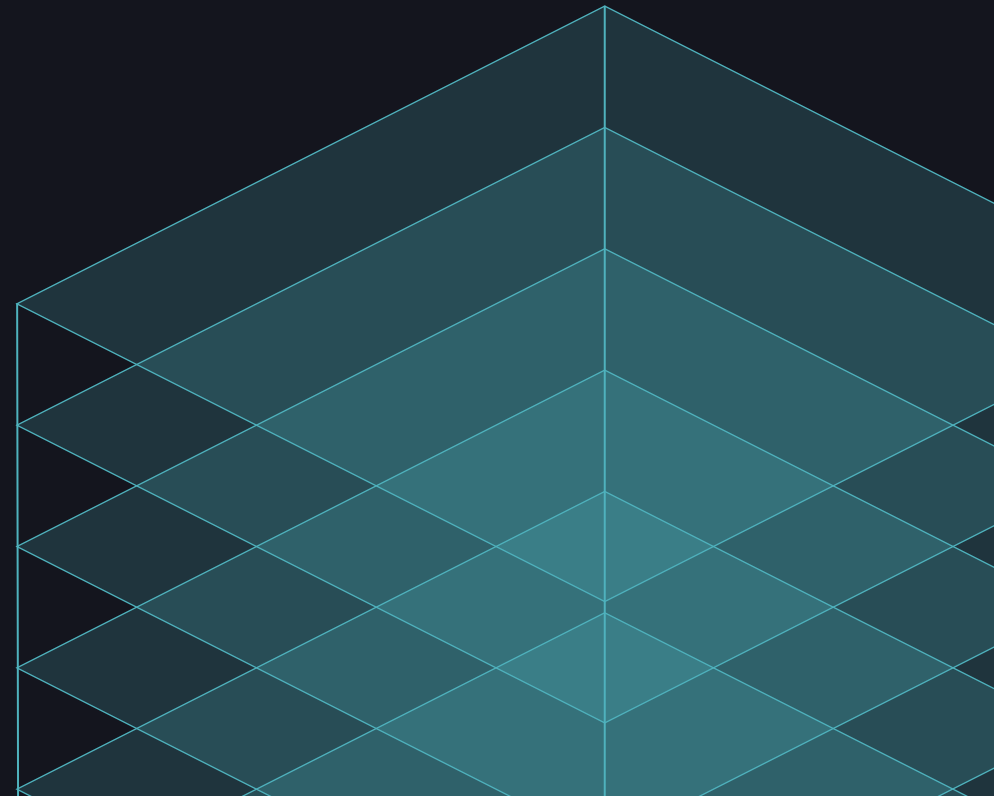




HOW HIGH-IMPACT OUTPERFORMS TV IN ATTENTION

1st October 2025





THE BATTLE FOR ATTENTION
DEFINES THE FUTURE OF DIGITAL
ADVERTISING AND ITS SUCCESS. |



01

THE KPI



UNDERSTANDING YOUR KPIS IS THE
KEY TO UNLOCKING THEIR IMPACT. |

DATA HAS BEEN A COMPETITIVE ADVANTAGE OVER TRADITIONAL MEDIA TYPES FROM THE START



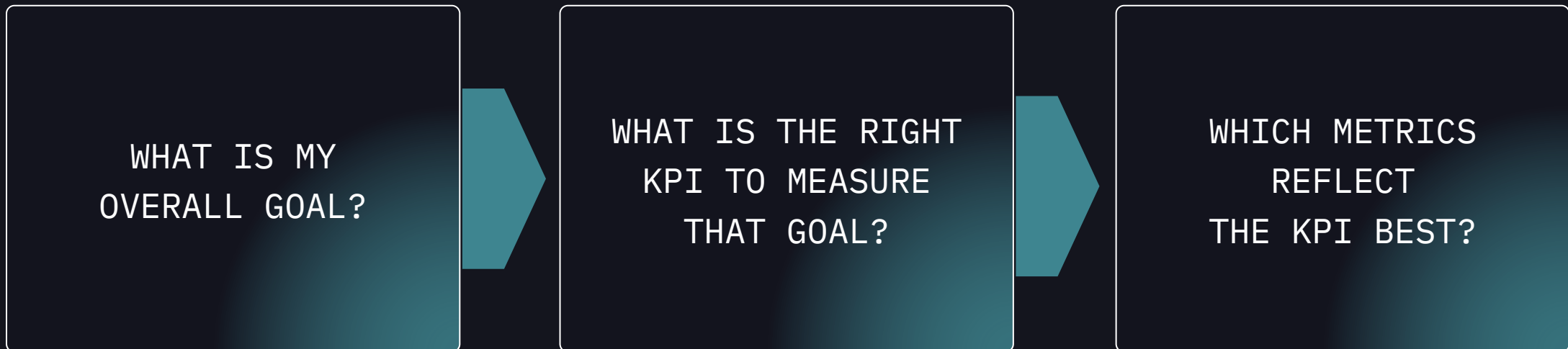
WHY DATA MATTERS



DEFINING A KEY PERFORMANCE INDICATOR SHARPENS THE GOAL OF YOUR ADVERTISING CAMPAIGN



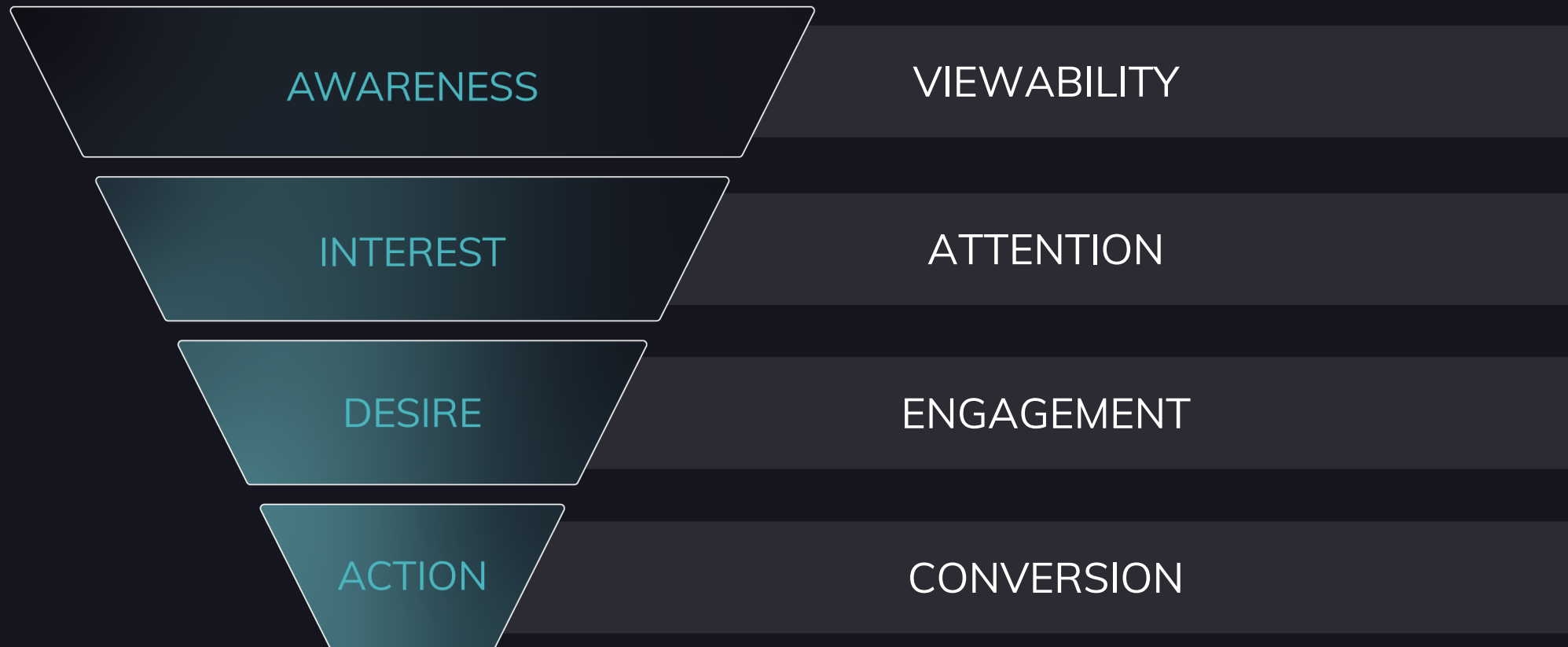
KPI GOALS



THE IMPACT OF EACH KEY PERFORMANCE INDICATOR UNFOLDS ALONGSIDE THE MARKETING FUNNEL



THE KPI X MARKETING FUNNEL





ATTENTION METRICS ARE A BETTER
WAY TO MEASURE AND UNDERSTAND
USERS' TRUE INTERESTS.



02

ATTENTION METRICS & OPTIMIZATION

ATTENTION METRICS ARE A UNIQUE COMBINATION OF METRICS TO REFLECT TRUE USER INTEREST



ATTENTION SCORE

VISIBILITY

- Viewable impressions
- In-view time
- VAST quartiles
- VAST complete events

SITUATION

- Ad share of screen
- Brand safety rate

INTERACTION

- Clicks
- Display engagement
- Mobile engagement
- Video events

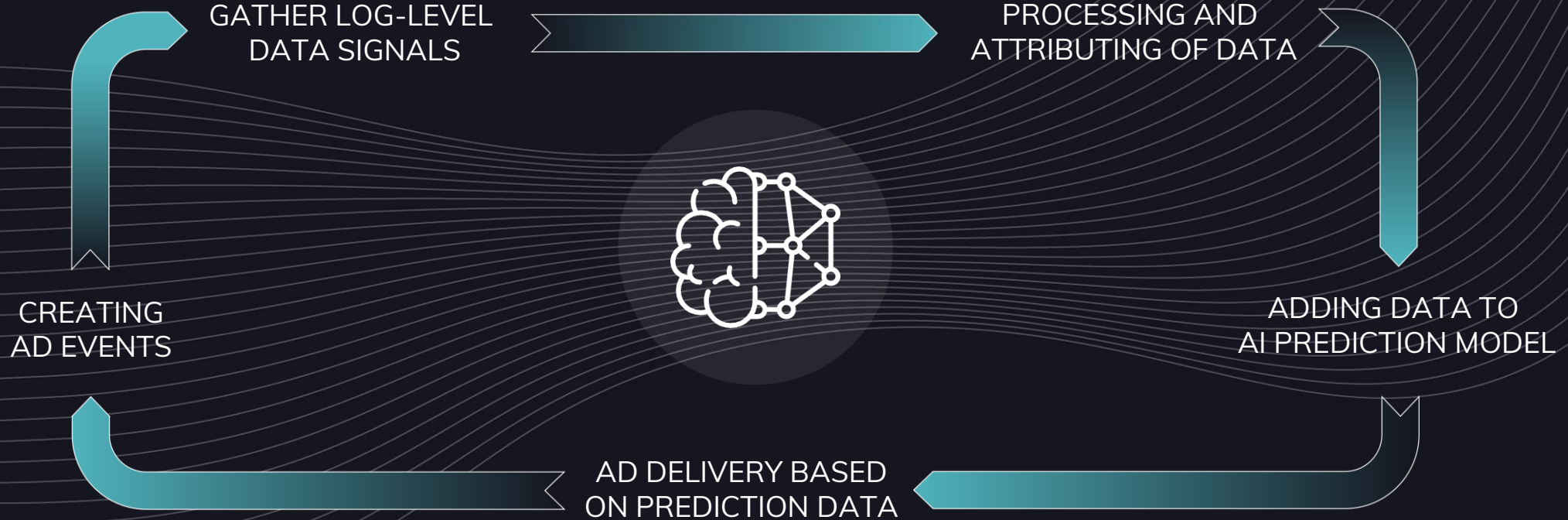


LET'S HAVE A CLOSER LOOK ON
HOW WE CAN MAKE THIS DATA
ACTIONABLE.

BUILDING ALGORITHMS THAT LEARN FROM DATA CONTINUOUSLY



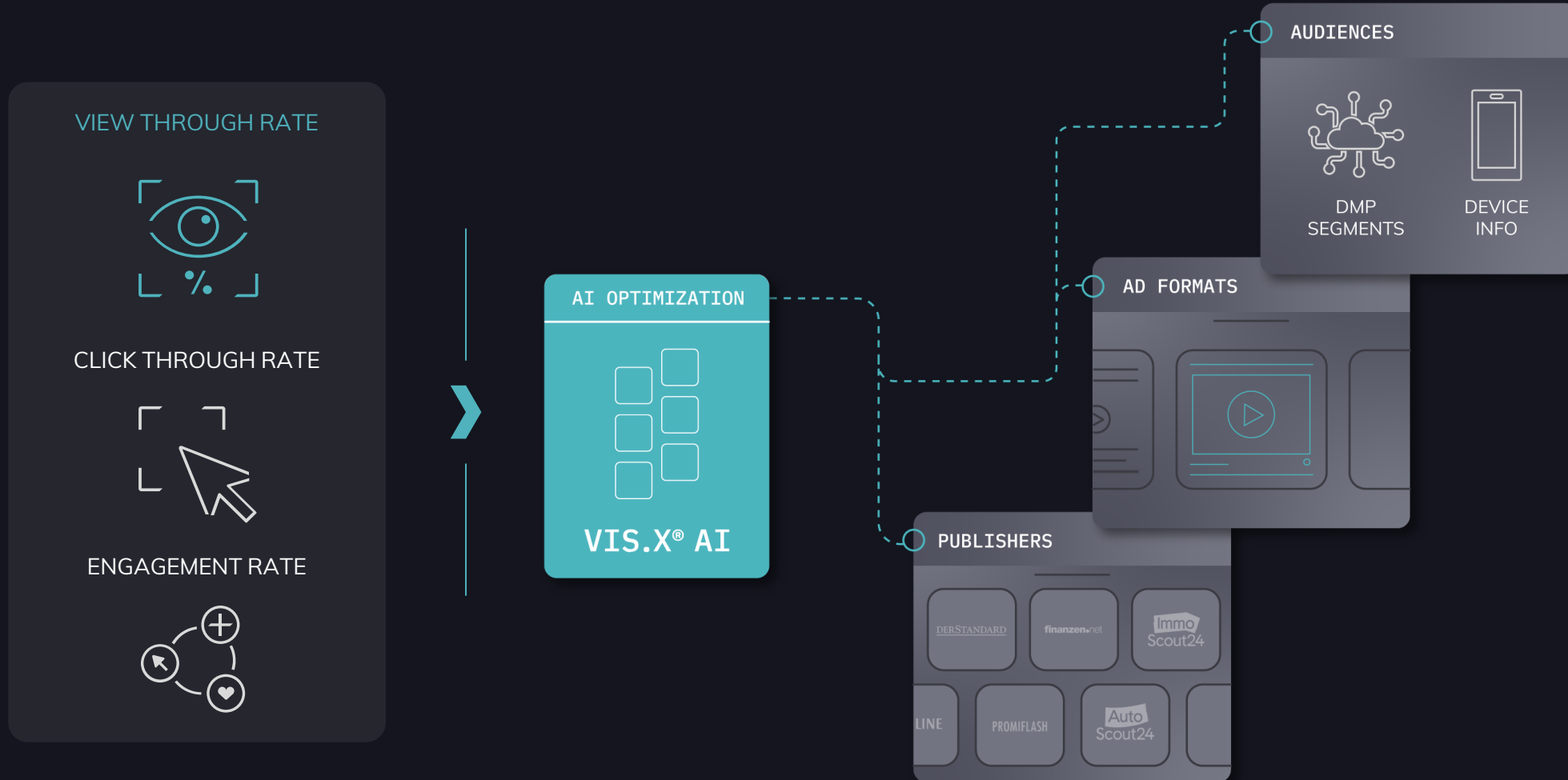
ATTENTION METRICS & OPTIMIZATION



MAXIMIZED CAMPAIGN IMPACT WITH INNOVATIVE MULTIDIMENSIONAL AI-OPTIMIZATION OF VIS.X®



KPI-DRIVEN ADVERTISING @ YOC





03

CASE STUDY

CHOOSE YOUR CHANNEL AND FORMATS BASED ON YOUR DEFINED KEY PERFORMANCE INDICATOR



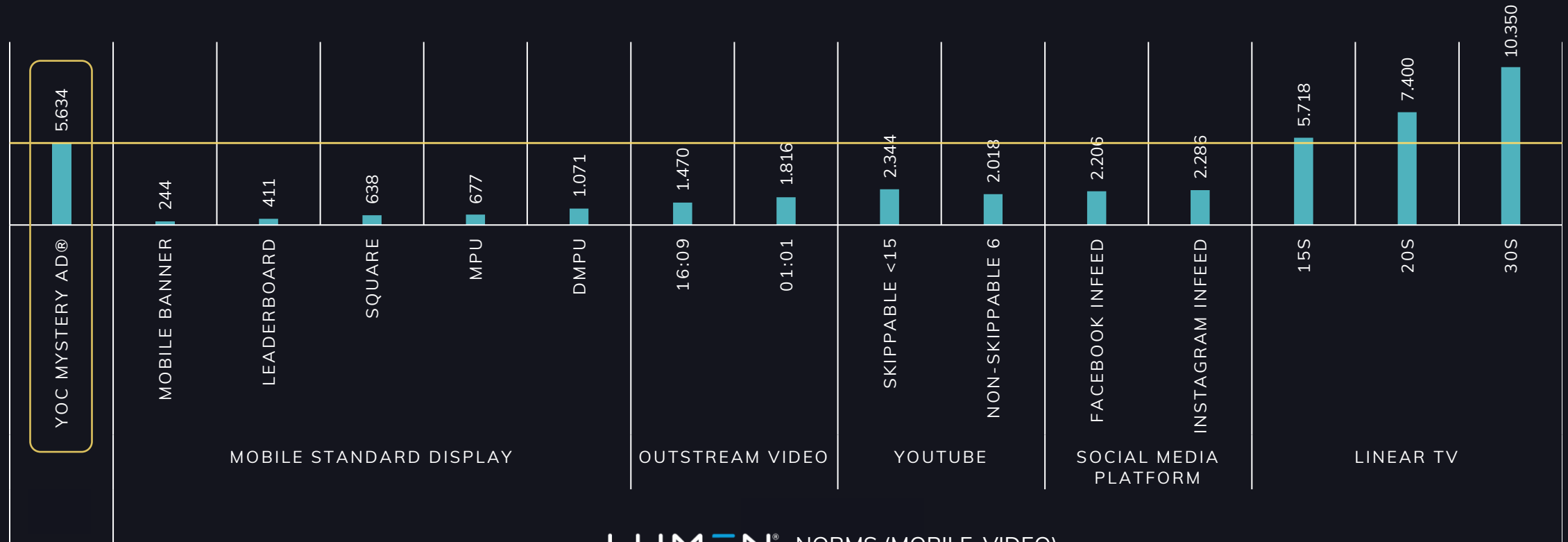
IMPACT PER CHANNEL

CHANNEL	VIEWABILITY	ATTENTION	ENGAGEMENT	CONVERSION
VIDEO & CONNECTED TV	HIGH	HIGH	LIMITED	LIMITED
DISPLAY ADVERTISING	HIGH	HIGH	HIGH	MEDIUM
SOCIAL MEDIA	LIMITED	MEDIUM	HIGH	HIGH
DIGITAL OUT OF HOME	HIGH	LIMITED	LIMITED	LIMITED

YOC MYSTERY AD[®] OUTPERFORMS ALL OTHER CHANNELS



ATTENTION PER MILLE



LUMEN[®] NORMS (MOBILE, VIDEO)

DRIVING BRAND IMPACT THROUGH ATTENTION MEASUREMENT



THE RESULTS



During the campaign period, the Tchibo ad captured significantly above-average attention: users engaged with the ad 2.2x longer than the Lumen benchmark.

Notably, 60% of respondents viewed the ad for at least 2 seconds, compared to just 24% across typical formats.

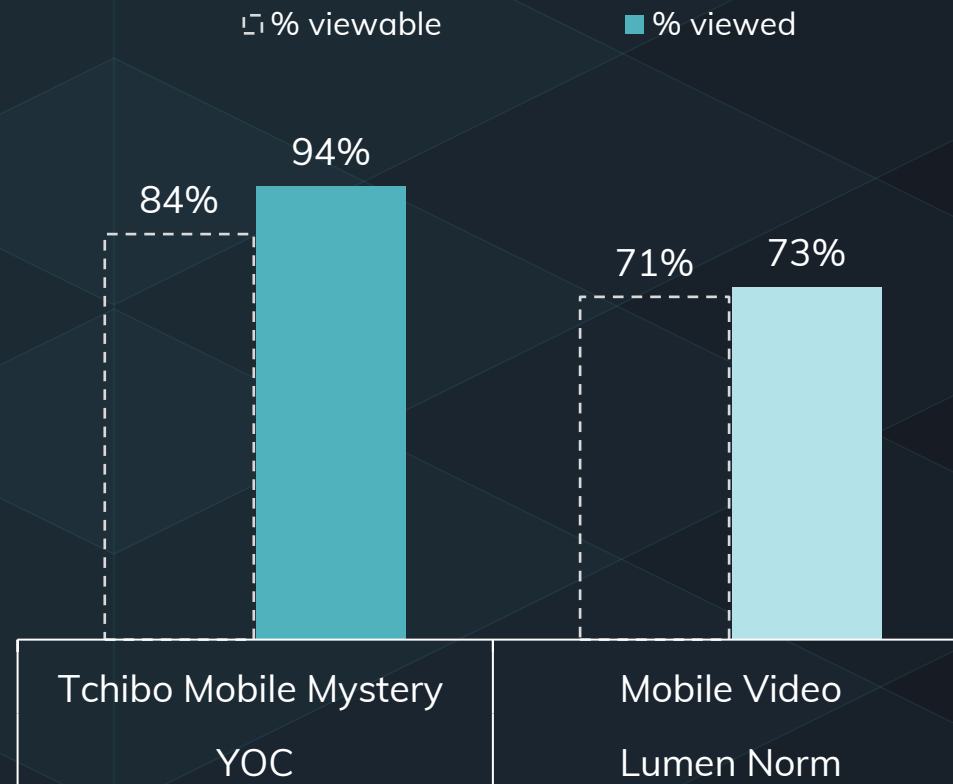


VISIBILITY FINDINGS

ATTENTION STUDY BY LUMEN

ATTENTION DRIVER:

- High ratio between the opportunity to be seen (viewability) and been viewed is key to high attention
- Make it hard to miss
- Focus on high quality ad-placements
- Adding additional delivery effects can increase both metrics



SITUATION FINDINGS

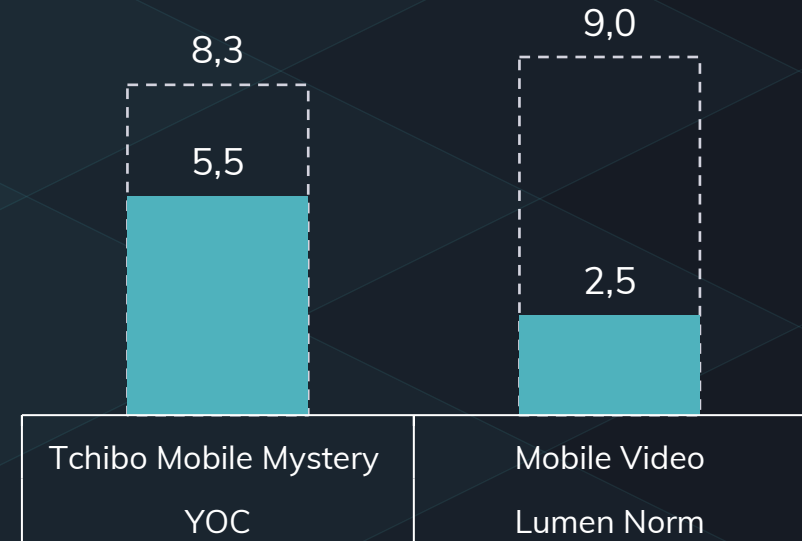
ATTENTION STUDY BY LUMEN

ATTENTION DRIVER:

- Maximized ad-share of screen
The bigger the more attention
- High-quality (low ad-clutter), brand-safe environments ensure relevant audiences with higher likeliness to consume and interact contents



▭ av. viewable time (s) ■ av. viewed time (s)

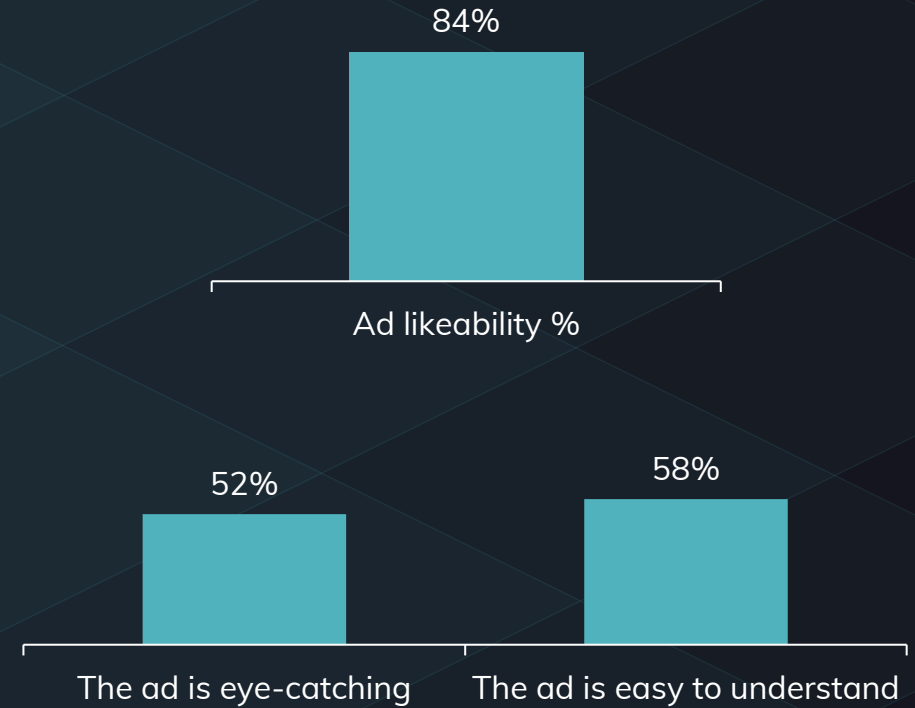
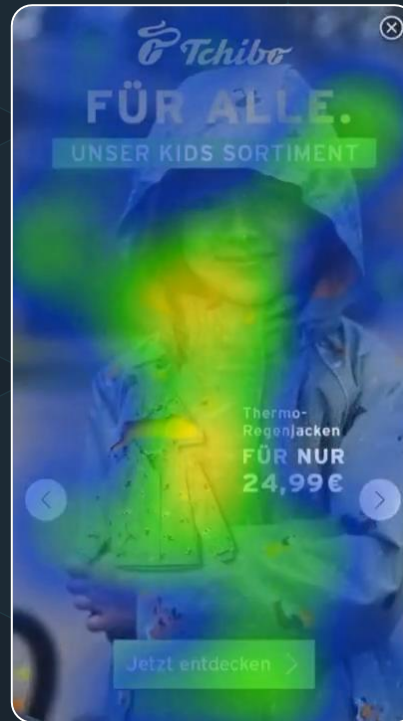


ENGAGEMENT FINDINGS

ATTENTION STUDY BY LUMEN

ATTENTION DRIVER

- Often: The simpler, the better
- Make ads easy to understand
- Engagement features drive customer attention and keep them for a longer period of time
- Real-time-optimization on engaged users drive results



PROVING THE BRANDING POWER OF ATTENTION WITH YOC HIGH-IMPACT AD FORMATS FOR TCHIBO



BRANDING OUTCOMES

BRAND MEMORY & RECALL

- 61% correctly recalled the advertised product
- More attention = more brand recall
- High visibility and familiar design boosted recognition

ACTION & CONSIDERATION

- 8 in 10 participants liked the ad
- 74% would consider Tchibo for future purchases
- 70% are likely to purchase from the brand
- ~60% are more interested in exploring or learning about Tchibo



05

LET'S SUM IT UP

YOUR KEY TAKEAWAY TO MAXIMISE USER ATTENTION



KPI-DRIVEN ADVERTISING

01

UNDERSTAND
YOUR KPIS

02

MAKE IT
HARD TO MISS

03

FOCUS ON HIGH
QUALITY INVENTORY

04

ENGAGEMENT FEATURES
DRIVE ATTENTION

WANT TO KNOW MORE?



LET'S CONNECT!

MAXIMILIAN PRUSCHA



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