

# 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**

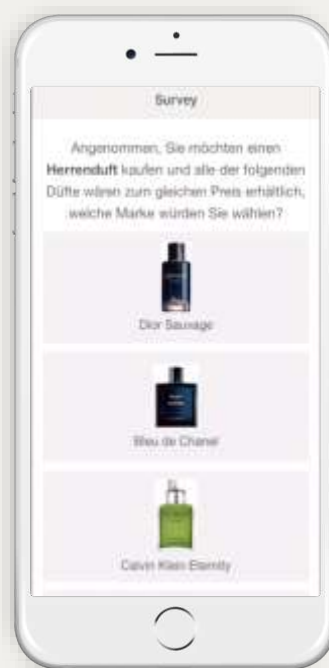
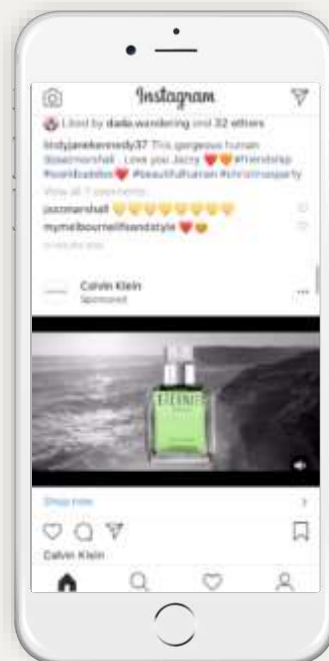
Via Attention



**SALES  
UPLIFT**

Via Product Choice

# Tech Recap



# Our Proprietary Gaze AI



**Active  
Attention**

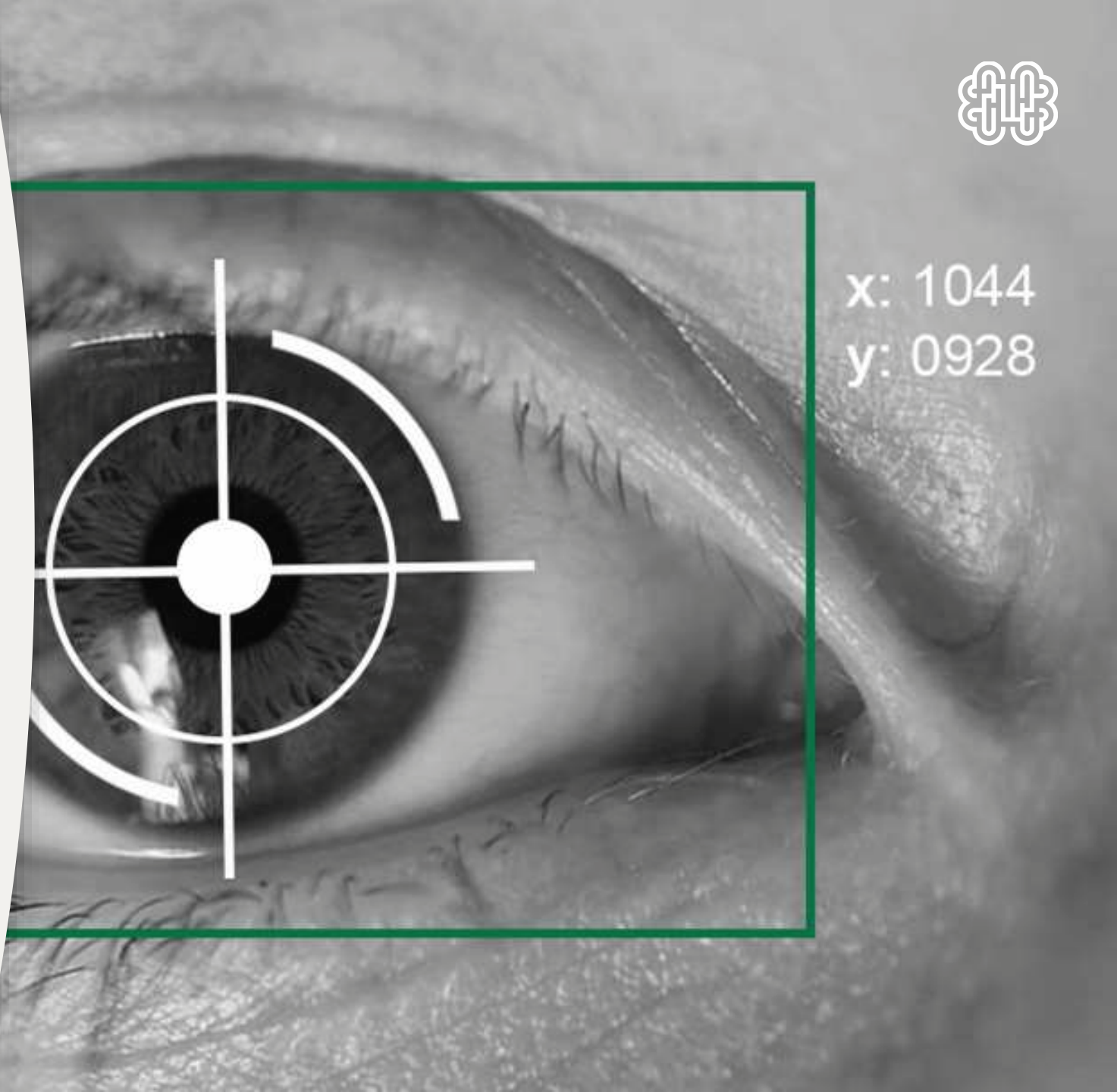


**Passive  
Attention**

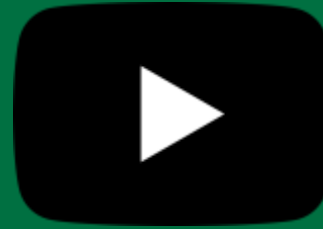


**Non-Attention**

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



x: 1044  
y: 0928





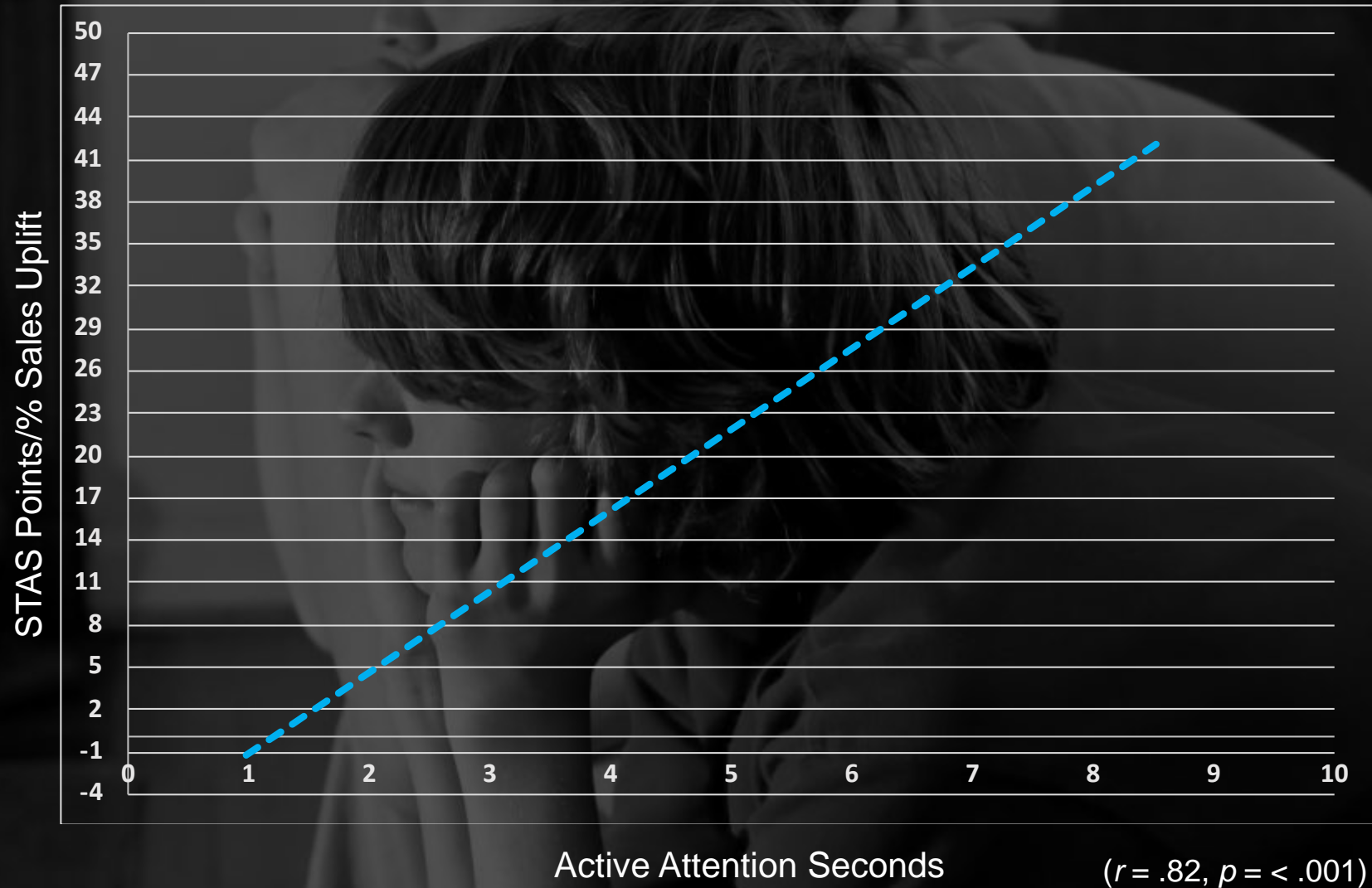
---

# 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.



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

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

# No surprises, TV delivers more active attention seconds also.



	<b>STAS Index</b>	<b>Attention Index</b>
<b>BVOD (Mobile)</b>	138	1.00
<b>TV on TV</b>	129	0.71
<b>YouTube</b>	112	0.47
<b>Instagram</b>	105	0.46
<b>Facebook</b>	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
<b>116</b>	<b>122</b>	<b>-6</b>

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

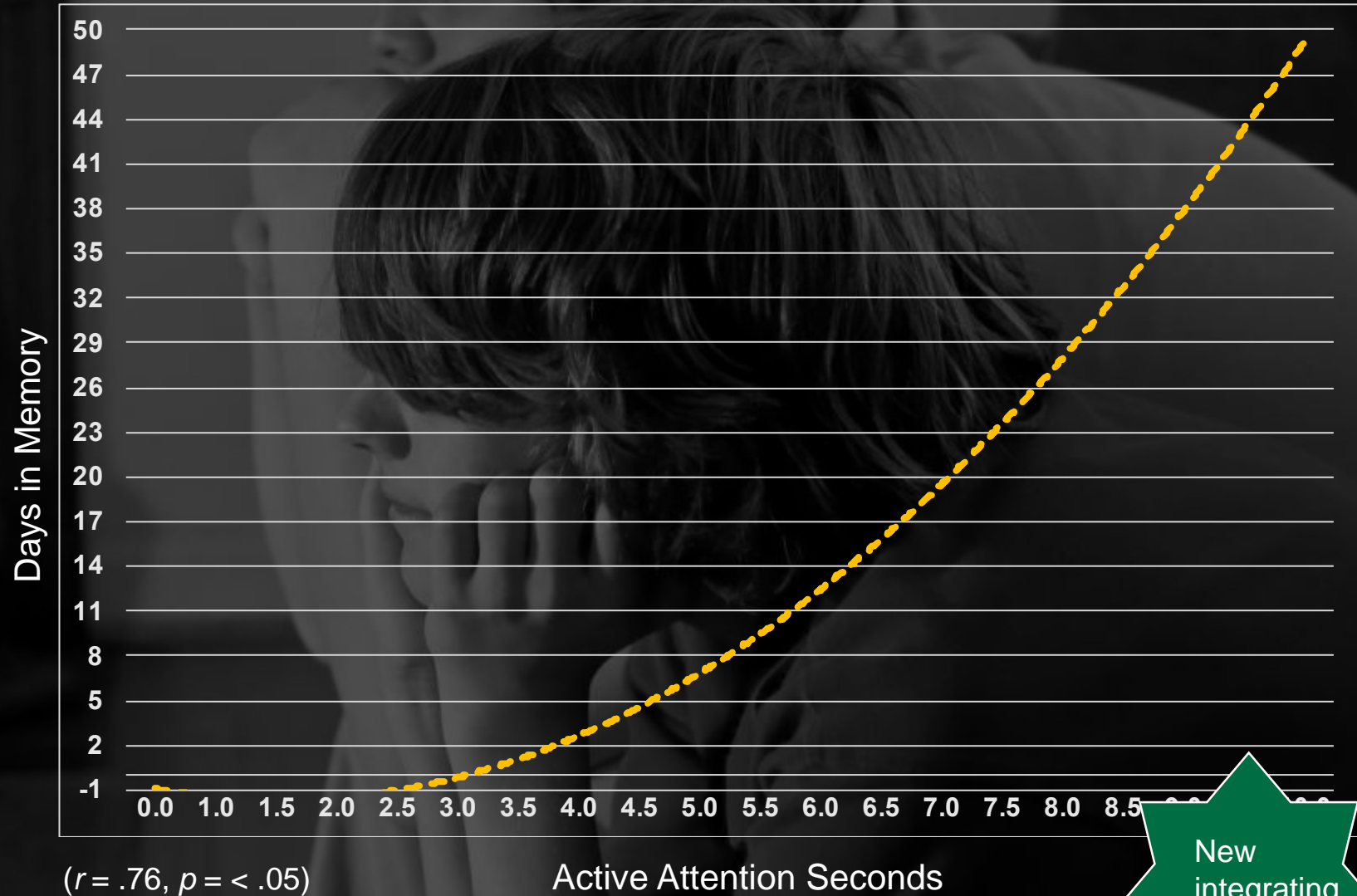
- a) greater level of STAS (short-term metric)
- b) slows ad decay (long-term metric)



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.

Active Attention Seconds to Days in Memory



( $r = .76, p < .05$ )

Active Attention Seconds



New  
integrating  
DACH

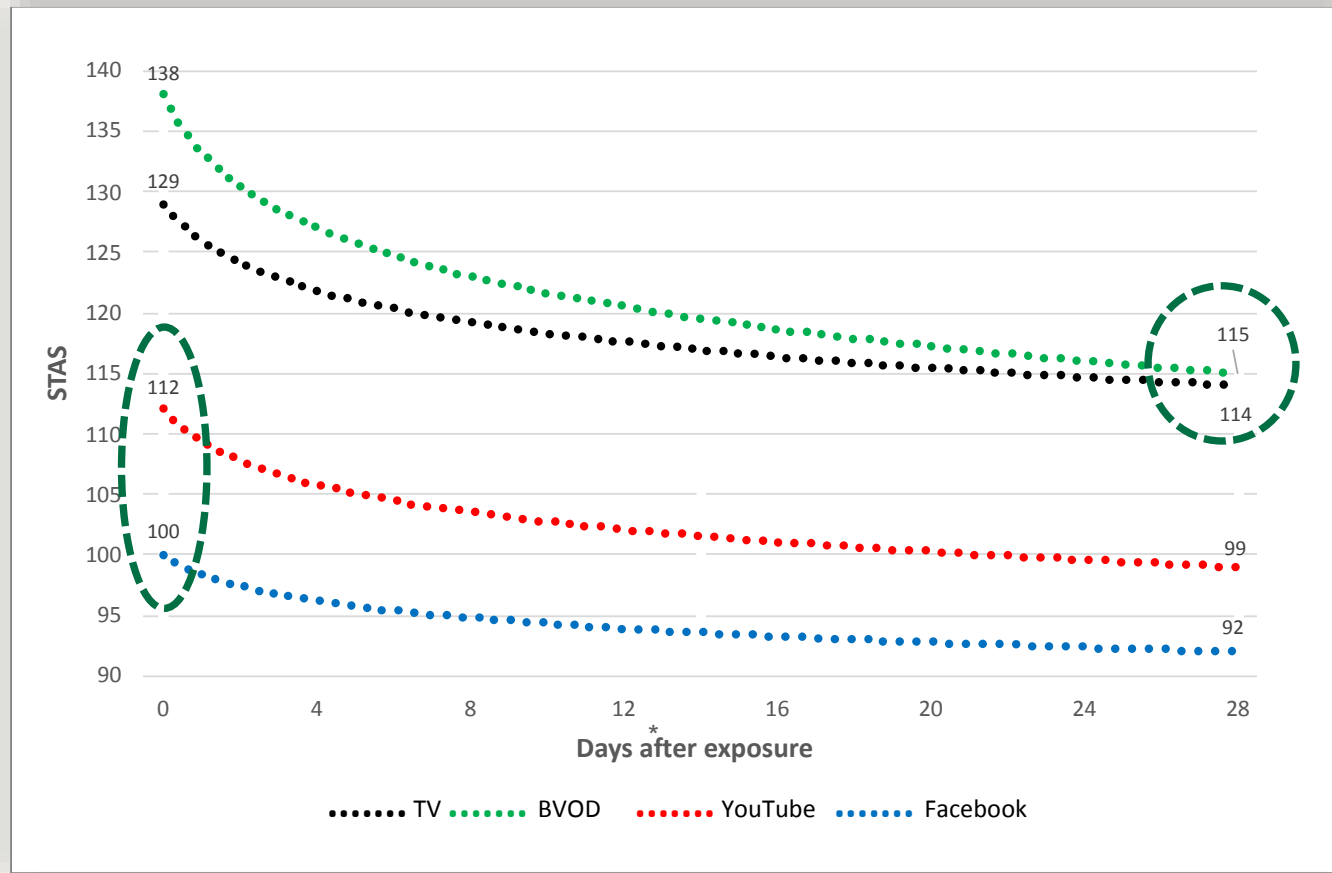


---

**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



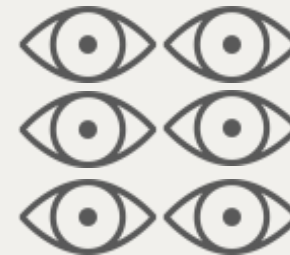
---

**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.







---

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

	<b>Active seconds % to time played</b>
<b>BVOD</b>	37%
<b>TV</b>	35%
<b>YouTube</b>	38%
<b>Instagram</b>	89%*
<b>Facebook</b>	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.



---

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



## The problem we face

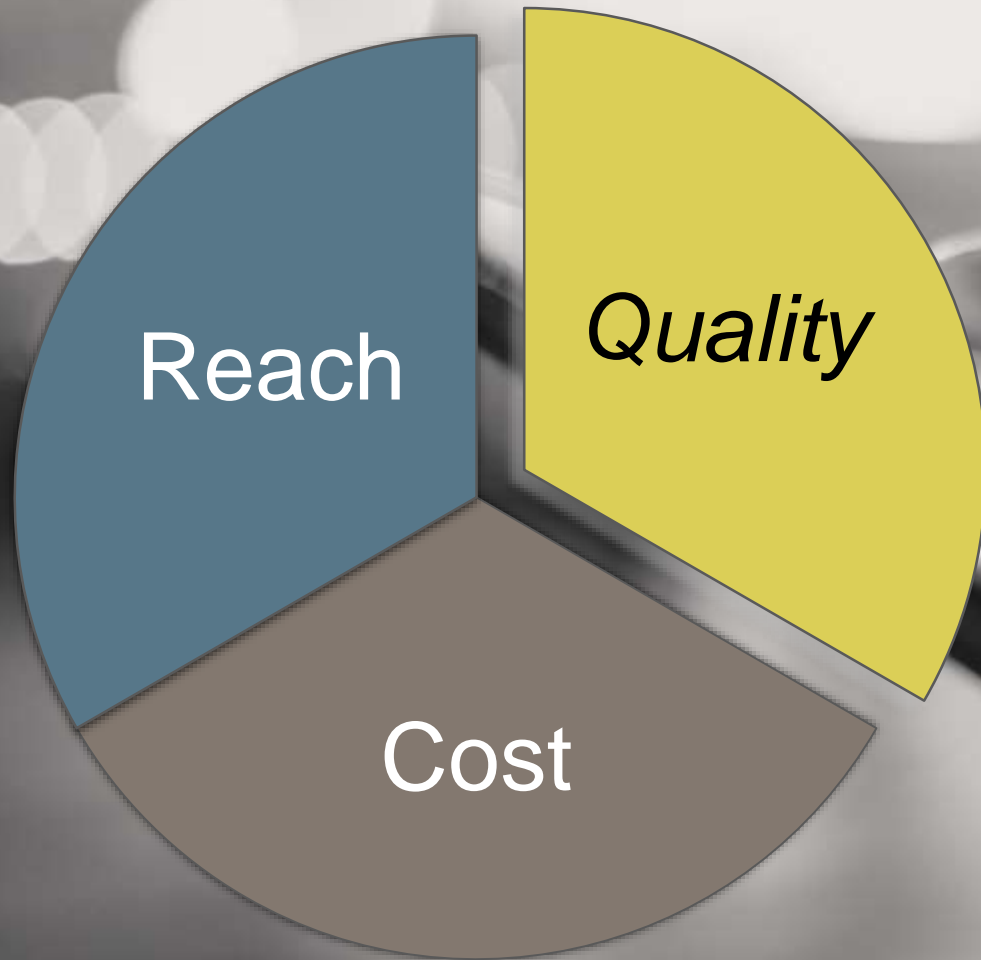
- a) Not all OTS is created equal
- b) There's no transparency around this truth
- c) Proxy measures don't cut it
- d) CPM doesn't account for performance difference
- e) Relative value can't be quantified

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**



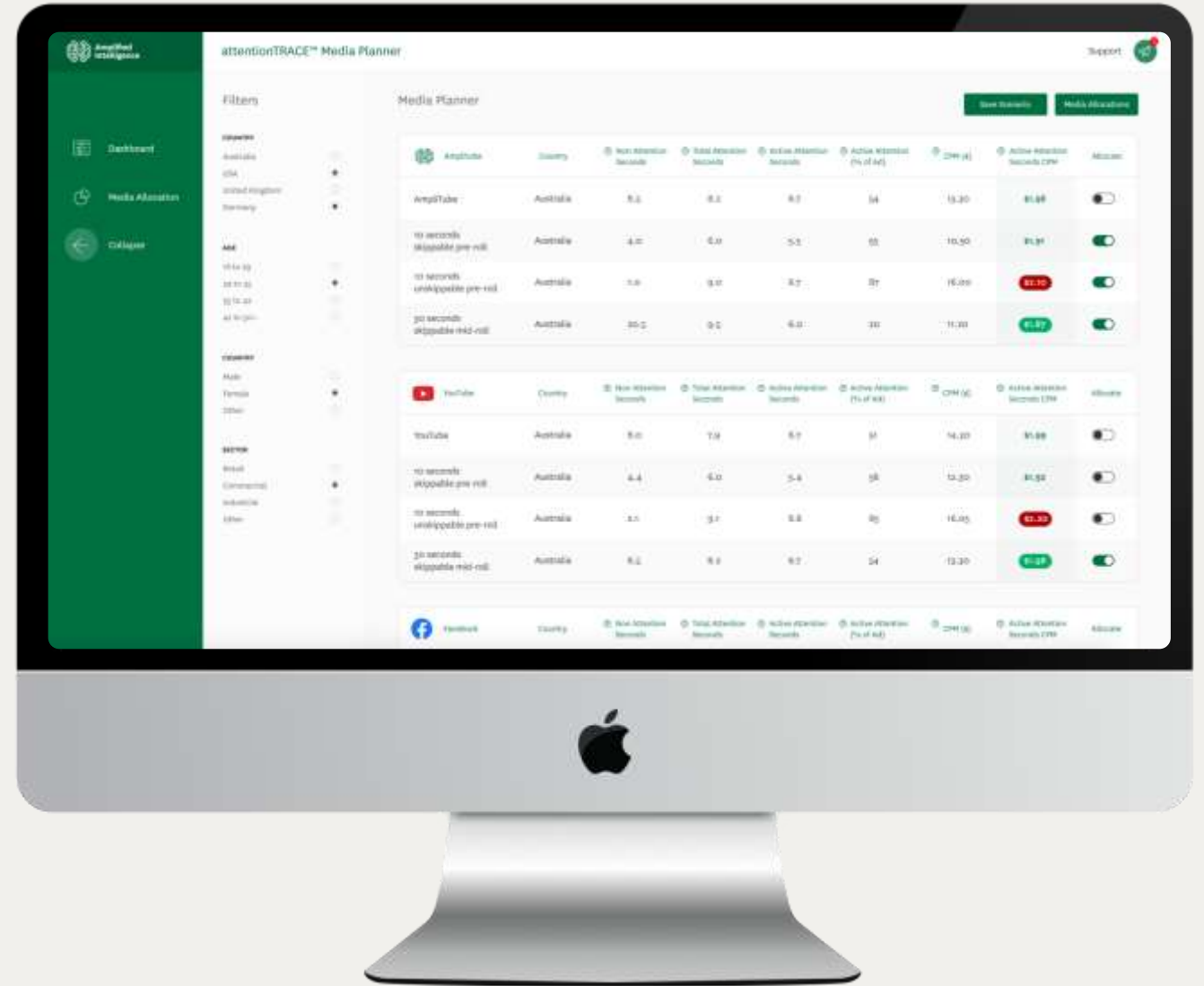
**300ml**

**\$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](https://attentiontrace.com/register)





**Amplified  
Intelligence**

---

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