

A photograph of a child standing on a large set of stone steps in front of a stone wall. The child is wearing a hat and a striped shirt. The steps are made of light-colored stone and lead up to the wall. The wall is also made of light-colored stone blocks. A shadow is cast on the wall from the right side. The overall scene is brightly lit, suggesting a sunny day.

IAB Attention Forum

The True Value of Attention

THE META X DENTSU TEAM TODAY



Rob Smallwood
Head of Industry, Agency
Meta



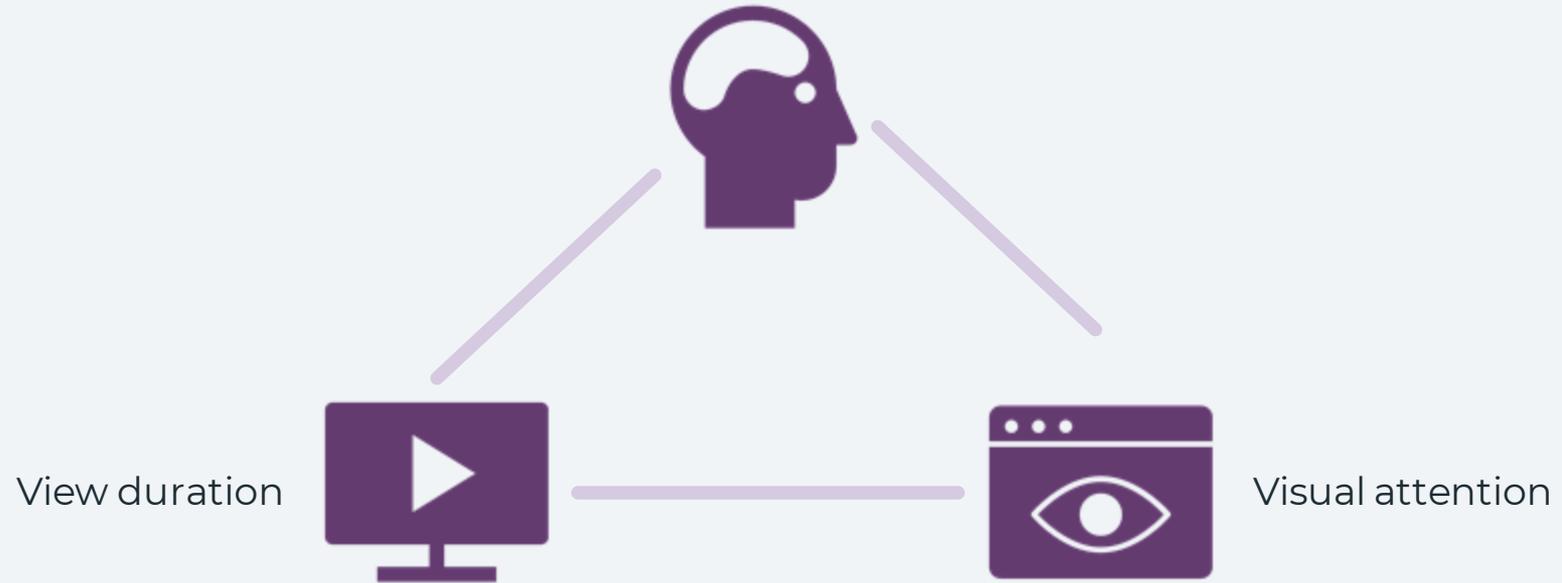
Nicolas Arrive
Marketing Science Manager,
Agency
Meta



Joanne Leong
VP, Director, Global
Media Partnerships
dentsu

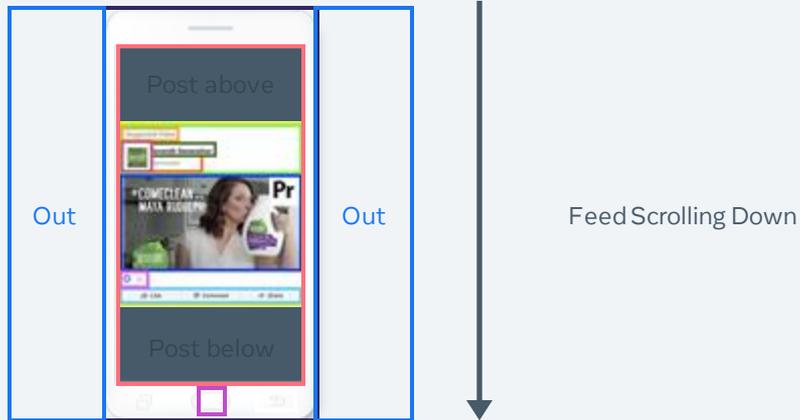
WHAT IS ATTENTION?

Neurological measures of **attention** (eg. EEG)



Accuracy on mobile affected by:

- Small area of interest to measure
- Moving target in a feed environment
- Independent movement of phone



ATTENTION COMES IN ALL SHAPES AND SIZES



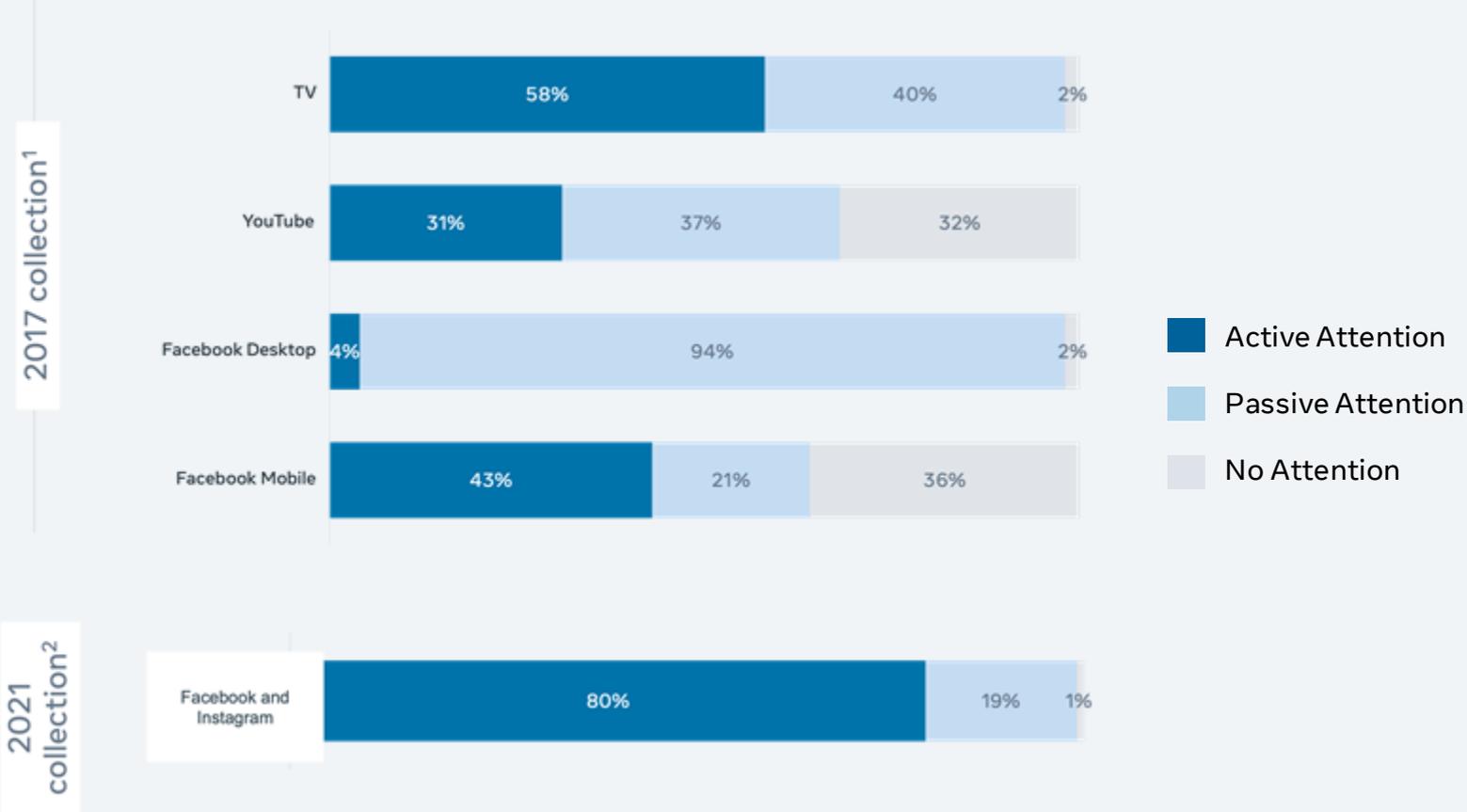
KANTAR

NO SILVER BULLET, THE LARGEST ACADEMIC STUDY EVER INTO BRAND BUILDING EFFECTIVENESS PUBLISHED IN PARTNERSHIP WITH KANTAR:

“The most important point is you need to mix different types of attention. They all contribute differently to different goals”

PROFESSOR FELIPE THOMAZ, SAÏD BUSINESS SCHOOL, OXFORD UNIVERSITY

THE SHAPE OF ATTENTION AT META IS CONSTANTLY EVOLVING



Source: (1) Benchmark Series Tranche 1, TV & PC Collection, 2017 (2) Amplified Intelligence, Facebook Mobile Data Collection, Australia, 2021. Blended average attention across News Feed, In-stream and Stories, N=1160

THERE ARE ATTENTION TRADE OFFS WHEN COMPARING OBJECTIVES AND FORMATS

Reach Attention



VIDEO VIEWS



Reach



REACH
BRAND AWARENESS



Attention

Reach



REACH
BRAND AWARENESS



FEED, STORIES
REELS



IN STREAM



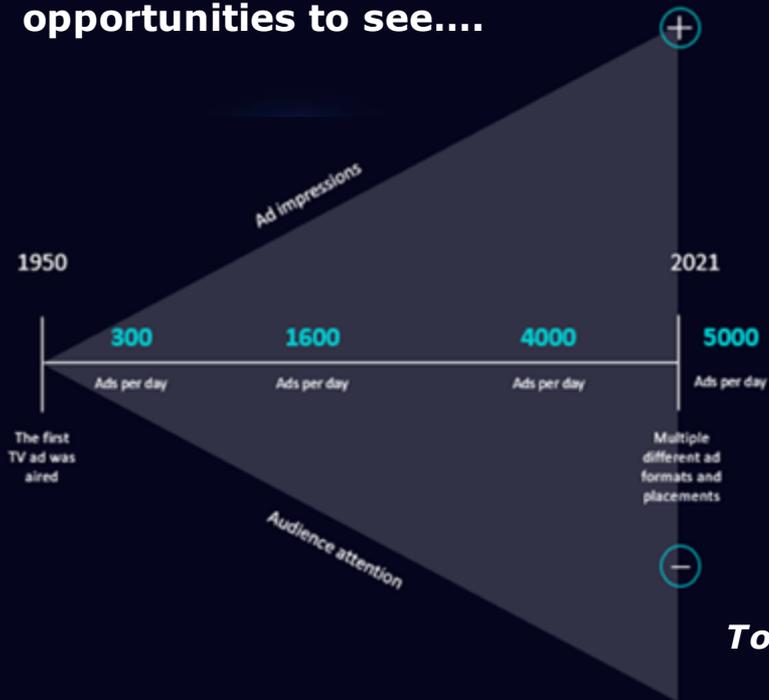
VIDEO VIEWS

Attention

Students

An industry problem; impressions in abundance,
but "attention" is scarce

From equalizing all
opportunities to see....



AE

To understanding the genuine opportunity to communicate

Objectives

1

What is the relationship between attention to advertising and desired outcomes?

- Recall
- Choice

2

What are the drivers of attention to advertising?

3

What are the implications for advertisers?

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Methodology

Structured ad exposure

Forced exposure of pre-selected ads

Method  

Platform 

Outcome: Effect of features of Ad e.g. Category, Length

LIUEN



Unstructured 'In-the-wild'

Natural exposure of all ads viewed across a month

Method  

Platform  

Outcome: Effect of environment around ad (e.g. time of day, co-viewing, genres)

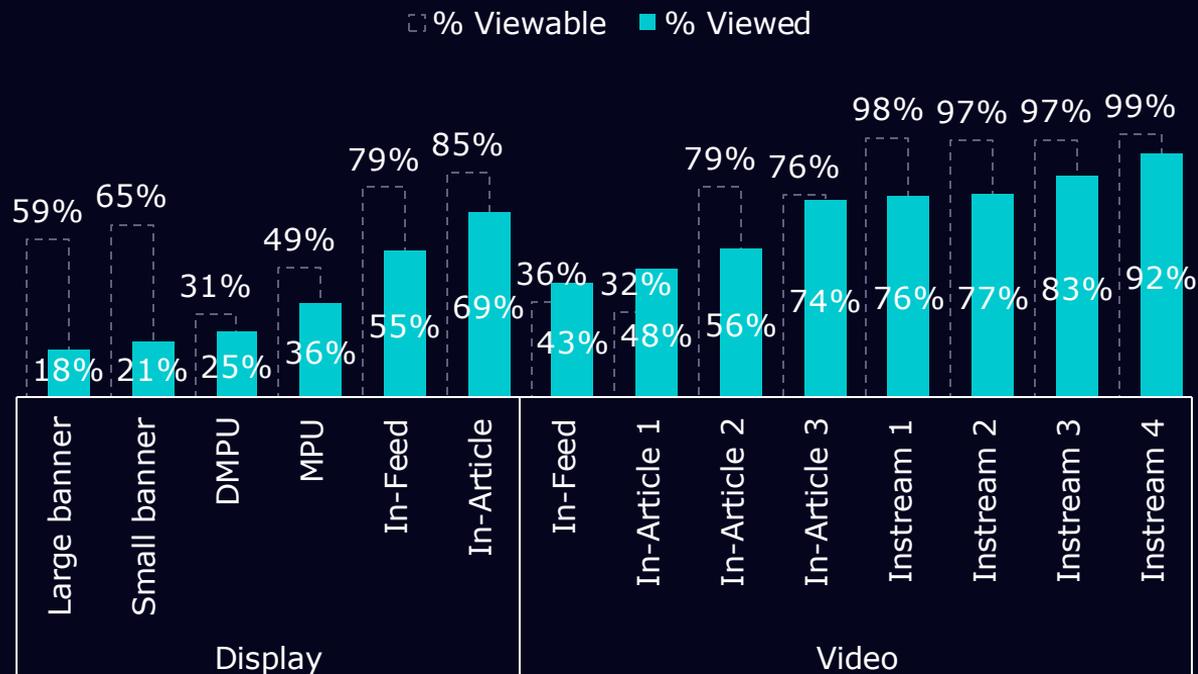
LIUEN



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Human attention is not the same as viewability

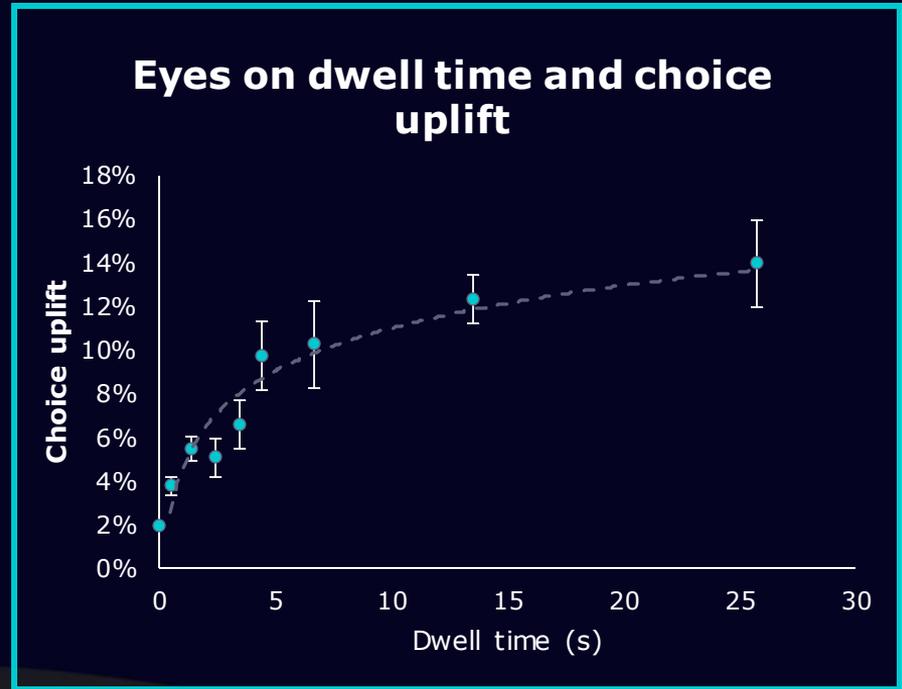
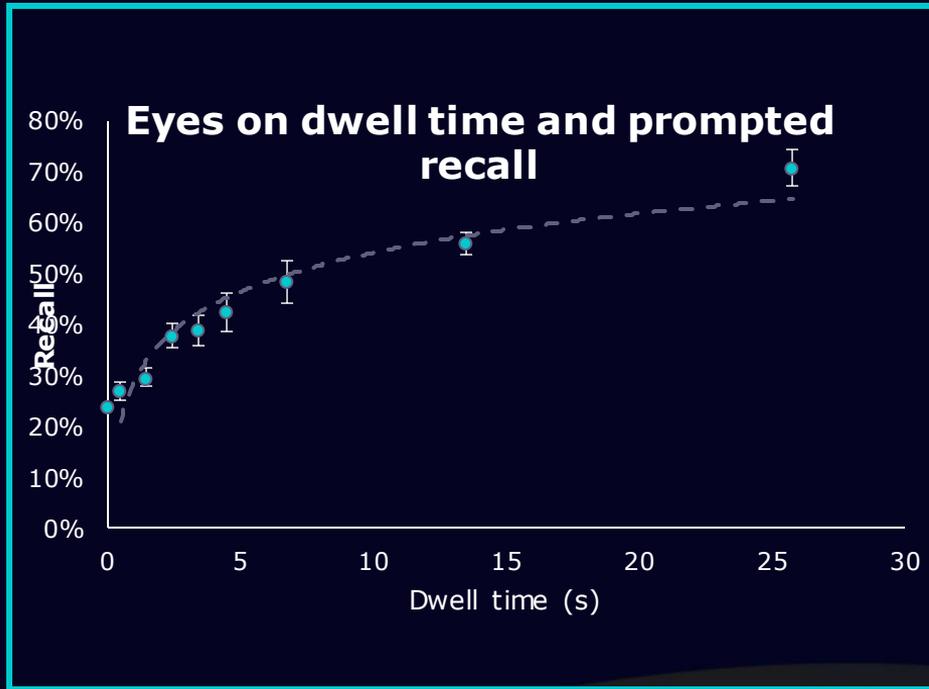
– being “MRC viewable” does not mean eyes-on-ads



Source: Passive Panel (US+ UK 3095)

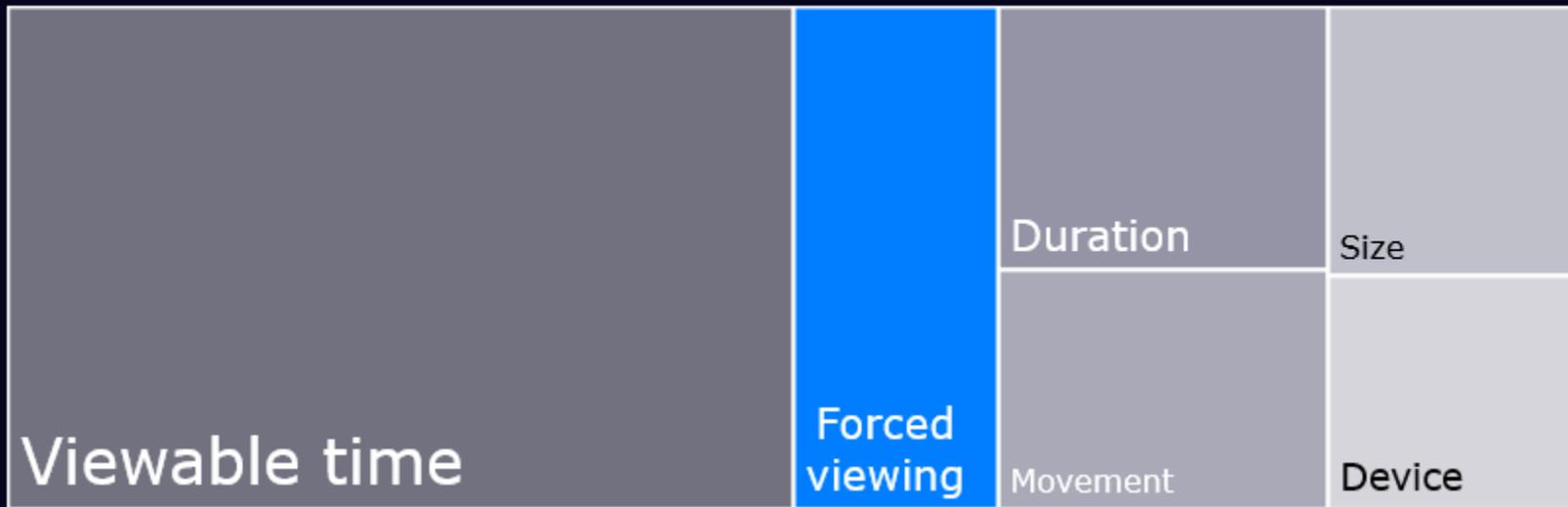


Attention drives recall and choice



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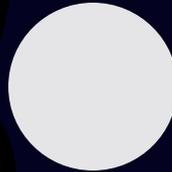
Through our research, we understand the contribution of different media drivers to attention



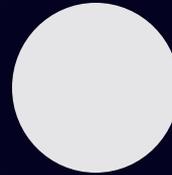
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...we ... that ... all attention is equal; different
for ... the ... of each attentive second

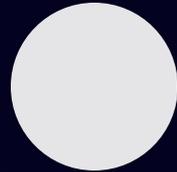
on value



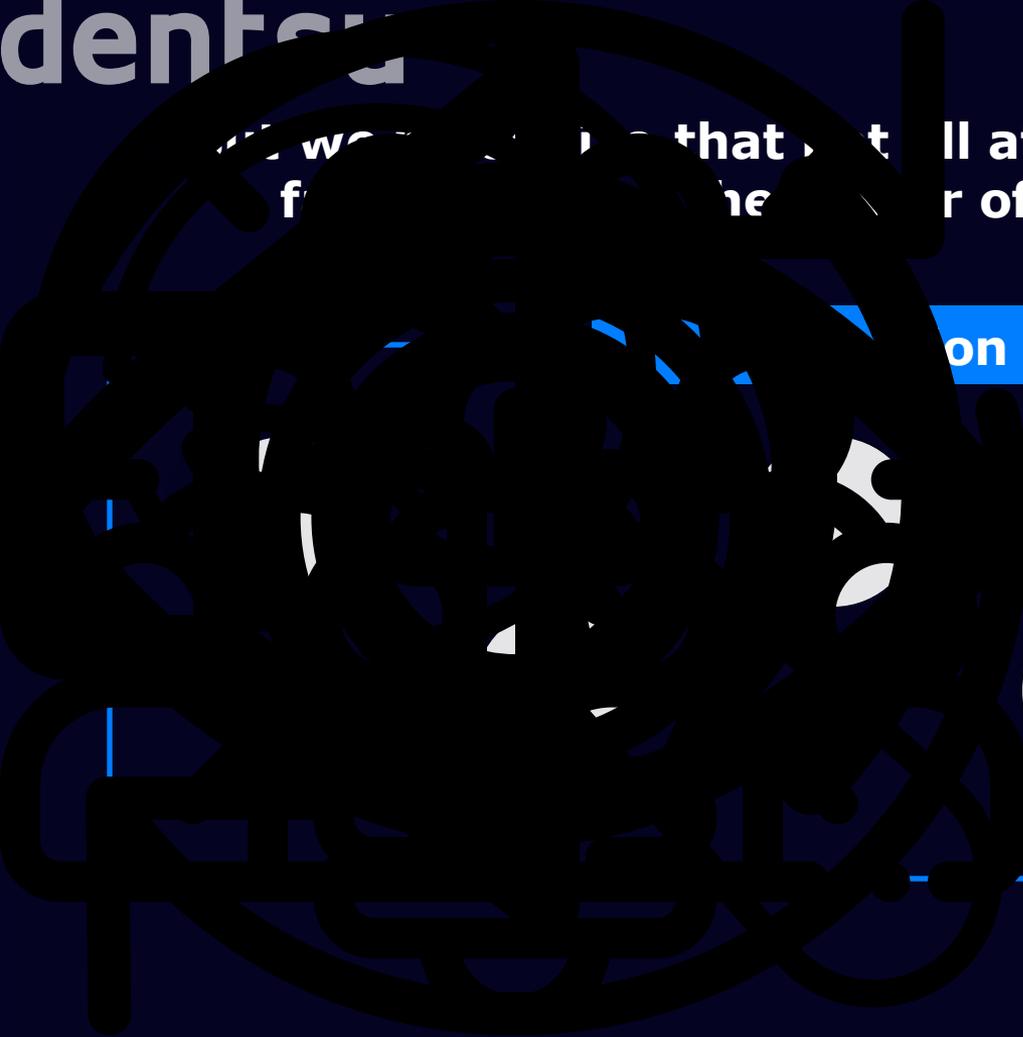
Sound



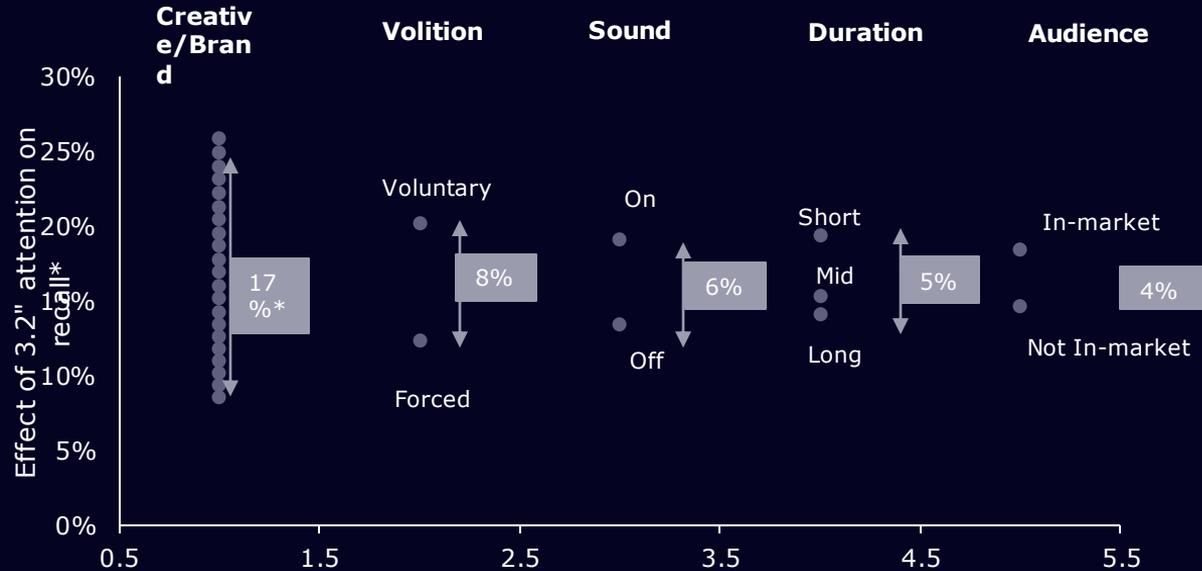
Audience



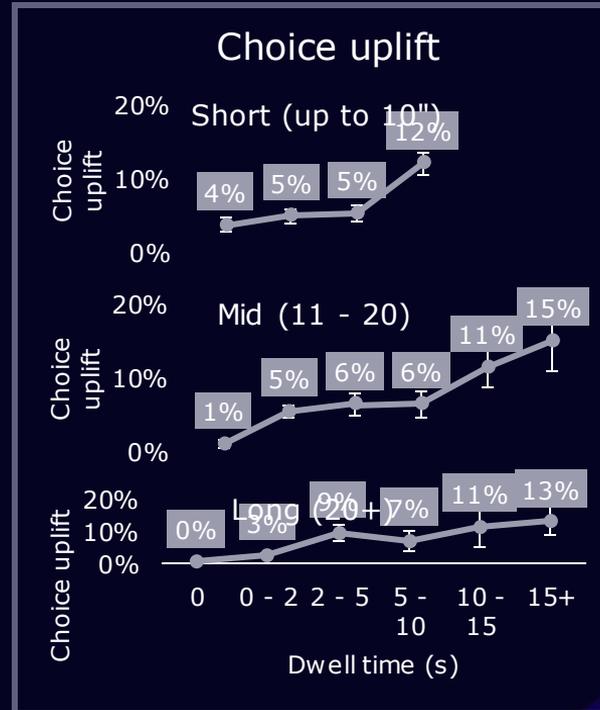
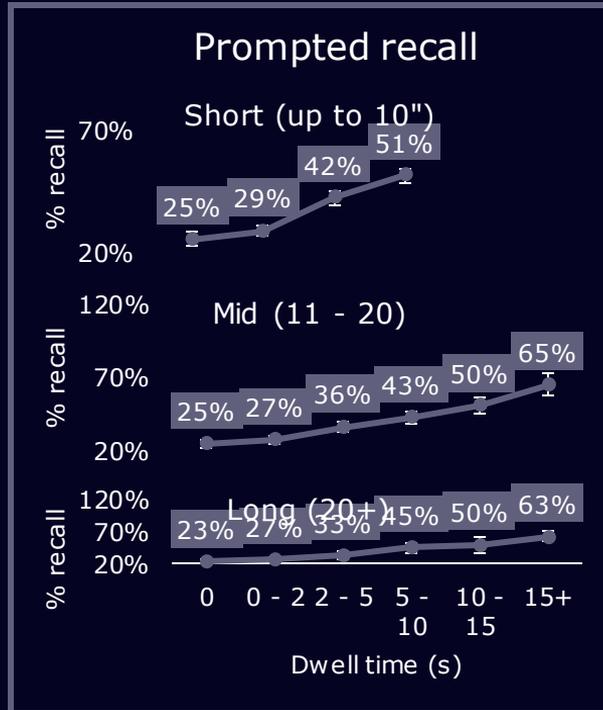
Context



Creative is the main driver of the effect of attention on outcomes



Duration: Shorter video ads are more 'attentionally efficient' in delivering outcomes



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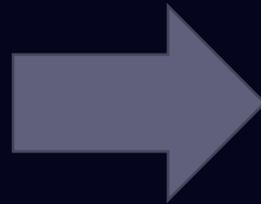
**Not all attentive seconds are equal; we must
value attention in a way that is linked to
outcomes.**

Planning with Attention: Factoring in Attention Value Drivers

Attention

Dwell Time

Recall



Combining our attention benchmarks with our recall model yields powerful data for planning, which takes account of both the relative attention levels and the typical effects of that attention on outcomes

SOME CONSIDERATIONS FOR THE INDUSTRY



WHAT IS THE
RELATIONSHIP
BETWEEN
ATTENTION
AND SALES
OUTCOMES?



HOW CAN WE
BUILD THE
DIFFERENT
SHAPES OF
ATTENTION
INTO MMM
MODELS?



HOW OFTEN
SHOULD THE
DATA BE
REFRESHED?



HOW SHOULD WE
CALCULATE THE
COST OF
ATTENTION?