

Teads



Measuring Attention

Why it's more crucial than ever
for online advertising success

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What we are going to cover today

- ① Discuss how attention works
- ② Optimizing creatives for attention
- ③ Measuring attention live

>> Attention is the
focusing of our minds
in clear and vivid form. <<

William James – 130 year ago

Harvard University Psychologist & Philosopher



 Focusing on something

 Selecting what is being focused on

Why the first impression of an ad is so important

... because it is when the attention process kicks in



Attention

automatic attention
(data-driven)



Cognitive Load

cognitive responses,
categorization, recognition



Ad Exposure

50–100ms

300ms

400ms

1,000ms



Emotions

emotions begin
(especially »relevance« evaluation)



Memory

conscious feelings
& thoughts

Why the first impression of an ad is so important

... because it is when the attention process kicks in



Grab Attention



Attract & Convince



Ad Exposure

50–100ms

300ms

400ms

1,000ms



Activate & Engage



Build Memory

Attention-optimized ads ...

- ① ... get looked at faster
- ② ... trigger strong emotional responses
- ③ ... increase engagement
- ④ ... amplify perception of brand quality
- ⑤ ... are more memorable

Attention predicts branding outcomes **3x** better than viewability

Branding

5% more creative attention volume

leads to

40%

relative in-market awareness increase

Sales

Attention metrics **90%** were up to predictive of sales lift outcomes

180% more correlated with ROI compared to viewability metrics



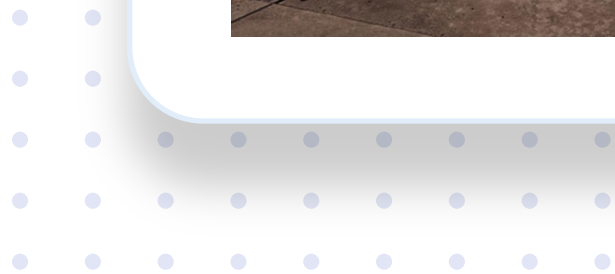
Pre-testing attention with AI

95% accurate

Eye tracking



AI prediction





Case study No. 1



Can damaged hair
really be repaired?

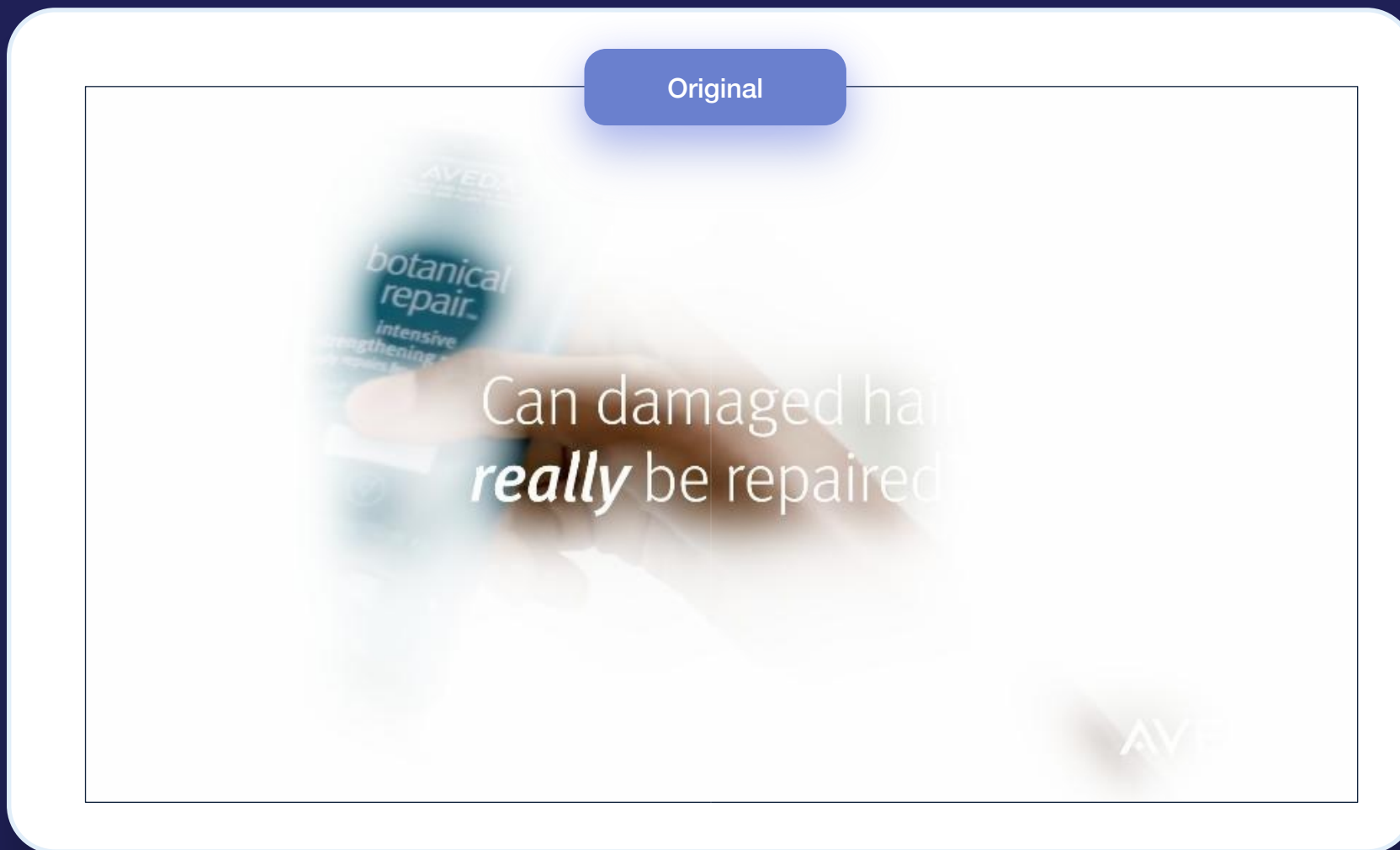
Can you name the brand?



AVEDA

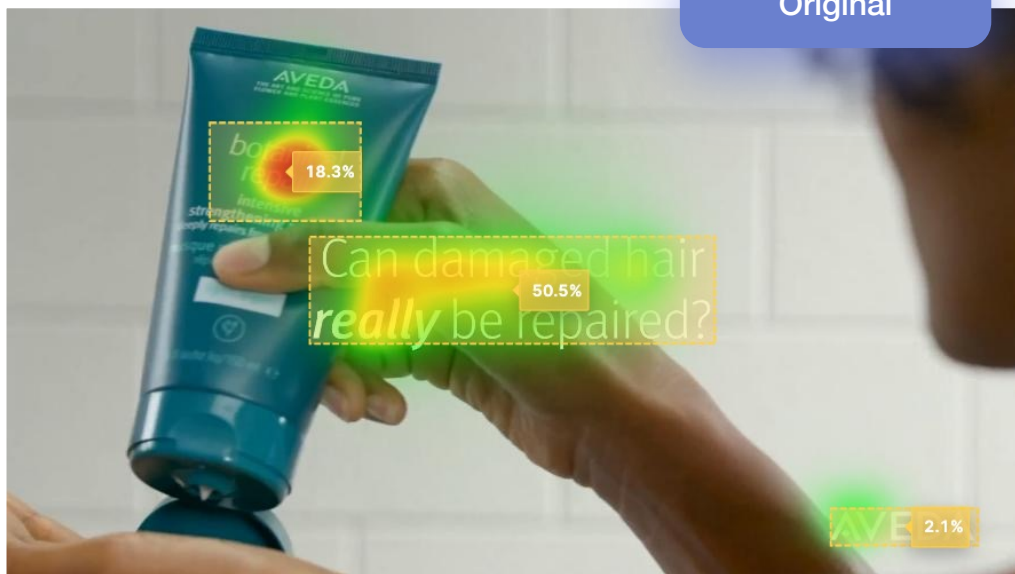
Can damaged hair
really be repaired?

The attention fog map reveals **bad design**

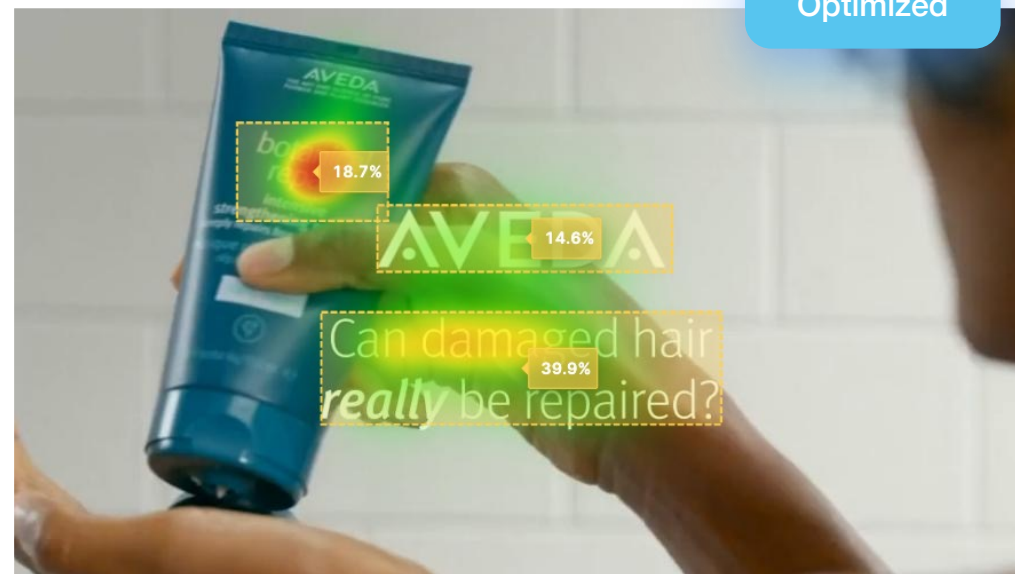


Optimizing the initial frames for clear branding from the start

Original



Optimized



A decorative graphic consisting of a grid of small, light blue dots arranged in approximately 5 rows and 10 columns, positioned to the left of the main text.

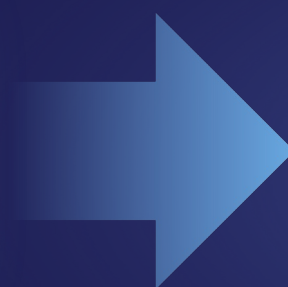
Attention Optimization

The Evidence

Optimizing the creative

Creative levers

- optimizing for attention
- engage the consumer
- amplify the message

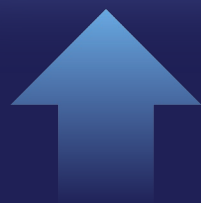


Desired outcomes

Attention	be seen faster
Engagement	be seen longer
Branding KPIs	equal / better
Media KPIs	equal / better
CO ₂ emissions	smaller footprint

Technical levers

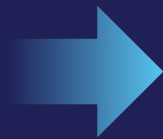
- animations, overlays
- interactive creatives
- video length, file size



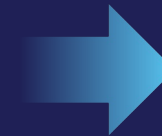
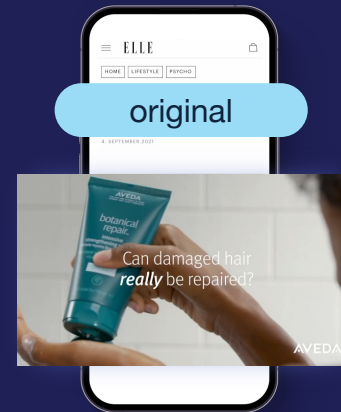
Testing the attention optimization

Inread A/B test

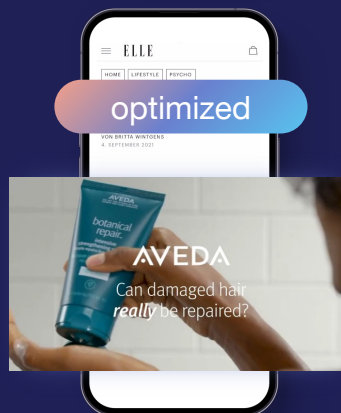
Survey respondents invited from a research panel meeting the requirements



Questionnaire with introductory and screening questions








Questionnaire with branding and creative related questions



Optimizing on attention and video length

Teads Attention Optimization
Survey 09-2023 Germany.
Lifts for unaided brand
and unaided ad awareness.

	 Creative optimization on attention lead to better outcomes  All campaigns	 Optimized videos reduced in length also show better results   Same length Reduced length
Brand Awareness	+12%	+13% +12%
Ad Awareness	+18%	+13% +21%
Ad Recognition	+16%	+15% +16%
No. of campaigns	11	4 7

Original vs. optimized video creatives

	Total	Beauty	Beverage	Food	Automotive
Unaided Brand Awareness	+12%	+2%	+26%	+7%	+10%
Aided Brand Awareness	+5%	+1%	+0%	+7%	+1%
Unaided Ad Recall	+18%	+2%	+25%	+14%	+18%
Aided Ad Recall	+10%	+1%	+10%	+9%	+14%
Ad Recognition	+18%	+1%	+21%	+13%	+18%
Message Association	+27%	+2%	+99%	+2%	+20%
Ad Likeability	+7%	+1%	+10%	+10%	-1%
Brand Image	+4%	+1%	+6%	+9%	+1%
Increased Brand Opinion	+12%	+1%	+26%	+11%	±0%
Consideration	+9%	+12%	+9%	+18%	+3%



Case study 2





FruchtZwerge

Für kleine große Helden



FruchtZwerge

Groß genug für mein
Selbstmach-Eis





we provide advertisers with granular capabilities for brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand isn't compromised.

ADVERTISING



Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads has built advanced cookieless capabilities

try it live



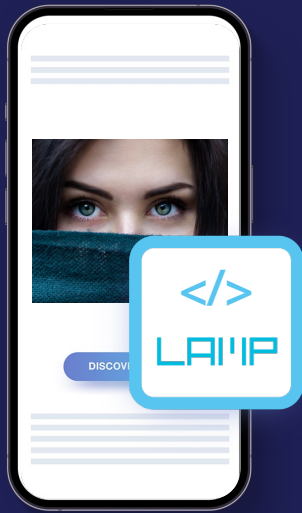


LAIP

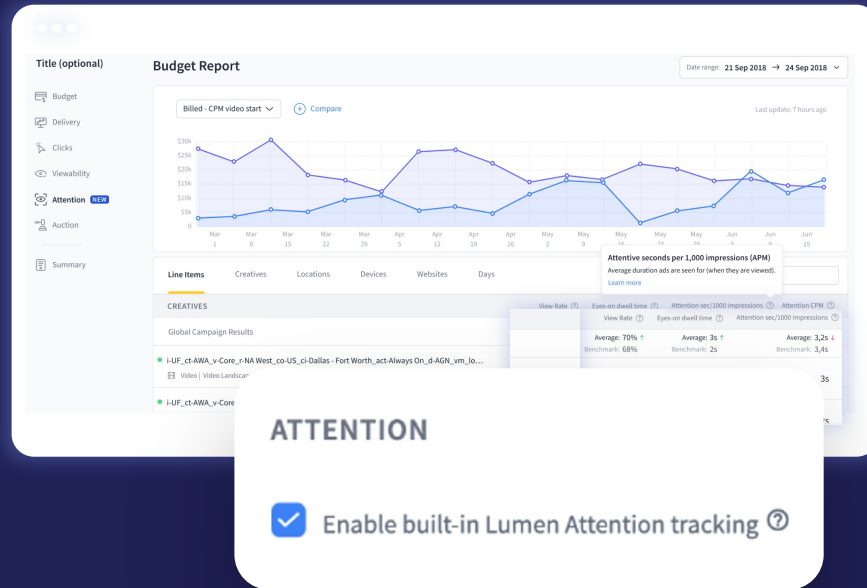
The simplicity of
Measuring Attention

Live campaign tracking & attention reporting

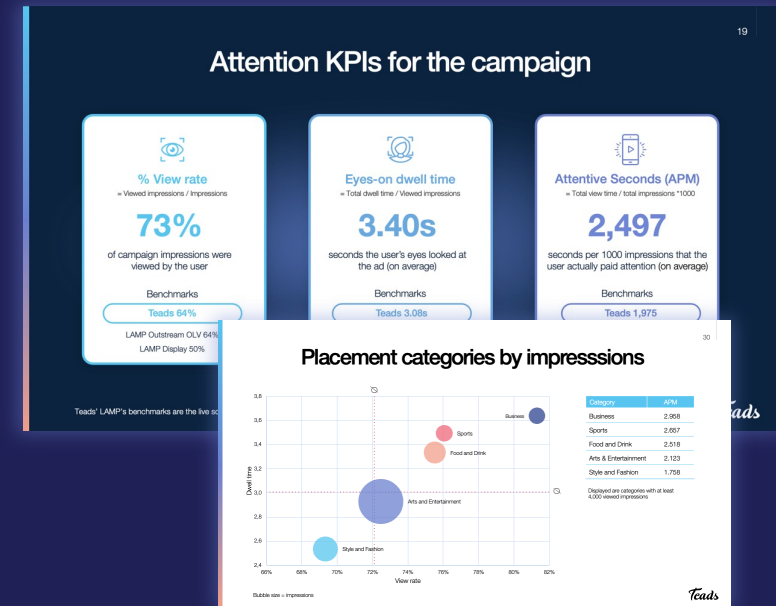
Live tracking for every creative



Attention measurement in TAM
Teads Ad Manager



Post campaign attention reporting

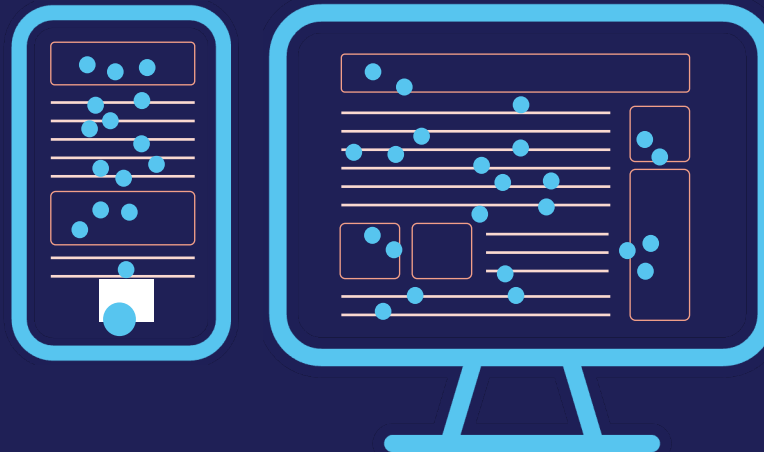


Consumer based attention model

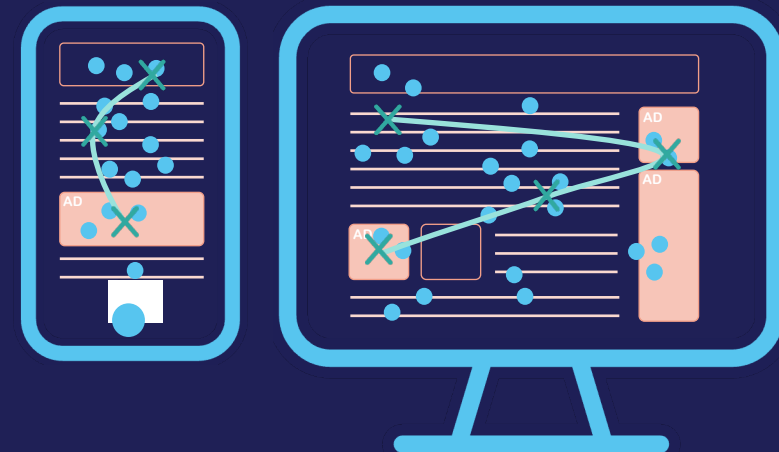
Webcam based eye-tracking



Measuring in-home usage for multiple devices and contents



Modelling of an attention prediction algorithm



The three main attention KPIs for a campaign

Attention KPIs for the campaign

10



% View rate

= Viewed impressions / Impressions

77%

of campaign impressions were viewed by the user

LAMP Benchmarks

Outstream Video 74%

Standard Display 29%



Eyes-on dwell time

= Total dwell time / Viewed impressions

3.23s

seconds the user's eyes looked at the ad (on average)

LAMP Benchmarks

Outstream Video 1.80s

Standard Display 2.10s



Attentive Seconds (APM)

= Total view time / total impressions *1000

2,334

seconds per 1000 impressions that the user actually paid attention (on average)

LAMP Benchmarks

Outstream Video 1,212

Standard Display 572

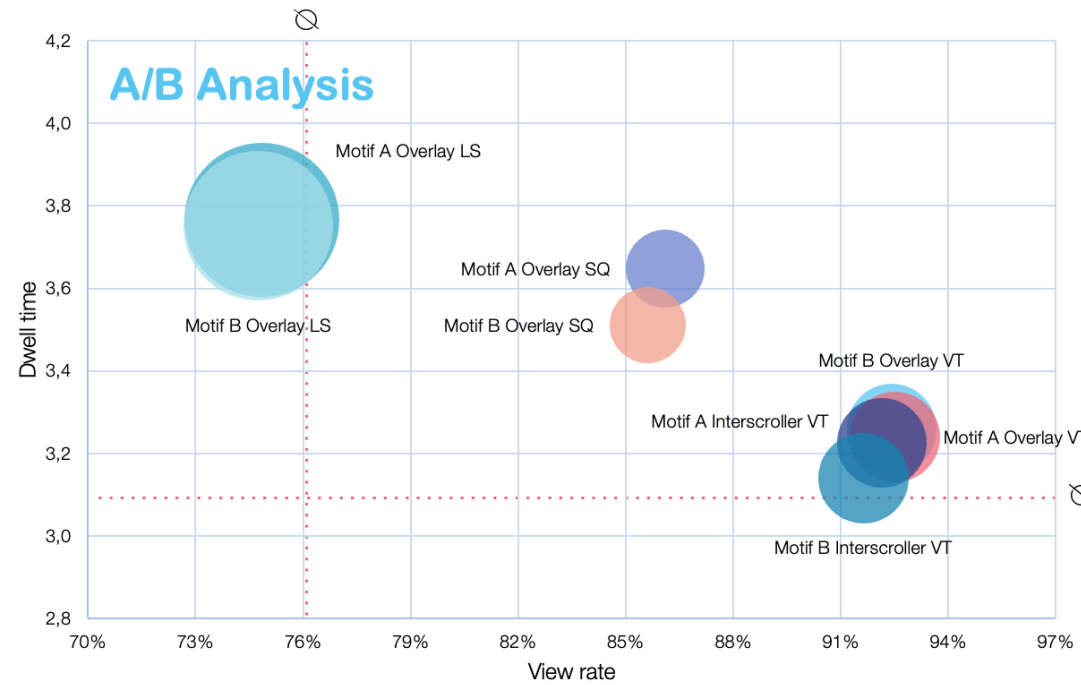
Teads' LAMP's benchmarks are the live scores from all Teads campaigns measured to date broken down by type

Teads

Teads

Attention A/B analysis for creative formats and motifs

Creatives by impressions



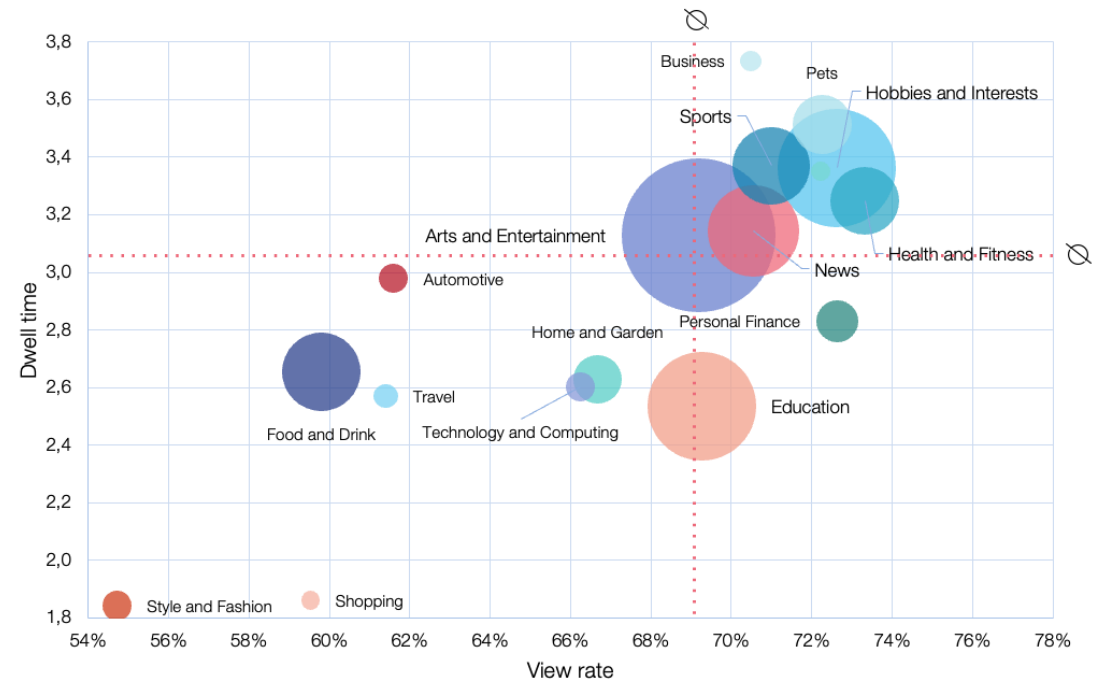
Bubble size = impressions, averages for the overall campaign

Creative	APM
Motif A Overlay SQ	3.141
Motif B Overlay VT	3.013
Motif B Overlay SQ	3.007
Motif A Overlay VT	2.999
Motif A Interscroller VT	2.973
Motif B Interscroller VT	2.877
Motif A Overlay LS	2.818
Motif B Overlay LS	2.804

Creative	Impressions
Motif A Overlay LS	8.208
Motif B Overlay LS	7.747
Motif B Interscroller VT	2.824
Motif A Overlay VT	2.822
Motif B Overlay VT	2.790
Motif A Interscroller VT	2.769
Motif A Overlay SQ	2.126
Motif B Overlay SQ	1.993

Attention by placements for the campaign creatives

Placement categories by impressions



Category	APM
Business	2.632
Pets	2.538
Hobbies and Interests	2.442
Real Estate	2.421
Sports	2.393
Health and Fitness	2.382
News	2.219
Arts and Entertainment	2.165
Personal Finance	2.056
Automotive	1.835
Education	1.756
Home and Garden	1.753
Technology and Computing	1.723
Food and Drink	1.587
Travel	1.578
Shopping	1.108
Style and Fashion	1.008

Displayed are categories with at least 2,500 viewed impressions

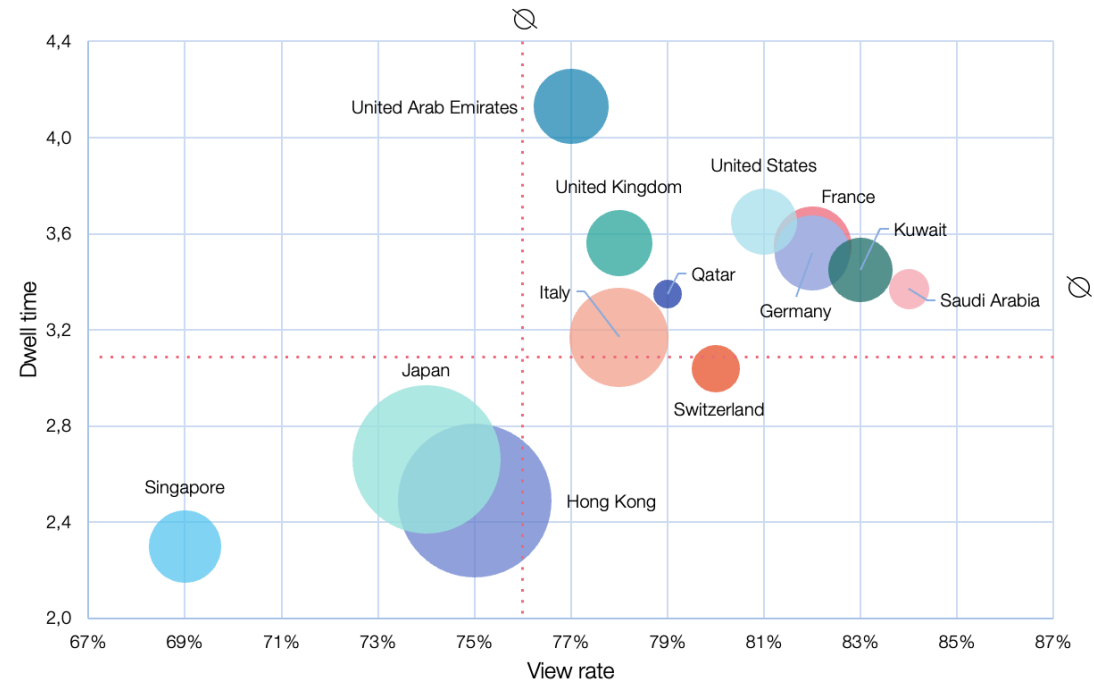


Placements by IAB website categories



Attention by countries for a campaign

Countries by impressions



Category	APM
United Arab Emirates	3.189
United States	2.969
Germany	2.901
France	2.896
Kuwait	2.870
Saudi Arabia	2.842
United Kingdom	2.787
Qatar	2.641
Italy	2.486
Switzerland	2.432
Japan	1.975
Hong Kong	1.867
Singapore	1.593

Displayed are categories with at least 4,600 viewed impressions

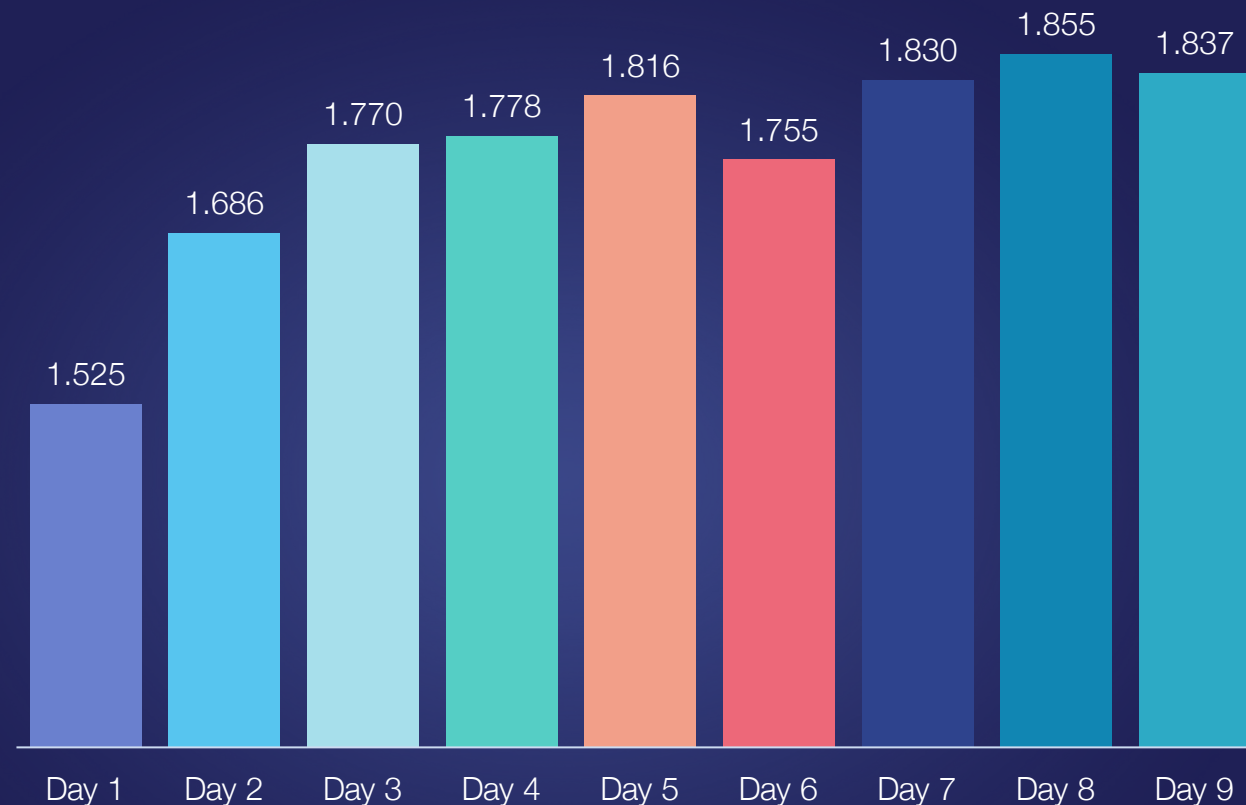
Bubble size = viewed impressions, averages for the overall campaign

KraftHeinz

>20%
**more attention
with in-flight
optimization**

Live measurement
and acting on the
performance of
nine creatives
in-flight on a
day-by-day basis.

Attentive Seconds per 1000 Impressions (APM)



Capitalizing on ATTENTION

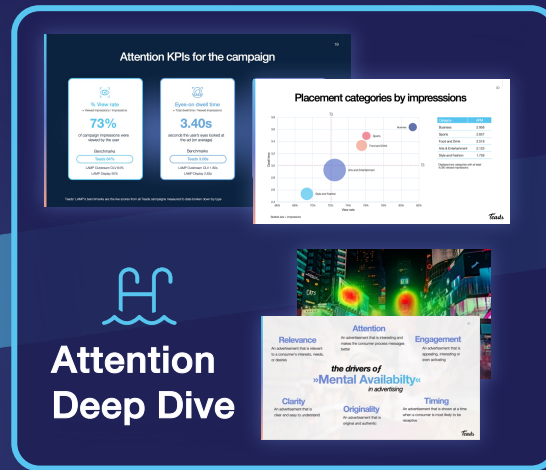
Attention Briefing



TAM Live Measurement

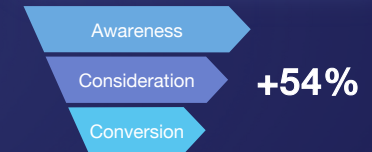


Attention Reporting



Optimization & Testing

l'Atelier | *Teads* STUDIO



Teads

Thank you

