



MEDIA PLANNING WITH THE POWER OF ATTENTION

attentionPLAN[®] overview

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

attentionPLAN[®]



How it works

Want to know how to use attention measurements in your advertising and marketing? attentionPLAN® is the perfect solution to help you accurately plan your advertising spend toward the most effective advertising inventory, maximising the return on your ad investments.

Discover precisely which platforms, formats and channels you should invest in to generate short or long-term uplift for your business.

Leverage the largest human attention dataset to effectively plan advertising campaigns toward capturing the most relevant and qualified attention across TV, web, social and streaming environments.

The screenshot displays the attentionPLAN interface for a campaign titled "Global-Nike-Sneakers-Online-Campaign-24-Julian-September-Pro...". The interface includes a sidebar with navigation options like Dashboard, Media Planning, Campaign Analysis, and Manage Organisations. The main content area shows campaign settings such as Budget (\$75,000), Start Date (Aug 21, 2022), and End Date (Sep 19, 2022). It also features an Optimisation Objective section with checkboxes for Short-term lift (STL), Long-term lift (LTL), Active attention seconds per impression (AASI), and Active attention seconds per reach (AASR). A "Generate scenarios" button is visible. Below this, there are tabs for Scenario Comparison, Reach Curve Comparison, and Media Mix Comparison. The Scenario Comparison tab is active, showing a table of scenarios.

Scenario Name	Active Attention			Passive Attention			Lifts (STL/LTL)		Parameter Summary
	Secs. per Reach (s)	Secs. per Impression (s)	Volume (days)	Secs. per Reach(s)	Secs. per Impression (s)	Volume (days)	Short-term	Long-term	
BASELINE	3.2	4.8	215	3.2	4.8	12%	3.2	4.8	4.8
AASR-001	▲ 30% 3.4	▲ 10% 4.8	▼ 12% 204	▼ 12% 3.4	▲ 10% 4.8	▼ 12% 12%	▲ 10% 3.4	▲ 10% 4.8	4.8
AASI-001	3.2	▲ 25% 6.3	193	▼ 12% 3.2	6.3	12%	▼ 12% 3.2	6.3	6.3
STL-001	▼ 12% 3.2	▲ 10% 4.8	▲ 32% 23%	▲ 10% 3.2	▼ 12% 4.8	▼ 17% 23%	3.2	▼ 12% 4.8	4.8
LTL-001	3.2	4.8	12%	▲ 10% 2.0	▼ 12% 4.8	12%	3.2	4.8	4.8

attentionPLAN Overview

Now you can use attention metrics every step of the way.



Strategy Report

attentionPLAN just got even more powerful with our new strategy report feature. It allows you to quickly and easily utilise human attention data across the entirety of your campaign strategy, from channel selection through to creative execution.

In just four simple steps, you can build your very own attention optimised media strategy designed to help you align your campaign goals against the best performing channels and formats for your spend and brand size.



Attention Benchmarks

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.

The platform-specific attention benchmarks 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.



Media Plan Optimisation

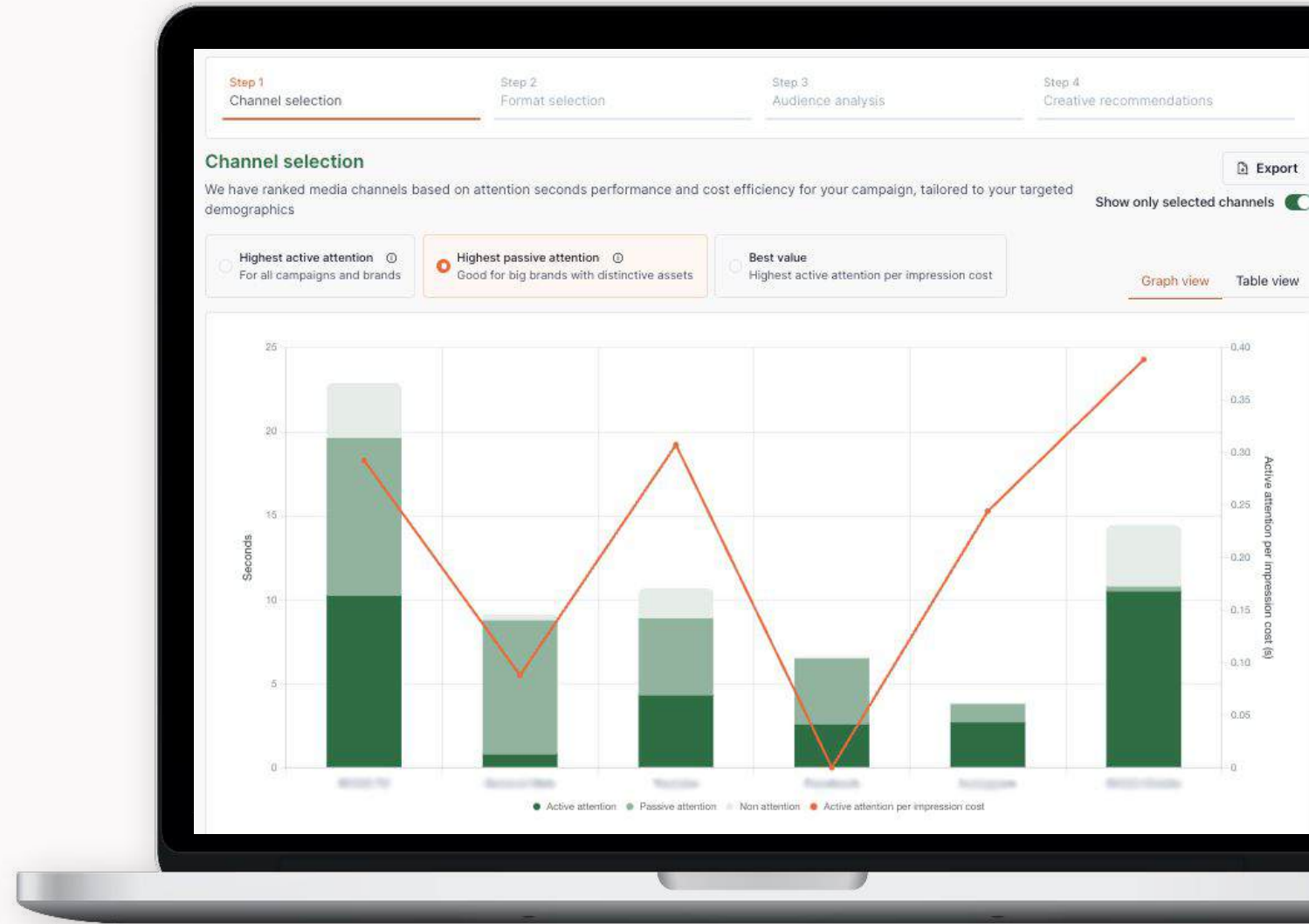
Leverage the world's leading AI and machine learning technology to build and continuously optimise your media plans specific to your campaign goal, channel spend and desired brand uplift.

Easily adjust spends and resourcing to uncover maximum uplift when planning toward active and passive attention, while being able to filter out non-attentive reach in your planning with the market's only Attention-Adjusted® Reach Curve Functionality.

Strategy Report

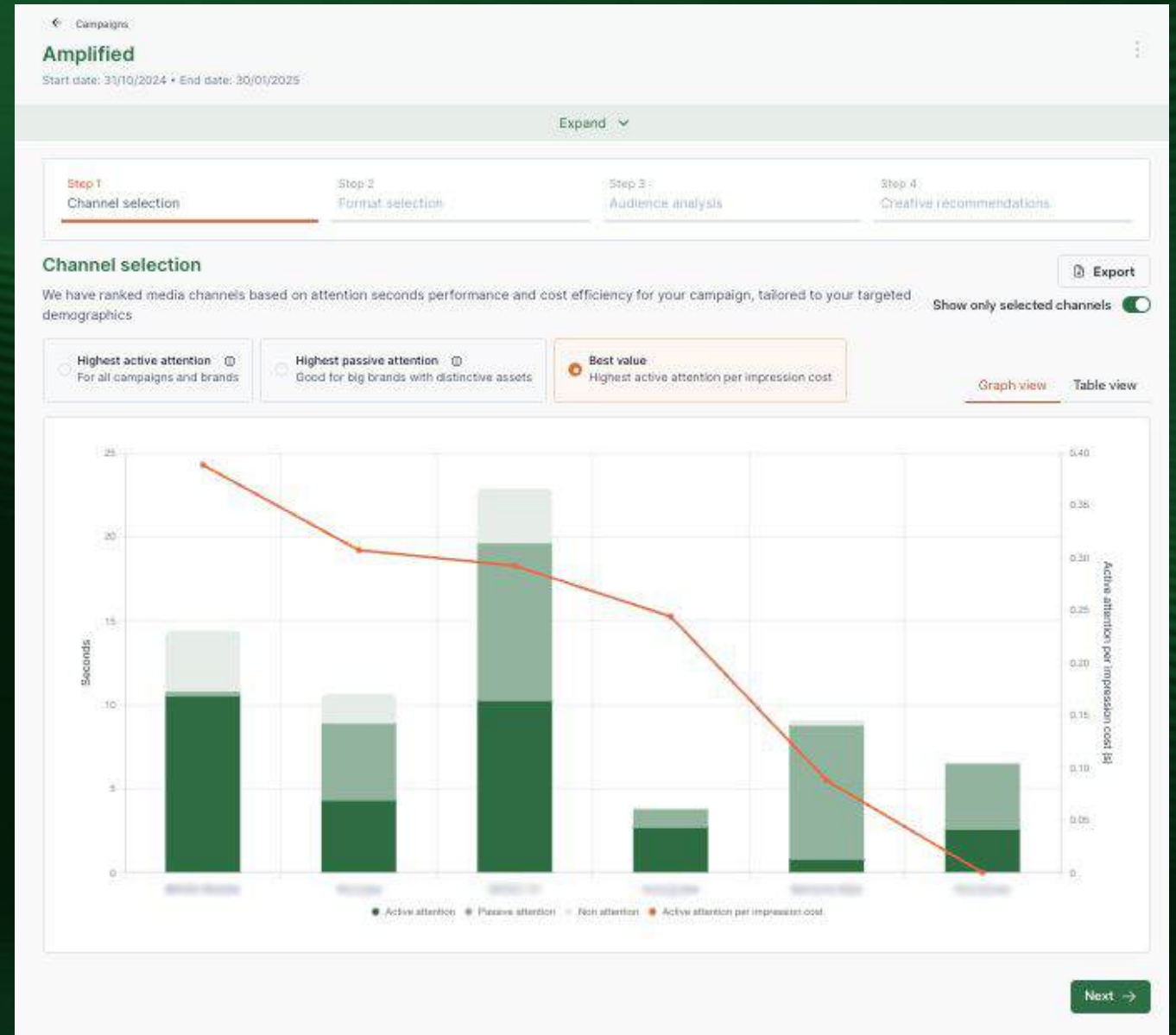
Build your strategy step by step.

This exciting new feature will help you better brief media and creative teams using the attention insights that can truly deliver campaign success.



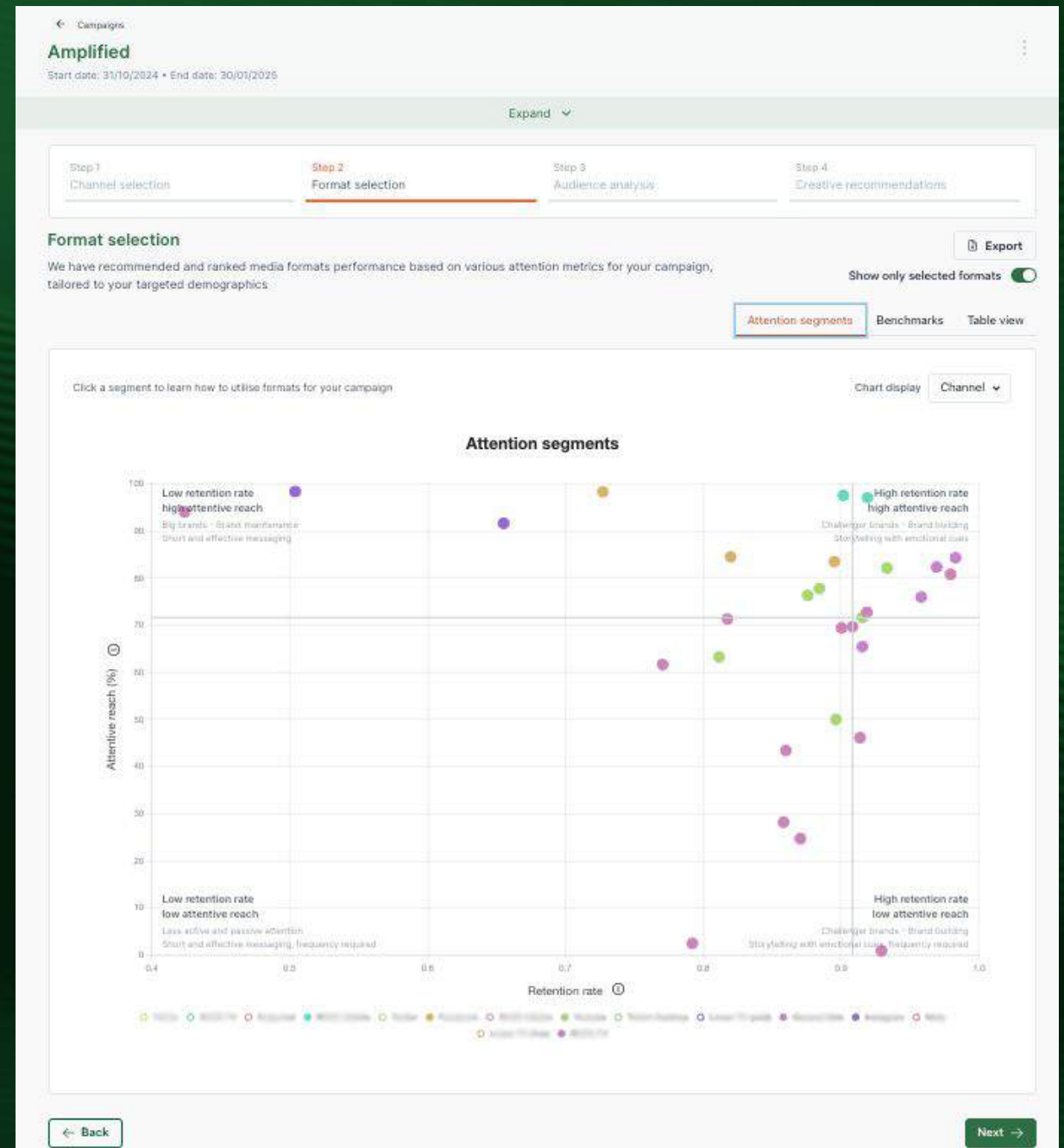
Channel Selection

Make data-driven decisions about your media mix based on the attention capabilities of certain channels, related specifically to your brand size and attention requirements.



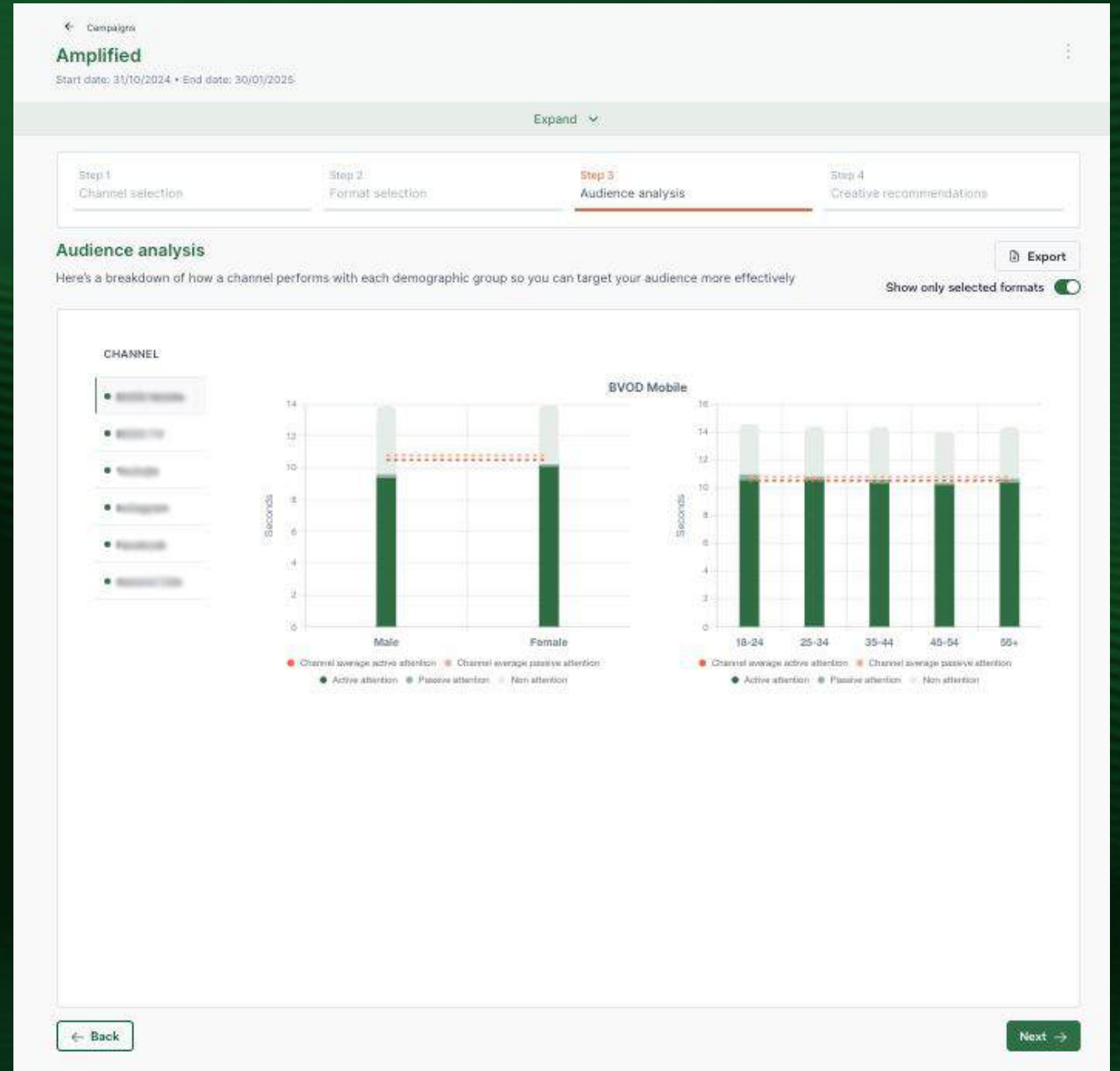
Attention Segmentation

Utilise market-leading attention segmentation to make informed decisions about format selection. Attention segments make it easier to determine the differences between high and low attention formats at a glance.



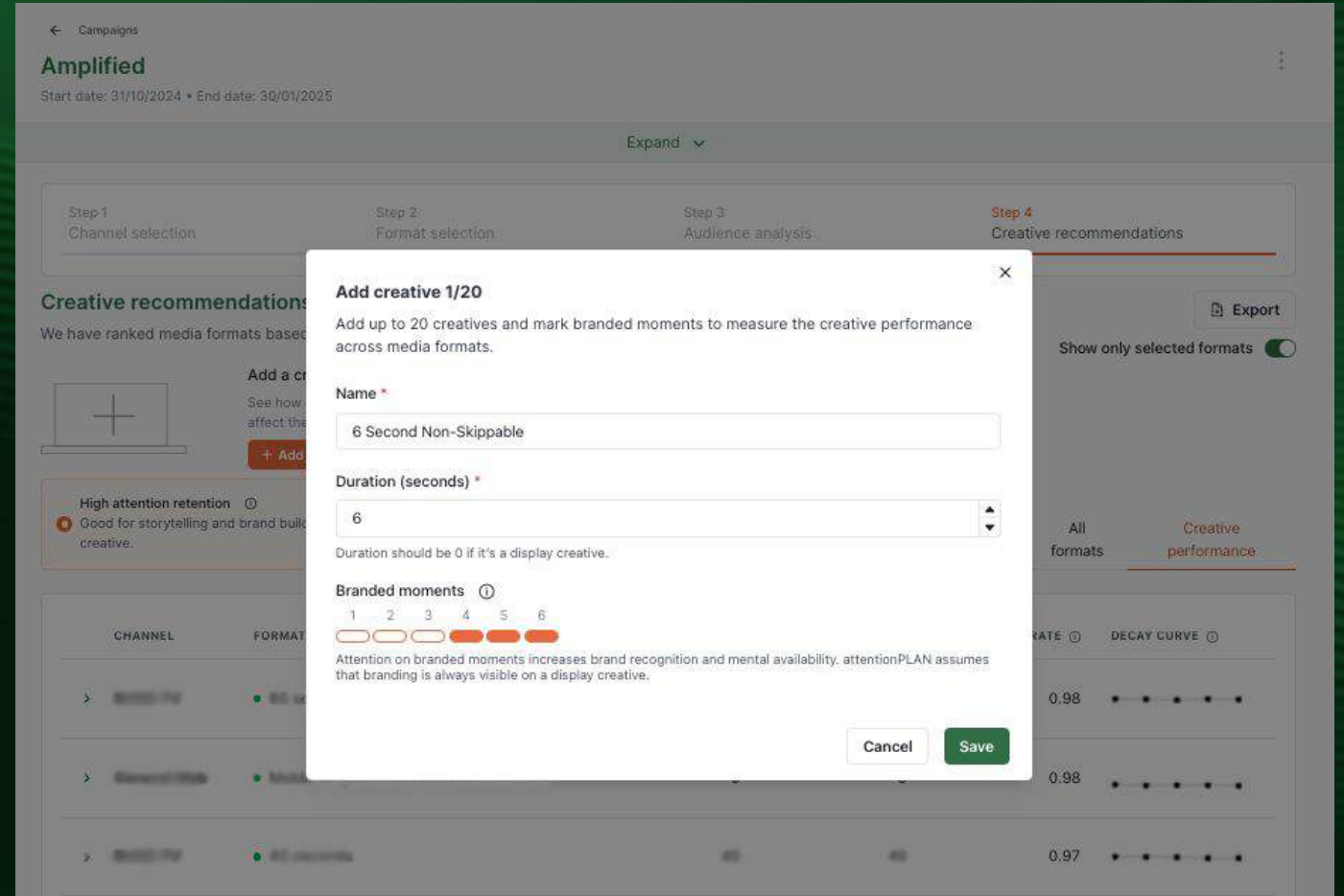
Audience Analysis

Dive deep into audience insights to uncover the nuance of how different demographics pay attention to different platforms and user experiences.



Creative Alignment

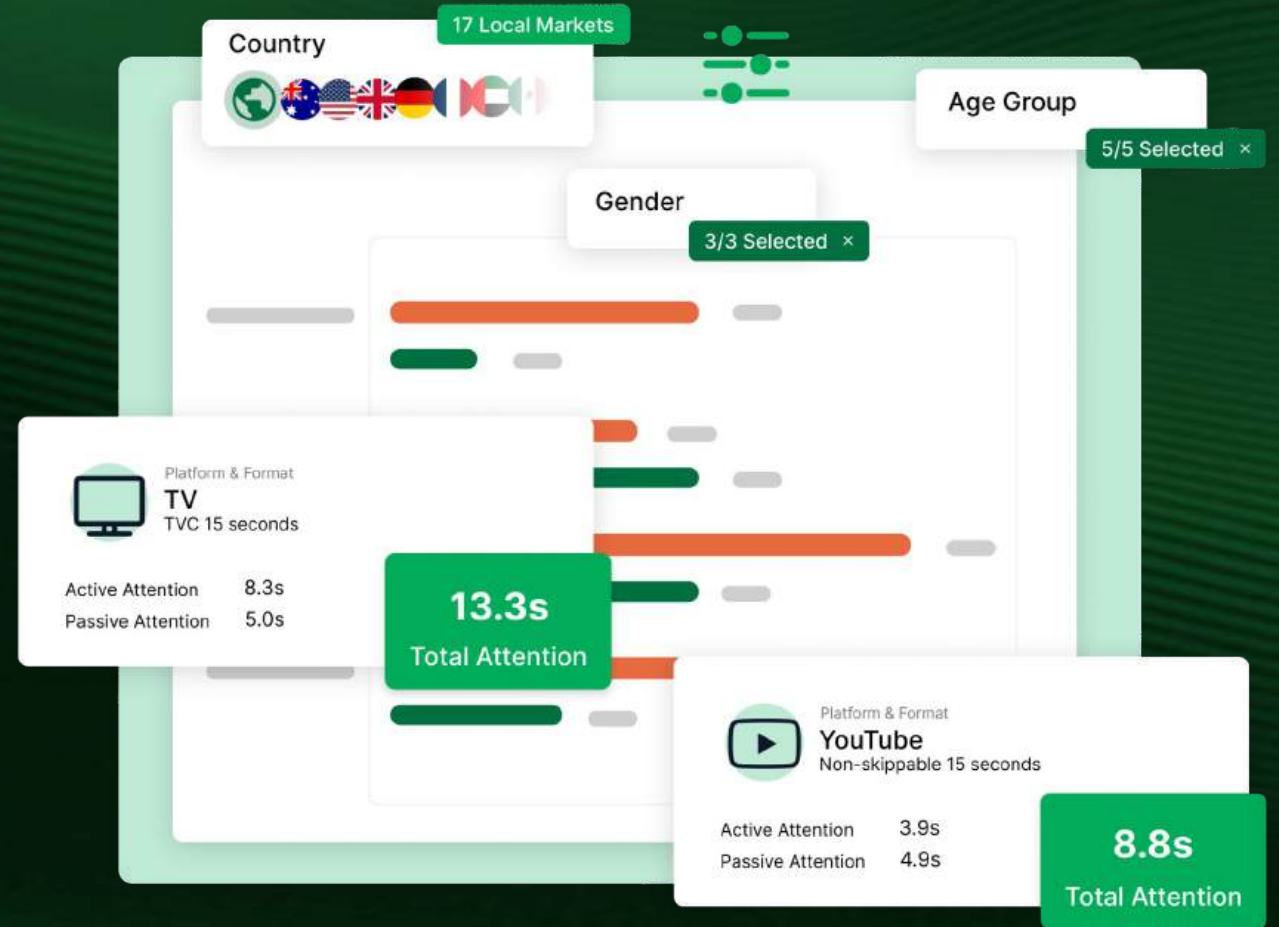
Create up to 20 creative assets per strategy report to discover attentive performance by format, understanding how attention decay impacts campaign effectiveness.



Active and passive attention benchmarks by market and audience

Access over 100,000 active and passive attention second benchmarks for major advertising channels and platforms.

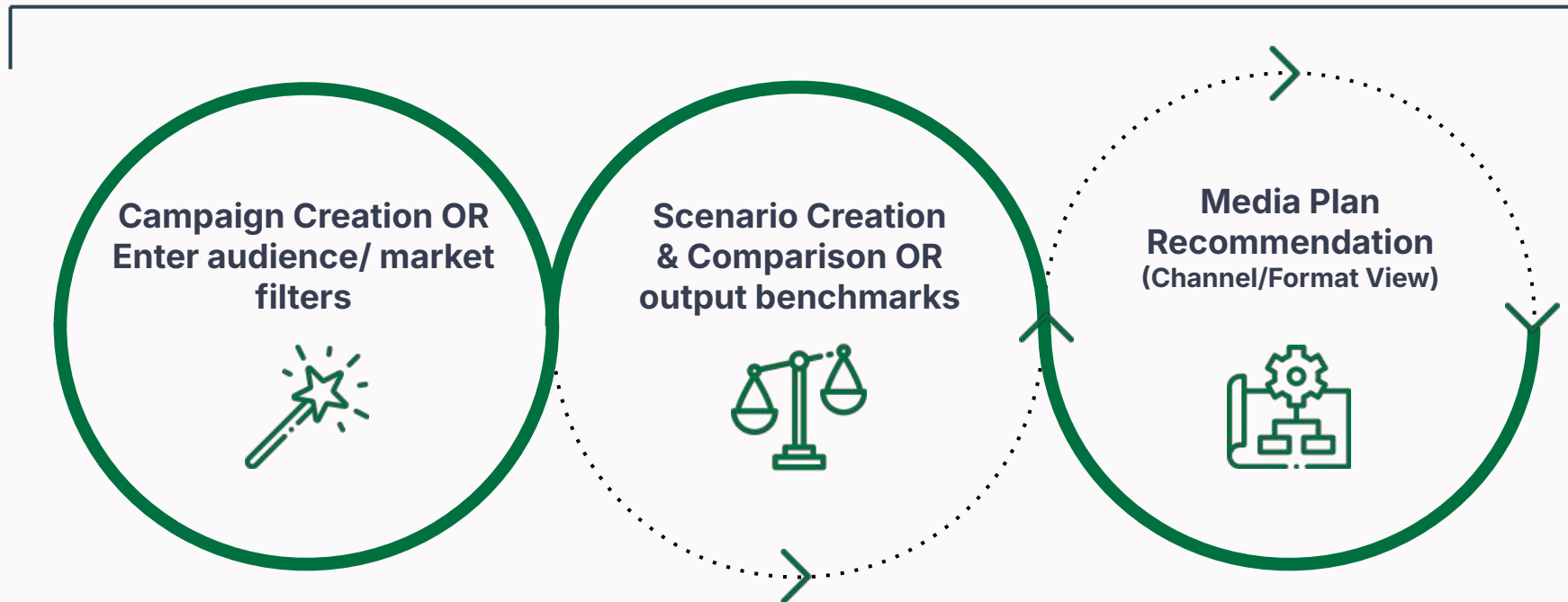
Compare over 12 platforms and 67 formats against the latest attention data. Measuring active, passive and total attention so that you can plan your next media spend with maximum efficiency.



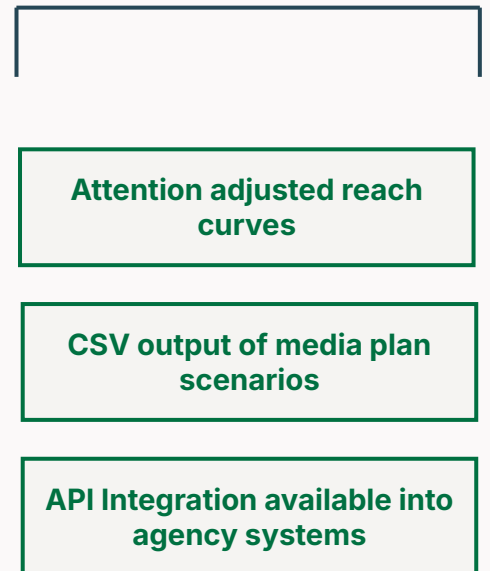
Media Plan Optimisation

We've worked alongside users, brands, and agencies on a global scale to help amplify the media planning process. We've utilised this feedback and built it into **an intuitive planning tool which baselines current media plans and helps you come up with endless optimised scenarios** to understand how much additional attention and ROI could be delivered for the same budget.

CORE WORKFLOW



ANCILLARY FEATURES



Campaign Creation

It couldn't be easier to start using attention metrics in your media planning.

Simply upload a media plan to start optimising your campaigns for attention.

← Create media plan

STEP 1 Media plan details STEP 2 Build media mix STEP 3 Review base media plan

Hi Clayton! 🌟 Create a base media plan to get started!
Please enter your media plan details below.

Name *
Amplified

Select client *
ACME

Campaign Objective
Increase website traffic

Start Date * End Date *
01/02/2025 30/06/2025

Countries *
1 selected

Age group *
2/5 selected

Gender *
2/3 selected

Next →

Build your media mix by editing the table below

- Choose the channels and formats included in your media plan. For a channel with the budget = 0, it is frozen (has the initial budget of 0 and cannot be edited).
- Your current budget, CPM, frequency and targeted audience will be taken into consideration during optimization.

Tip: Take a look at attention benchmarks to get insights into the attention performance of all formats before planning.

Import from file

CHANNEL	BUDGET	CPM	AVG PLS	POTENTIAL REACH	IMPRESSIONS	TARGET AUDIENCE REACHED	REACH (%)	FREQ	CPA
TVOD	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
TV	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
Facebook	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
Instagram	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
General Web	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
Snapchat	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
TikTok	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
Twitter	\$ 0	\$ 0	0	0	0	0	0.0%	0	0
YouTube	\$ 0	\$ 0	0	0	0	0	0.0%	0	0

Back Create media plan

Import from file

Download our template and upload it here

Importing data from a file will override your current media plan. Please review carefully before clicking confirm.

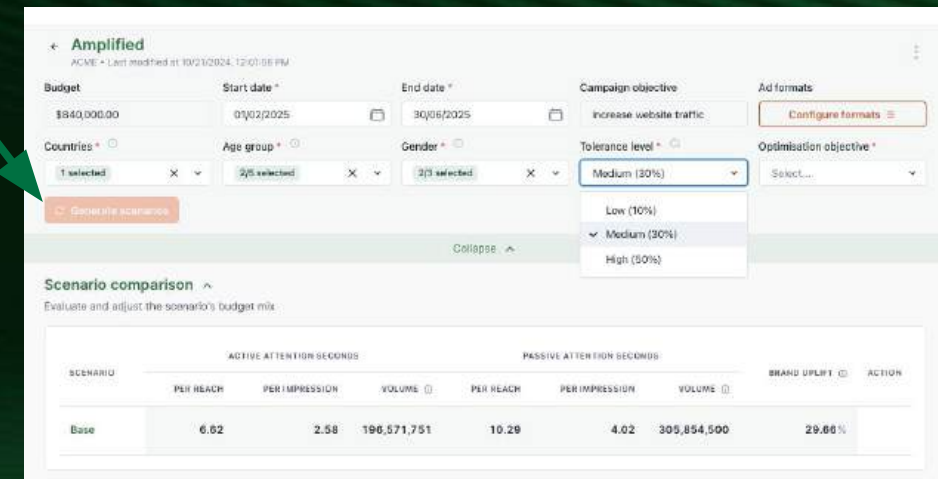
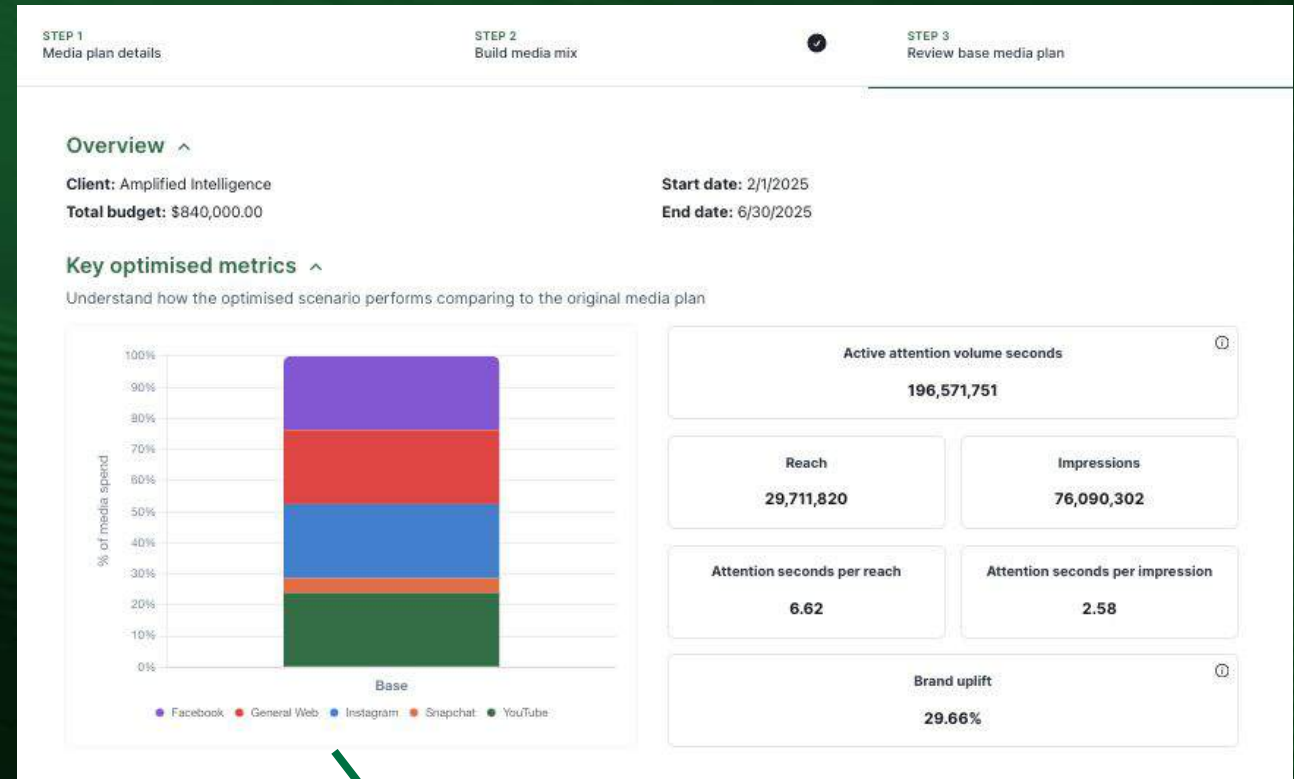
Download Template

Drag and drop your file here
Browse Files

Close Confirm

Scenario Creation & Comparison

Discover both the active and passive attention offering in your baseline media plan, and iterate to your heart's content by generating campaign scenarios to find the one that delivers the campaign and commercial uplift you are striving for.



Scenario Detailed View

You'll be able to drill down into detailed channel views, which can drive improved attention performance and precise return on investment metrics.

Scenario mix detailed view							CHANNEL VIEW	FORMAT VIEW
Evaluate the scenario's budget mix and performance metrics by channel and format								
CHANNEL	BUDGET	MIX	IMPRESSIONS	REACH	TARGET AUDIENCE	ACTIVE ATTENTION VOLUME(5)		
BVOD	\$275,801.58 ▲ 37.9%	21.22 % ▲ 5.63%	7,880,045.00 ▲ 37.9%	67.26 % ▲ 2.52%	739,860.00 ▲ 3.56%	75,800,475.60 ▲ 76.0%		
Facebook	\$126,000.00 ▼ 30.0%	9.69 % ▼ 4.15%	11,984,847.00 ▼ 30.0%	39.08 % ▼ 1.68%	1,641,360.00 ▼ 4.13%	28,863,371.10 ▼ 30.0%		
General Web	\$28,000.00 ▼ 30.0%	2.15 % ▼ 0.92%	2,355,554.00 ▼ 30.0%	9.99 % ▼ 0.53%	399,600.00 ▼ 5.00%	3,991,551.90 ▼ 30.0%		
Instagram	\$116,016.66 ▼ 3.32%	8.92 % ▼ 0.31%	13,070,263.00 ▲ 0.89%	49.88 % ▲ 0.05%	1,296,880.00 ▲ 0.11%	30,097,923.30 ▲ 9.67%		
TikTok	\$10,500.00 ▼ 30.0%	0.81 % ▼ 0.35%	1,166,666.00 ▼ 30.0%	73.51 % ▼ 1.97%	101,443.00 ▼ 2.62%	2,816,215.30 ▼ 30.0%		
TV	\$523,233.50 ▲ 4.65%	40.25 % ▲ 1.79%	14,174,587.00 ▲ 0.80%	48.88 % ▲ 0.05%	1,759,680.00 ▲ 0.11%	148,916,942.00 ▲ 17.6%		
Twitter	\$66,448.26 ▲ 166%	5.11 % ▲ 3.19%	7,383,140.00 ▲ 166%	41.83 % ▲ 3.25%	376,470.00 ▲ 8.42%	23,182,676.30 ▲ 166%		
YouTube	\$154,000.00 ▼ 30.0%	11.85 % ▼ 5.08%	9,058,818.00 ▼ 30.0%	36.57 % ▼ 1.95%	1,535,940.00 ▼ 5.05%	29,811,092.40 ▼ 30.0%		

Scenario Detailed Format/ Copy Length View

Make granular decisions at ad format, ad length and ad type level to maximise the potential return on your ad investments.

Scenario mix detailed view CHANNEL VIEW FORMAT VIEW

Evaluate the scenario's budget mix and performance metrics by channel and format

CHANNEL	FORMAT	BUDGET	MIX	IMPRESSIONS	ACTIVE ATTENTION VOLUME(S)	PASSIVE ATTENTION VOLUME(S)
BVOD	TVC 10 seconds	\$ 70,000.00 ▼ 30.0%	5.38% ▼ 2.31%	2,000,000.00 ▼ 30.0%	6,613,097.30 ▼ 30.0%	13,381,238.90 ▼ 30.0%
	TVC 30 seconds	\$ 205,801.58 ▲ 106%	15.83% ▲ 8.14%	5,880,045.00 ▲ 106%	69,187,378.30 ▲ 106%	113,940,558.50 ▲ 106%
	Total	\$ 275,801.58 ▲ 37.9%	21.22% ▲ 5.83%	7,880,045.00 ▲ 37.9%	75,800,475.60 ▲ 76.0%	127,321,797.40 ▲ 70.9%
Instagram	Newsfeed	\$ 74,016.66 ▲ 23.4%	5.69% ▲ 1.08%	9,252,082.00 ▲ 23.4%	25,248,895.70 ▲ 23.4%	26,607,772.10 ▲ 23.4%
	Story	\$ 42,000.00 ▼ 30.0%	3.23% ▼ 1.38%	3,818,181.00 ▼ 30.0%	4,849,027.60 ▼ 30.0%	877,088.90 ▼ 30.0%
	Total	\$ 116,016.66 ▼ 3.32%	8.92% ▼ 0.31%	13,070,263.00 ▲ 0.89%	30,097,923.30 ▲ 9.87%	27,484,861.00 ▲ 20.4%
TV	TVC 10 seconds	\$ 175,000.00 ▼ 30.0%	13.46% ▼ 5.77%	5,468,750.00 ▼ 30.0%	27,723,807.10 ▼ 30.0%	27,446,232.00 ▼ 30.0%
	TVC 30 seconds	\$ 348,233.50 ▲ 39.3%	26.79% ▲ 7.56%	8,705,837.00 ▲ 39.3%	121,193,134.90 ▲ 39.3%	247,602,840.10 ▲ 39.3%
	Total	\$ 523,233.50 ▲ 4.65%	40.25% ▲ 1.79%	14,174,587.00 ▲ 0.80%	148,916,942.00 ▲ 17.6%	275,049,072.10 ▲ 26.8%
Twitter	Newsfeed	\$ 66,448.26 ▲ 166%	5.11% ▲ 3.19%	7,383,140.00 ▲ 166%	23,182,676.30 ▲ 166%	20,119,802.00 ▲ 166%

Understand key optimised metrics and access market-first Attention-Adjusted Reach Curves

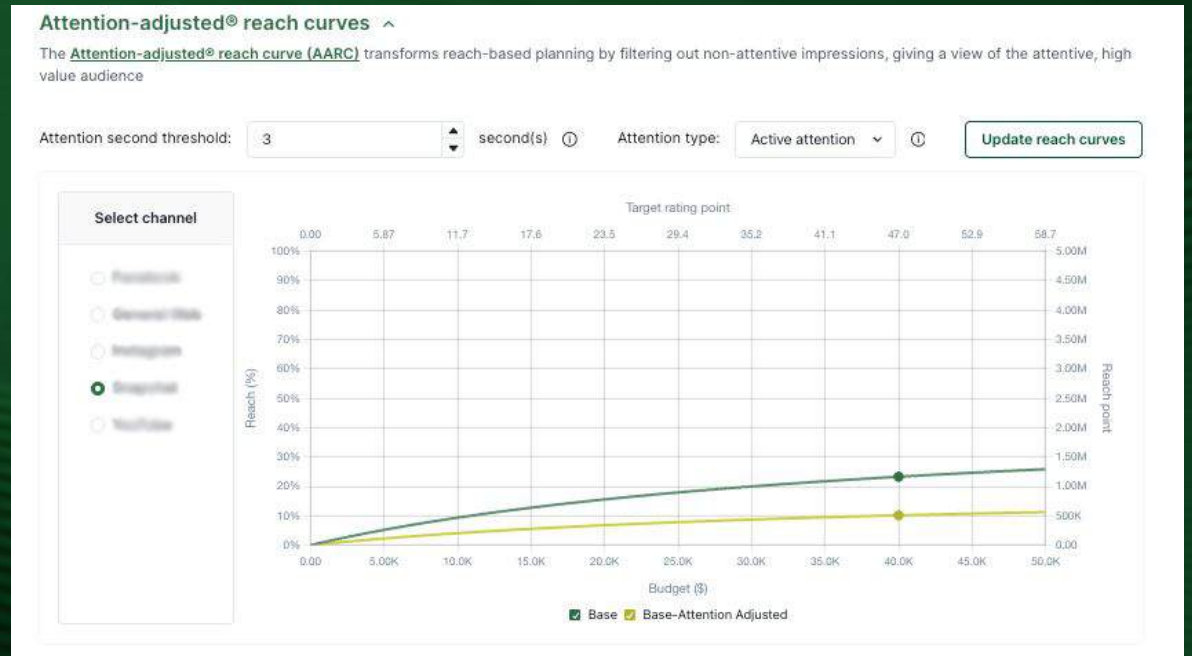
Key optimised metrics

Understand how the optimised scenario performs comparing to the original media plan

DRIVERS	AAPR-001	BASE
Attention seconds per reach	43.75 ▲ 16.5%	37.56
Attention seconds per impression	5.12 ▲ 20.8%	4.24
Brand uplift	34.65% ▲ 0.76%	33.88%
Impressions	67,073,920.00 ▼ 5.00%	70,603,232.00
Reach	7,851,233.00 ▼ 1.48%	7,969,343.00
Active attention volume seconds	343,480,247.90 ▲ 14.7%	299,339,642.50



Key optimised metrics vs baseline media plan upload

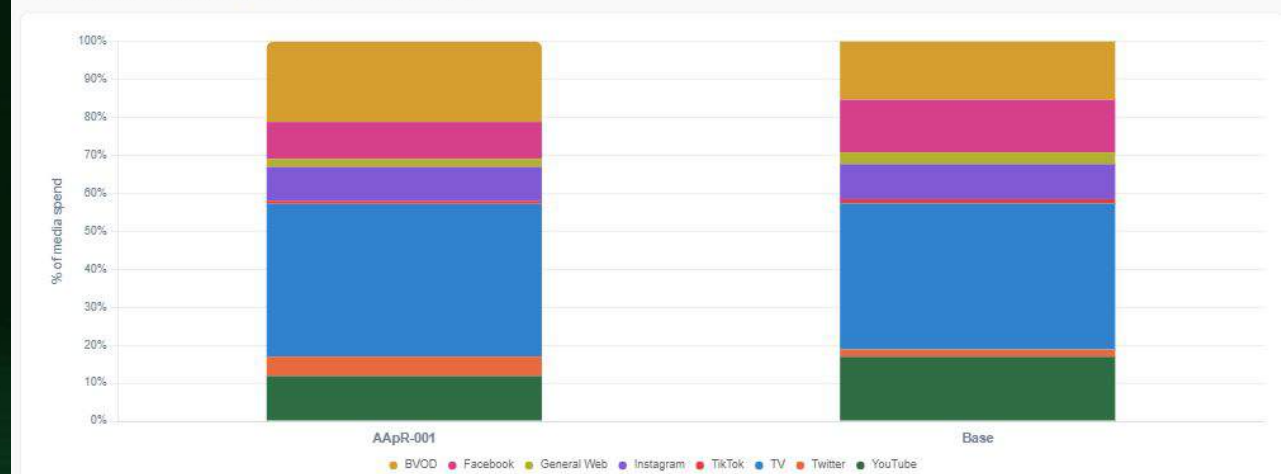


Attention adjusted reach curves by platform

Scenario media mix

Compare the media mix by budget spend between each scenario

CHANNEL VIEW | FORMAT VIEW



Adjusted media mix by channel and format

Become an attention advocate

And join the global leaders in human attention metrics

“As an industry, we’ve been using a lot of proxies, viewability and other things. But we already see this as a seismic shift, because if you’re planning around active or passive attention, you’re fundamentally shifting key objectives.”

- Stephen Fisher, Managing Partner, Hatched Media.

Advertising spend

\$1.2 Billion

Optimised through attentionPLAN®

HATCHED
MEDIA
PARTNER

BACARDÍ.

oMD

Using data from

4.7 Billion

human attention data points

dentsu

groupm

KIA

attentionPLAN® Pricing

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

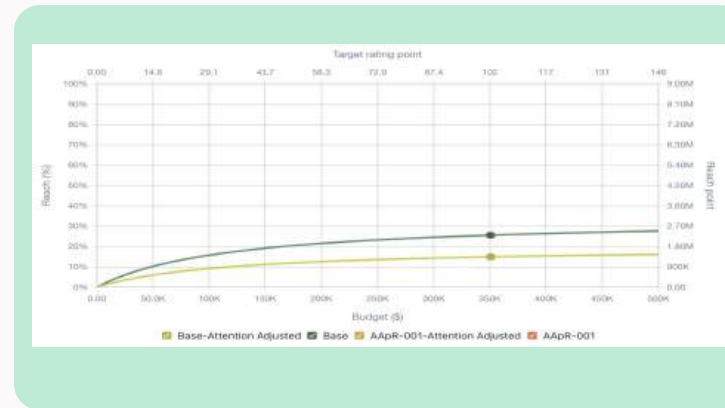
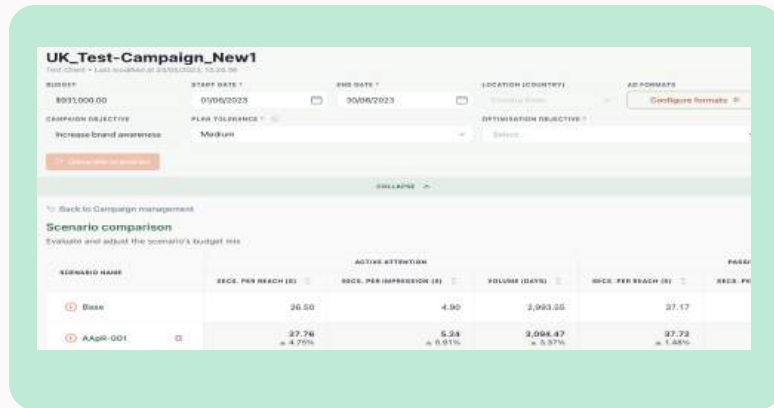
	PAYG \$1,000	Standard \$1,000/ month <i>12 month contract \$12,000 year</i>	Professional \$5,000/ month <i>3 month contract \$15,000 3 months</i>	Advanced \$4,000/ month <i>12 month contract \$48,000 year</i>	API Talk to Sales <i>Min. 12 month contract</i>
Campaigns	PAYG	20	unlimited	unlimited	unlimited
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

- 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)

attentionPLAN® API Offerings

Amplified Intelligence's attentionPLAN® product currently offers access to its core features via APIs. Our API products range from turnkey solutions to raw data streams, allowing you the flexibility to get started immediately or take the time to build the product you need.



The screenshot shows a table of attention data for YouTube and Facebook video ads. The columns are: Platform, Ad Type, Active Attention Seconds, Active Attention (% of Ad Length), Total Attention Seconds, CPM (AUS), Active Attention Seconds CPM, and Total Attention Seconds CPM.

Platform	Ad Type	Active Attention Seconds	Active Attention (% of Ad Length)	Total Attention Seconds	CPM (AUS)	Active Attention Seconds CPM	Total Attention Seconds CPM
YouTube USA	ES Video Ads						
	Non-Skippable Video Ad - 15 Seconds	6.2	25%	121	AUS25.90	AUS4.89	AUS1.86
	Non-Skippable Video Ad - 15 Seconds	6.2	98%	6.7	AUS25.90	AUS7.91	AUS3.72
	Skippable Video Ad - 10 Seconds	6.2	8%	9.1	AUS2.00	AUS0.92	AUS0.37
Skippable Video Ad - 15 Seconds	3.5	24%	3.5	AUS25.00	AUS7.14	AUS3.35	
Facebook USA	ES Video Ads						
	ES Video Ads						

Media plan optimiser

Optimise your media plans towards attention-driven outcomes. By leveraging a machine learning based recommendation engine, the optimiser will transform your media plan to maximise performance and spend efficiency.

Attention-Adjusted® Reach Curves

Traditional reach curves assume that every impression and individual reached will have been paying attention to your ads. Attention-adjusted® Reach Curves help you filter out the less-impactful impressions to enable more effective planning.

Attention data stream

Attention represents the actual human attention a particular piece of media receives. By utilising a variety of levers, such as age, gender, brand category, ad platform/format, and more, you can access our comprehensive attention data to build products the way you want.

API Pricing

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

Data API

\$10,000/month

Integrate leading human attention data into your planning tools.

AARC API

\$4,500/month

Utilise patented Attention-Adjusted® Reach Curve dataset in your media planning.

Bundle

\$12,500/month

Take advantage of the worlds most robust human attention dataset and AARCs to amplify media planning in your organisation

- All pricing is represented in local currency and invoiced in USD, GBP, NZD, EU and AUD.
- Billing, usage and cancellation terms are referenced within supporting documentation.



**Amplified
Intelligence**