DoubleVerify

MAY WE HAVE YOUR ATTENTION, PLEASE?

DOUBLEVERIFY'S GUIDE TO ATTENTION MEASUREMENT

POWERED BY THE ATTENTION LAB™

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DoubleVerify's Guide to Attention Measurement

Attention is the heart of advertising – after all, what good is an ad if it doesn't reel in its intended audience? For years, we have focused on measuring the impact of our advertising through metrics such as viewability or clicks, which, while important, are not sufficient in capturing the whole story. The media industry has finally evolved to a place where advertisers can directly measure user attention across ads and devices. In this guide, we'll dive into the growing importance of attention metrics in the media industry and how marketers can harness the power of attention measurement to drive performance.

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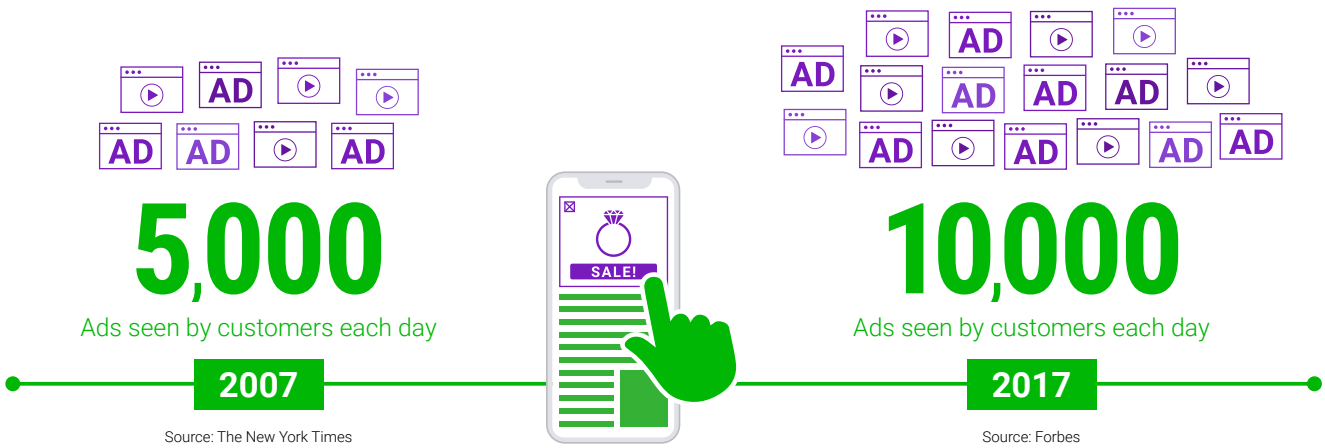
THE IMPORTANCE OF ATTENTION IN TODAY'S MEDIA LANDSCAPE

Qualifying Advertising Impact Matters More Than Ever Before

In today's saturated media landscape, qualifying impact matters more than ever. Fourteen years ago, ***The New York Times*** reported that consumers saw 5,000 ads a day. By 2017, ***Forbes*** estimated this number could be as high as 10,000. With consumers faced with so much content, standing out from the crowd is a challenge.



One major challenge facing advertisers is that traditional metrics such as viewability and clicks are are no longer the most effective way to measure performance. While viewability is essential to the foundational success of an ad campaign, marketers now have access to richer data to help them evaluate specifically which viewable impressions have the greatest impact on the target audience. DV research has shown that advertisers have surpassed the IAB recommended viewability threshold of 70% — the average viewability across all DV video campaigns is 73% — but there is still opportunity to improve. DV found that only 66% of video ads play through completion, and only 16% of video ads are audible and viewable upon completion.

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

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

Clicks do not tell the full story in terms of an ad campaigns' performance either. For example, one global tech brand had been primarily relying on click-through-rate as a proxy for performance, which was not effective since nearly all (99%) of their conversions did not come from clicks. The tech brand approached DV to find a solution to better measure and improve their performance.

For one global tech brand, **99%** of conversions **do not** come from clicks

83% of Internet users are **concerned about their privacy**

Additionally, advertisers are adapting the way they measure success due to growing privacy concerns. Eighty-three percent of Internet users are concerned about their privacy, according to a poll conducted by cybersecurity services firm Symantec. Furthermore, third-party cookie deprecation and the long term impact of IDFA changes continues to loom. Statistics from Flurry, for example, show that only 25% of active mobile app users worldwide have opted into app tracking following the release of iOS 14.5, creating challenges with using personalized advertising and attribution solutions to drive performance.

Privacy-friendly attention metrics that do not rely on third-party cookies or IDFA are a potential solution. In fact, "98% of marketers believe that deeper attention metrics would improve campaign performance and business outcomes", according to a **study** conducted by Forrester Consulting, commissioned by YieldMo.

> **98% of marketers believe that deeper attention metrics would improve campaign performance and business outcomes**

Measuring the Complex Construct of Attention

We know that user attention is a complex, non-binary concept. So how exactly can it be measured?

DV has found that the best way to quantify attention is to measure several granular data points at the impression level, which can then be aggregated into actionable metrics. **DV Authentic Attention®**, DV's MRC accredited, privacy-friendly attention measurement solution that does not rely on cookies, analyzes over 50 data points on the exposure of a digital ad and consumer's engagement with a digital ad and device — in real-time. For exposure, DV Authentic Attention® evaluates an ad's entire presentation, quantifying its intensity and prominence through metrics that include viewable time, share of screen, video presentation, audibility, and more. For engagement, DV Authentic Attention® analyzes key user-initiated events that occur while the ad creative is displayed, including user touches, screen orientation, video playback, and audio control interactions.

EXPOSURE METRICS

INTENSITY

Display
Avg. Viewable Time on screen

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

PROMINENCE

Ad's share of screen

ENGAGEMENT METRICS

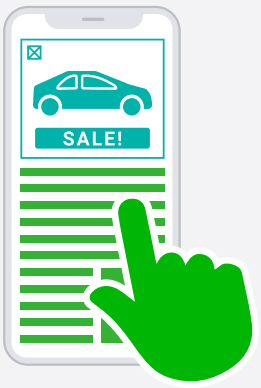
USER PRESENCE & AD INTERACTION

Touch
Scroll, Hover, Swipe

Screen
Landscape/Portrait, Full Screen

Playback
Pause, Resume, Skip

Audio
Volume Up/Down, Mute



Exposure and Engagement ladder up into the DV Attention Index, an overarching measure of attention that provides key insight into campaign performance.

MRC Accreditation for DV Authentic Attention®

DV Authentic Attention® is the first attention measurement solution in the industry to receive accreditation from the MRC. This new accreditation spans DV's full set of display and video attention metrics across desktop, mobile web, and in-app.

HARNESSING THE POWER OF ATTENTION MEASUREMENT

Attention measurement has a wide range of applications across the marketing funnel that can be tailored to advertisers' unique goals. DV has found that ad exposure correlates with branding KPIs such as brand awareness or favorability, and user engagement correlates with direct response KPIs such as conversions. Advertisers can improve their campaign performance to meet or exceed these goals by optimizing towards these elements of attention.

Below are six unique ways that DV has seen advertisers successfully leverage DV Authentic Attention® insights to measure campaign effectiveness in-flight, refine future planning and improve performance overall.

> DV's sophisticated analysis of media performance provided us with **actionable insights to drive campaign optimization and maximize effectiveness**... Through DoubleVerify Authentic Attention®, we've been able to **evaluate ad exposure and engagement in a completely new, granular and holistic way.**
>
> **Jennifer Brain-Mennes**
> Director of Global Media Strategy & Planning, Americas CX Lead of Mondelez

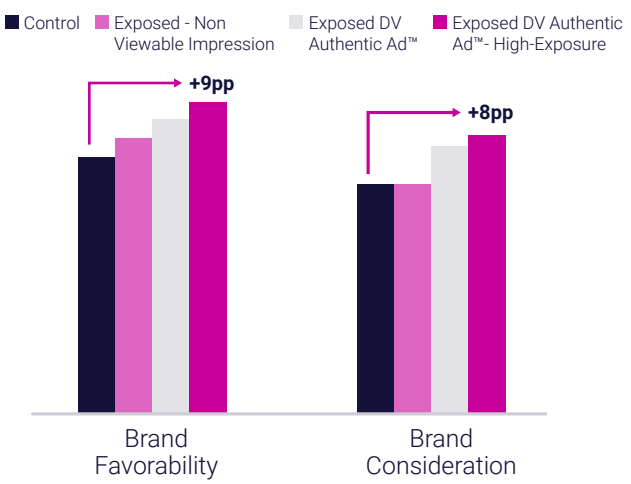
USE CASE 1

Increase Brand Awareness

Advertisers running branding-focused campaigns can leverage attention insights to improve results. For example, Mondelez International, one of the world's largest snack companies, used DV Authentic Attention® to evaluate the performance of a cross-platform display campaign for a popular snack brand. In doing so, DV was able to highlight that high-exposure impressions - those with an Exposure Index of 100 or greater - drove a 9 percentage point increase in brand favorability, an 8 point lift in consideration overall, and a 5 point rise in purchase intent among the brand's primary target audience.

HIGH EXPOSURE IMPRESSIONS DRIVE AN INCREASE IN MID FUNNEL BRAND METRICS

Control Group vs. High-Exposure Exposed



USE CASE 2

Drive Conversions

Advertisers that are running direct response campaigns can leverage attention metrics to drive conversions. Vodafone Germany, a German subsidiary of the leading telecommunications company in Europe and Africa, wanted to measure and optimize its digital ad campaigns with the goal of driving qualified purchase intenders to their site and increasing sales. The brand leveraged DV Authentic Attention® insights to identify that high engagement ads — those with an Engagement Index of 100 or greater — drove over 2.5x higher Qualified Traffic and sales conversion rates compared with low engagement ads.

These findings can help the brand optimize to high engagement sites, placements, devices and more to improve campaign performance and increase conversions.

High Engagement Ads Had

2.5x

Qualified Traffic & Sales Conversion Rates

> By leveraging **DV Authentic Attention®**, we've been able to **measure and optimize engagement metrics in a timely manner** – helping us **drive conversions and meet business outcomes.** Having access to this privacy-friendly data **provides us with the confidence we need to make sound media investments.**
>
> **Christoph Freyenhagen**
> Team Lead - Data Driven Marketing, Vodafone Germany

USE CASE 3

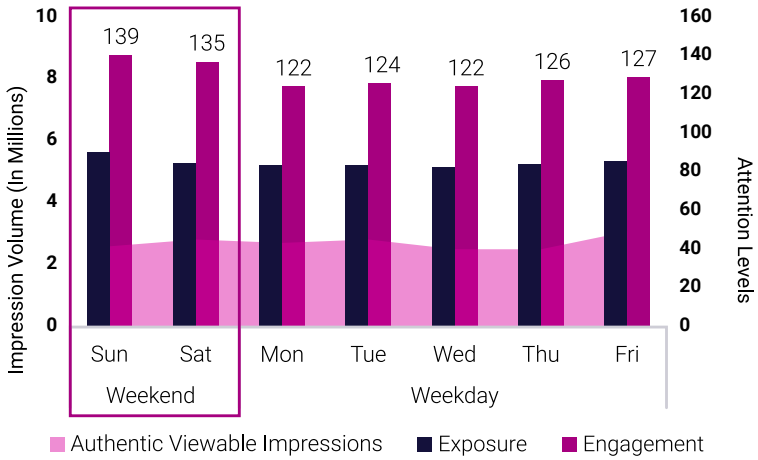
Measure Inventory Performance

Advertisers can leverage attention metrics to evaluate inventory performance and uncover high and low performing sites and apps. For example, one auto brand wanted to measure inventory performance to validate their media plan, and found that their top volume site had an attention index 47% lower than the DV average. With these insights, the advertiser can shift spend away from the low performing site to better performing sites that have higher exposure and engagement.

USE CASE 4

Inform Creative Flighting Strategy

External factors such as seasonality and different days of the week can affect ad performance. Trended attention data can help uncover patterns and inform advertisers of the best times to serve different ad creatives to maximize impact. One CPG brand found that their campaign engagement was significantly higher on the weekends, and was able to adjust their creative flighting strategy accordingly to maximize performance.



USE CASE 5

Improve Video Creative Performance

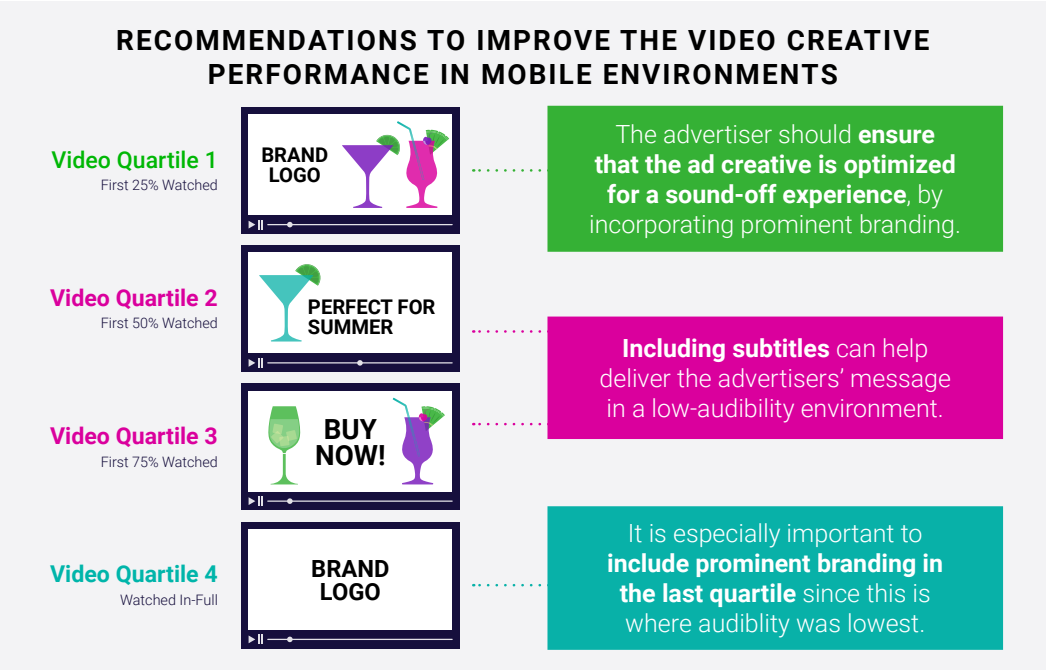
DV has found that capturing user attention from video ads can be especially challenging. With DV Authentic Attention®, advertisers can understand attention levels, completion rates, audibility and viewability by quartile for their video ads, to ensure that key elements — such as a brand logo or the primary call to action — are featured in the quartiles with stronger performance. Advertisers can leverage these in-depth video insights across devices to improve video ad delivery.

	Video Ad Attention Index	Quartile 4 Viewability	Quartile 4 Audibility
All Devices*	228	83%	63%
Mobile Web	87	76%	19%

*all devices refers to desktop, mobile-app, & mobile-web

For example, a beverage brand appeared to have strong performance, viewability and audibility across all devices, but when filtering for mobile-web only, saw a significant drop in quartile audibility and overall performance.

The advertiser is able to use this insight to improve future creative development. For example, to optimize delivery on mobile sites where audibility was low, the advertiser can ensure that the creative features prominent branding throughout the ad. Additionally, including subtitles in the ad can help deliver the advertiser's key message in a low-audibility environment.



USE CASE 6

Inform Media Buying Strategy

Whether leveraging an open exchange or PMP for a media buy, it's important for advertisers to ensure that they are maximizing spend on the buying method that will drive the greatest campaign performance. For example, a CPG brand wanted to understand if premium inventory from PMPs was worth the additional cost.

By leveraging DV Authentic Attention® Insights, the brand found that PMP inventory outperformed open exchange inventory for the same campaign by **143%**. Based on this insight, the advertiser was able to validate the additional cost of PMP inventory for their given campaign, and selected PMPs for future buys to ensure optimal performance.

PMP Outperformed the Open Exchange by

143%

GETTING STARTED WITH DV AUTHENTIC ATTENTION®

As a newer form of measurement, getting started with attention metrics may seem challenging at first. DV has identified 4 key phases to ensure that advertisers can easily maximize results when leveraging attention measurement.

PHASE 1

Establish & Maintain a Foundation of Media Quality

Establish a foundation of media quality with DV's Authentic Ad™, and ensure eligibility and the authentic viewable rate are strong before getting started with improving performance.

PHASE 2

Measure Baseline Campaign Performance

Measure campaign performance to establish a baseline, and hone in on key attention metrics based on campaign KPIs.

PHASE 3

Implement Campaign Planning & Optimization Strategies

Improve campaign performance through strategic optimizations. Leverage learnings to better inform future campaign planning.

PHASE 4

Ongoing Learning Fuels Future Planning & Optimizations

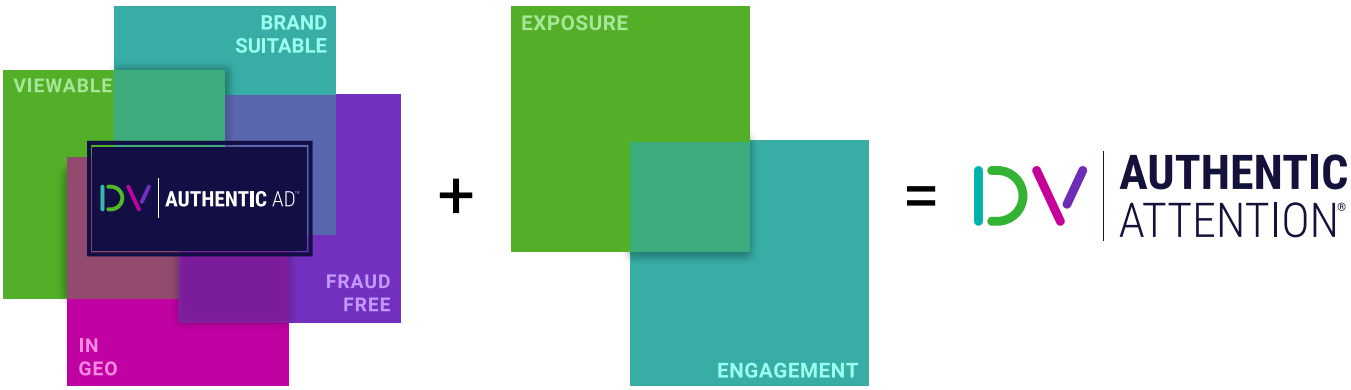
Continue to leverage attention insights in more granular ways to further improve future campaign performance.

PHASE 1

Establish & Maintain a Foundation of Media Quality

Establishing a foundation of media quality is essential to the success of a campaign - for advertising to make an impact, ads must be seen, by a real person, in a brand suitable environment, in the intended geography. DV Authentic Attention® offers granular, impression-level measurement, so ensuring that all measured impressions meet a threshold of media quality is the first step in improving performance. Before getting started with attention measurement, DV recommends establishing a strong Authentic Ad™ rate for the most actionable results.

Performance Starts with Quality



DV Authentic Ad™
The Foundaiton of Media Quality

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

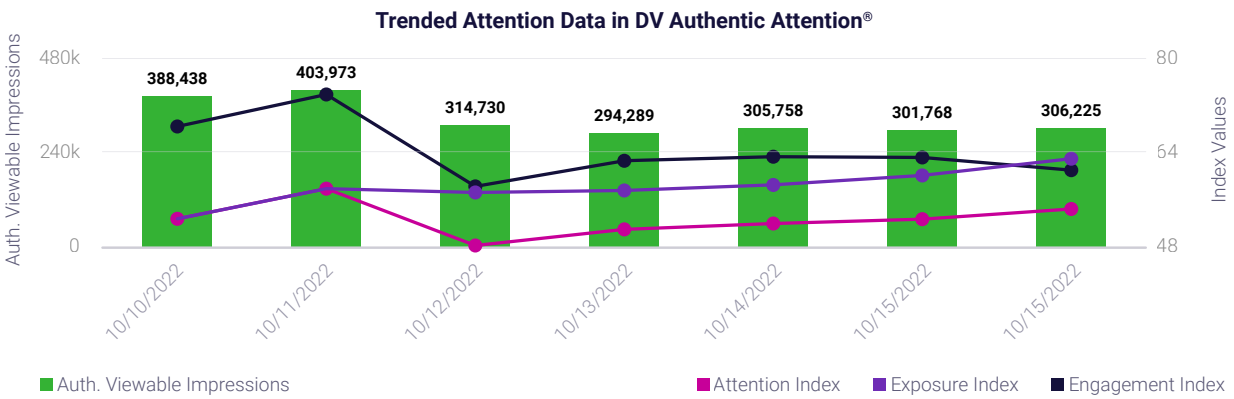
DV Authentic Attention®
The New Standard for Media Quality and Performance

The DV Authentic Ad™ rate is made up of the percentage of measured impressions that are "authentic" – ie; brand suitable, fraud free, in geo and viewable as defined by IAB standards. This means a display ad has 50% of pixels visible in a user's browser for one second, and a video ad has 50% of pixels visible for two seconds. Optimizing toward DV's Authentic Ad™ can help secure a strong DV Authentic Ad™ Rate.

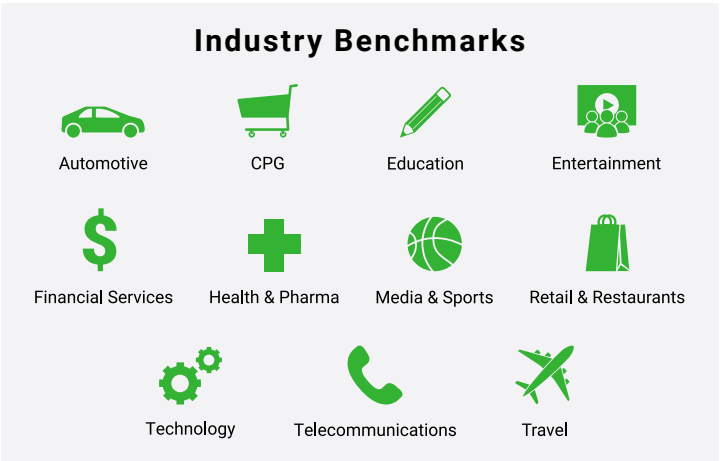
PHASE 2

Measure Baseline Campaign Performance

Before beginning to make optimizations or improvements, It is helpful to adopt an always-on measurement approach to establish a performance baseline. The DV Authentic Attention® Snapshot provides a high-level overview into performance across campaigns and is helpful in identifying what campaigns in an over-arching portfolio need attention. The three key indices in DV Authentic Attention® - Attention, Exposure, and Engagement - can provide a more granular view into the current performance of a specific campaign. Analyzing how the indices trend over time can help uncover changes in performance and isolate potential areas of improvement. At this stage, it is also helpful to hone in on a specific index depending on the unique goal for a given campaign. The exposure index would provide the best insight into the performance of a branding-focused campaign, whereas the engagement index would be best for a direct response campaign.



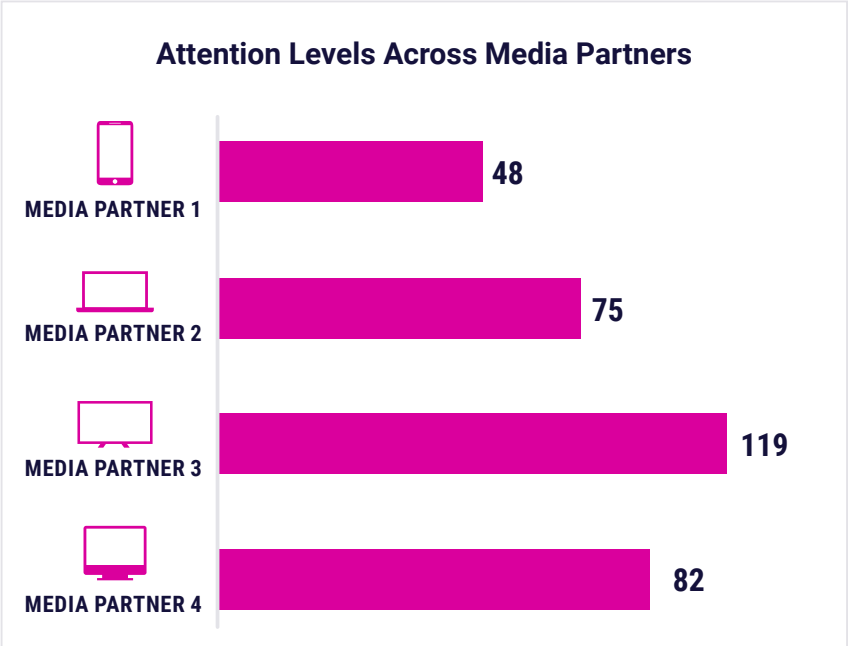
Additionally, global attention industry benchmarks can provide additional context into how a campaign is performing in relation to a specific industry vertical. Industry benchmarks are available across 11 different industries in DV Authentic Attention®, including Automotive, CPG, Education, Entertainment, Financial Services, Health & Pharma, Media & Sports, Retail & Restaurants, Technology, Telecommunications, and Travel.



PHASE 3

Implement Strategic Optimizations & Planning

Advertisers can tailor their attention measurement experience based on their unique campaign goals, such as increasing brand awareness or conversions, to make leveraging attention insights more approachable. For example, an advertiser that wants to focus on improving brand awareness for their campaign would prioritize increasing their exposure index, since high exposure correlates with improving branding KPIs.



Next, look to the initial measurement collected in phase 2 to help determine what campaign dimensions to improve first. If an advertiser found that a top volume site for their campaign had low exposure, they could leverage DV Authentic Attention® insights to uncover stronger performing sites, and shift spend towards these sites in-flight. These insights can also be leveraged to inform future campaign planning. For example, if the advertiser wanted to inform future media partner selection, they could use DV Authentic Attention® to identify top performing media partners to include in subsequent media plans, and avoid poorly performing media partners in the future.

PHASE 4

Ongoing Learning Fuels Future Planning & Optimizations

As advertisers gain familiarity with DV Authentic Attention® data, there are a multitude of opportunities to continue improving campaigns in-flight, and enhancing future planning strategies. Attention levels can be improved across several campaign dimensions, including media partner, creative ID, site, device type, and placement.

The report builder feature in DV Authentic Attention® also allows advertisers to easily access customized reporting with granular, impression level data across any combination of these dimensions.

DV ATTENTION LAB™

The newly-formed, one-of-its-kind DV Attention Lab™ features a multidisciplinary team consisting of data scientists, product experts, and marketing analysts – leveraging an industry-leading technology platform and attention dataset. The goal of the Lab is to provide advertisers with sophisticated, attention-based insights and recommendations on campaign performance - powered by DV Authentic Attention® - including industry benchmark reports, best practice guides, illustrative case studies, and more.

LEARN MORE

To learn more about how you can maximize your campaign performance with Attention metrics in DV Authentic Attention®, contact **Sales@DoubleVerify.com.**

www.DoubleVerify.com