



# **Harnessing The Power of Attention To Drive Business Outcomes**

SPEAKER

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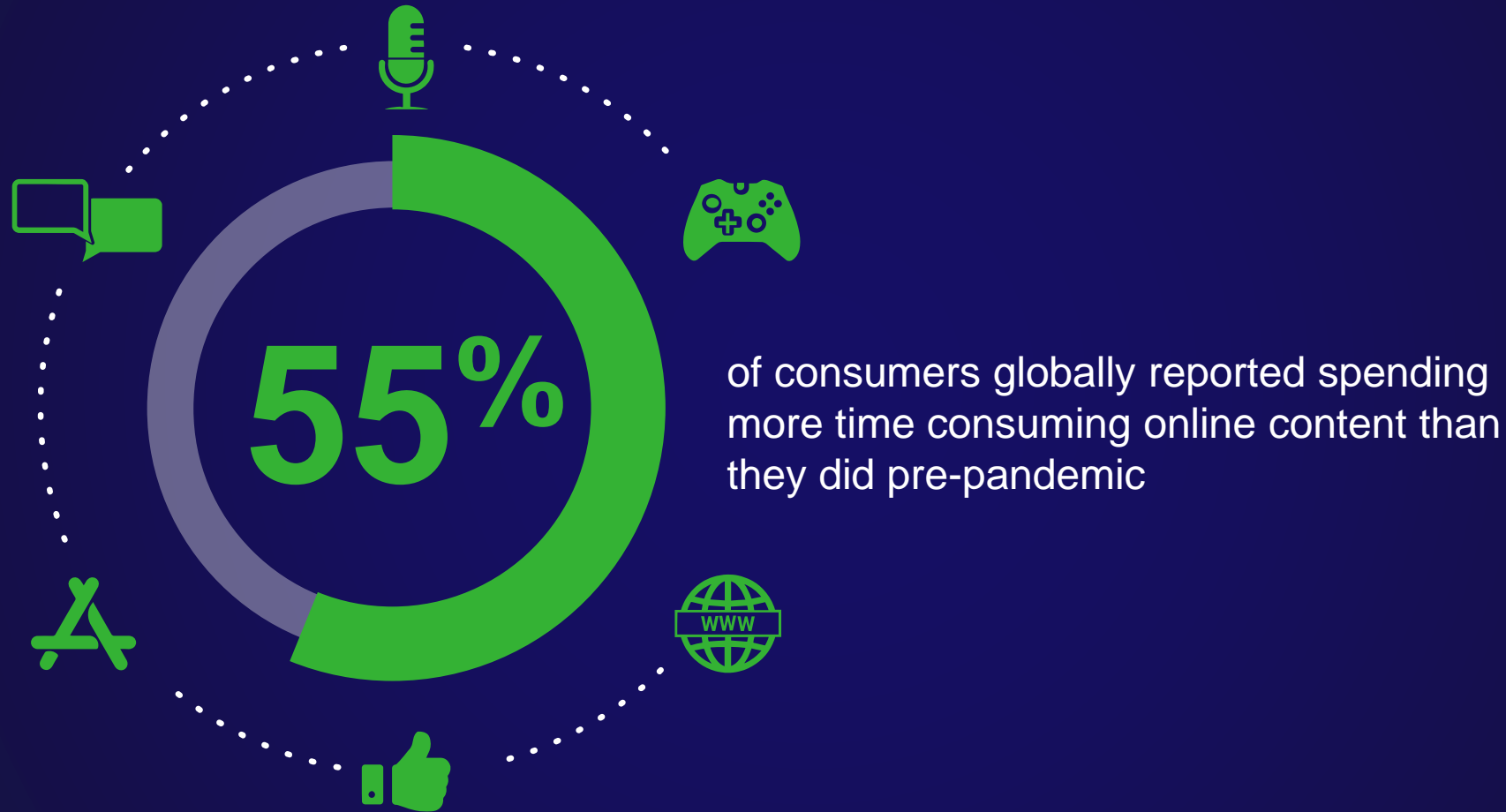


# Attention Metrics Set Marketers Up for Success

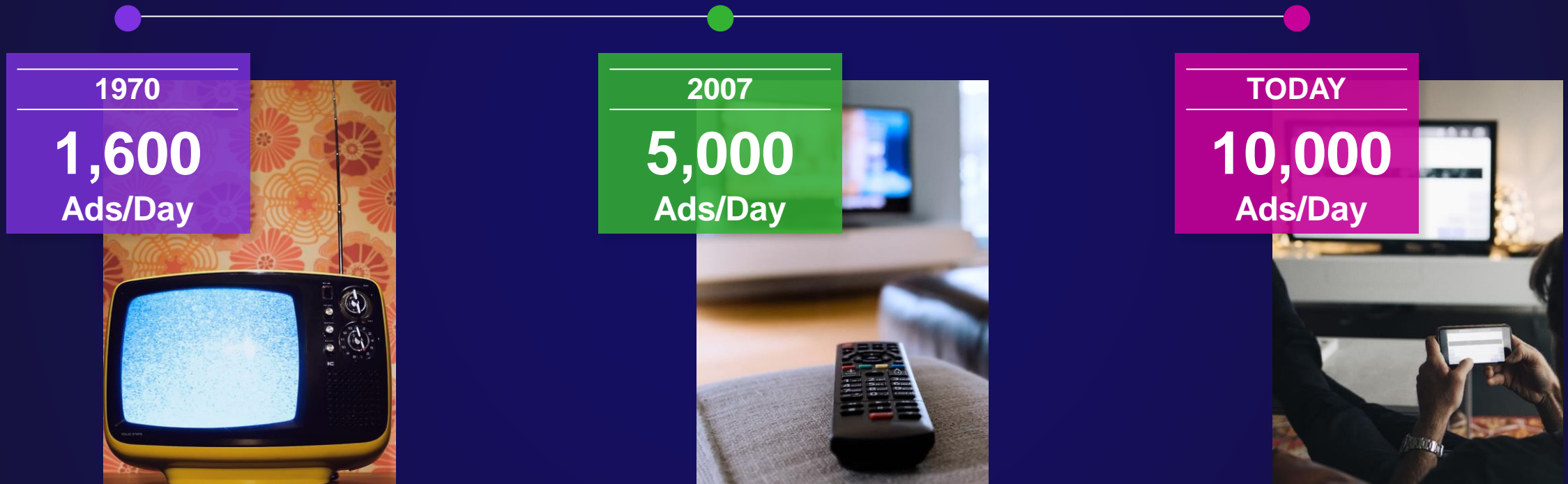
98%

of marketers believe that deeper attention metrics would help improve campaign performance and advertising outcomes

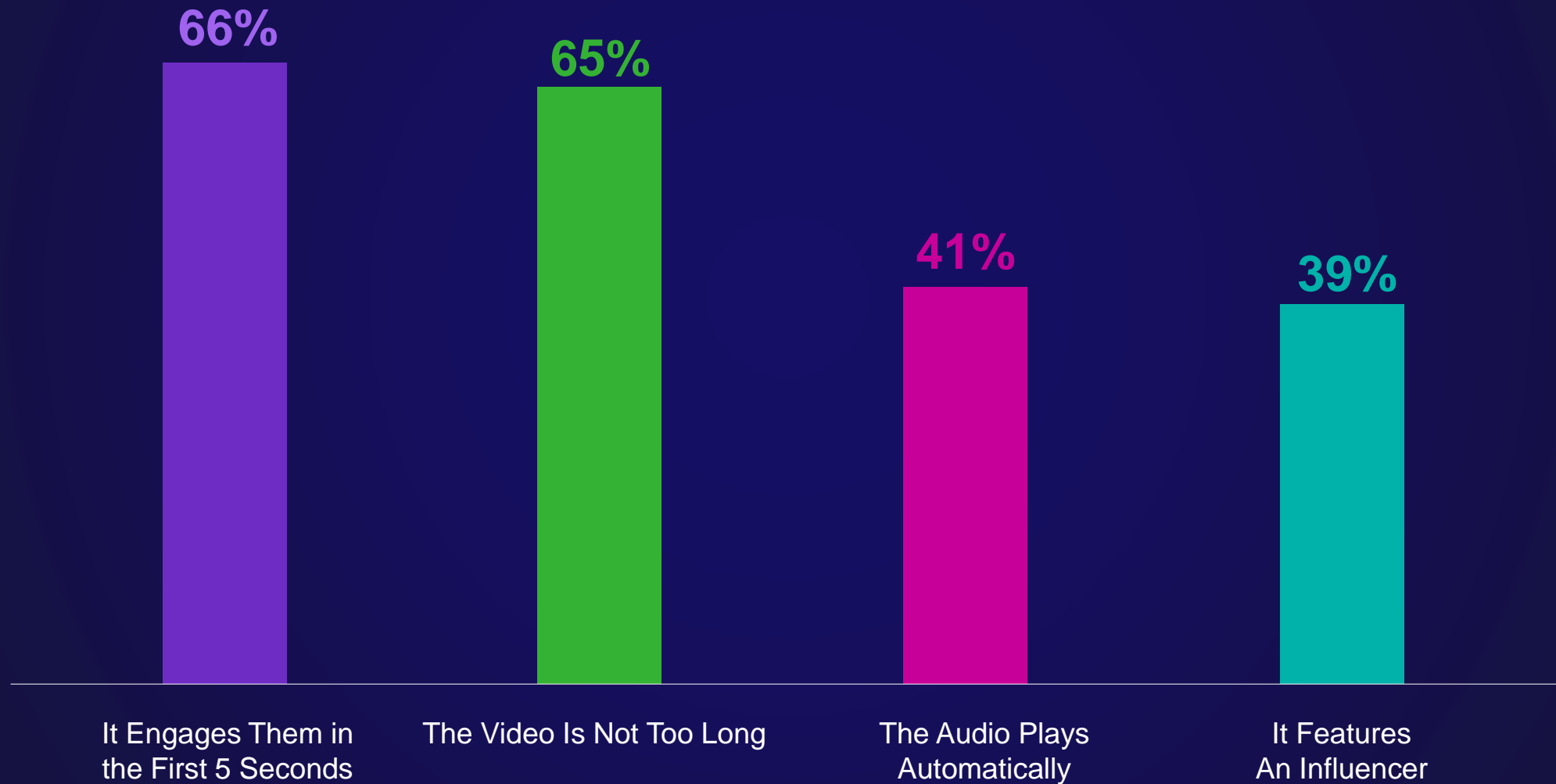
# Content Consumption is Growing and Diversifying



# But How Do Brands Drive Performance Given Intense Competition for Attention?



# Several Factors Influence Consumer Attention – And Need to Be Measured



**“Half the money I spend  
on advertising is wasted;  
the trouble is I don’t know  
which half.”**

# IDV | AUTHENTIC ATTENTION®

The first privacy-friendly solution accredited by the MRC to provide timely, impression-level insights at scale – **from the impact of an ad’s presentation to key dimensions of consumer engagement** – to measure campaign effectiveness, refine media planning, and improve performance.

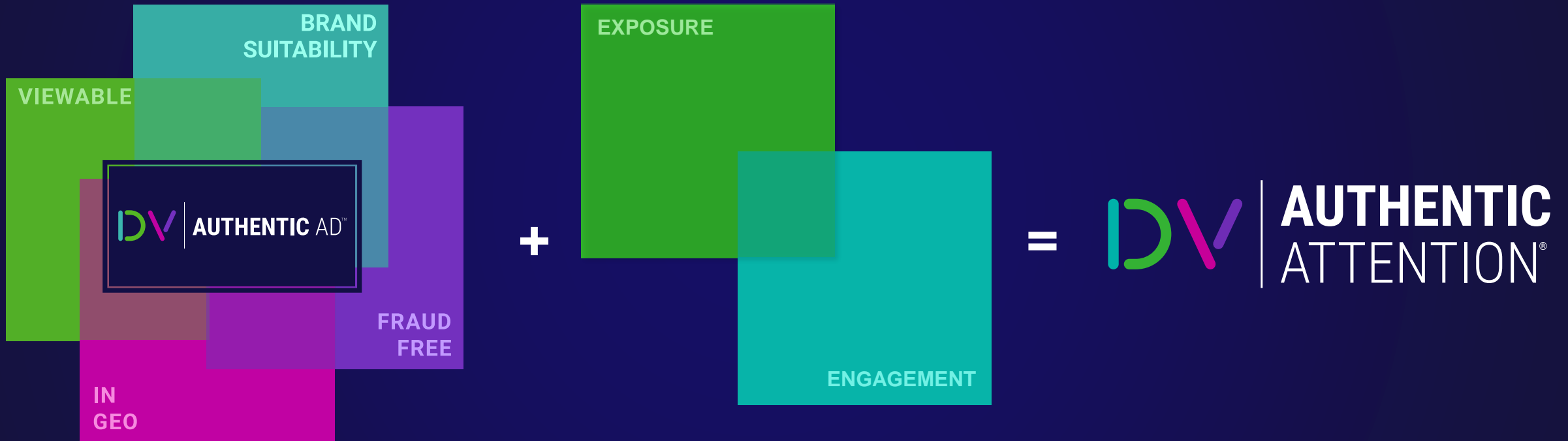




**Myth: Attention can be measured  
as a simple, single metric**

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# Performance Starts with Quality



**DV Authentic Ad™**  
The foundation of media quality

**Exposure & Engagement**  
The data behind attention, building  
on the Authentic Ad™

**DV Authentic Attention®**  
The New Standard for Media  
Quality and Performance

# Attention Is A Complex, Non-binary Construct



Sight



Sounds



Motion



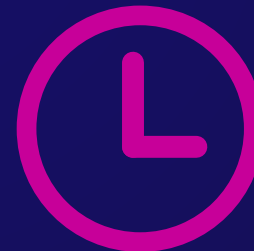
Ad Presentation



Interactivity



Context



Timing



And Others

# The DV Attention Index Provides Actionable Insight into Campaign Performance



Based on 50+ data points calculated in real-time against a 28 day rolling window, normalized to 100, for both **display** and **video**

## Exposure

### INTENSITY

#### Display:

Avg. Viewable Time on screen

#### Video:

IAB Viewability, audibility, quartile completion, and FOS by quartile

### PROMINENCE

Ad's share of screen



## Engagement

### USER PRESENCE & AD INTERACTION



#### Touch

Scroll, Hover, Swipe



#### Screen

Landscape/Portrait, Full Screen



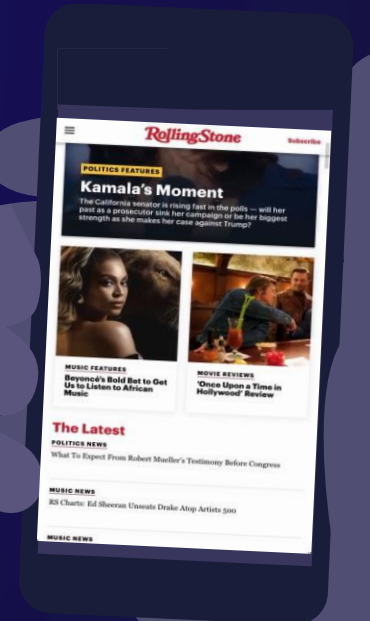
#### Playback

Pause, Resume, Skip



#### Audio

Volume Up/Down, Mute

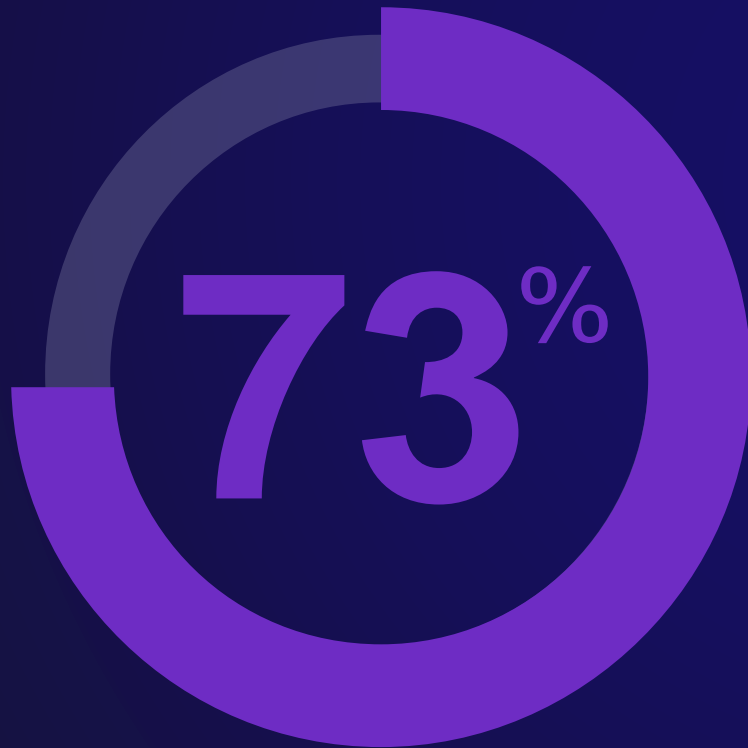


**Myth: Higher viewability equals  
higher attention**

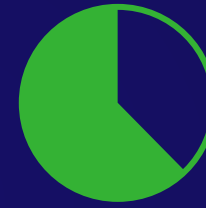
# Traditional Metrics are No Longer Enough

Advertisers have Surpassed the IAB Viewability Standard

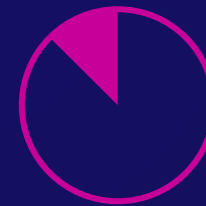
The IAB recommends a viewability threshold of 70%. The average viewability across all DV campaigns is:



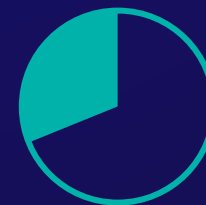
## But There is Still Opportunity to Improve



Only **66%** of video ads **play through completion**.



Only **16%** of video ads are **audible and viewable** on completion.



Only **31%** of video ads are **audible** at all.

# Higher Viewability Doesn't Equal Higher Attention Levels



# Myth: Attention Does Not Correlate with Business Outcomes

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# The Impact of Measuring Attention

## Target Converting Consumers

For Vodafone, high-engagement impressions drove **2.5x** higher qualified traffic and sales conversion rates.

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Telecommunication

## Identify Top Performing Creatives

For an auto brand running a PMP campaign, the creative with the highest engagement drove a **171%** higher conversion rate.

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Automotive

## Improve Direct Response Outcomes

For a global tech brand, high-Engagement impressions drove a **32%** higher conversion rate.

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Technology

## Increase Brand Awareness

For Mondelez, high-exposure impressions drove **9pp** lift in brand favorability and **8pp** lift in brand consideration.

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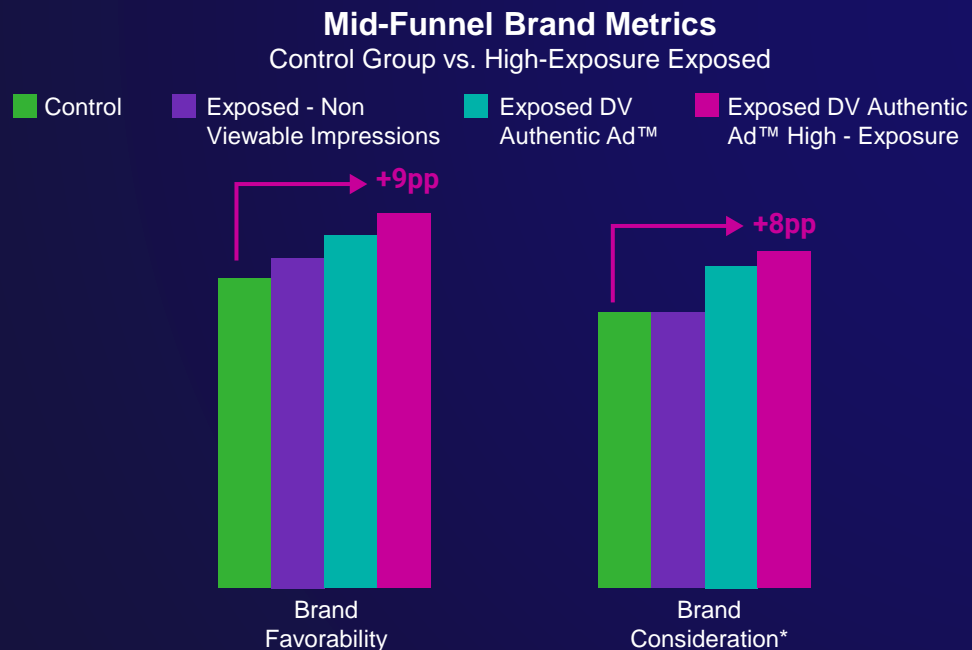
Fast Moving Consumer Goods

# DV Authentic Attention<sup>®</sup> Indices Correlate to Full-Funnel KPIs



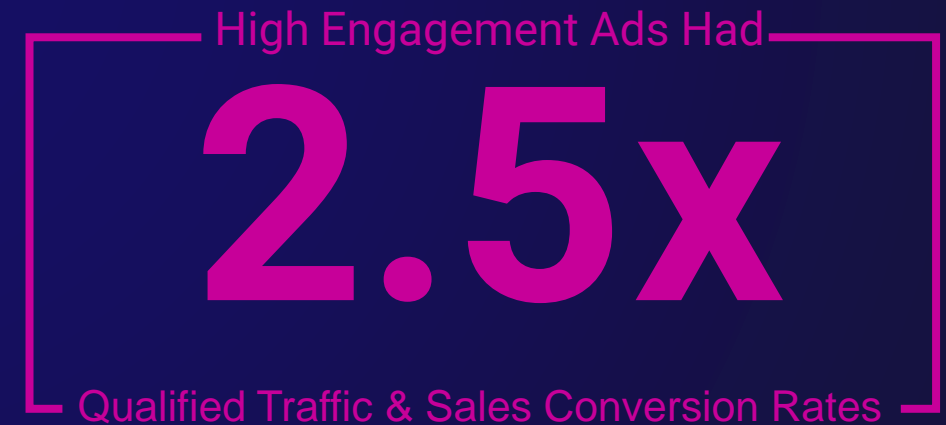
## The Exposure Index Correlates to Branding KPIs

Kantar Millward Brown Verified for Mondelez that High-Exposure impressions correlated with a **9pp** lift in brand favorability and **8pp** lift in brand consideration.



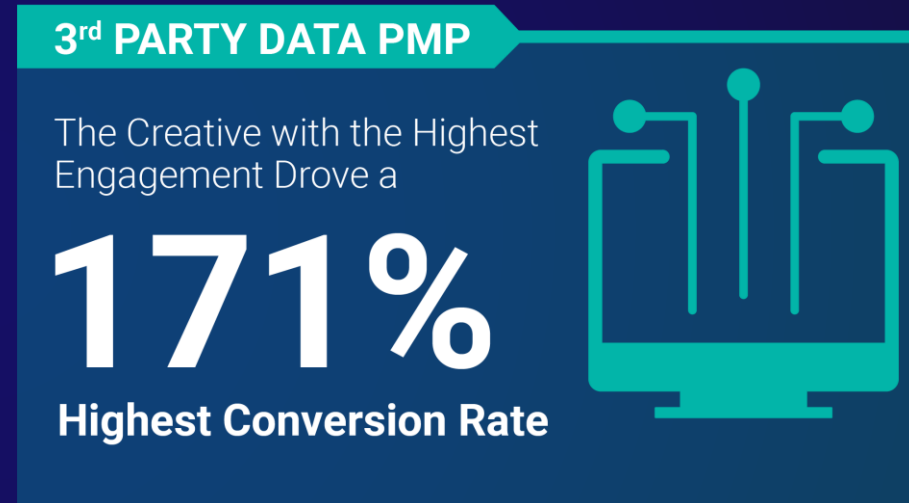
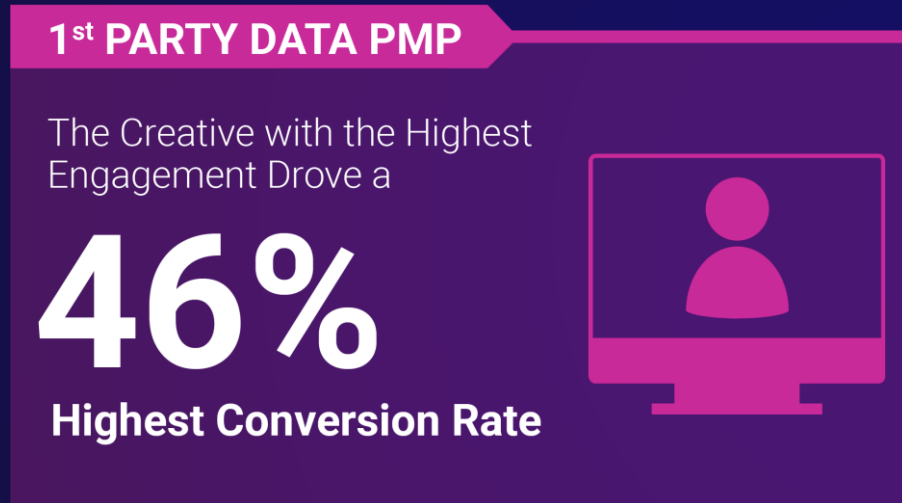
## The Engagement Index Correlates to Direct Response KPIs

Vodafone leveraged impression level measurement to uncover that High-Engagement impressions resulted in a **2.5x** higher qualified traffic and sales conversion rates.



# An Auto Brand Uncovered Top Performing Creatives & Inventory

When analyzing performance across creatives, DV found that:



Honing in on top-performing creatives and inventory allowed the brand to better understand how to improve campaign performance in-flight and optimize its programmatic buying strategy in the future.

# Key Take-Aways

- ✓ **Quality First.** Start by building a baseline of quality – across all channels and formats.
- ✓ **Attention Matters.** Look beyond traditional metrics like viewability and clicks to get a comprehensive picture of how your campaigns are performing by harnessing attention.
- ✓ **Drive Outcomes.** Effectively measure and target user interactions and interest on high quality ad inventory to achieve best outcomes.