

# In just a few clicks, generate highly optimised media plans that exceed client expectations.

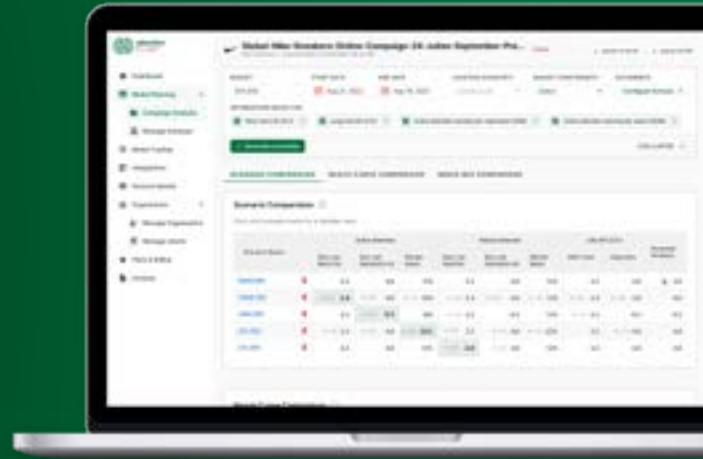
Set yourself up for success by planning media toward the most effective inventory, giving you format, channel and device-specific insights to achieve campaign objectives.

After all, your clients want to grow their brand, meaning you need to make sure their ads are seen, known and remembered.

Campaigns are built and crucial decisions are made around what to say and where to say it.

Reaching the right people with the right message, to drive the right outcome...

And for an advertising campaign to work, it needs attention. With no human attention, there is no advertising impact.



## Remove ad spend wastage, buy with confidence to capture real human attention.

If you knew that only 44% of the reach volume you were buying was being activated, wouldn't you want the power to make change?

You can, by planning media toward environments that capture the best human attention to match your client's brand, message and campaign objectives.

Impressions aren't what they used to be, and the number and type of media environments has sky-rocketed. Each viewing environment offers a different attention opportunity, and through human attention metrics you

**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

## Don't just buy for reach and impressions, ensure the inventory you're investing in delivers campaign success and captures audience interest.

### The power of attention

Attention measurement helps you better understand ad placement in relation to the best ads, formats, channels and platforms to select, so you can capture the right attention from your client's desired audience.

Any time you are deciding where to advertise, attention metrics can elevate your performance.

Remove the guesswork and make format and channel decisions based on science. It becomes easier to decide between Facebook Stories and YouTube Pre-roll, or a 6-second vs 30-second spot when you can predict how much attention each is offering.



**2022 Drum Award for  
Most Effective Use  
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**Campaign Asia-Pacific's  
2022 Tech MVP Awards**



**Game-Changing Technology at  
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## Media planning optimised for impact

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

attentionPLAN features attention-based 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. Taking the stress and heavy lifting out of media planning for your entire client base.

It's a self-service platform built upon the world's largest and most robust human attention dataset. It allows users to understand the attention performance of their media plans, and understand the potential uplift on offer in terms of available attention, delivery of campaign objectives and short and long-term media planning, all without increasing media spend.

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

- ✓ **Build full campaigns and scenarios in just a few clicks**
- ✓ **Set short-term and long-term campaign objectives per scenario**
- ✓ **Access detailed and granular media mix scenario plans**
- ✓ **Define attention-based campaign tolerance**
- ✓ **Maintain channel-level spending**
- ✓ **Utilise highly informative attention-driven reach curves**
- ✓ **Report back to the clients with confidence**

**If you're only going to use one media planning tool, Amplified Intelligence's attentionPLAN is the only human attention-led solution with industry leading features and functions that will allow you to build campaigns, and deliver campaign results, unlike anything you've seen before.**

### attentionTRACE

Test your branded creative and messaging using real human attention in real environments. Utilise market-leading facial recognition and gaze tracking technology across all major platforms and devices to improve future campaigns, channel selection and creative execution.

### attentionPROVE®

Evaluate the effectiveness and performance of in-flight campaigns and creatives through an attention lens. A truly powerful human attention measurement pixel that allows you to surface data and insights around the relative performance of platforms, formats and creatives.

**Get in touch with our  
award-winning team today!**

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