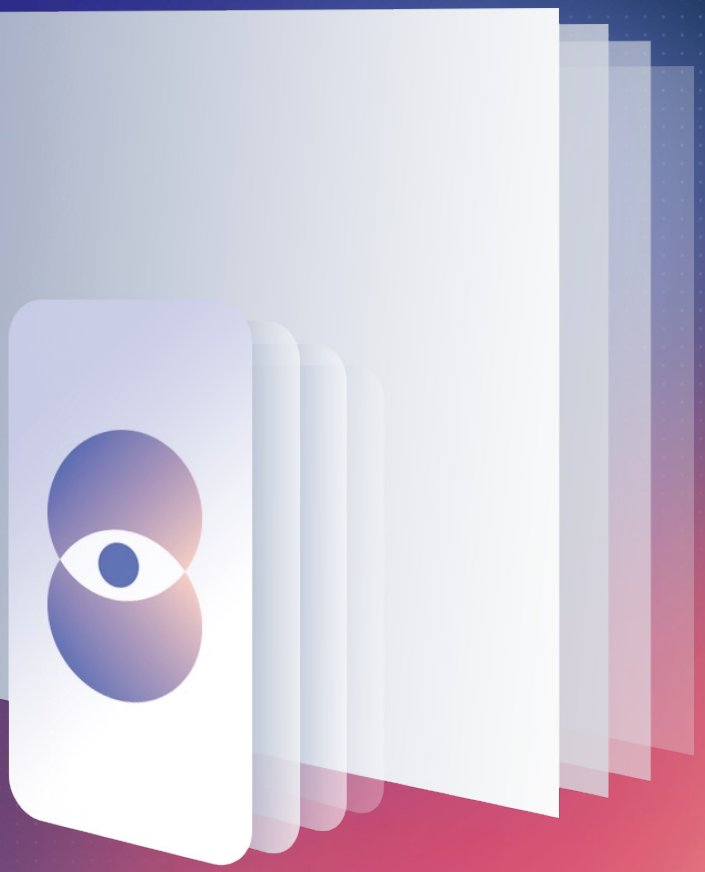
Teads

May I have your Attention please?

Why is Attention becoming a key metric in measuring the effectiveness of digital campaigns?



Katarzyna KABIESZ
Insights Director CEE, Teads

Connecting the media measurement
to hearts and minds

Teads is pioneering in the field of attention

Teads ATTENTION PROGRAM

1000+
Global tests launched

2018-2021

Q2 2022

Since Q1 2023

Teads

Why measure Attention?

A growing body of evidence supports that Attention is a stronger predictor of business outcomes

Branding based evidence

Attention predicts branding outcomes

3x

better than viewability metrics

dentsu LUMEN

Sales based evidence

Attention metrics were

180%

More correlated with ROI compared to viewability metrics

Adelaide Nielsen

Attention is a

better predictor of sales conversion

rate compared to viewability

gsk

Teads

Why Attention measurement matters?

Meaningful

Attention is highly correlated with ROI

Cookieless

A sustainable and privacy-safe measure of advertising impact

Scalable

Easy to activate on any campaign with scale

Omnichannel

Potential to be leveraged as a common currency across advertising channels

How Attention can be measured?

1

Eye-tracking Panel

Continuously collecting **attention data** (ad views, eyes-on dwell time) and **environmental signals** (ad format, duration in view, domain, ad clutter…) with a fully consented eye tracking panel on desktop/mobile.

2

Predictive Modelling

A **machine learning algorithm** identifies how environmental signals correlate with attention outcomes to create a model.

3

Teads AD MANAGER

Apply to your campaign

Environmental signals are captured on each impression via a tag embedded in the creative

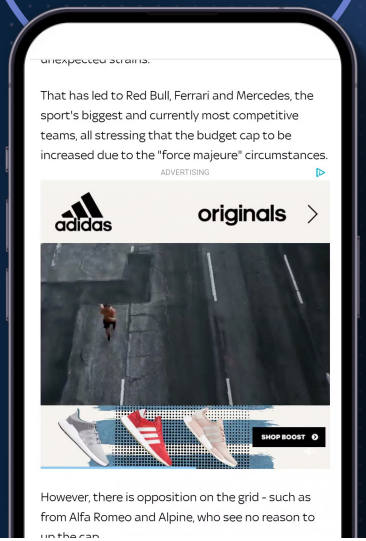
Attention is estimated by the model based on the tracked environmental signals.

LUMEN Teads

We validated Attention drivers

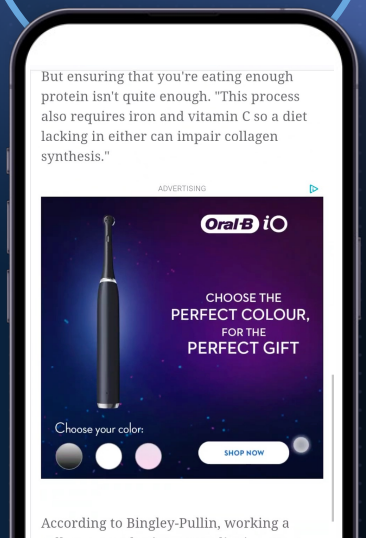
Quality Media

+50%
over Benchmark



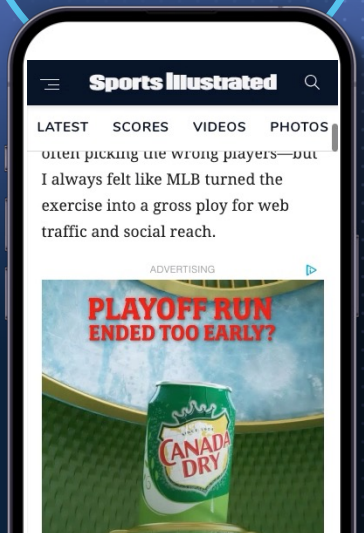
Ad Experience

+32%
Impact on brand recall



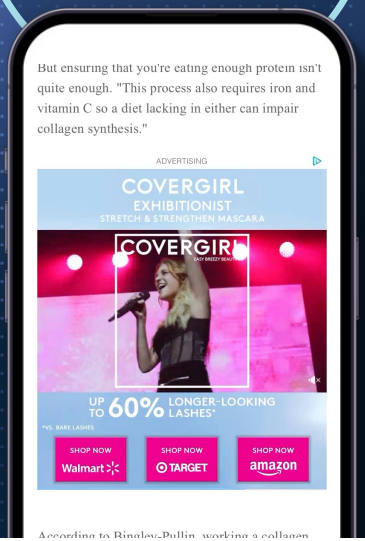
Relevance

+135%
More branding impact



Creative

+49%
Boost in attention vs original



Sources: Dentsu Attention Economy, Teads Brand Pulse, Adelaide + Teads Benchmark

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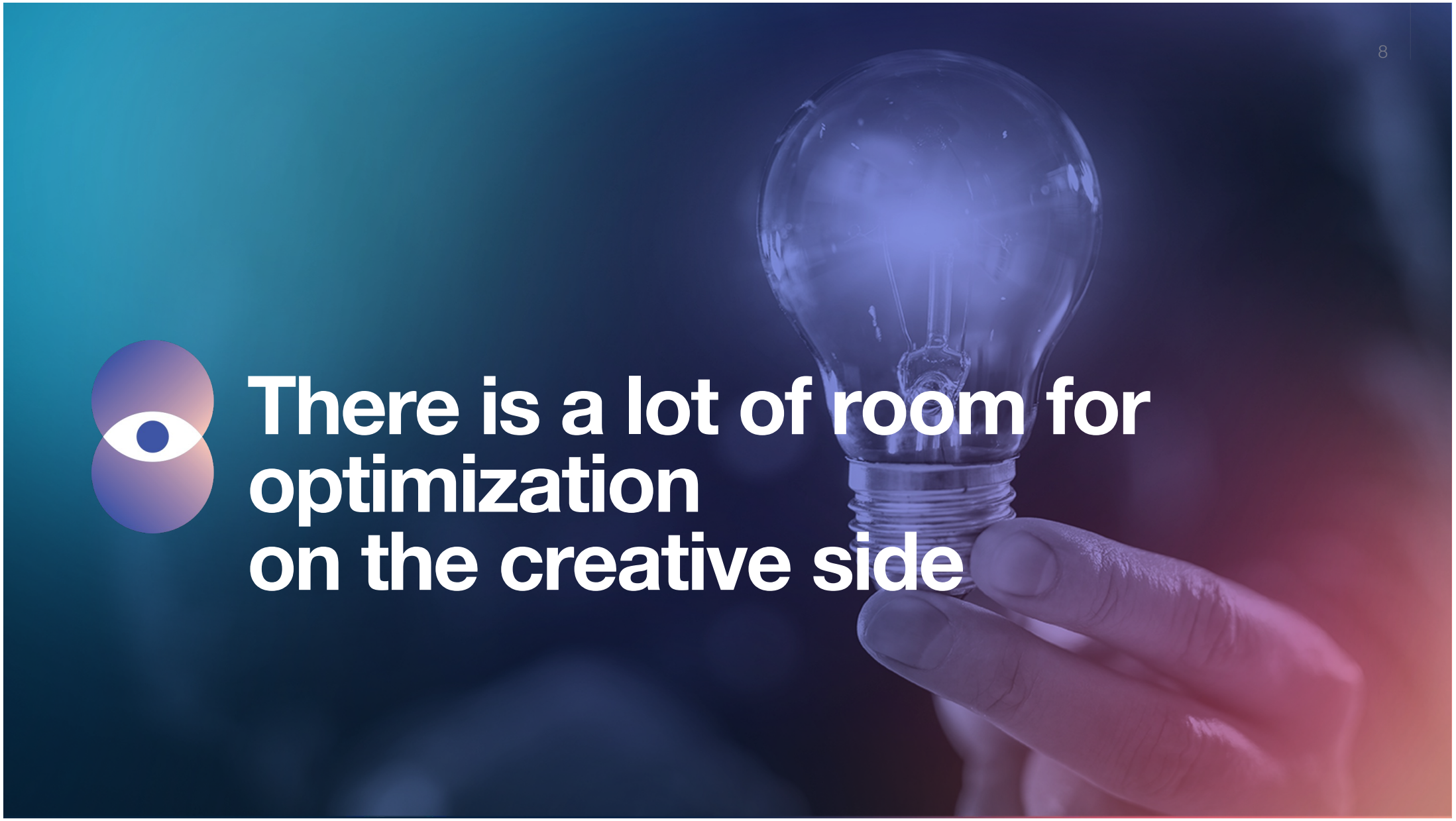


There is a lot of room for optimization on the creative side

Simple video edits drove higher results on all KPIs

Original

Video as supplied to Teads

Edit

1:1 + branded dynamic header + end screen

+13%
Viewed

+41%
Eyes-on dwell time

TBWA\Zürich KANTAR

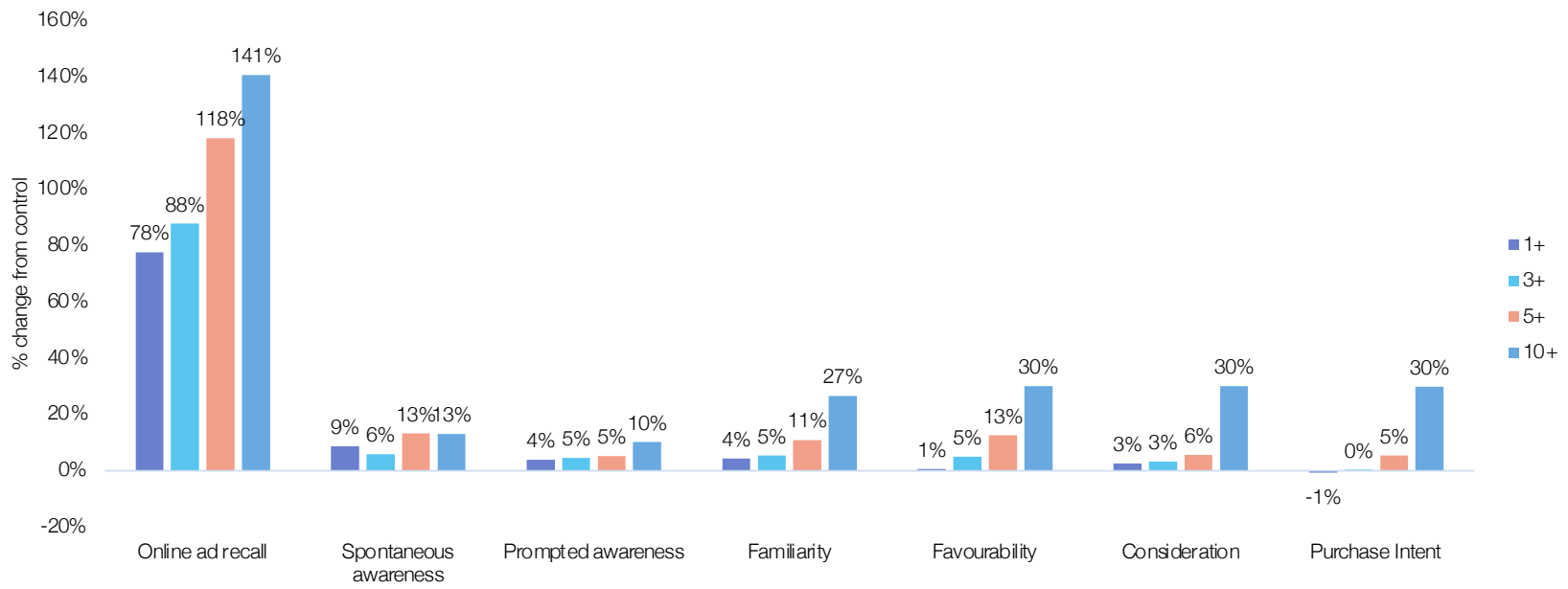
Source: Kantar, panel of 600, ongoing fieldwork (provisional results)

Teads

Advertisers using attention can increase their effectiveness and build a competitive advantage

Attention & Brand Lift

There is a clear relationship between attention and brand outcomes.



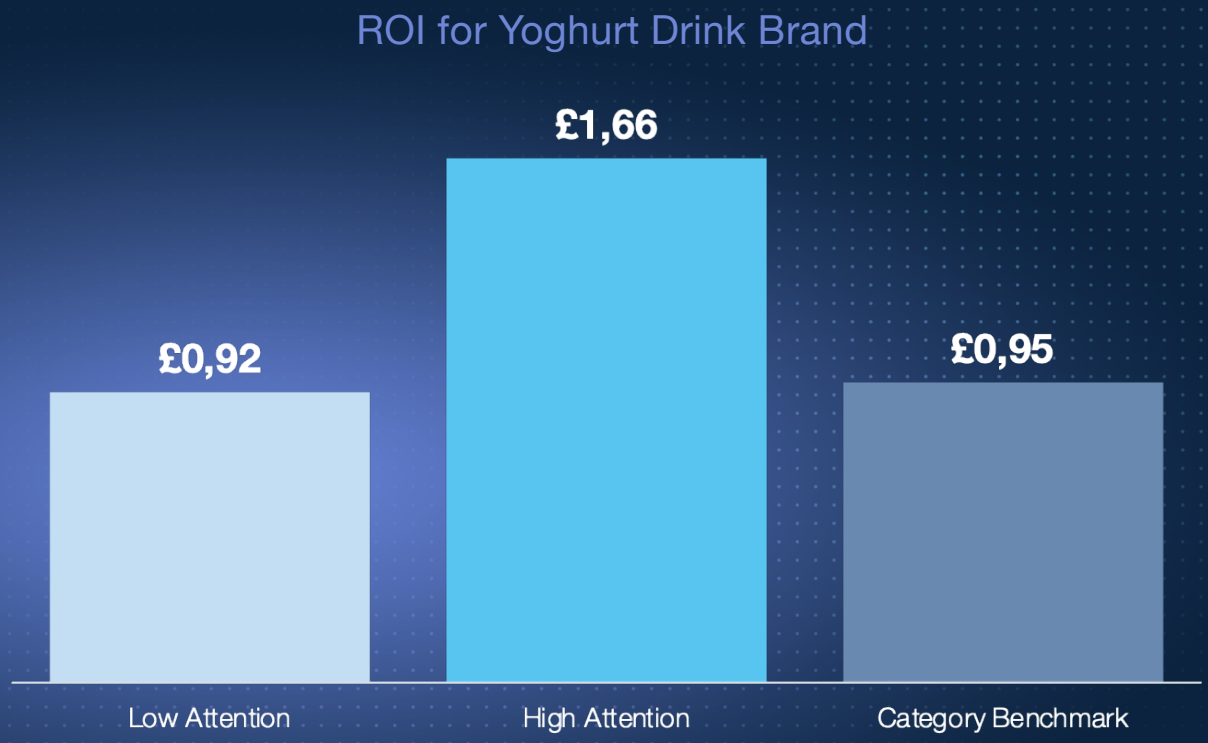
Source: Mete analysis based on 12 studies conducted on live campaigns.

High attention delivered 1.8x the ROI of low attention

To understand the impact of attention on sales, Teads created two geographic regions. One designed to deliver high attention, the other to deliver low attention.

High Attention = Enriched targeting, Optimized creative

Low Attention = Enriched targeting, Unoptimized creative, removal of news content

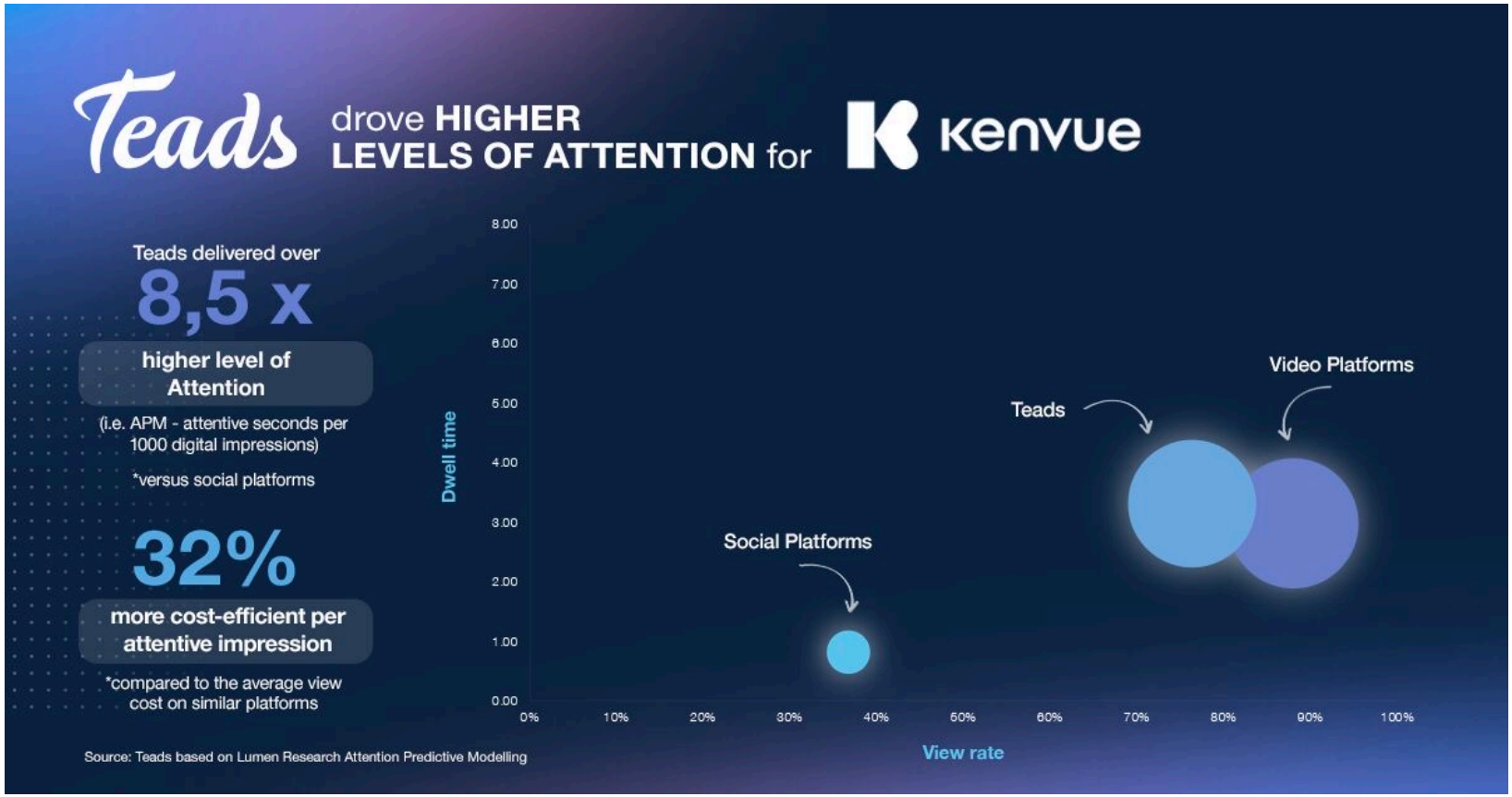


Circana.

Teads

Attention on Teads is significantly higher than Social Media

Advertising with Teads drove 8.5X more Attention than Social Platforms for Kenvue in Poland



First-ever campaign optimized for Attention in Turkey for a FMCG brand: 20% higher APM and 21% better aCPM

Objective

Increase the users' Attention and improve the cost efficiency for an international FMCG brand.

Teads solution

The client leveraged Teads native integration with Lumen Research to measure the Attention of the users when exposed to the campaign and optimize the achieved exposure based on live results.

Primary KPIs

APM = Attentive seconds per 000 impressions
aCPM = cost per 000 Attentive seconds.

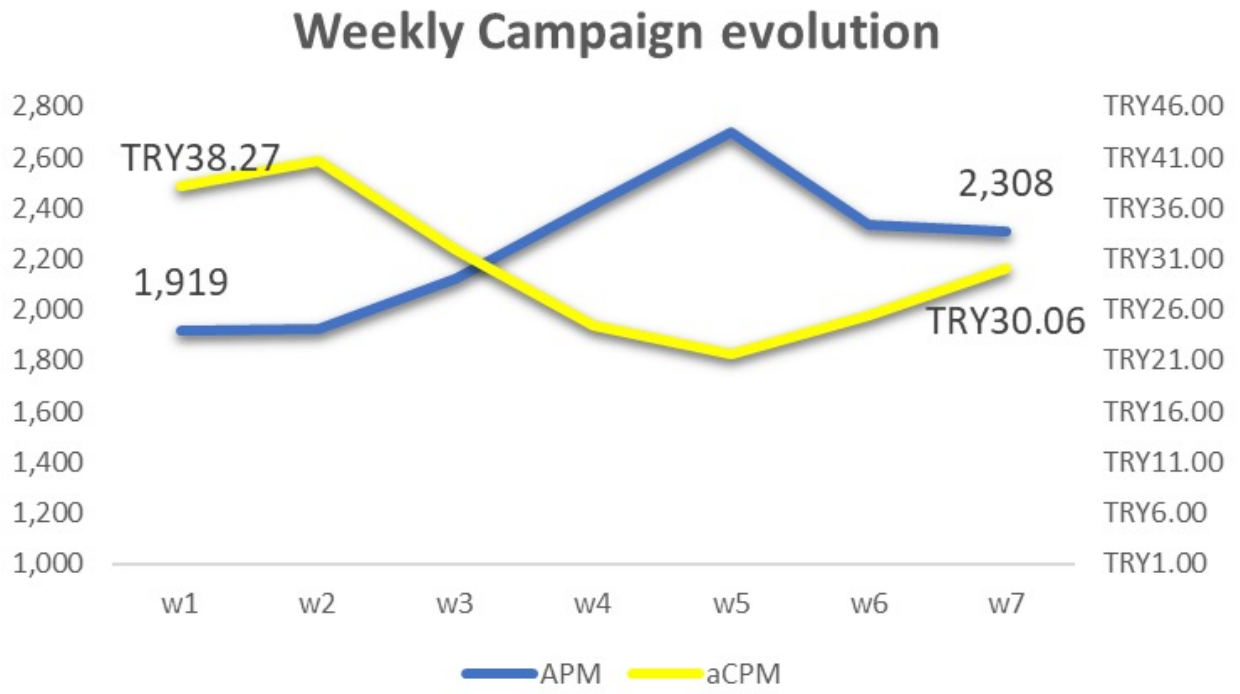
Key Highlights & Results

+20% Higher APM

-21% Better aCPM

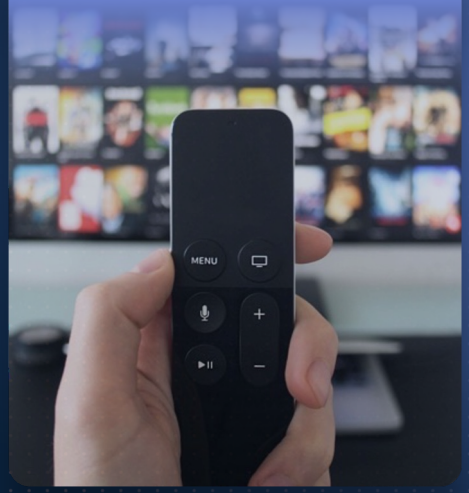
By optimizing in real-time the campaign investment and eliminating the worst performing formats and publisher placements, Teads and the media agency team were able to significantly increase the Attention results and improve the cost efficiency from the first to the last week of the activation.

The campaign was optimized 2X, during week 4 and 6 of the activation

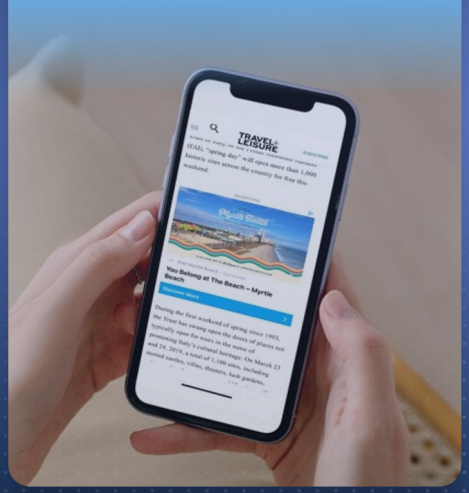


We have more to learn

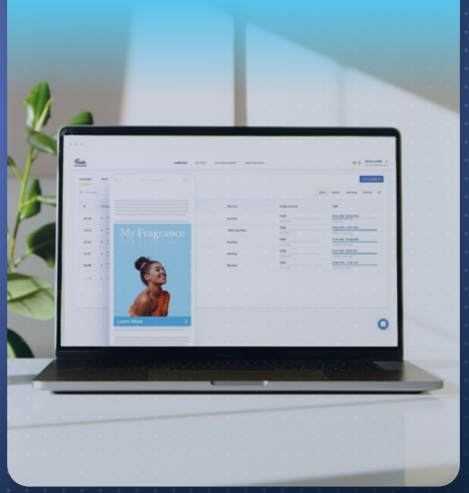
EVOLVE ATTENTION IN CTV



CORRELATE CONTEXT + ATTENTION



ACTIVATE ATTENTION-BASED PLANNING



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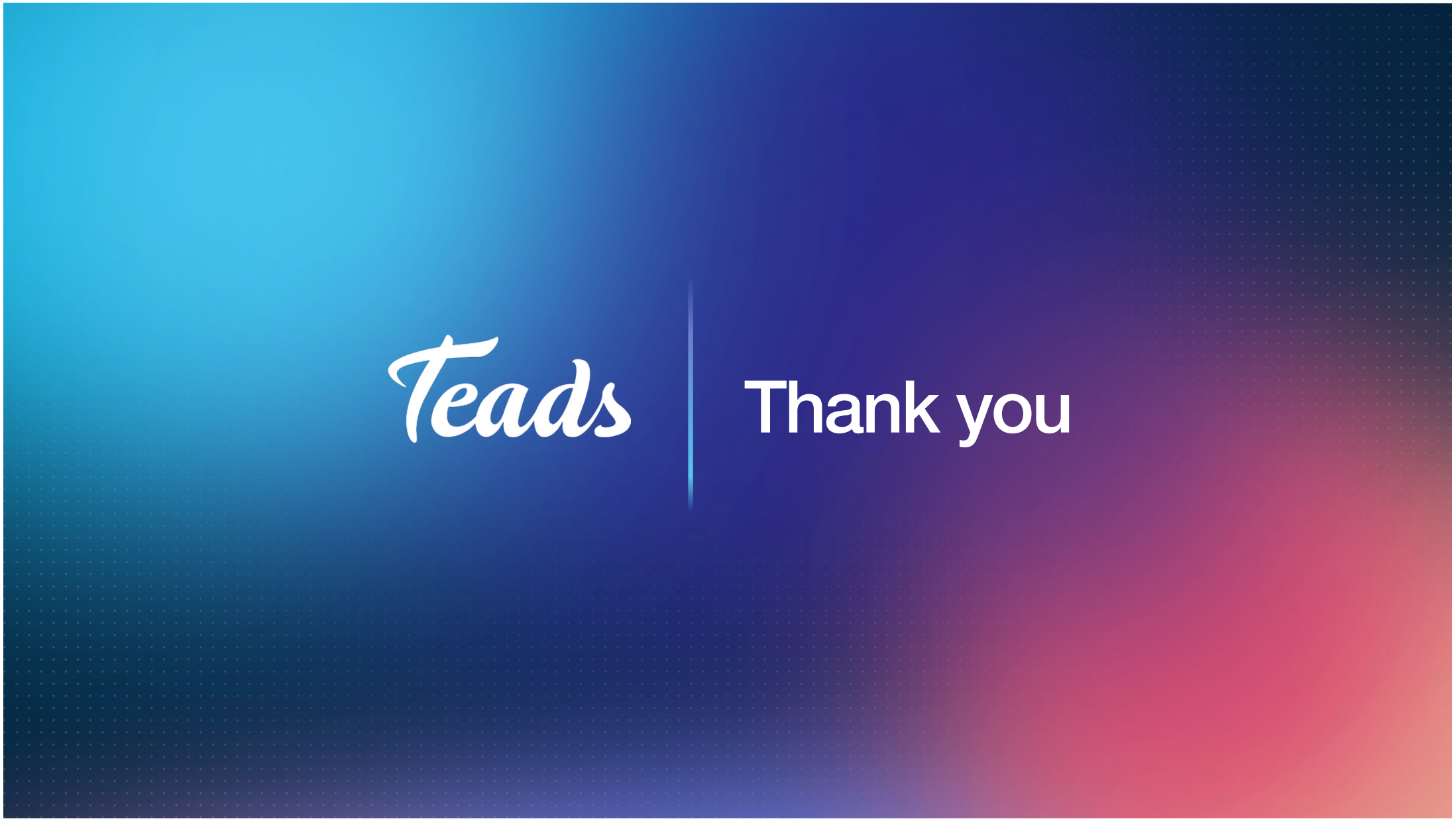
Teads
Thank you