

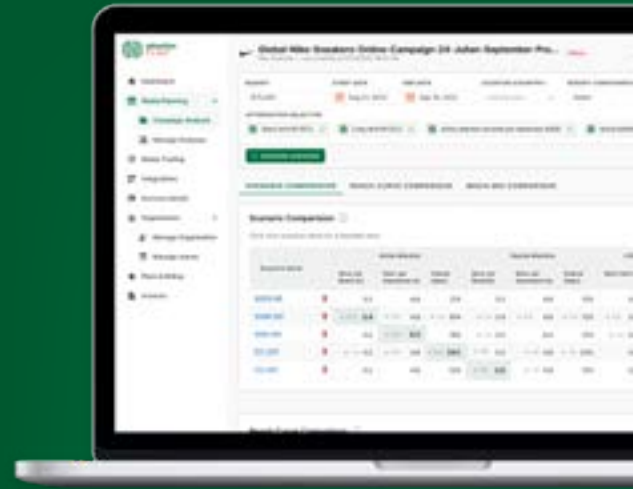
Ensure every dollar you spend on advertising delivers.

The need to increase the effectiveness of your resources and budget is greater than ever.

Attention measurement offers valuable decision-making data to discern the quality of the inventory, and remove the guesswork to make format and channel decisions based on science.

We build products that help people increase the efficiency and effectiveness of their media throughout the media cycle.

Our products provide people with the data and tooling to understand the actual human attention and resulting commercial benefit of ad formats, creatives and platforms.



The power of attention metrics

Attention for brand advertising is the use of human attention metrics to increase the effectiveness of an advertising campaign through understanding where and how humans are watching.

By planning and buying media with attention metrics you have the power to:

- ✓ Increase brand awareness and long-term uplift
- ✓ Increase short-term sales uplift for each campaign
- ✓ Run effective campaign budgets
- ✓ Use attention parameters to build effective creative
- ✓ Report back to the c-suite with confidence
- ✓ Introduce efficient decision-making within campaign teams

Different attention profiles work optimally in different parts of the sales funnel. Using attention you can choose the right creative and channel mix to achieve lower or upper sales funnel goals.

Amplified products are built from the world's deepest set of granular, deterministic human attention to advertising data, collected at scale

56.97
million
data points

**Over
30,000**
humans

15
countries

70%

Around 70% of the media you are paying for is wasted, we can show you which 70.



**2022 Drum Award for
Most Effective Use
of AI/Machine Learning**



**Campaign Asia-Pacific's
2022 Tech MVP Awards**



**Game-Changing Technology at
2022 Drum Awards**

A media planning tool unlike any other

Empower your marketing teams, or kick start your in-house agency with an all-in-one media planning tool.

attentionPLAN is a planning tool that can be used to effectively strategise ad placements and spends to suit both media mix and business objectives.

A self-service platform built upon the world's largest and most robust human attention dataset.

It allows users to predict and plan for attention performance of their media plans, and understand the potential up-lift on offer in terms of available attention, delivery of campaign objectives and short and long-term media planning, all without increasing media spend.


The tool also allows people to apply human attention data to the challenge of media planning, using the largest and richest attention dataset. New data is constantly captured and utilised via our machine learning models to increase the formats, platforms and

geographies available, and to ensure it is the most up-to-date human attention database in the world.

Many other media planning tools provide limiting measurement outcomes such as reach, CPM, viewability and time in view to make recommendations around media investment. This data often has to be pulled together from a variety of sources and assembled into media plans which can take days or weeks to put together. attentionPLAN integrates reach curves, CPM and granular attention data that allows you to upload media plans, and perform attention scenarios quickly and efficiently, in a matter of minutes.

With little to no upfront investment required, Amplified Intelligence's SaaS offering means brands can use the industry's leading media planning tool without occurring tech-debt or take advantage of our API integration that allows the tool to be integrated into existing workflows and platforms.

Delivering

-  **Greater return on investment for media spend**
-  **Streamlined operational efficiency**
-  **Less information loss between planning and trading teams**

Features



Short-term and long-term campaign objective setting



Media mix scenario planning



Attention-based campaign tolerance



Reach curve comparisons



Data continually updated as additional data & platforms are added

Get in touch with our award-winning team today!

Email: hello@amplifiedintelligence.com.au
Website: amplifiedintelligence.com.au
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