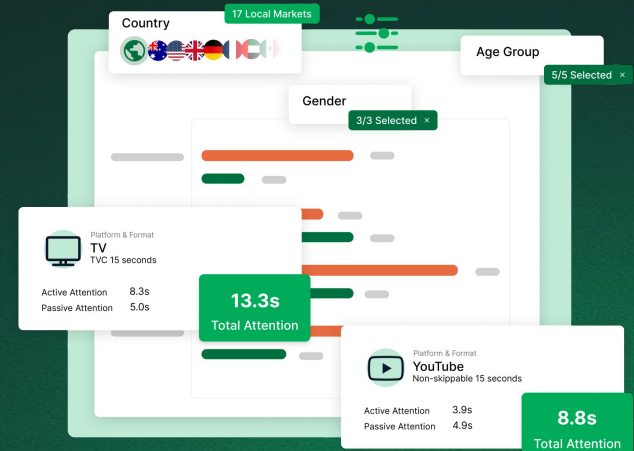


It's time to bring attention in-house

Don't get left behind, integrate attention metrics in your media and marketing strategies to drive greater efficiencies and ROI for your business. Place branded messages in-front of the audiences you need to help deliver campaign success and remove ad spend wastage.

Attention Benchmarks have now landed

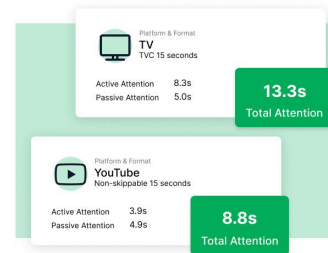
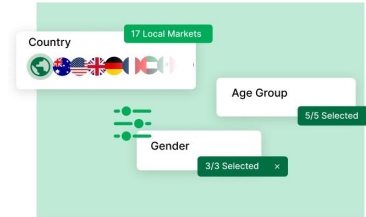
Elevate your strategies by comparing platform and format performance before you spend. Gain never before seen access to the attention performance of the world's leading media platforms and channels.



Easily compare platform and format attention data

The new platform-specific attention benchmarks available inside attentionPLAN® are an aggregate level view of the average amount of active attention and passive attention each platform and format receives from a viewer. Giving you an understanding of how the platforms and/or formats influence the amount of attention on offer.

Compare over 12 platforms and 67 formats against the latest attention data. Measuring passive, active and total attention so that you can plan your next media spend with maximum efficiency.



Filter

Filter benchmark performance by adjusting your parameters specific to country, age, and gender constraints.

Compare

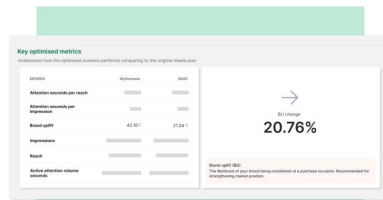
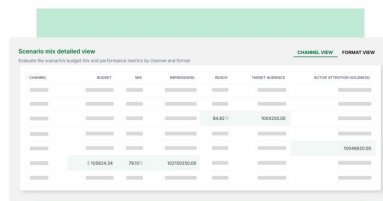
Fast-track and future proof strategy by quickly and easily comparing the potential of each platform and format to enable optimal platform selection.

Elevate

Utilise format-level attention benchmarks to inform creative execution, ensuring key brand and marketing messages are seen by audiences across your media mix.

Optimise your media spend using attentionPLAN®'s advanced features

attentionPLAN® is more than just benchmark data. You can also use the world's leading AI and machine learning technology to build and continuously optimise your media plans specific to your campaign goal, channel spend and desired brand uplift.



Detailed scenario generation

Dive deep into the data to discover how and where you should spend your campaign dollars to drive maximum return on investment. Adjust and optimise to build the perfect media plan in minutes.

More informed decision making

Discover precisely what attention performance and return on investment you'll receive based on detailed media plan metrics. Adjust spends and resourcing to uncover maximum uplift when planning toward active and passive attention.

Attention-Adjust your reach

Filter out non-attentive reach in your planning with the market's only Attention-Adjusted® Reach Curve functionality. Uncover the disparity between planned reach performance and the reach that actually captures real human attention.

Advertising spend

\$591 Million

Optimised through attentionPLAN®

Using data from

600 Million

human attention data points

attentionPLAN® includes a host of intuitive and market-leading features including;

- ✓ Scientific media predictions fuelled by over 600M human attention datapoints
- ✓ Ability to build full campaigns and scenarios in just a few clicks
- ✓ Freedom to set short-term and long-term campaign objectives per scenario
- ✓ Access to detailed and granular media mix scenario plans
- ✓ Ability to set attention-based campaign tolerance
- ✓ Maintain channel-level spending
- ✓ Utilise highly informative Attention-Adjusted® Reach Curve functionality
- ✓ Quick and easy exporting function

Channels and Formats

Global and local market attention benchmark data for a host of the most popular channels and ad formats



BVOD

- ✓ TVC 10 seconds
- ✓ TVC 15 seconds
- ✓ TVC 20 seconds
- ✓ TVC 30 seconds
- ✓ TVC 40 seconds
- ✓ TVC 60 seconds



Cinema

- ✓ Cinema 10 seconds
- ✓ Cinema 15 seconds
- ✓ Cinema 20 seconds
- ✓ Cinema 30 seconds
- ✓ Cinema 40 seconds
- ✓ Cinema 60 seconds
- ✓ Cinema 90 seconds



Facebook

- ✓ In-stream video
- ✓ Newsfeed
- ✓ Story



Meta

- ✓ In-stream video
- ✓ Newsfeed
- ✓ Story



Instagram

- ✓ Newsfeed
- ✓ Story



TikTok

- ✓ Story



TV

- ✓ TVC 10 seconds
- ✓ TVC 15 seconds
- ✓ TVC 20 seconds
- ✓ TVC 30 seconds
- ✓ TVC 40 seconds
- ✓ TVC 60 seconds



Twitter

- ✓ Newsfeed



General Web

- ✓ Carousel
- ✓ Half page 300x600
- ✓ Interscroller (vertical)
- ✓ Mobile banner 300x50
- ✓ Mobile in-game interstitial (landscape)
- ✓ Mobile interstitial
- ✓ Mobile leaderboard 320x50
- ✓ Mobile native static
- ✓ Mobile native video
- ✓ Mrec 300x250
- ✓ Outstream static
- ✓ Outstream video
- ✓ Pre-roll video



YouTube

- ✓ Bumper
- ✓ Non-skippable 10 seconds
- ✓ Non-skippable 12 seconds
- ✓ Non-skippable 15 seconds
- ✓ Non-skippable 20 seconds
- ✓ Skippable



Snapchat

- ✓ Commercial
- ✓ Story

Used and Trusted by



MARS



dentsu



And more...

See our plans

The only attention measurement media planner with over 600M human attention data points and is able to accurately guide you toward the best performing channels, platforms and ad formats to deliver the commercial goals you strive for.

Standard	Professional	Advanced Most Popular
<p>\$1,000 /month 12 month subscription</p> <ul style="list-style-type: none">20 campaigns1 userAdditional marketsAttention benchmarks <small>New</small> <p>Get Started</p>	<p>\$5,000 /month 3 month subscription</p> <ul style="list-style-type: none">Unlimited campaigns3 usersAdditional marketsAttention benchmarks <small>New</small> <p>Get Started</p>	<p>\$4,000 /month 12 month subscription</p> <ul style="list-style-type: none">Unlimited campaigns10 usersAdditional marketsAttention benchmarks <small>New</small> <p>Get Started</p>
<p>Thinking Bigger?</p>	<p>Interested in accessing more markets, a greater number of campaigns or discussing an API integration of our attention data into your existing tools?</p> <p>Talk to Us</p>	



Keen to get started?

Ready to harness the power of the world's most sophisticated human attention data in your media and marketing strategies?

Buy an attentionPLAN® licence direct from the [Amplified Intelligence website](#) and get started using attentionPLAN® in minutes. Or contact our friendly Customer Success Team and they will be happy to walk you through the pricing and licence options best suited to your needs.

[Book a Call](#)