

More proof of the value of attention | Evidence from DACH

A reminder that every second counts.

What is this study?



Germany/Switzerland/Austria considering cross-platform performance against attributes that matter



**AD CUT
THROUGH**

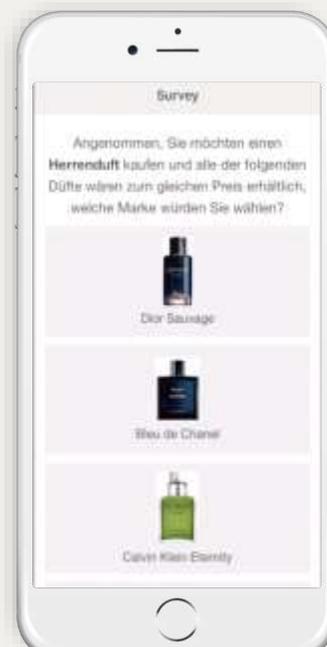
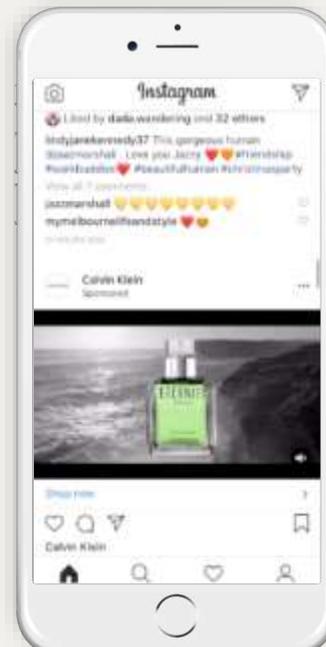
Via Attention



**SALES
UPLIFT**

Via Product Choice

Tech Recap



Our Proprietary Gaze AI



**Active
Attention**

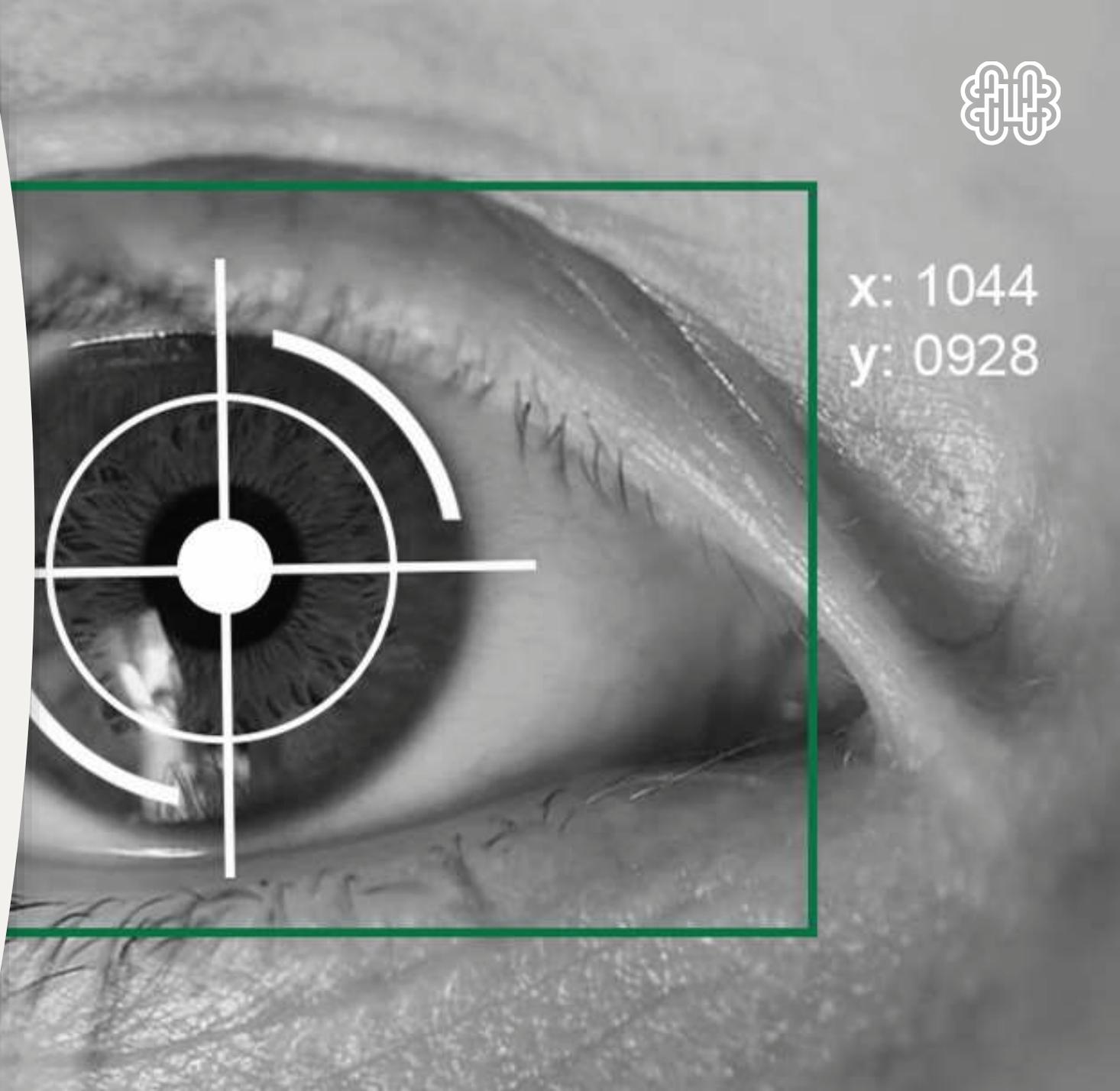


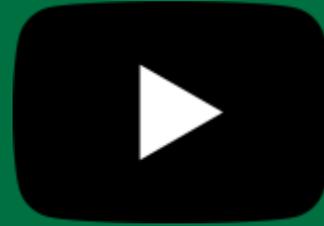
**Passive
Attention**



Non-Attention

Our gaze delivers an unparalleled measure of *continuous granular attention*.





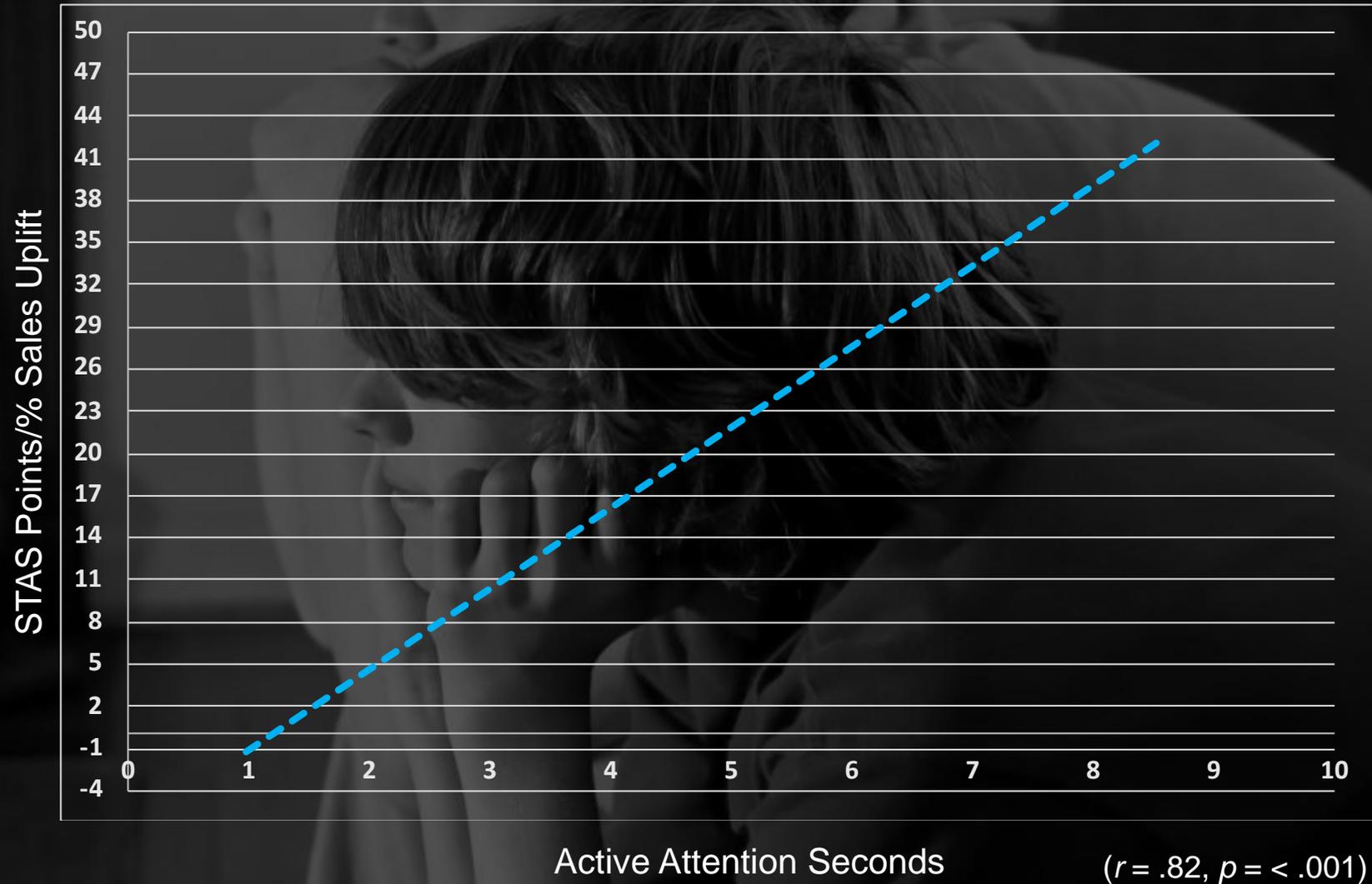


Part A: What we already know.

Active Attention Seconds to STAS/Sales Uplift



**We know that
Active Attention
and STAS are
significantly
related.**





**And the inverse
is true - if no
attention is paid
there is zero
chance an ad
can work.**



TV delivers more sales uplift than any other platform.



	STAS Index
BVOD (Mobile)	138
TV on TV	129
YouTube	112
Instagram	105
Facebook	100

TV, regardless of device, drives more sales uplift than any other platform

No surprises, TV delivers more active attention seconds also.



	STAS Index	Attention Index
BVOD (Mobile)	138	1.00
TV on TV	129	0.71
YouTube	112	0.47
Instagram	105	0.46
Facebook	100	0.29

Reflected as an index, where 1.00 is highest performer in terms of number of seconds.

($r = .97, p = < .005$)



Part B:
**What we can now
generalise with data
from 3 additional
countries.**

2 seconds of attention is not enough, and no platform is immune to this reality.



Below/≥2 sec Active Attention	Above 2 sec Active Attention	STAS points difference
140	148	-8
125	135	-10
124	135	-11
111	121	-10
118	118	0
109	116	-7
108	115	-7
108	113	-5
109	109	0
104	109	-5
93	100	-7
116	122	-6

Under two seconds may generate some short-term impact (this is very much platform dependent), but +2seconds does two things:

- a) greater level of STAS (short-term metric)
- b) slows ad decay (long-term metric)

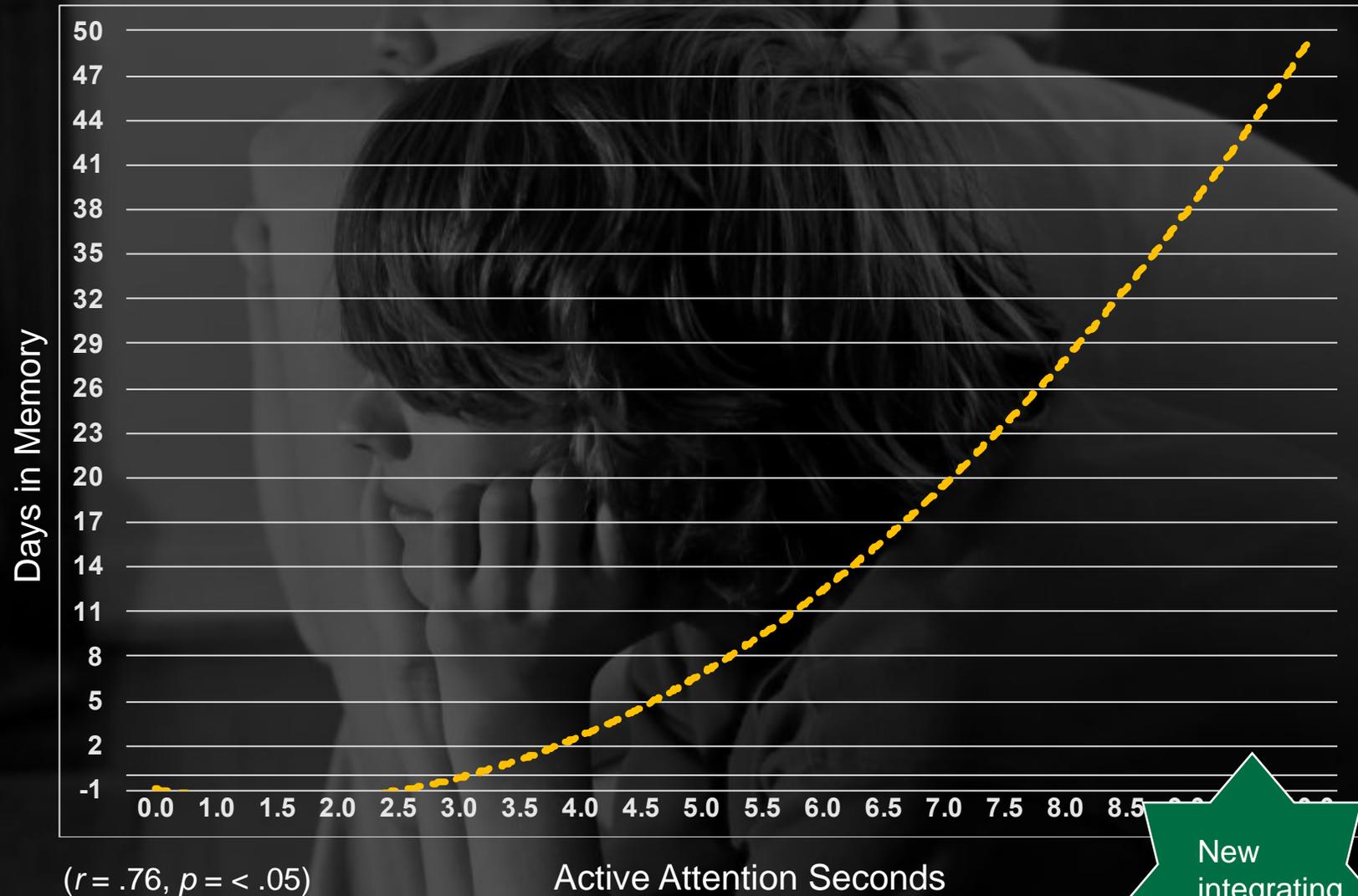




Active Attention Seconds to Days in Memory

Attention and ad decay are related; the more attention seconds the longer the brand stays in memory.

Memory starts to kick in at around the 3 second mark.



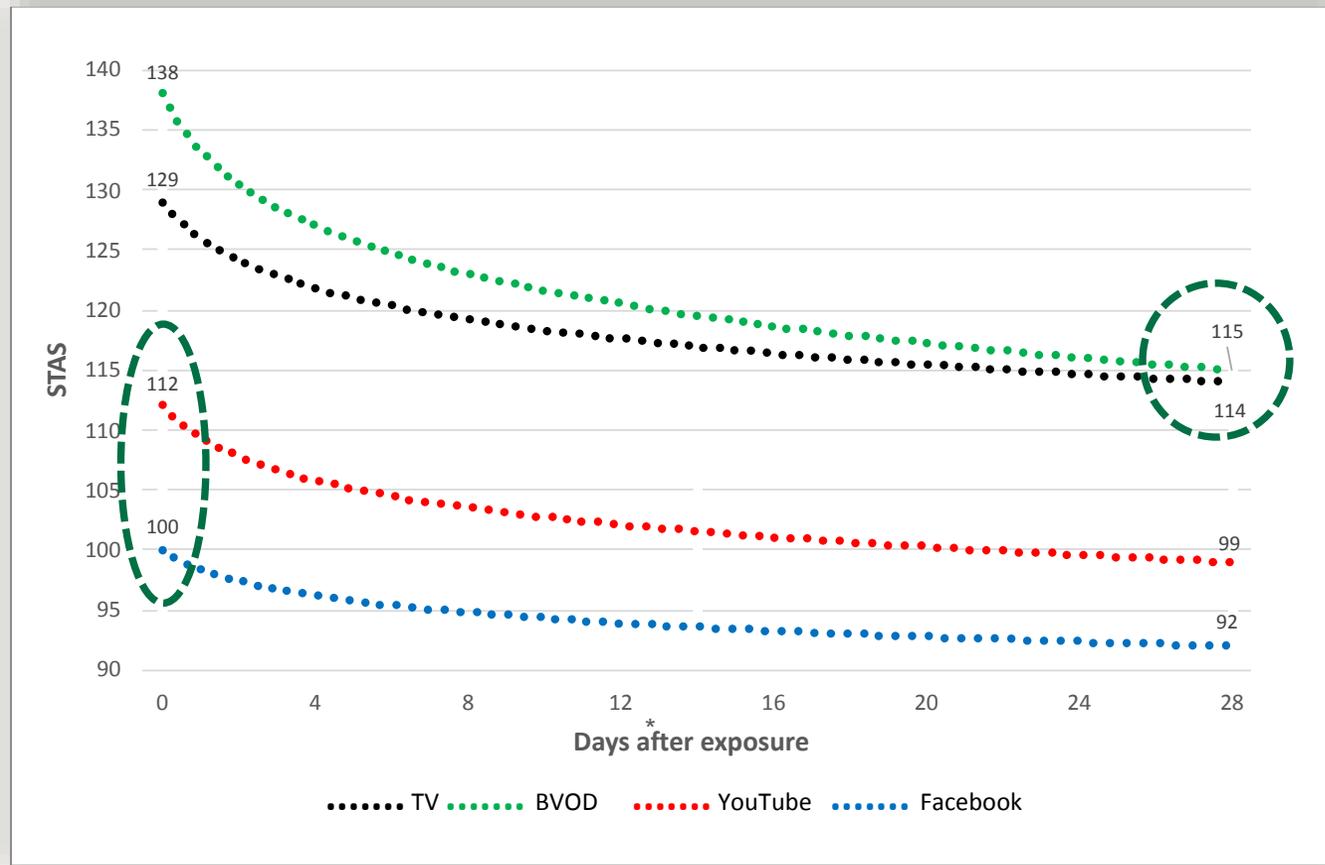
New
integrating
DACH



**On average,
each active
attention second
delivers 3 days
in memory.**



Length of time that a TV ad impacts sales far exceeds any other platform.



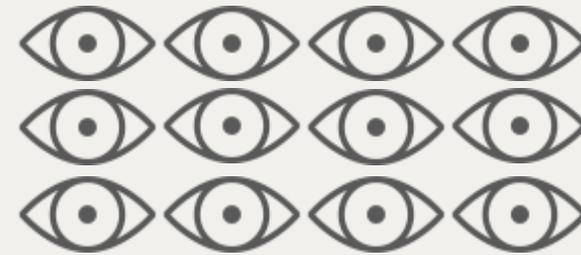
TV ad retention generates a greater impact at 28 days than either Facebook or YouTube do **immediately after exposure.**

*BVOD Modelled

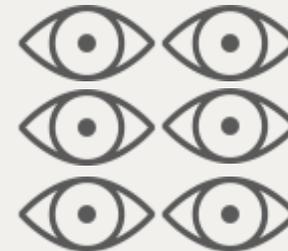


We also learned that even if an ad is viewable (by time-in-view standards) it doesn't mean it will be viewed.

Advertisers pay for time in view
(proxy for 'eyes on ad').



What advertisers get.



Time in view can equally mean viewer distraction.





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No platform is immune, but the more absolute seconds makes this reality less painful.

	Active seconds % to time played
BVOD	37%
TV	35%
YouTube	38%
Instagram	89%*
Facebook	48%

The lower the number of active attention seconds the higher this proportion, BUT a high proportion like 89%, off a very very low base, is still underperformance.

TV generates more attention and sales uplift

Length of time that a TV ad impacts sales far exceeds any other platform

TV ads are up to 3x longer in view



These are not once-off findings, these results are generalisable across many countries.



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**Part C:
Great, but how can
we help to correct
the market?**



The problem we face

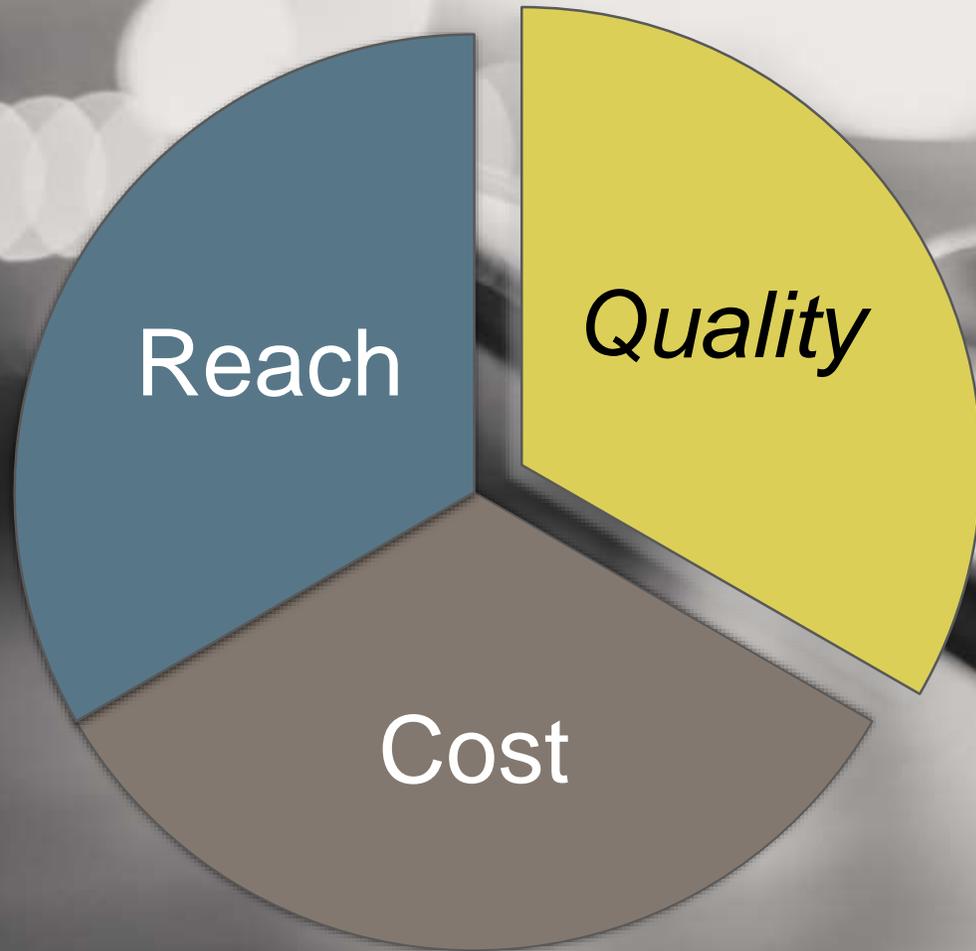
- a) Not all OTS is created equal
- b) There's no transparency around this truth
- c) Proxy measures don't cut it
- d) CPM doesn't account for performance difference
- e) Relative value can't be quantified

Advertisers pay for an opportunity-to-see (OTS)

Media spend disappears with minimal value to brands

Proxy metrics fail to measure audience attention

Many ads play out with little to no effect



Attention is the missing 'relative quality' layer in media planning.

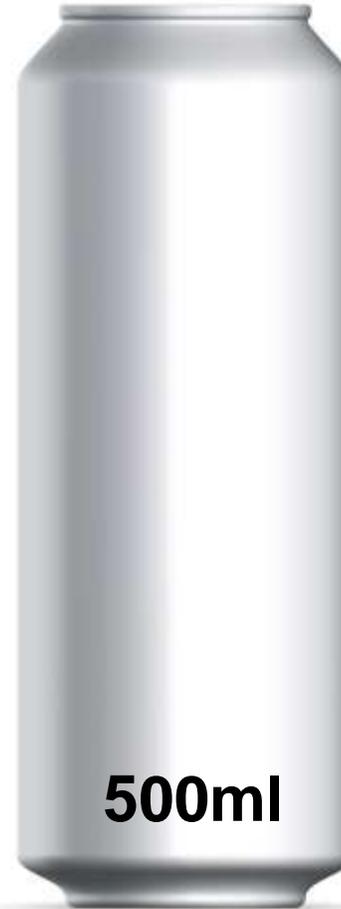
Use attention to compare the relative value of similar, but not identical, platforms.



330ml

\$3.70

\$11.21 / 1L



500ml

\$5.50

\$11.00 / 1L



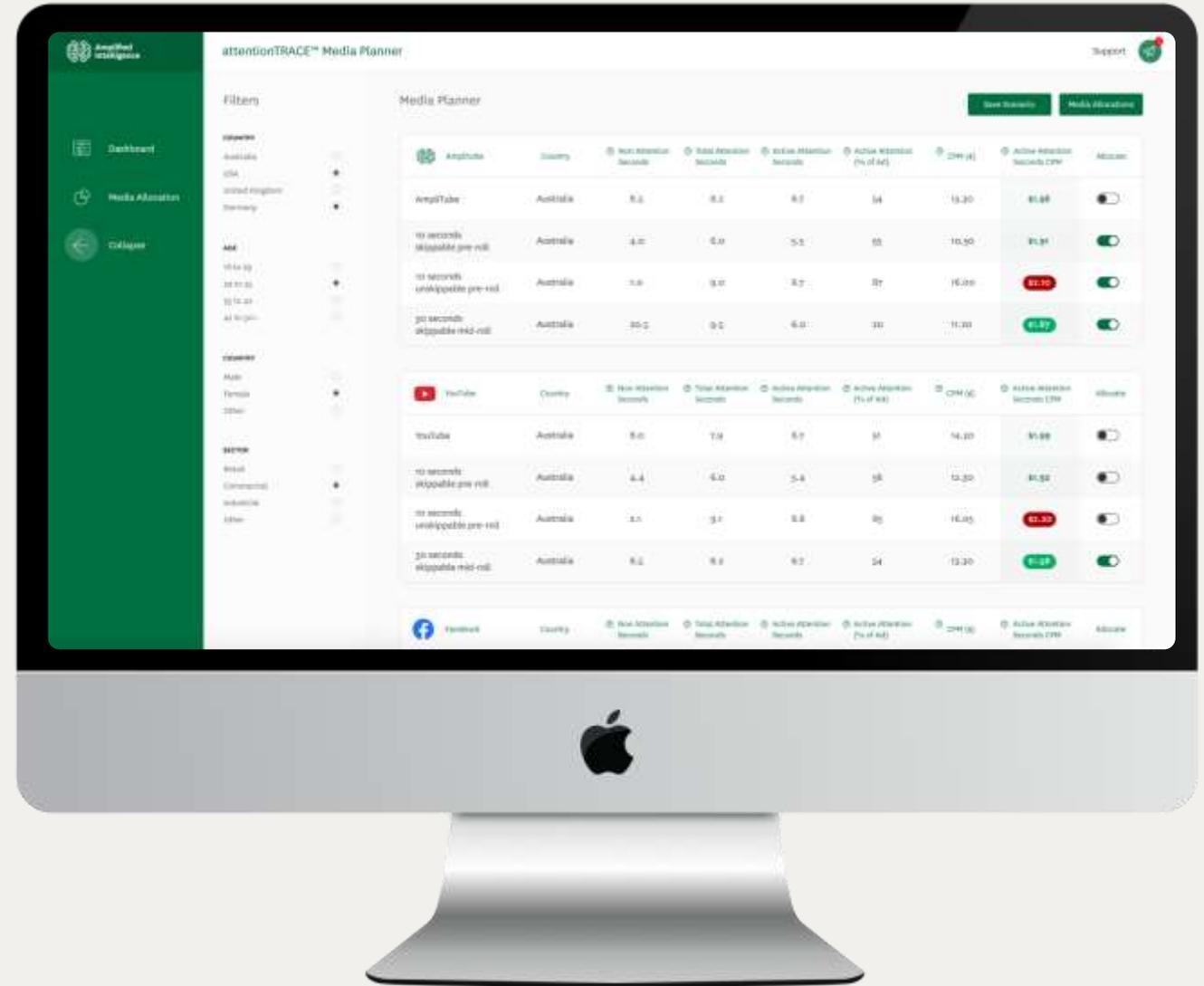
300ml

\$3.80

\$12.67 / 1L

A planning tool based on;

- Shifting power back to the advertiser.
- Performance transparency.
- A universal measure fitting of the category.



attentiontrace.com/register





**Amplified
Intelligence**

**Attention is hard to earn,
but quality impressions
consistently work harder.**