

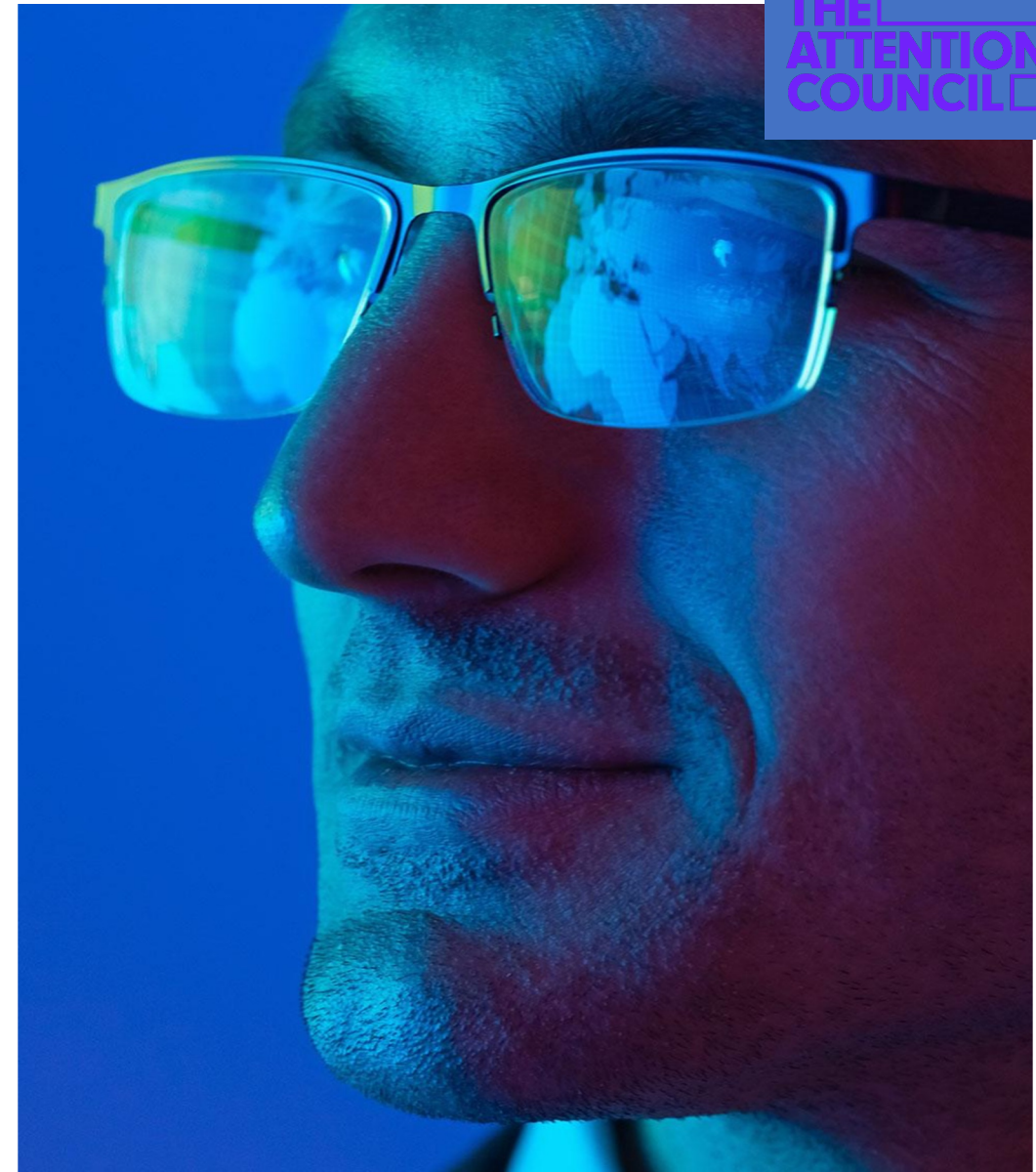


Attention Council Update

ANDY BROWN
11th MAY 2023

TODAYS' AGENDA

- What is The Attention Council (TAC)?
- Why do we measure attention?
- How do we measure attention?
- State of the nation –attention currency?



WHAT IS THE ATTENTION COUNCIL?

- A not-for-profit multi stakeholder membership group
- Ambition to drive wider usage of attention metrics in marketing (across media, creative and user experience)
- Sharing best practice and education of the market
- Quality standards
- Maintain links with academic research

A large, stylized logo for The Attention Council. The text "THE ATTENTION COUNCIL" is written in a bold, white, sans-serif font against a dark grey background. The word "THE" is on the top line, "ATTENTION" is on the middle line, and "COUNCIL" is on the bottom line. The letter "E" in "THE" and the letter "I" in "COUNCIL" are replaced by white rectangular boxes. The "I" in "COUNCIL" is a vertical bar with a small square at the bottom right.

Membership growing...across the industry

- Original members were research vendors e.g. Adelaide, Amplified, TVision and Lumen
- Beyond “gaze” measurement...Double Verify, Xpln.ai, MindProber, Ipsos
- Agencies such as Publicis, IPG, Omincom etc.
- Digital vendors such as Snap, Teads
- And now TV is moving from resistance to embracing 😊



PUBLICIS GROUPE



DoubleVerify



The Attention Economy- Background

Attention is a scarce commodity...

“A bottle neck of human thought”

“A wealth of information creates a poverty of attention”

-Herbert Simon (Nobel Laureate
Psychologist/Economist)

In essence humans in a multi-sourced stimulated world can only

Applied by Karen Nelson Field (EBI) and others such as Lumen, Adelaide and TVision for media planning



How are Attention Metrics Collected?

Eye-cameras via laptops, tablets and mobile phones

Camera glasses

Dedicated technology –e.g. TVision’s TV meter with camera

Neuro-science – looking at brain patterns

Heart –rate monitoring

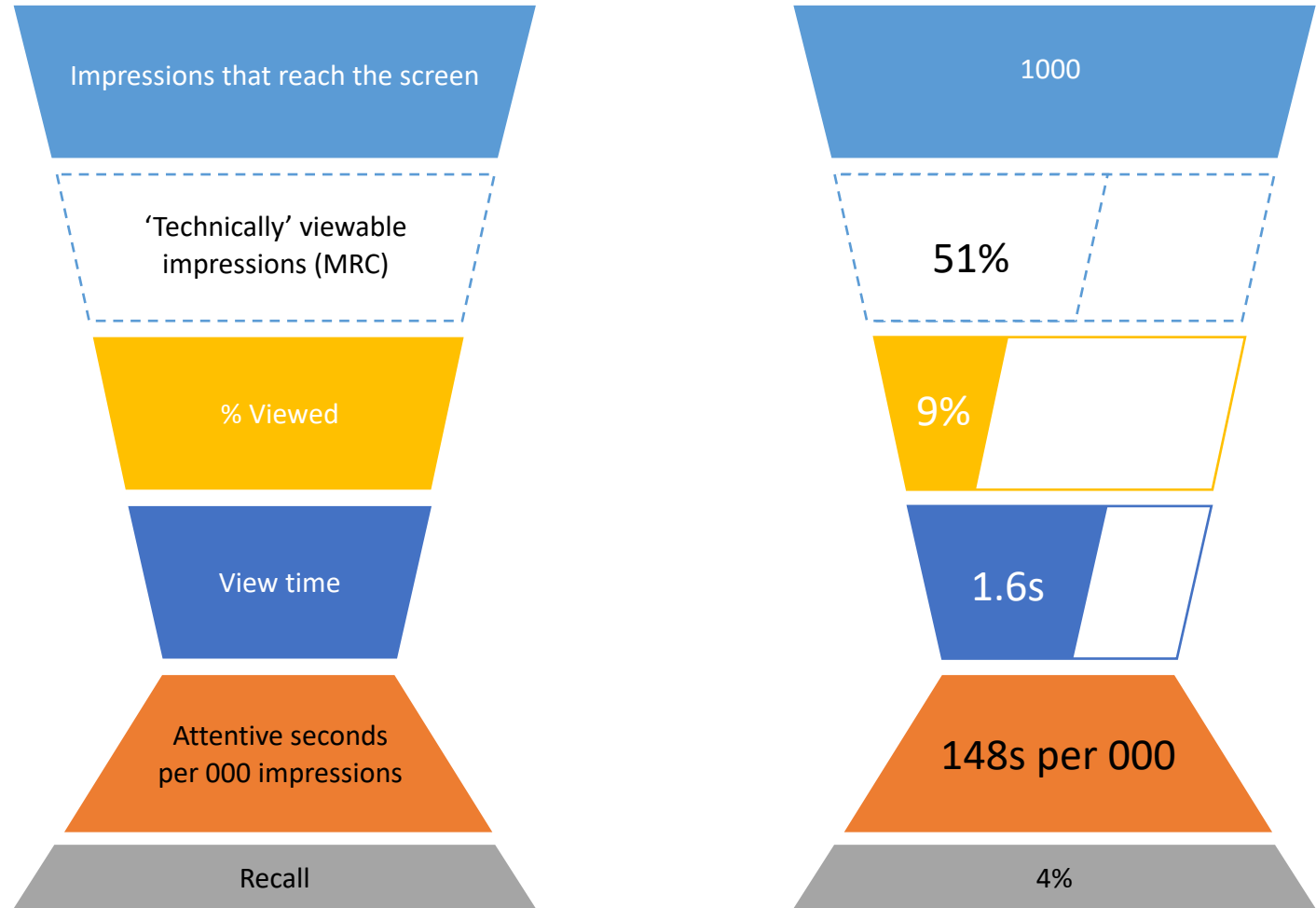
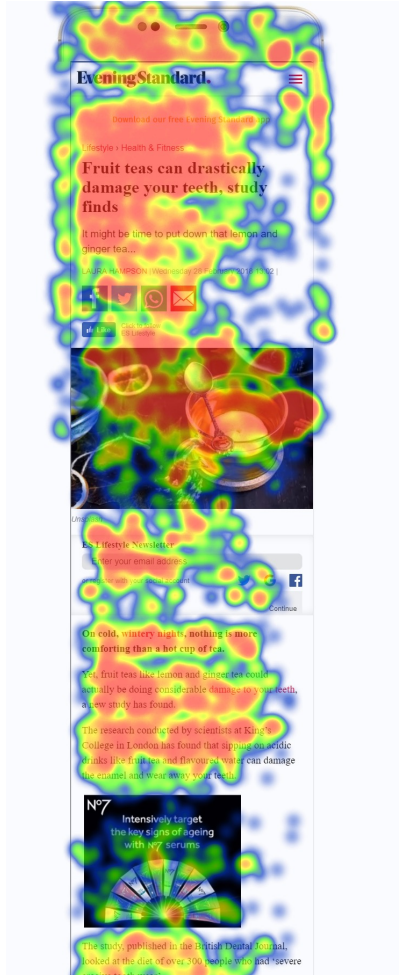
Galvanic skin response

Computer heuristics

Survey capture



The Attention Funnel

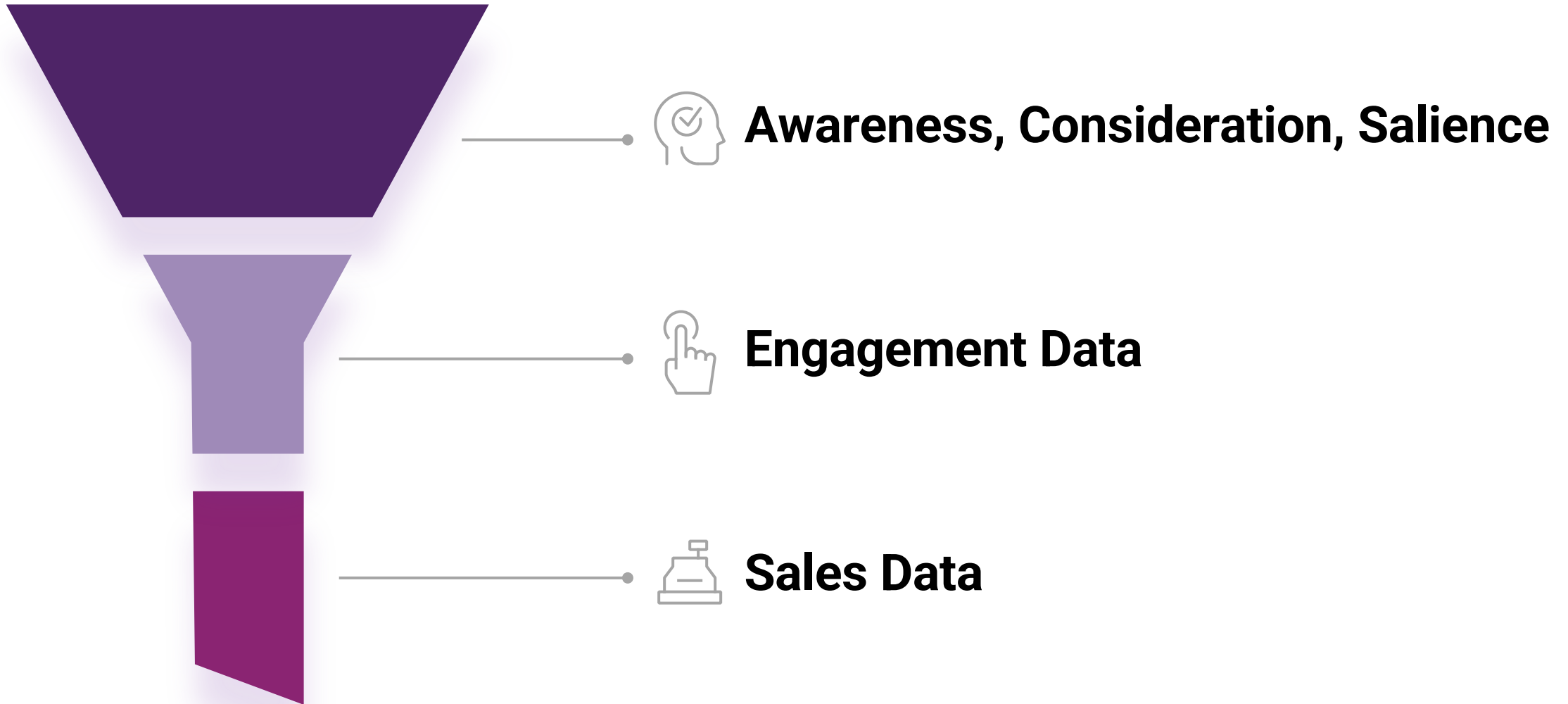




THE LINK BETWEEN ATTENTION METRICS AND OUTCOMES

- Aggregated over 50 case studies
- Different vendors, outcome metrics, methodologies and countries
- <https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:3d7e7564-3344-35d2-a17a-0cb05896c3b2>

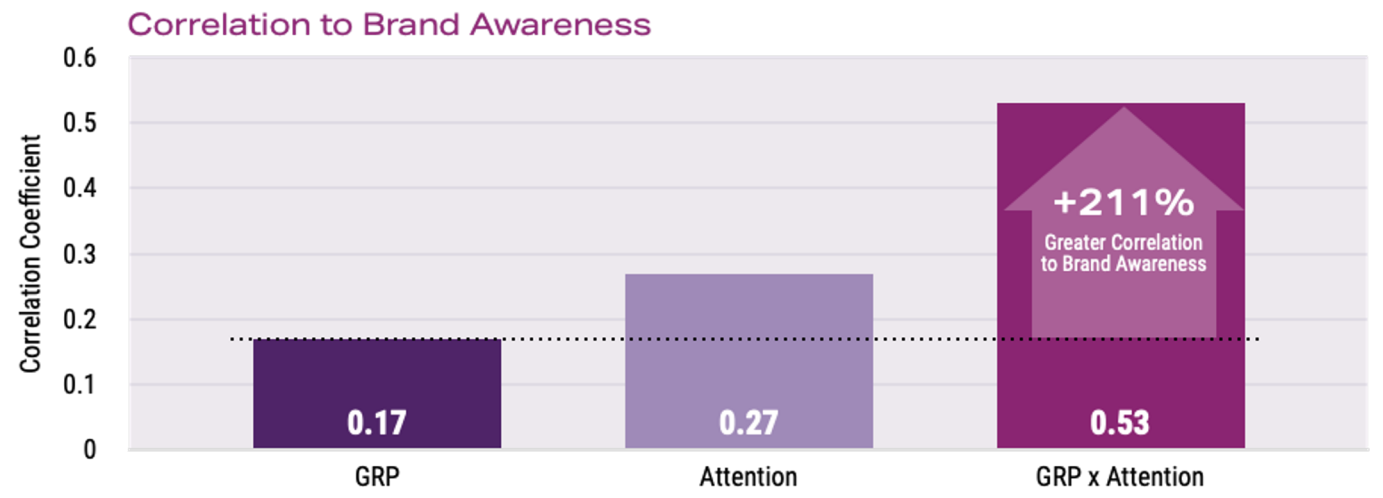
Attention metrics impact the full funnel





CASE STUDY #1: QSR

A Marketing Mix Model (MMM) analysis for a restaurant revealed that optimizing for GRPs alone is insufficient. The study found that TV attention is highly correlated to brand awareness.



+59%

Attention-optimized media was 59% more correlated to brand awareness than GRP-optimized media

+211%

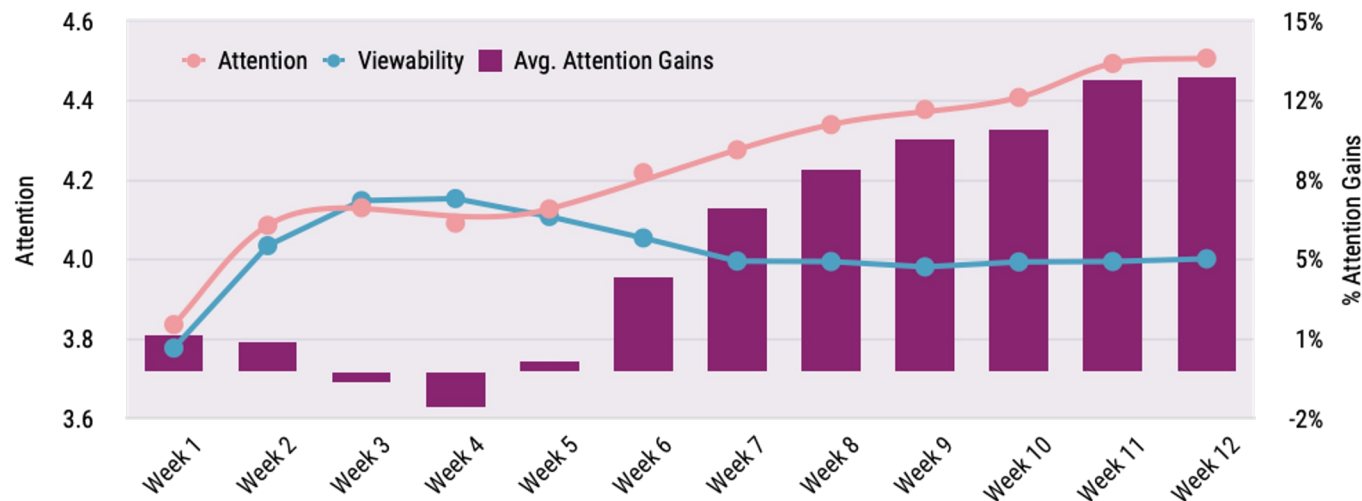
Optimizing to both GRPs and attention resulted in 211% greater correlation to brand awareness



CASE STUDY #2: MEDIA & TECH

A leader in the tech space wanted to compare attention and viewability as optimization techniques to drive brand lift.

Attention Optimization vs. Viewability Optimization



+6%

The attention-optimized group tracked 6% higher familiarity levels than the viewability-optimized group

+31%

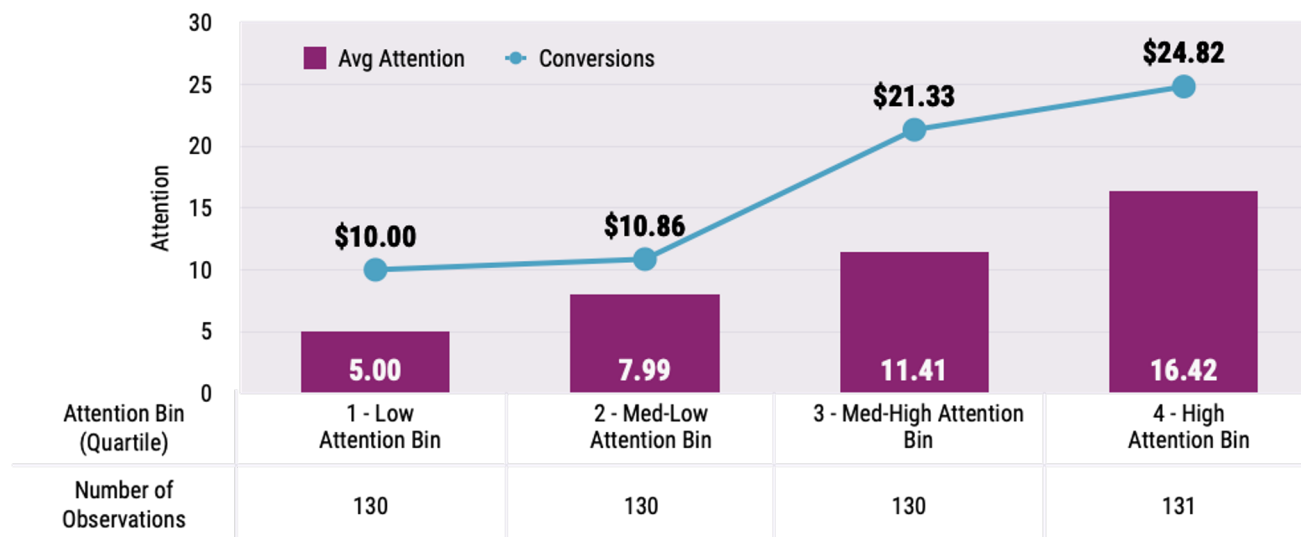
Attention optimizations also led to 12.8% higher average attention and proved 31% more cost-efficient



CASE STUDY #3: FINANCIAL SERVICES

For a multinational financial services company with lower funnel outcomes, research indicated a very strong positive correlation between attention and lower funnel action per impression.

Attention vs. Conversions



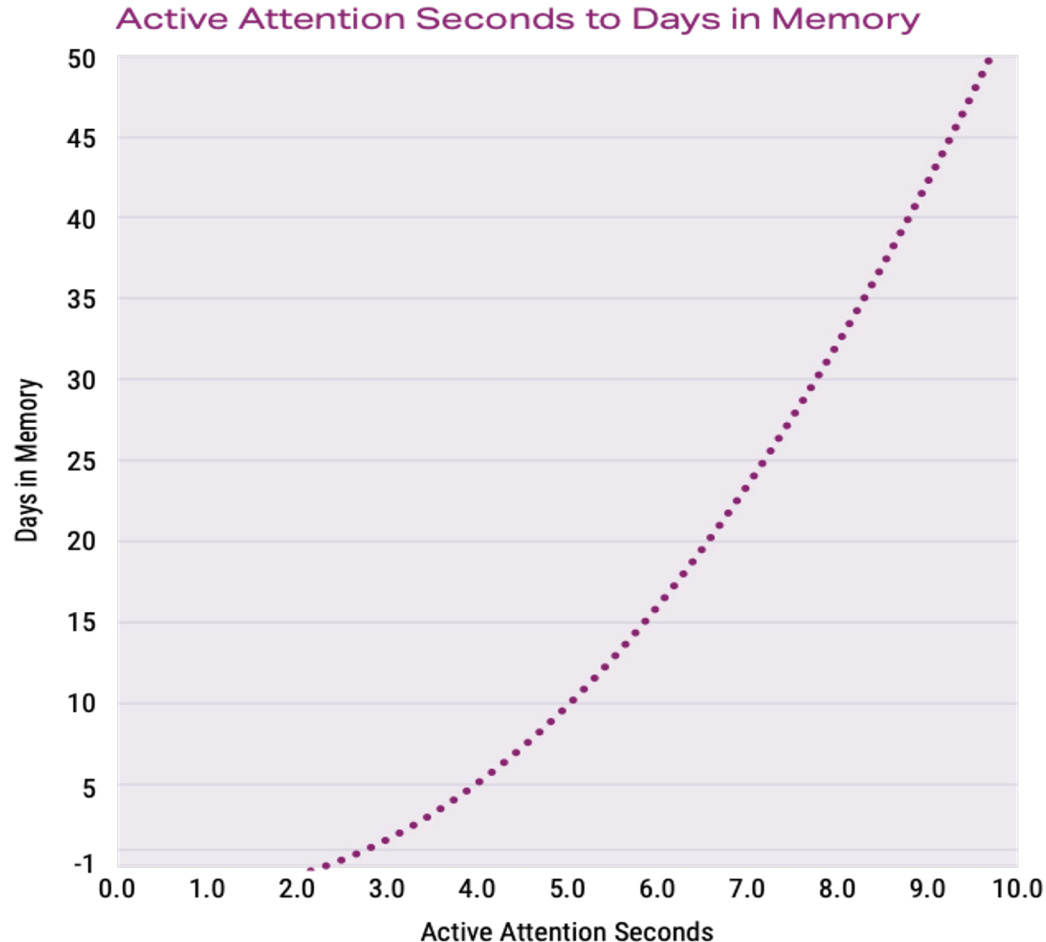
0.94

Attention correlated very strongly to conversions, returning a .94 correlation coefficient

+2.5X

High attention media drove 2.5X the number of transactions compared to low attention media

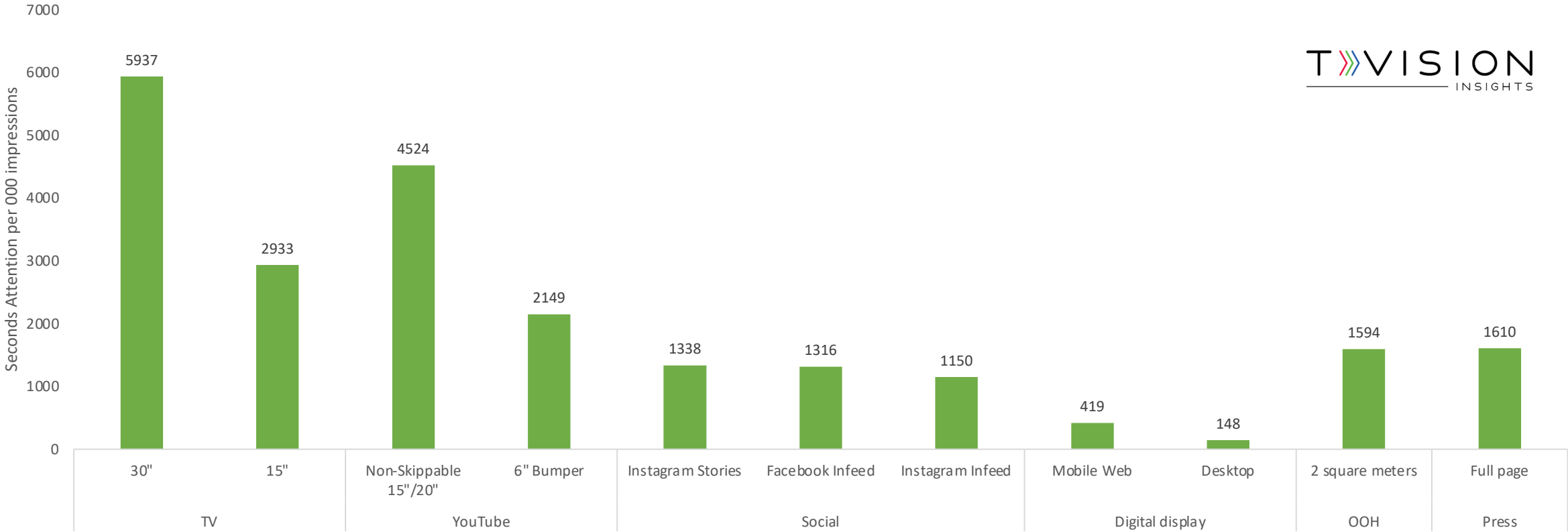
ATTENTION OUTCOMES ARE MEANINGFUL (AND PREDICTABLE)



- Generalization is key for a new measurement category
- Collective case studies show significant sameness
- Longer Replication Studies:
 - ◆ Short-Term metrics (Brand Choice)
 - ◆ Long-term metrics (Memory Retention & Mental Availability)

Attentive seconds per 1000 impressions provides a single unit of attention to compare across media

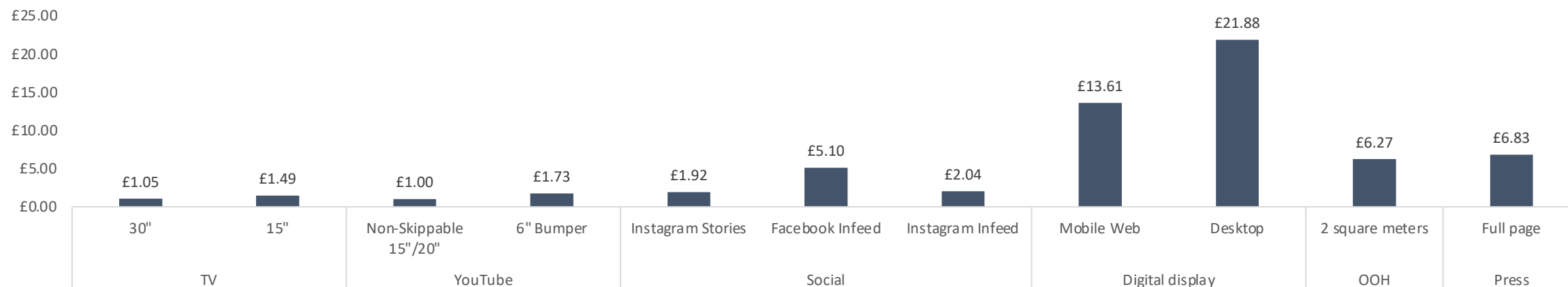
Attentive seconds per 000 impressions



Sources: Attention data from TVision (TV), Lumen (Digital, print, OOH).

How much does it cost? –TV an attention bargain?

Cost per 000 second attention



STATE
OF THE
NATION

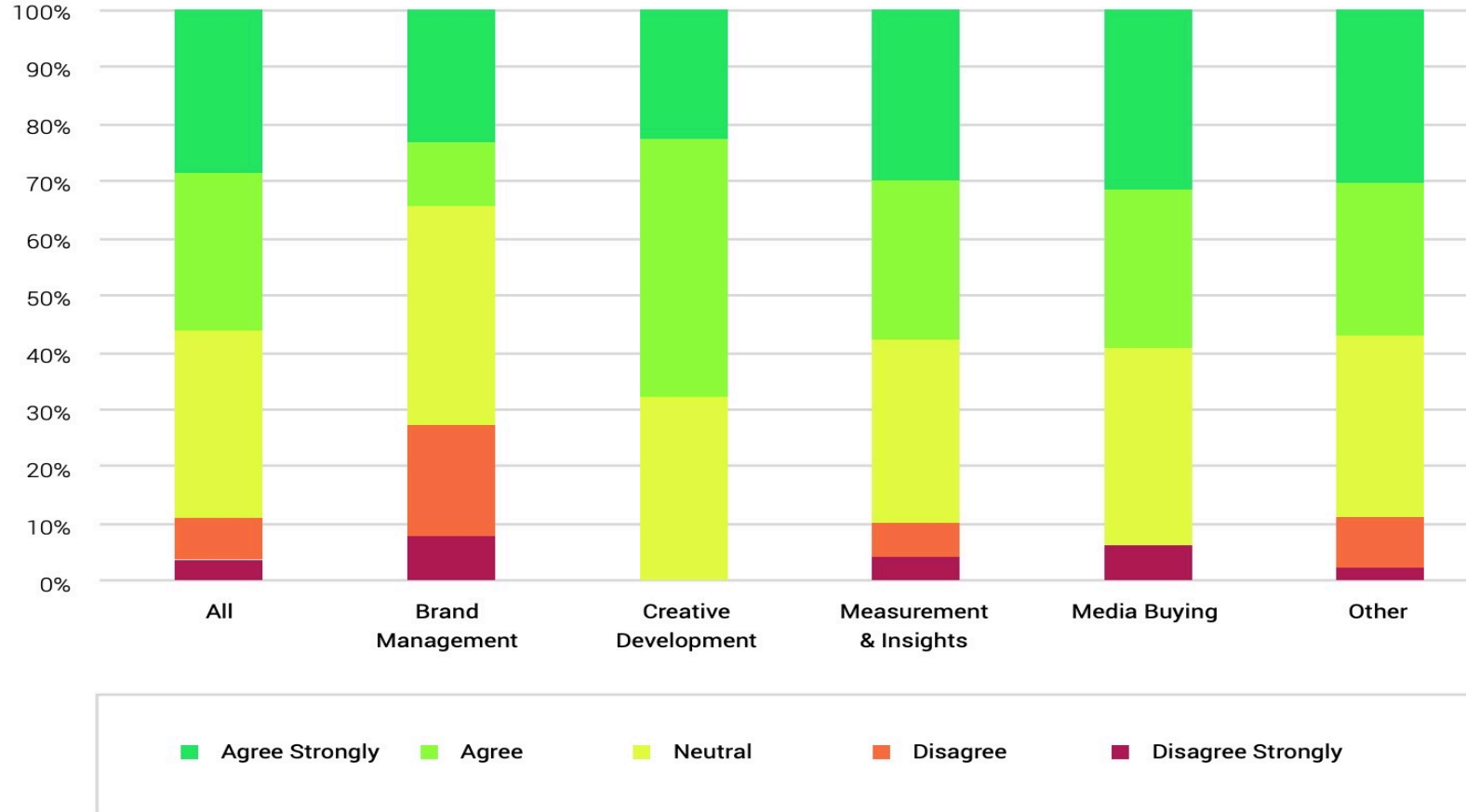
A future standard?...

"They (attention metrics) drive more sales, they create more leads, all that stuff. We think that at some point attention will probably supplant viewability as a standard out there"

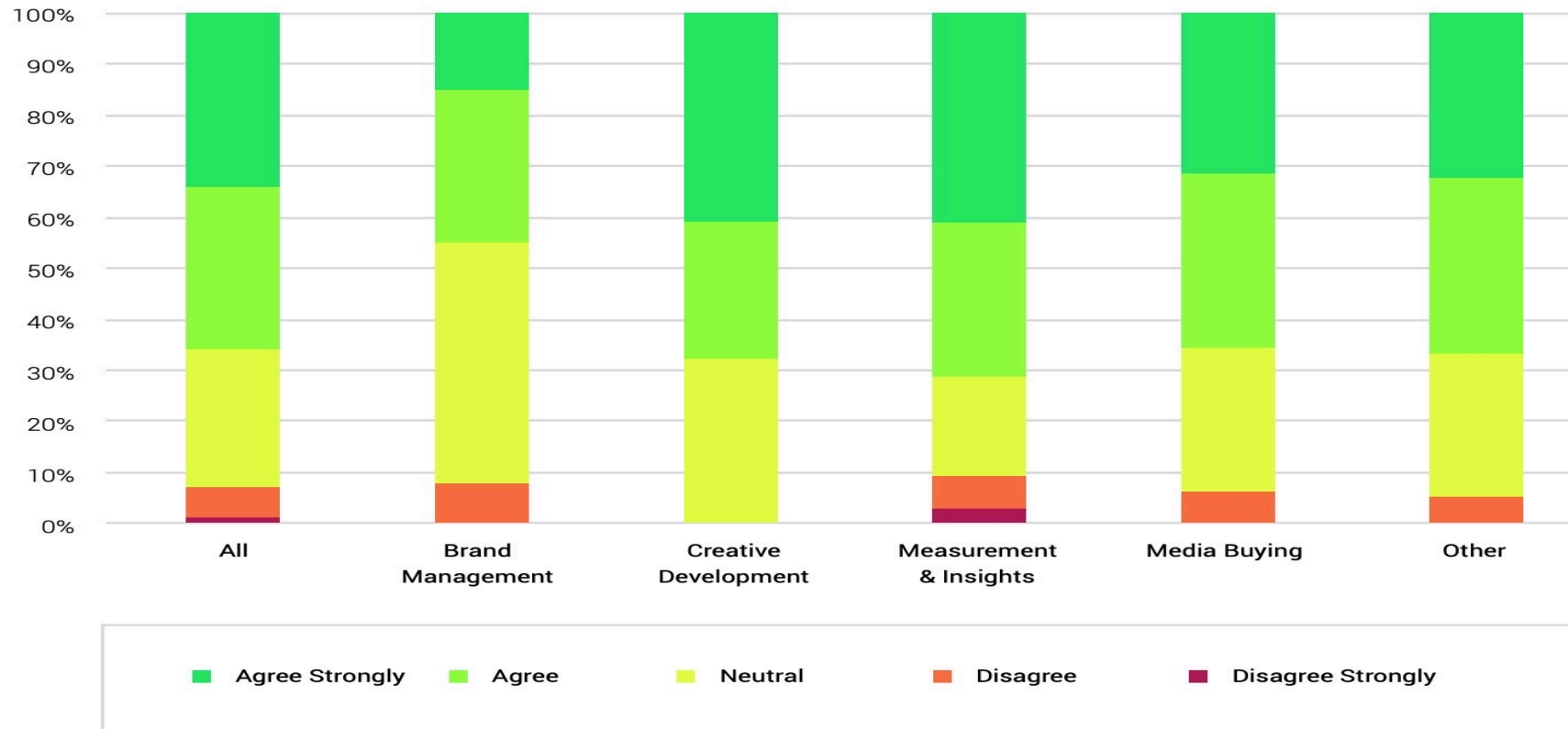
Source: Mark Zagorski-Double Verify
-Marketecture Podcast



In the Next 12 Months, My Org Will Invest in Media Attention Metrics



Attention Will Become a Currency Within 3 Years



The auditors cometh...

- With the growth in \$ at risk...enter the auditor
- Double Verify announced at this year's CES that their methodology (based on heuristics) had passed a Media Rating Council audit
- This was NOT MRC creating a standard or definition for attention as a methodology. It verified that DV are doing what they say they do.



Advertising Research Foundation Initiative

- A neutral initiative supported by multiple stakeholders across the ecosystem
- Led by Ethan Rapp with working groups featuring advertisers such as Coca Cola, MacDonaldis and Mars
- Outline has three components:
 - "Mapping the terrain" (Atlas)
 - Blind testing of the solutions for creative)
 - Modelling processes from sample to multiple media properties



IAB (US) Taskforce

- Multi-stakeholder group led by Angie Eng
- Bottom-up approach to create a definition of attention
- Vendor presentations
- Client feedback
- Best practice
- "not trying to create a currency"



PARTICIPATE IN THE NEW ATTENTION TASK FORCE

As a member of the Attention Task Force, you will have the opportunity to play a leading role in defining the future of online advertising.

You'll network with industry leaders and experts, stay updated on the latest trends and technologies, and contribute to the development of best practices and standards for the industry.

HOW IT WORKS:

- Meetings will be 1-2 hours per month with task force participants coming together to generate ideas, discuss solutions, and network with fellow industry leaders.
- Task Force membership is open to professionals in the digital advertising field, including marketers, advertisers, publishers, agencies, measurement companies, and technology providers.

To join the task force or learn more about other IAB groups, scan the QR code or [click here](#) to fill out a form.



OUR PURPOSE:

- Establish a clear, consistent definition of attention and develop a set of metrics that measure attention in different contexts and situations.
- Create standardized attention metrics that are widely accepted and used across different applications.
- Provide a common language for discussing attention and allow for meaningful comparisons and interpretations of attention data.

THE OPPORTUNITY:

- Share perspective, feedback, and thought leadership
- Collaborate on the development of educational guides, presentations, best practices, use cases, research, and measurement requirements
- Help define and standardize industry metrics, definitions, taxonomies, and requirements

Join the IAB Attention Task Force today!

Planning and trading implications

- Need for accepted currency by both buy and sell side?
- Differential pricing for higher attention inventory/content?
- Attention metric guarantees (see Kargo and Teads)?
- Controlling quality of creative?
- More outcomes-based trading? (explanatory variable with attribution measurement)
- ANA (US), and ISBA (UK) developing cross screen solutions – putting TV impressions alongside online video (and other digital impressions)
- Can attention metrics provide a quality measure/weighting for these solutions?





THANKS !

Appendix

T>>>VISION



What You Need to Know

- 1 **90% of ad professionals report attention metrics are important, and 65% report that attention is a conversion stage in the sales and customer journey.**
- 2 **Over half of ad pros report their organization will invest in creative and media attention metrics in the next 12 months.**
- 3 **55% of responders report that advertisers should pay for attention metrics, and media is the dominant budget (41%) that should pay for attention metrics, followed by research (29%).**

90%

of ad professionals believe that attention metrics are important

real eyes

Survey of 320 senior advertising professionals reveals a definitive business case for attention metrics Q2 2022