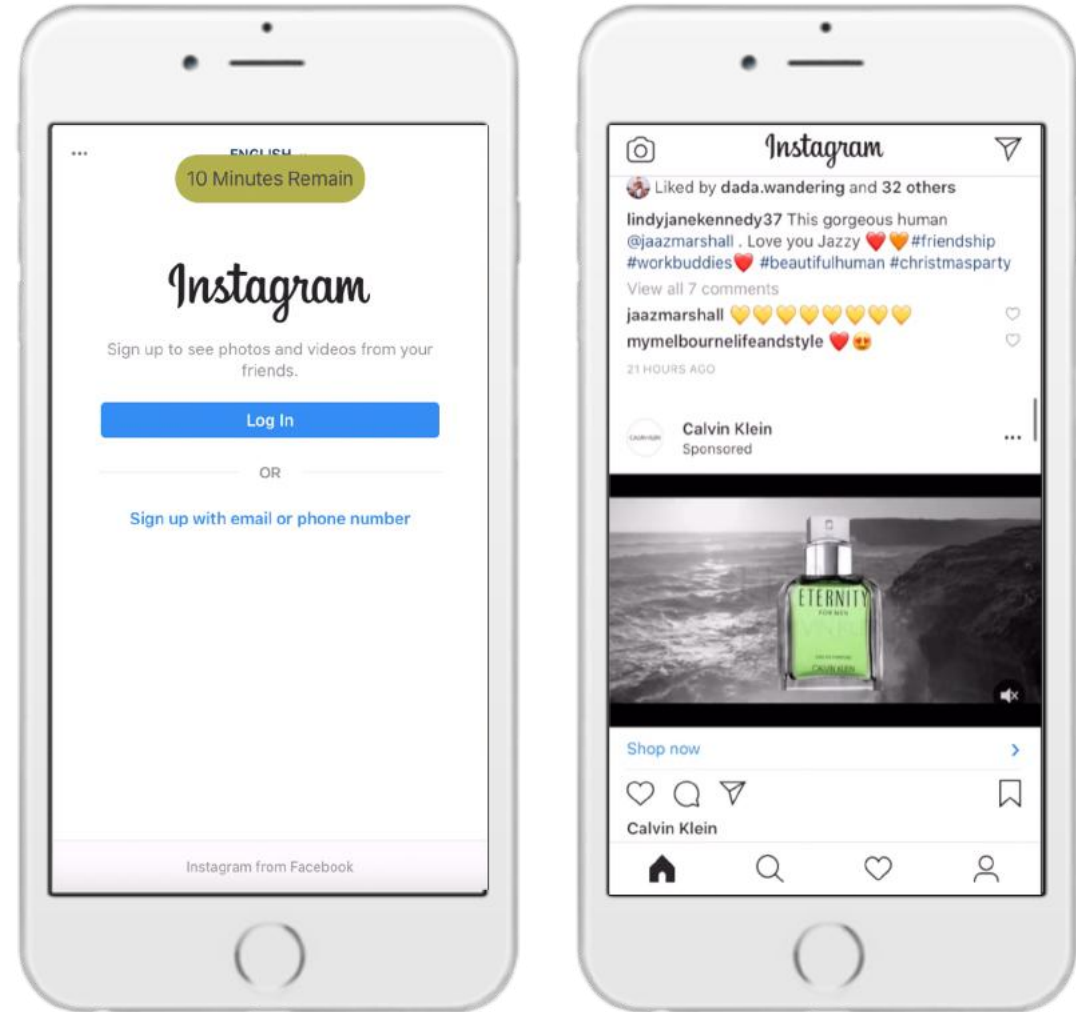
Unique accuracy

Natural viewing + accuracy

With attentionTRACE there is no need to trade off between natural viewing environments and accuracy.

Natural

Passive, on-the-go viewing on their own device, their own platform log-in and all of the distractions that life normally brings.



Natural viewing + accuracy

Accurate

Calibration free,
uninterrupted accuracy
over a viewing session.

Custom neural network trained
on our own datasets and tested
on external datasets.

**The result is an
unparalleled
measure of
granular
attention.**



Accuracy Reporting

We maintain an internal database of device properties.

Different devices have different dimensions, screen resolutions and pixel densities.

Cameras on different devices are often at different positions.

A total system designed to be platform neutral.



Continuous training

Our highly accurate proprietary gaze model uses a custom neural network that is continuously trained on our own, and external, datasets to globally acknowledged standards.

The level of accuracy achieved can identify eyes on banner ads on mobile devices, and eyes on or off TV from across an average sized living room.



Continuous Accuracy

attentionTRACE is entirely calibration free allowing the participant to use their device in a natural way.

It continues to work, for long periods of time, while the participant moves around, puts the phone down, picks it up again, hops on the bus or goes to the park.

Our technology copes with these interrupted viewing sessions entirely naturally with no reduction in accuracy and no need for intrusive recalibration.

**Our accuracy
does not
decrease with
the length of
the viewing
session.**





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