
Become an advocate for meaningful change

Building your business case for attention adoption.



The Problem

Our years of research have shown that around **70% of the media** being paid for is wasted.

Not only that, it was reported by The Association of National Advertisers in 2023 that the current \$88 billion open web programmatic media ecosystem is rife with waste, but advertisers could generate as much as \$20 billion in efficiency gains by implementing certain steps.

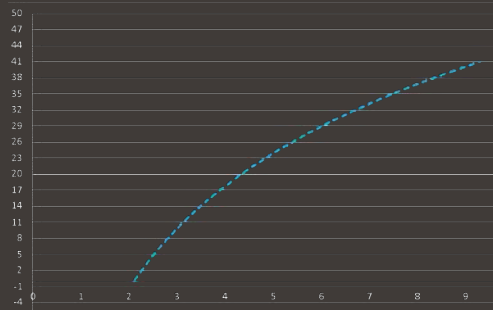
Less than half of all branded moments are seen actively

Attention matters, but equally you need to ensure your brand is seen at these moments of high attention. Worse still, a lack of concentrated attention at key moments in your ad can see audiences attribute your messages to competitors, impacting your ad spend performance all the while increasing awareness for your competitors and decreasing your own.



Without human attention, brands can't grow.

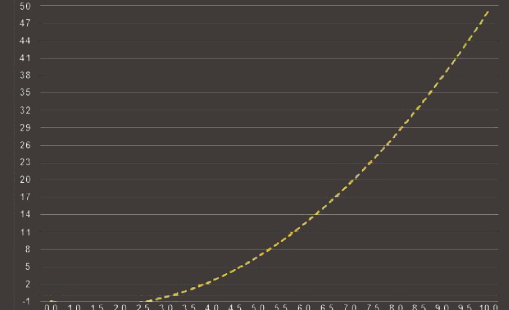
Positive business outcomes from Attention can be correlated to both long and short term commercial benefits.



Lower Funnel STAS ($r = .83, p = < .05$)

SHORT-TERM BENEFITS

Attention has shown to reinforce memory and support delivery of acquisition driven business outcomes.



Upper Funnel MA ($r = .76, p = < .05$)

LONG-TERM BENEFITS

Attention has shown to build memory retention and mental availability.

[See the Effies whitepaper correlating active attention with campaign outcomes](#)

The Opportunity for Attention

Attention is the human-centric principle that determines whether people are really watching ads, both in terms of how long and how focused.

Understanding real-world behaviours is critical to successful campaigns.

Why should we pay Attention?

Brand Growth

Attention has a strong correlation with business outcomes and driving brand growth.

Effectiveness

Are humans actually watching? Understand the role of attention in advertising effectiveness and its impact on the bottom line

Mental Availability

Understand how ads are processed to help reveal how much attention is needed to create and place distinctive brand assets in order to deliver mental availability.

Compete for Attention

Understand how we choose to pay attention to one out of multiple sources to help understand how ads can better compete for attention e.g. addition of auditory attention to visual attention.

Active and Passive visual attention.

Active attention can be defined as heightened focus on a reduced number of visual stimuli for the purpose of learning something. Passive attention is the opposite, it's when a human is less focused on one single stimuli and is therefore not looking actively at something with tight focus.

Active Attention (eyes-on-ad) matters the most to outcomes, but Passive Attention can play a vital role too, depending on what you are wanting to achieve



Active Attention

Mobile: Looking directly at the ad
Desktop: Looking directly at the ad
TV: Looking directly at the ad



Passive Attention

Mobile: Eyes on screen, not on ad
Desktop: Eyes on screen, not on ad
TV: In the room but not looking at the TV



Non Attention

Mobile: Eyes not on screen, not on ad
Desktop: Eyes not on screen, not on ad
TV: TV is on but person is not in the room

The Solutions

Now you can harness the power of attention measurement across all stages of the media lifecycle.



attention
TRACE

Understand how people are viewing your advertising.

Test your branded creative and messaging using real human attention in real environments. Ethical collection of human attention to advertising through GDPR compliant triple opt-in panels. Machine-learning models designed to create true omnichannel measurement and true comparison across environments, devices and formats.



attention
PLAN®

Plan your next campaign with the world's most accurate and rich attention-based media planning tool.

Predict the amount of human attention your channel mix will attract and plan every detail of your campaign to increase the long-term lift of your brand. Use attentionPLAN® as a standalone web tool, or integrate it into existing systems through our advanced API offering.



attention
PROVE®

Using real human attention for in-flight campaign optimisation.

Attach an attentionPROVE® tag when you purchase your media to unlock valuable attention insights. Replace performance assumptions with a complete view of audience viewing behaviours, fuel instant optimisation by knowing which ad creatives, messages, and environments generate the highest quality attention.

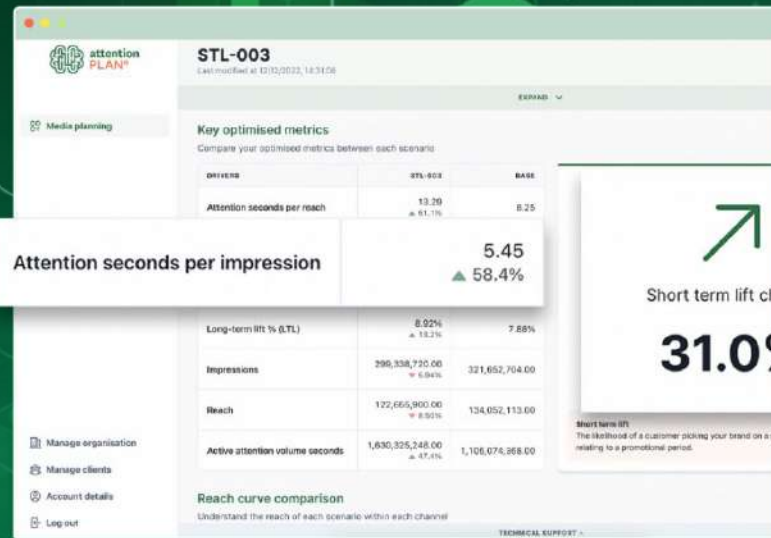
INTRODUCING



Plan your next campaign with the world's most accurate attention data.

Artificial intelligence have developed attentionPLAN®, **the world's most sophisticated media planning tool.**

Leverage the largest global human attention dataset to effectively predict and plan advertising campaigns to capture the most relevant and qualified attention across web, social and offline mediums.



Stop buying for reach and impressions. attentionPLAN® can help empower you to select the ads, formats, channels and creative executions that will **deliver real campaign objectives and reduce ad spend wastage.**

Feature-rich media planner

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

- ✓ Short-term lift prediction
- ✓ Long-term lift planner
- ✓ Media mix scenario planning
- ✓ Attention-Adjusted® Reach Curves
- ✓ Attention-based campaign tolerance
- ✓ Ongoing algorithm updates
- ✓ Self-service dashboard
- ✓ Minimum channel spend

Strategise, plan, predict and execute your media plans like never before with Amplified Intelligence's attentionPLAN® media planning tool. The only attention measurement media planner that has captured data from over 17 countries and is able to accurately guide you toward the best performing channels, platforms and ad formats to deliver the commercial goals you strive for.





Amplified
Intelligence

attentionPLAN®

Tool for optimisation of
media towards business
outcomes using human
attention data

Scenario plan multiple
campaigns

Web and API solutions
available.

The screenshot displays the attentionPLAN software interface. The top navigation bar includes the attentionPLAN logo and the campaign title "Global-Nike-Sneakers-Online-Campaign-24-Julian-September-Pro...". Below this, a summary section shows the budget (\$75,000), start date (Aug 21, 2022), end date (Sep 19, 2022), location (Coming soon), and budget constraints (Minimum spend). The optimization objective is set to "Short-term Lift (STL)". The main content area is titled "Scenario detailed view" and includes a table for "CHANNEL VIEW". The table lists various media channels with their respective budgets, mix percentages, impressions, reach percentages, and target audiences. All metrics show a 30% increase compared to a baseline.

CHANNEL	BUDGET	MIX	IMPRESSIONS	REACH%	TARGET AUDIENCE
TV	155,000,000	0.60	145,000,000	51.86%	145,000,000
BVOD	155,000,000	0.60	145,000,000	51.86%	145,000,000
YouTube	155,000,000	0.60	145,000,000	51.86%	145,000,000
Facebook	155,000,000	0.60	145,000,000	51.86%	145,000,000
Instagram	155,000,000	0.60	145,000,000	51.86%	145,000,000
Twitter	155,000,000	0.60	145,000,000	51.86%	145,000,000

attentionPLAN® Pricing

Strategise, plan, predict and execute your media plans like never before with Amplified Intelligence's attentionPLAN® media planning tool.

	\$1,000 PAYG	\$1,000/ month <i>12 month contract \$12,000 year</i>	\$5,000/ month <i>3 month contract \$15,000 3 months</i>	\$4,000/ month <i>12 month contract \$48,000 year</i>	\$10,000/ month <i>12 month contract \$120,000 year</i>
Campaigns	PAYG	20	unlimited	unlimited	unlimited
Users	1	1	3	10	unlimited
Attention Benchmarks	no	yes	yes	yes	yes
API	no	no	no	no	yes
Onboarding	no	no	no	no	yes
Consultancy	no	no	no	no	yes
Dedicated CSM	no	no	no	no	yes

Additional markets are available at + 50% of package cost

eg \$1,000/ month for 1 market + \$500 for an additional market.

- Campaign usage is counted via the campaign 'create' button
- Licences can be purchased direct from the Amplified Intelligence website, or you can request an invoice to be sent direct to your procurement teams for approval.
- All pricing is specific to local market currency (AUD, NZD, USD, GBP or EURO)

Join the attention revolution

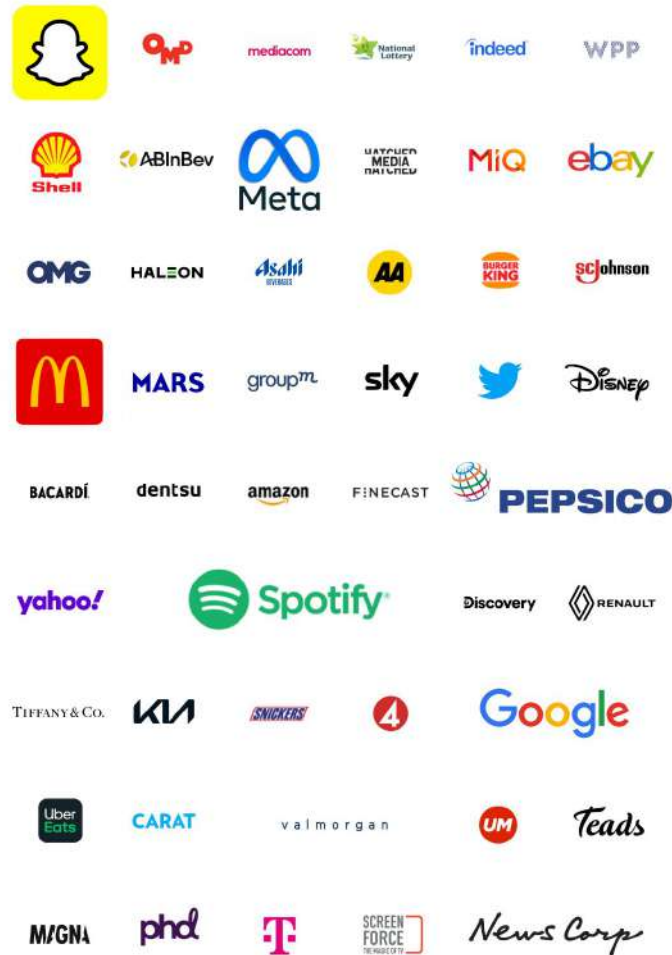
Will your business be next?

Attention metrics have fast become the measuring stick for some of the biggest brands and platforms the world over.

Human attention-based products are trusted by some of the leading global partners, broadcasters, media platforms and brands. From Dentsu, IPG, OMG, Publicis, WPP, Shell, Mars, Pepsi, Foxtel, Facebook, Twitter and Spotify.

“The ability to capture human attention is the advertising industry's foundation. Finding solutions to complex problems and breaking down the many variables influencing our desired outcome makes us experts at what we do. The work of Dr. Karen Nelson-Field plays an invaluable role in this journey. Mastering the art and science of measuring and optimizing for human attention will ultimately move the advertising industry forward.”

Paolo Provinciali
Linkedin (formerly ABinBEV)



+ more

Selecting an attention partner

Define Objectives and Requirements

- ❑ Clearly outline the organisation's goals and objectives for adopting attention measurement.
- ❑ Identify specific attention metrics and data points required to meet campaign goals.

Research and Shortlist

- ❑ Conduct thorough research to identify reputable attention measurement vendors.
- ❑ Shortlist vendors that offer a comprehensive suite of attention measurement tools and capabilities.

Assess Data Collection Methods

- ❑ Evaluate the methodologies used by each vendor to collect attention data.
- ❑ Ensure data collection methods are accurate, reliable, and aligned with industry standards.

Review Measurement Capabilities

- ❑ Assess the vendor's ability to provide a wide range of attention metrics, including viewability, engagement, and emotional response.
- ❑ Verify that the vendor can offer both real-time and post-campaign attention analysis.
- ❑ Ensure that the vendor ethically measures real humans in natural environments.

Pricing Models, API Integration and Compatibility

- ❑ Request detailed pricing information and compare it with the value offered by the vendor's services.
- ❑ Evaluate whether the vendor has a SaaS offering or Pay-As-You-Go pricing model.
- ❑ Determine if the vendor offers API integration for seamless data access and automation.
- ❑ Confirm compatibility with the organisation's existing technology infrastructure.

Selecting an attention partner

Data Security and Privacy

- ❑ Inquire about the vendor's data security measures, including encryption and compliance with data protection regulations.
- ❑ Ensure that consumer privacy is respected and upheld throughout the data collection process.

Reporting and Analytics

- ❑ Review the vendor's reporting capabilities, ensuring that data is presented in a clear, actionable format.
- ❑ Evaluate whether the vendor offers advanced analytics tools for deeper insights.

Case Studies and References

- ❑ Request case studies or examples of the vendor's successful implementations.
- ❑ Reach out to references or clients to gather feedback on their experiences with the vendor.

Scalability and Support

- ❑ Confirm that the vendor's solutions can accommodate the organisation's expected growth and scalability.
- ❑ Inquire about the vendor's customer support and technical assistance availability.

Contract Terms and Flexibility

- ❑ Review contract terms, including duration and cancellation policies.
- ❑ Ensure the vendor offers flexibility to adapt to changing campaign needs.

Vendor Reputation and Reliability

- ❑ Research the vendor's reputation in the industry and look for reviews from other partners.
- ❑ Choose a vendor with a track record of reliability, accuracy, and professionalism.

Selecting an attention partner

Vendor Alignment with Organisation Values

- ❑ Assess whether the vendor's mission, values, and company culture align with those of the organisation.

Final Evaluation and Decision

- ❑ Consolidate all gathered information and evaluate each vendor against the organisation's requirements and criteria.
- ❑ Make an informed decision based on the vendor's fit with the organisation's goals, capabilities, and budget.

Onboarding and Implementation

- ❑ Work closely with the vendor to smoothly integrate their attention measurement tools into the organisation's processes.
- ❑ Provide necessary training to team members on utilising the new tools effectively.

Be the champion for change

Are you ready to lead the charge with the adoption of attention metrics in your business?



**Amplified
Intelligence**