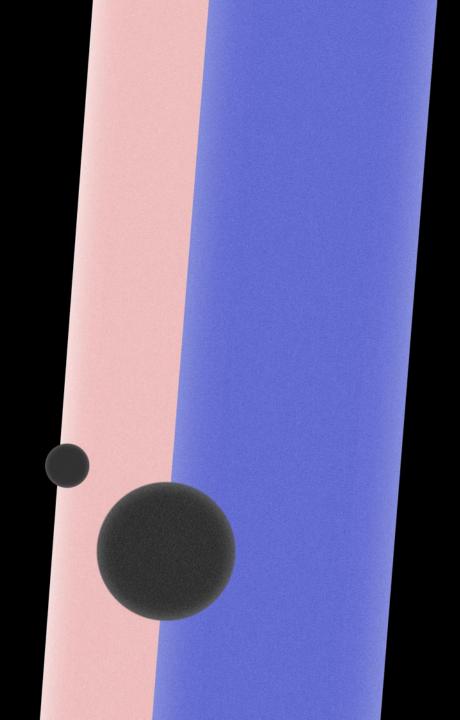


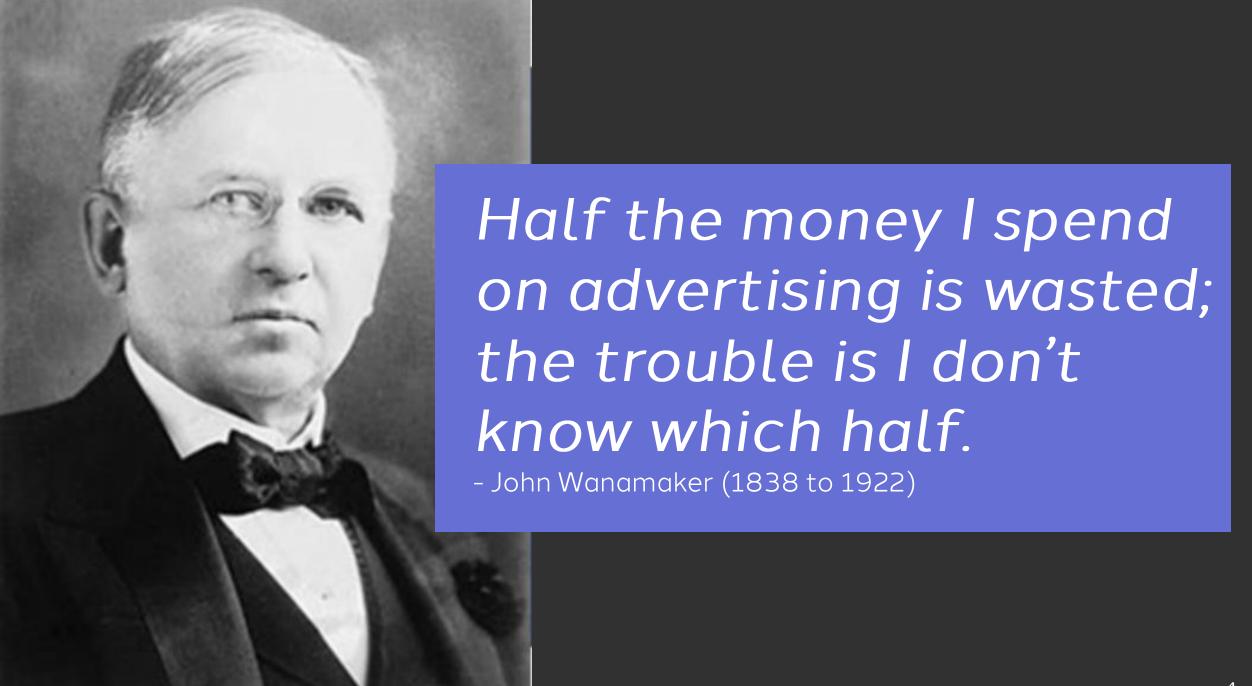
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CONTENT

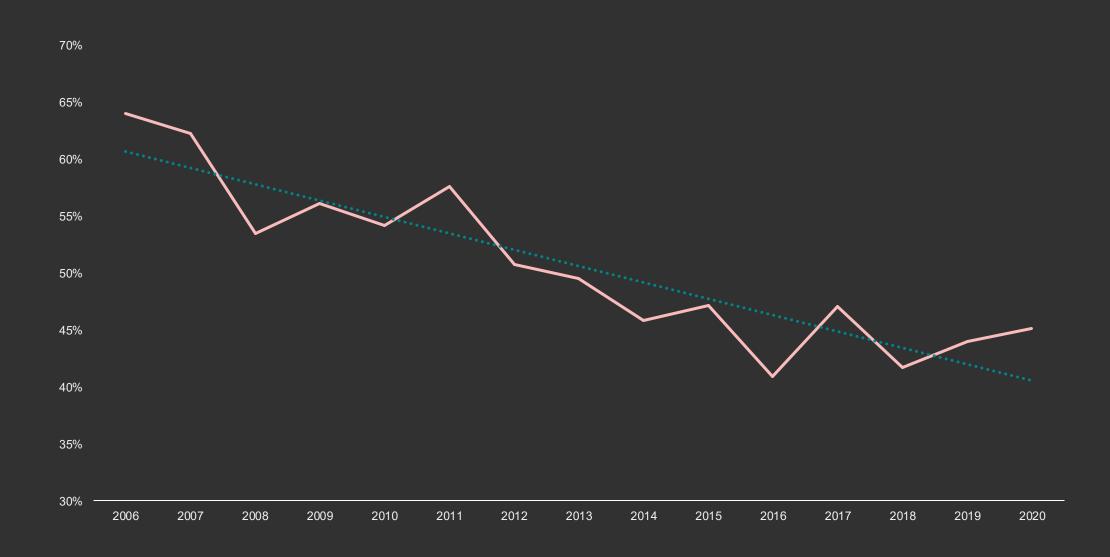
- 1. Attention fundamentals
- 2. Lots of Little
- 3. Placement optimization

ATTENTION FUNDAMENTALS

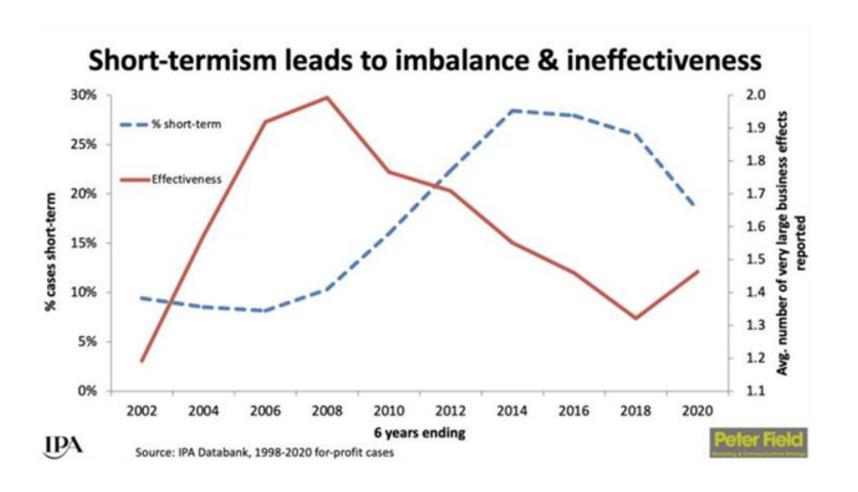




ADRECALL HAS DECLINED FOR YEARS

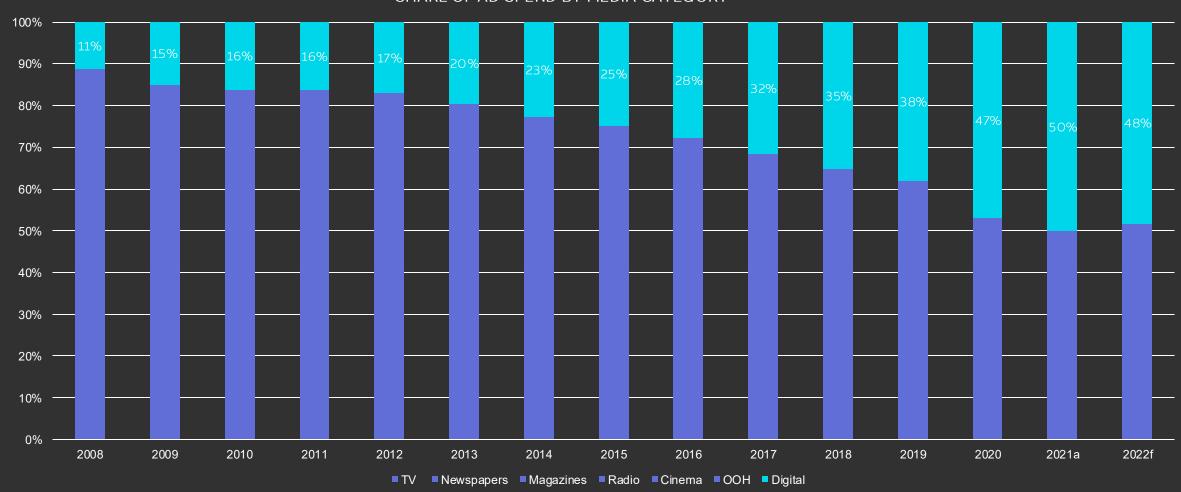


SHORT TERMISM (AND OFTEN FOCUS ON DIGITAL) HAS BROKEN ADVERTISING.



AMOUNT OF DIGITAL ADVERTISING SEEMS TO CORRELATE WITH THE DECLINE

SHARE OF AD SPEND BY MEDIA CATEGORY







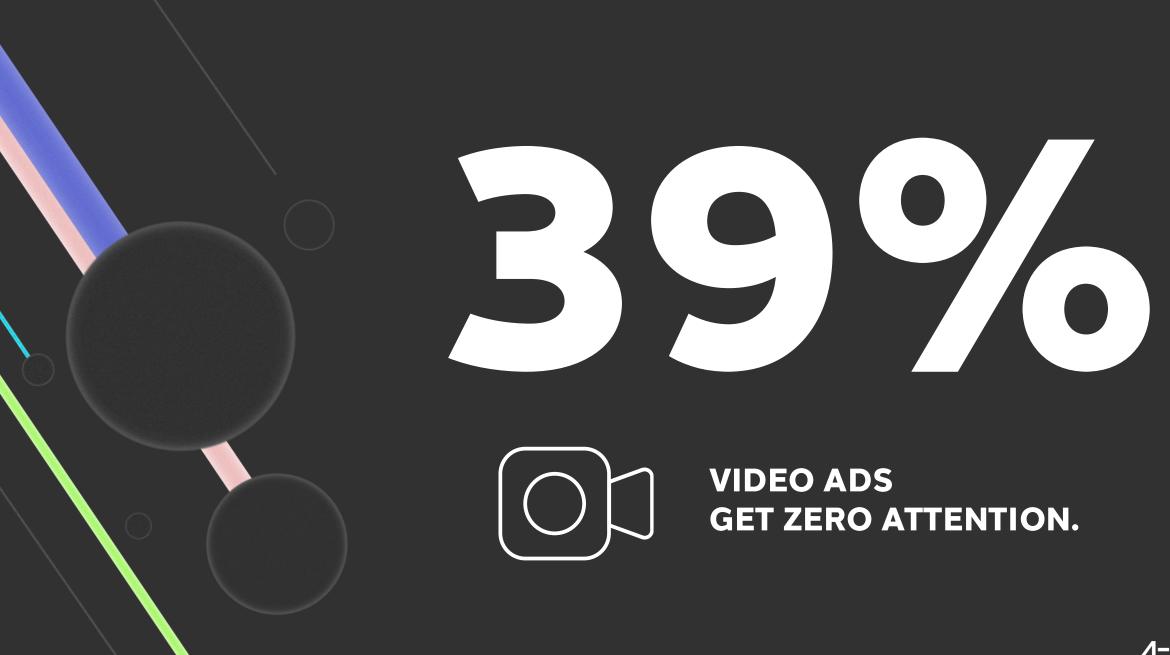






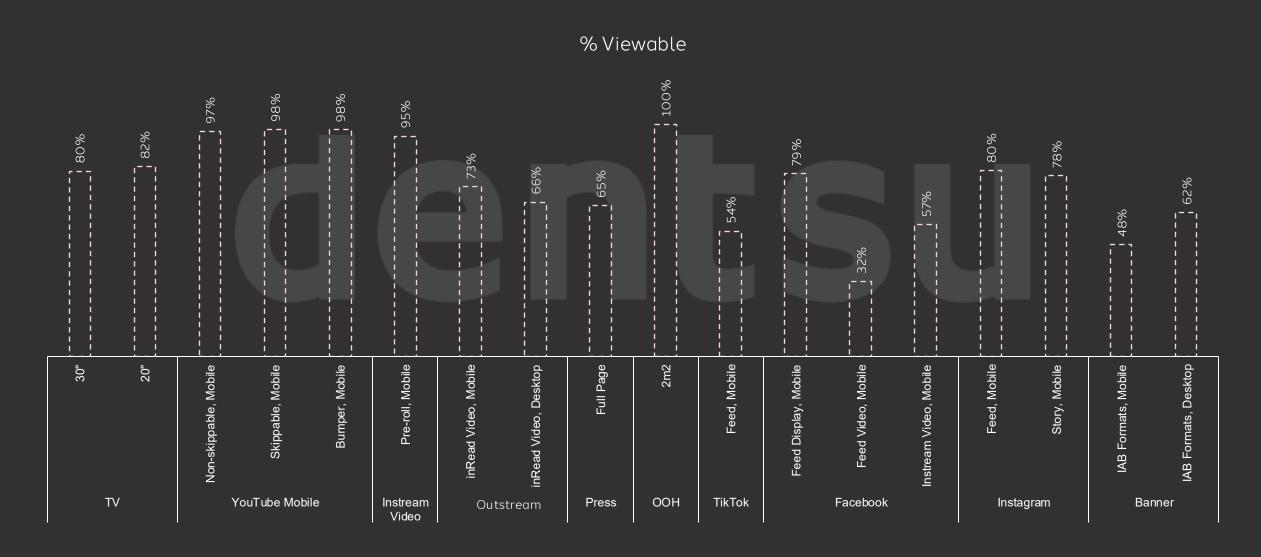
VIEWABLE DESKTOP DISPLAY ADS GET ZERO ATTENTION.







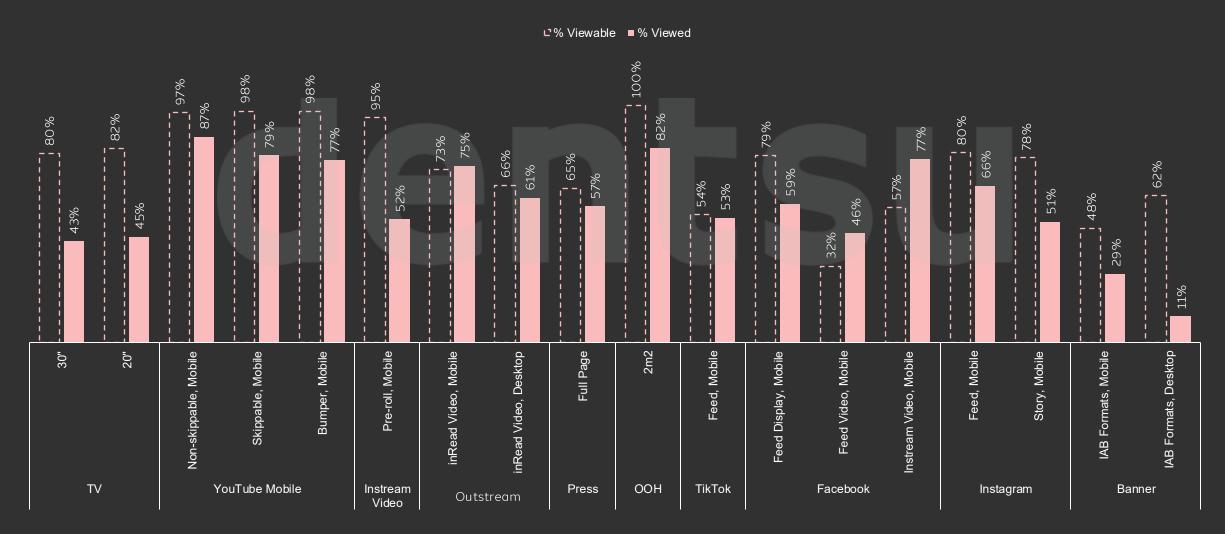
BIG DIFFERENCES BETWEEN MEDIUMS ON VIEWABILITY







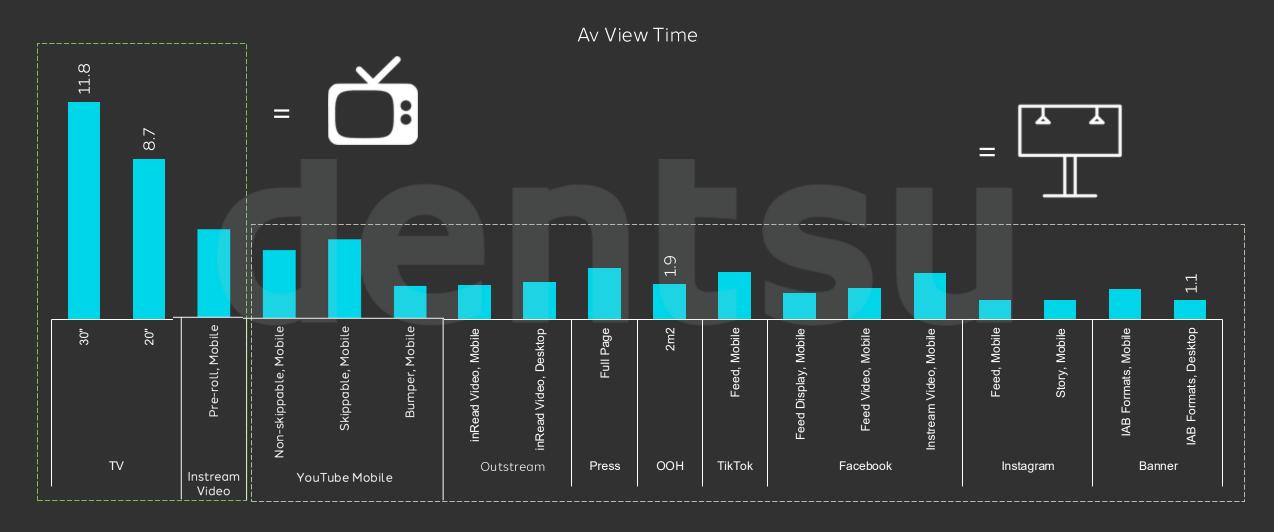
VIEWABILITY IS BAD PROXY FOR ATTENTION







AVERAGE LENGTH OF ATTENTION HELPS US TO SEE THE DIFFERENCES IN MEDIA CHANNELS

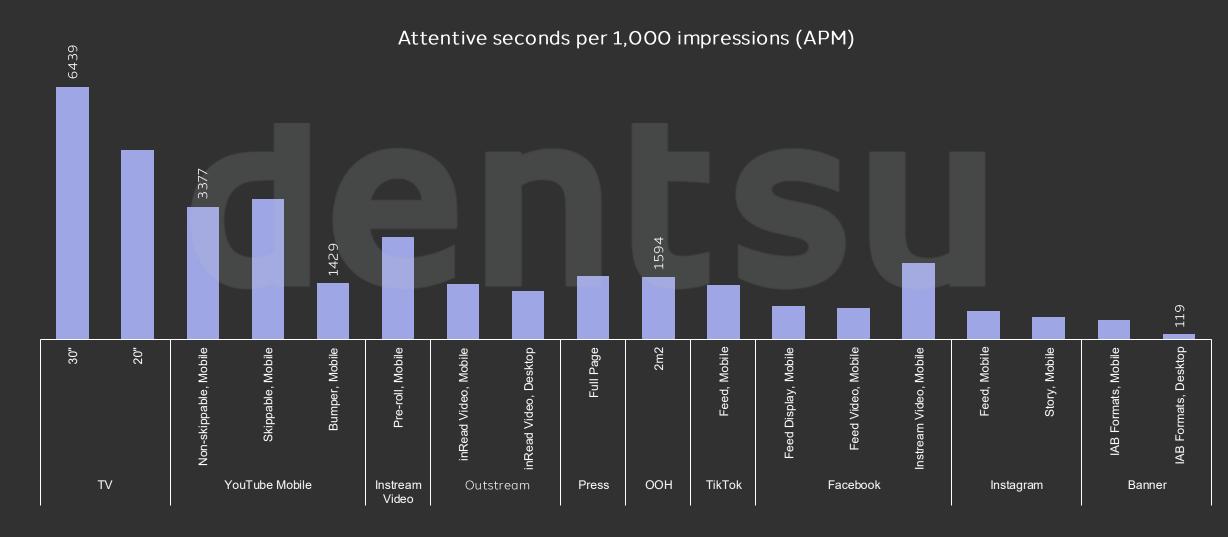






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COMBINING ATTENTION% AND AVERAGE ATTENTION LENGTH WE CAN CALCULATE ATTENTION SECONDS

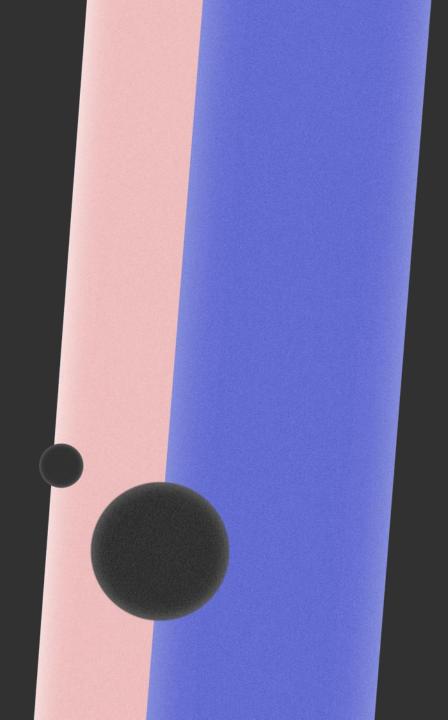






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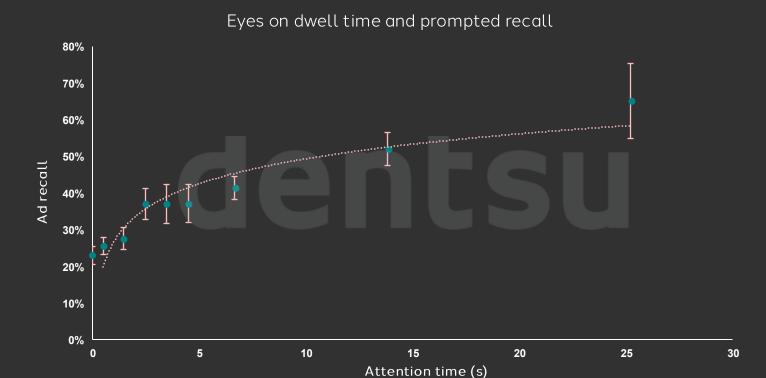
LOTS OF LITTLE





ATTENTION IS VALUABLE

More is more when it comes to attention and outcomes



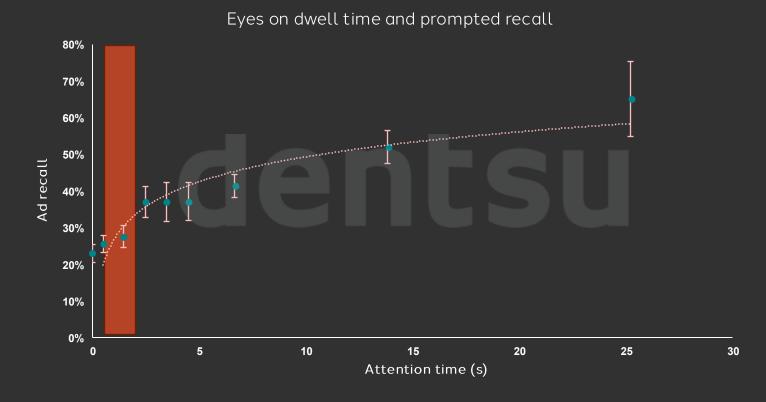
Definition of attention: eye tracked "fixation" on ad





ATTENTION IS VALUABLE

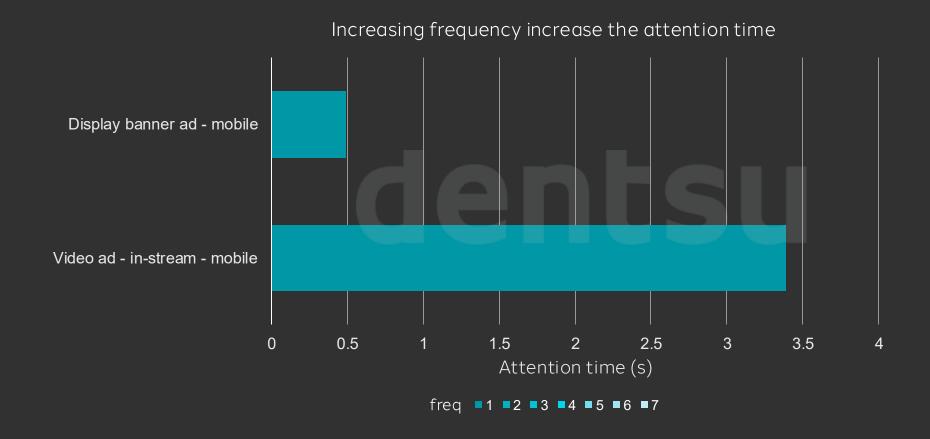
More is more when it comes to attention and outcomes or is it?



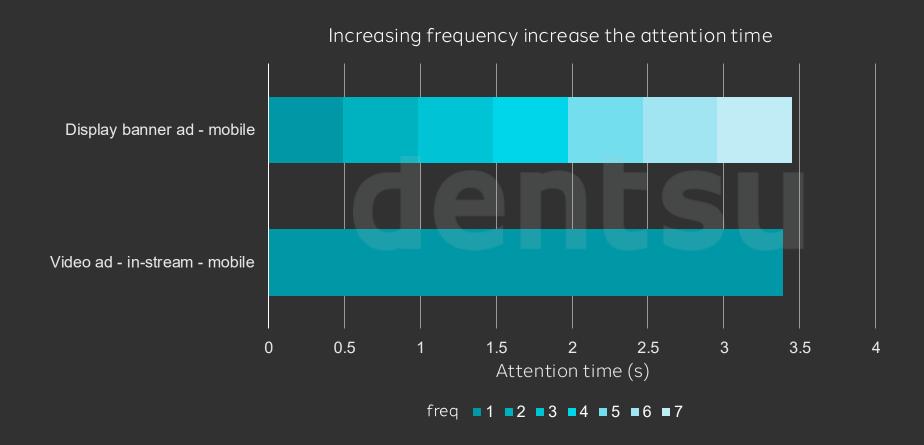
Definition of attention: eye tracked "fixation" on ad



ATTENTIVE SECONDS ON AVERAGE ON ONE IMPRESSION



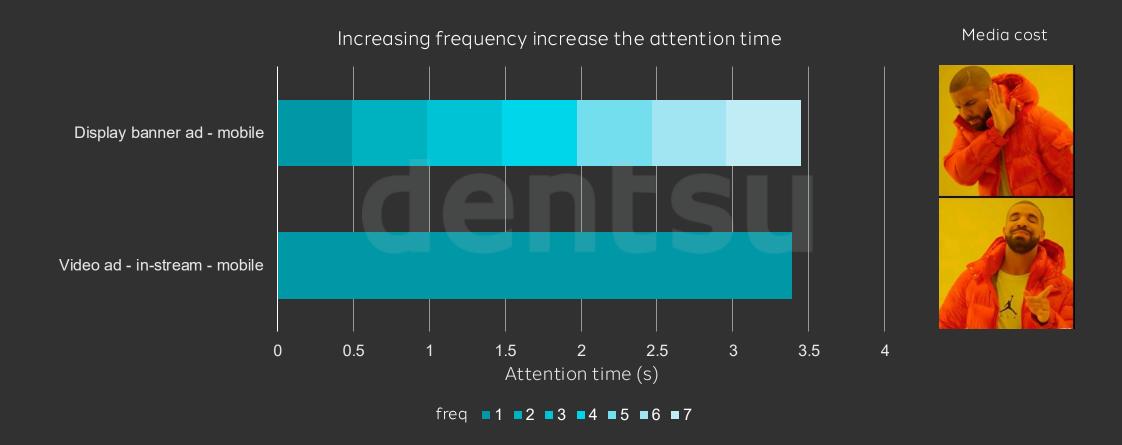
LOTS OF LITTLE ON MOBILE BANNERS BEATS IN-STREAM IN ATTENTION TIME



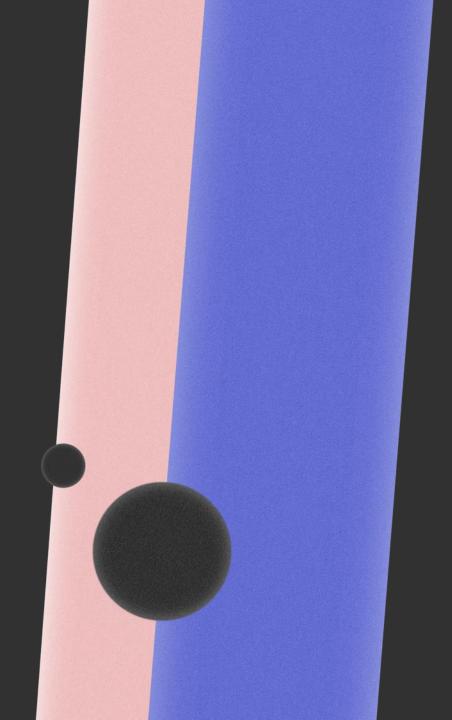
MORE FREQUENCY MEANS BETTER RESULTS IN BANNERS



7X MOBILE BANNER AD = 1X MOBILE IN-STREAM AD

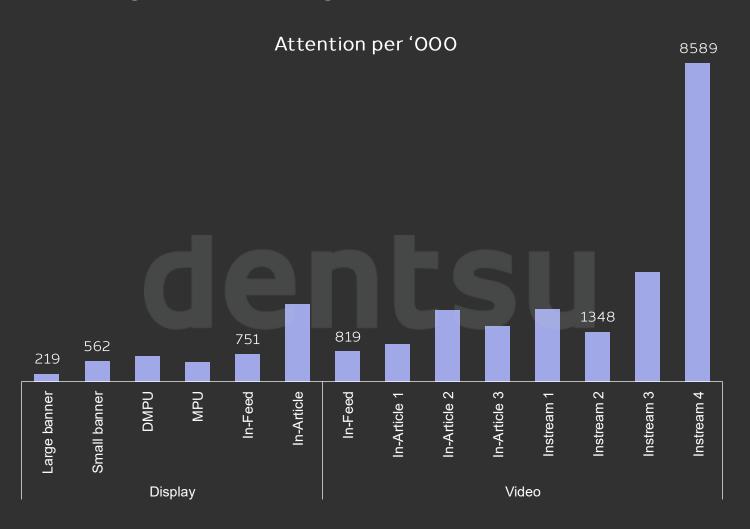


MEDIA CHANNEL AND PLACEMENT OPTIMIZATION





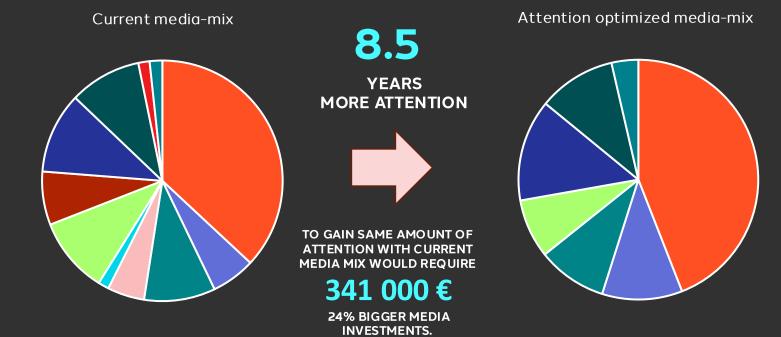
MORE TO WIN IN PLACEMENT AND AD LEVEL OPTIMIZATION?







CASE: ATTENTION OPTIMIZED MEDIA MIX



RESULTS	INDEX
Attentive reach	100
Attentive impressions	100
Attentive seconds	100
Cost per attentive second (000)	100

RESULTS	INDEX
Attentive reach	108
Attentive impressions	114
Attentive seconds	125
Cost per attentive second (000)	80

SUMMARY



7x mobile ad media costs



1x in-stream media costs

How to put attention thinking in action:

- Understand how attentive reach and attentive frequency work. Increase frequencies if /when needed.
- 2. Multiple media channels and Lots of little thinking can increase multiplier effect. The cost of media is the main issue to tackle.
- 3. Measure and optimize your media-mix towards attentive reach & attentive seconds.
 Attention varies within media outlets.
 Average does not tell everything.
- 4. Don't forget the creative. Better creative delivers more attention. Best attention plan cannot win with bad creatives.
- 5. Big brands win. Less attention seconds is needed to deliver business outcomes if you are distinctive and well known.

