



POV: Capturing Consumer Attention

Background: Consumer attention

At the heart of all advertising lies the ultimate goal: creating a positive impact from a consumer's connection with a brand. Today, with almost 7 hours per day spent in front of screens¹, it is harder than ever for marketers to capture consumer attention and build connections.

At MediaMath, we know there is no single factor that determines the best possible bidding tactics for your advertising campaigns and that capturing consumer attention is analogous: there are numerous, dynamic elements needed to create a positive impact for a consumer with your brand.

As **attention metrics** gain industry adoption, this is the time to educate your team on what these metrics mean and how to incorporate them into your marketing strategy. It's time for the industry adage to evolve from delivering the right message to the right audience at the right time to doing so with the **right attention**.

...while some within the industry are waiting for a single uniform Attention Metric to emerge across all channels, the pioneers are acting now to incorporate attention into their media strategies. These pioneers are less concerned with whether to use Fahrenheit or Celsius, so to speak, than with accurately taking the temperature of the new attention economy.²

What are attention metrics?

Attention metrics are an evolution of 'engagement,' the concept of measuring meaningful consumer interaction with your content. As attention metrics tracked today are nascent, some healthy industry debate has emerged in the quest to refine and define what attention measurement should look like.



Today, viewability measurement is the closest comparison to an attention metric that is widely measured by brands, but attention metrics can be measured through not only viewability or in-view duration, but the evaluation any combination of the following: creative size and interaction, ad position, time of day, publisher/program, audibility, page clutter, frequency across devices, eye tracking. Attention metrics can provide a high-resolution view of the impact of each impression or be evaluated in aggregated.

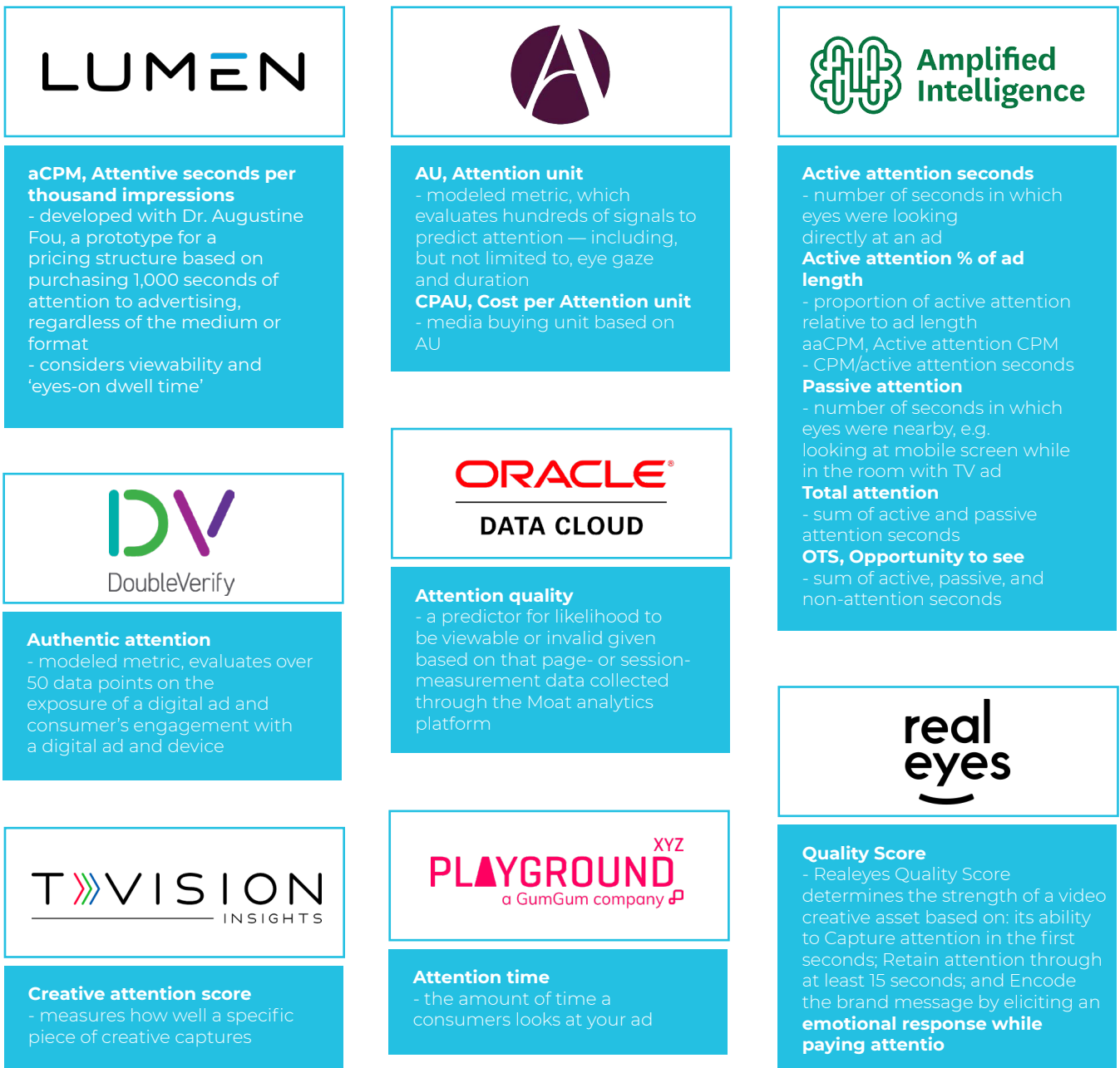
¹ Comparitech. Screen Time Statistics: Average Screen Time in US vs. the rest of the world. <https://www.comparitech.com/tv-streaming/screen-time-statistics/> March 21, 2022.

² The Attention Council. From Attention to Action. <https://medium.com/the-attention-council/the-attention-councilwhitepaper-reveals-best-practices-for-activating-on-attention-data-ff052688af07> February 25, 2021.

While viewability remains an important baseline metric, one of the key differences between viewability and attention is that while viewability represents a measure of an opportunity for an ad to be seen, it says little or nothing about whether a viewer saw an ad. Attention, on the other hand, is a measure based on actual viewing of ads.

Attention itself can further be divided into what might be considered proxy metrics for attention and direct measures of human attention. Proxy metrics are measures of detected engagement activity on a device that imply human attention, whereas other attention measures involve the direct measurement of humans paying attention to screens via visual tracking, typically through opted-in panels. Both measures are useful, however it is important to understand the difference when exploring vendor offerings and methodologies and when assessing outcomes.

Attention Metric Landscape



In line with our consumer-first philosophy, MediaMath supports the position of the ANA, in the belief that responsible attention metrics do not seek access to a consumer's device to measure real-world attention responses. Instead, these responses should be modeled in laboratory or panel settings with informed subjects.³

Attention metrics are a significant step toward apples-to-apples measurement across channels, but not all attention metrics are there yet. Just as a click can't be measured equally across channels, attention without clear definition and weighting will not translate across channels. Sixty seconds of undivided consumer attention on an eighty-five-inch connected TV is different than sixty seconds of undivided consumer attention on a six-inch mobile phone. As with any new technology, consistency is key: find an attention metric that resonates with your brand and the business outcomes you're driving and incorporate that into your marketing KPIs.

What do attention metrics mean for media buying?

PLANNING

Today, forecasting typically involves inputs like target audience attributes, geographies of audiences being targeted, and what type of creative(s) might be used, in order to produce an estimate of reach, usually represented by impressions, unique consumers, and target bid amounts, e.g. CPM.

As attention metrics gain industry adoption, they will be incorporated into forecasting inputs, like viewability targeting has, and outputs, e.g. cost of aCPM.



ATTENTION ORIENTED CAMPAIGN GOAL TYPES

In the MediaMath platform, campaign goals declare and inform how to bid and optimize toward your ideal business outcomes. Of the goal types available, several are more attention oriented and can be leveraged for your campaigns today:

- Cost Per Action (CPA)
- Video Completion Rate (VCR)
- Viewable Rate
- Viewable CPM



TARGETING

Depending on the attention metric there may be suitable proxies available today from bid enrichment specialists like DoubleVerify and Oracle for targeting in ad platforms. Additionally, targeting parameters like ad position, player audibility, and even app/domain allow and blocklists can be leveraged to filter ad opportunities to avoid attention-dark ad experiences.

Like with planning, as attention metrics gain industry adoption, they will be incorporated into new or existing targeting solutions.



INVENTORY INTELLIGENCE

The MediaMath Attention Marketplace offers turnkey access to inventory that index high for Attention, as measured by Adelaide. Adelaide's AU is an omnichannel media quality measurement that allows for standardized comparisons across sites, placements, platforms, channels, and more to predict the likelihood of greater attention to creatives by customers.

Through the MediaMath Attention Marketplace, you have one-click access to placements tuned for quality attention curated with Adelaide.



OPTIMIZATION

With targeting, comes the opportunity for optimization. While the attention metric discussion in the industry evolves, brands can optimize post-delivery using campaign learnings to adjust fold position, app/domain lists, viewability, audibility, and even frequency, to maximize attention.

Through the MediaMath Brain, our algorithm for determining optimal bidding strategy based on buyer and market value, we consider several components of attention, automating a portion of the task of optimizing for attention.

- Exchange viewability, included within the bid request as part of the metric object to offer insight into the available ad opportunity
- Fold position, aka ad position, included within the bid request to indicate the position of the ad
- Time of day, for instance whether the ad opportunity is available in the consumer's time zone
- Historical interactions like completed video views and clicks on content



CREATIVE INTELLIGENCE

Creative fatigue happens, but consumer sentiment and content consumption change over time too. Creative intelligence unlocks effective planning for your marketing strategy. Evaluate aspects of media like page clutter and ad format, which can inform attention, holding creative and audience targeting constant, so that you can compare attention across media properties.

Creative vendors like Marpipe, help with multivariate testing to measure the performance of every possible combination of creative variables, which can help focus your development of creatives specifically designed to maximize attention. Companies focused on capturing attention, like Lumen, also offer consultative services to help build creatives designed to capture attention.

MEASUREMENT

Available today, measuring attention is a first step toward understanding what attention measurement is possible and which attention metrics are best at achieving your brands' key business outcomes.

Companies like Adelaide, Amplified Intelligence, DoubleVerify, Lumen, Oracle/Moat, Playground.xyz, and TVision offer several tag-based measurement solutions that can be used to measure attention &/ or a proxy for attention. These solutions can be implemented on your campaigns in the MediaMath platform today.



What should brands do?

As attention metrics and measurement continue to mature, you can learn more, develop a plan aligned with your key business outcomes, start optimizing for attention, and kick-off your targeting and measurement tactics to capture consumer attention.

LEARN MORE ABOUT ATTENTION

Take the attention test: [watch this video](#) & follow the instructions.

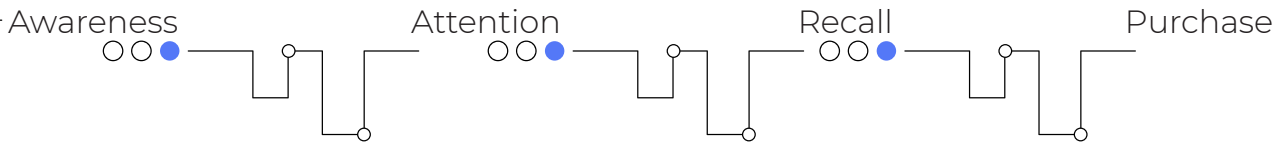
The video was created 20 years ago by two cognitive psychologists to illustrate the phenomenon of selective attention: our subconscious tendency to tune out distractions to focus on what's important to us. Unfortunately for advertisers, our message isn't what's most important to the viewer.⁴

Learn more about attention as a concept in advertising through The Attention Council, <https://www.theattentioncouncil.org/>. With various papers and webinars, The Attention Council provides a valuable knowledge base with which to start. Read their paper, Linking Attention Metrics and Outcomes, (<https://www.theattentioncouncil.org/s/tac-linkingattention-metrics-and-outcomes.pdf>) and review the next steps suggested to pick dependent variables and select a methodology that's best for your marketing efforts.

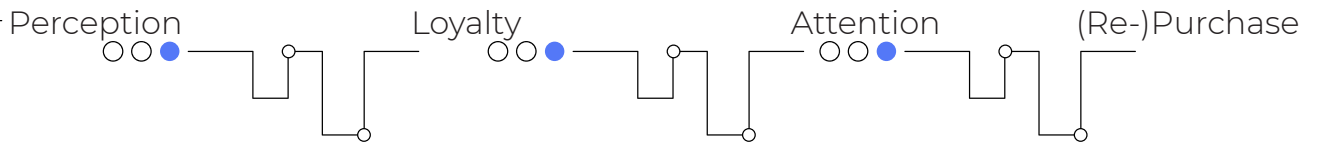
PLAN FOR ATTENTION

Capturing attention throughout the purchase cycle is paramount, but depending on your brands' key business outcomes, you may implement specific techniques at different consumer touchpoints.

BRANDING



DIRECT RESPONSE



As an example, research suggests a strong connection between attention and the outcomes marketers care most about, like ROI. If that aligns with your brand goals, asking questions as you plan for attention like these will help you identify where to focus on capturing attention:

- How will attention be measured?
- Is the metric a proxy attention metric or a true attention metric?
- If working with a panel, are the participants opt-in?
- What attributes about the panel are shared?

As consumer attention is dynamic, there is no single approach to success. The team at Playground.xyz have an interactive tool to help you evaluate benchmarks in attention across a variety of facets:

<https://playlist.playground.xyz/insights/>

OPTIMIZE FOR ATTENTION

Start with what you can measure. Buy and optimize ad placement with high viewability, understanding that is only a foundation to securing attention. Ads work best when consumers are attentive to the screen.

Flex your creative intelligence. Creative fatigue happens, but consumer sentiment and content consumption change over time too. Creative intelligence unlocks effective planning for your marketing strategy. Evaluate aspects of media like page clutter and ad format, which can inform attention, holding creative and audience targeting constant, so that you can compare attention across media properties.

TRANSACT ON ATTENTION

With a methodology and measurement partner in hand, you'll be primed for the early wave of attention targeting opportunities. As the companies noted above develop more robust contextual offerings, targeting viewability will evolve to transacting on attention metrics.

MediaMath

THANK YOU

