



Teads INTELLIGENCE

Teads x CensusWide Industry view on Attention (UK)

Jan 2023

CENSUSWIDE
+
THE RESEARCH CONSULTANTS

Project Objectives & Composition

Research Objective

Understand how marketers view the importance of attention measurement and potential benefits of adopting attention measurement.

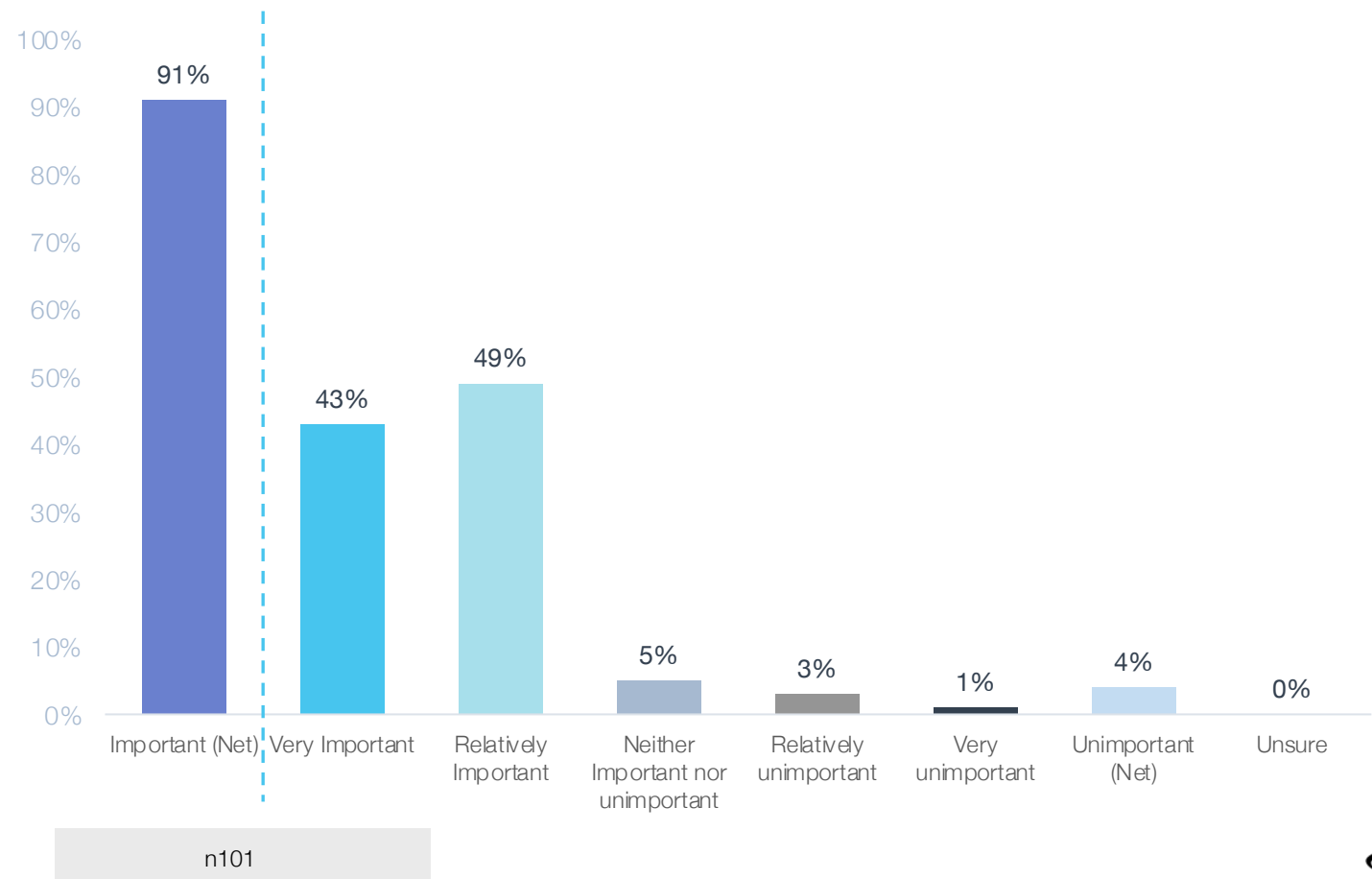
Market	UK
Research Supplier	CensusWide
Sample	100 senior UK marketers
Methodology	Online survey
Fieldwork Dates	6 th Jan – 10 th Jan 2023

Results

9 in 10 state attention measurement is important

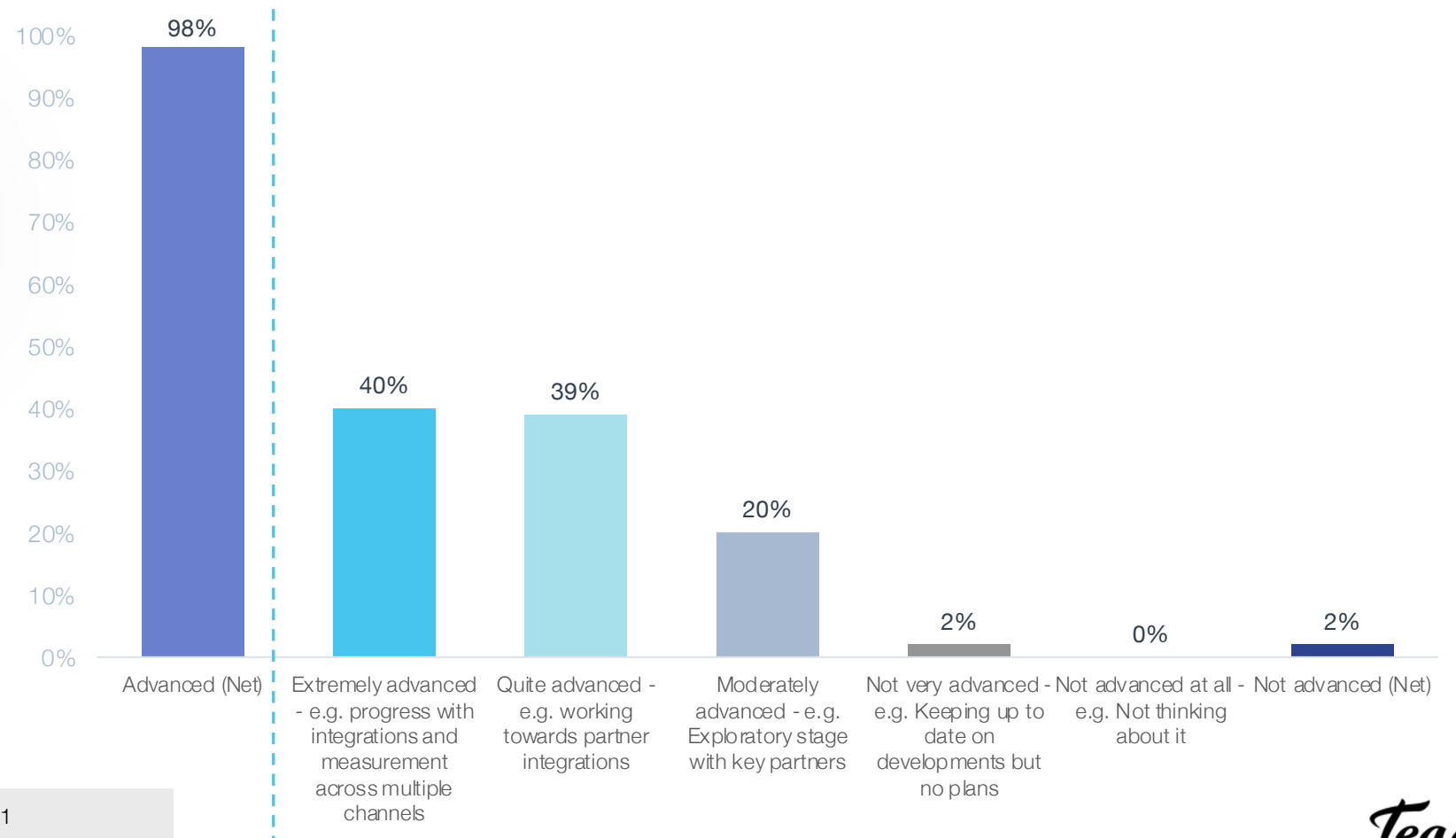
How important or unimportant do you think the trend towards attention measurement is?

Note: Attention is a consumer looking at or listening to an ad at the time they were exposed to it. A typical base measure for attention is time and attention measures can be used in different media contexts such as video or audio?



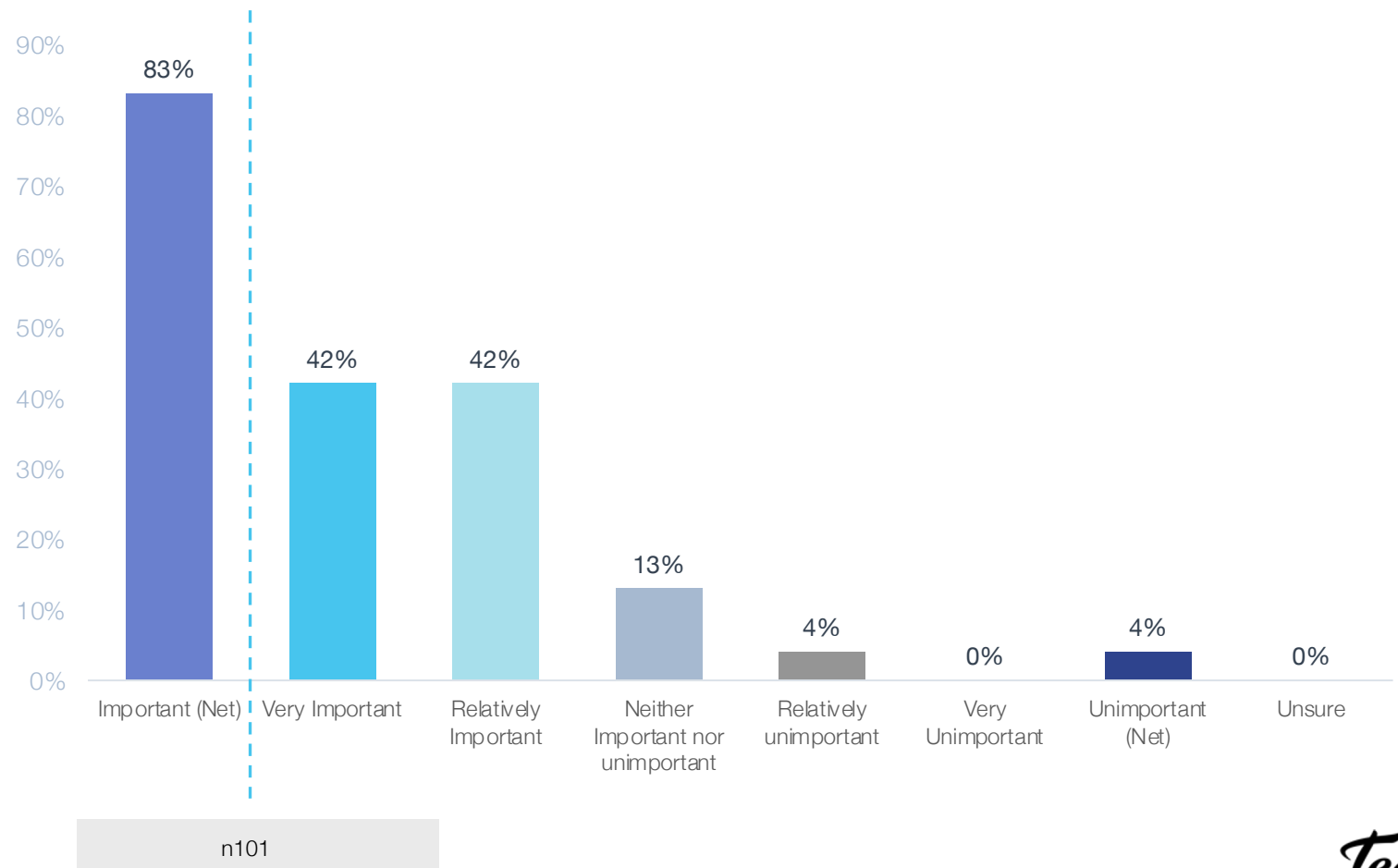
Nearly all respondents are at an advanced stage of adopting attention measurement

How advanced would you rate your business towards adopting attention measures, if at all? (Select best fit)



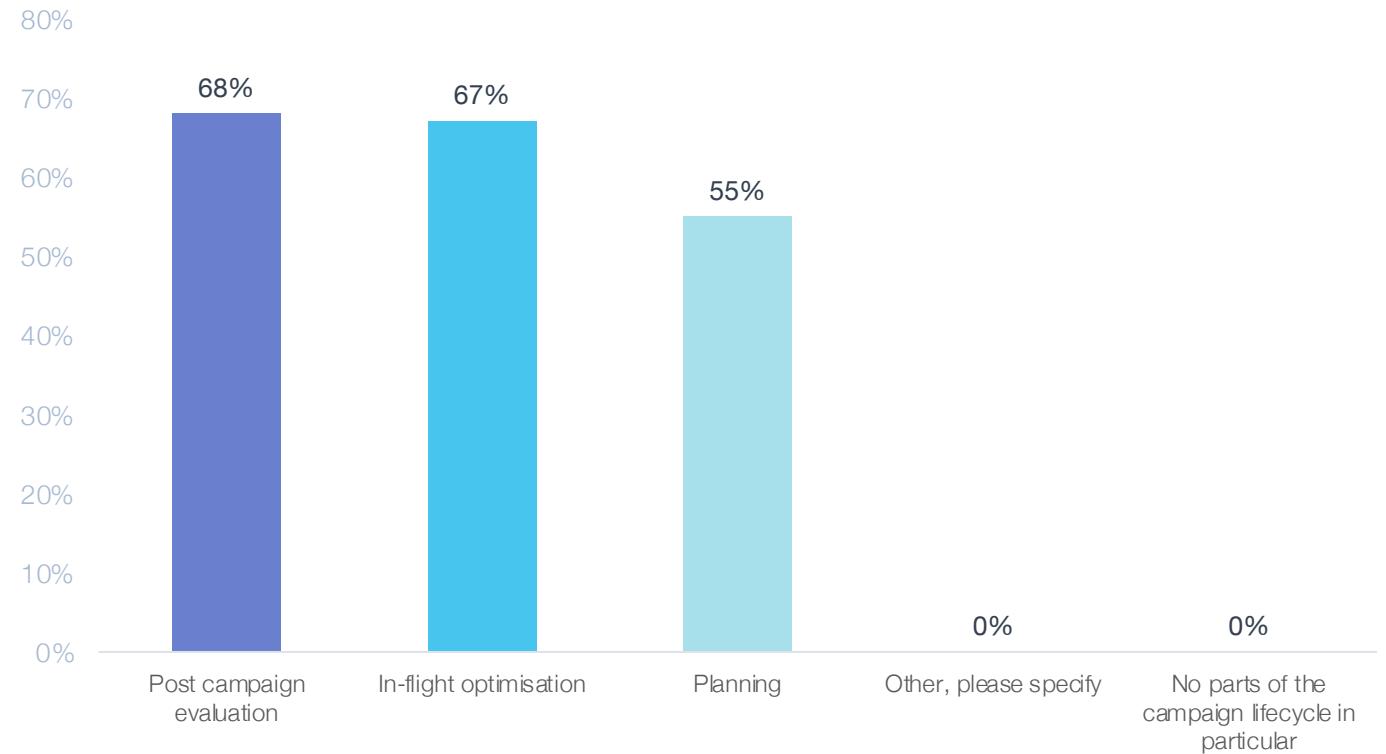
83% said attention is an important factor in reducing environmental impact of digital ads

How important or unimportant do you think attention measurement is as a way to reduce the environmental impact of digital advertising?



Attention is seen as having potential to improve key parts of the campaign lifecycle

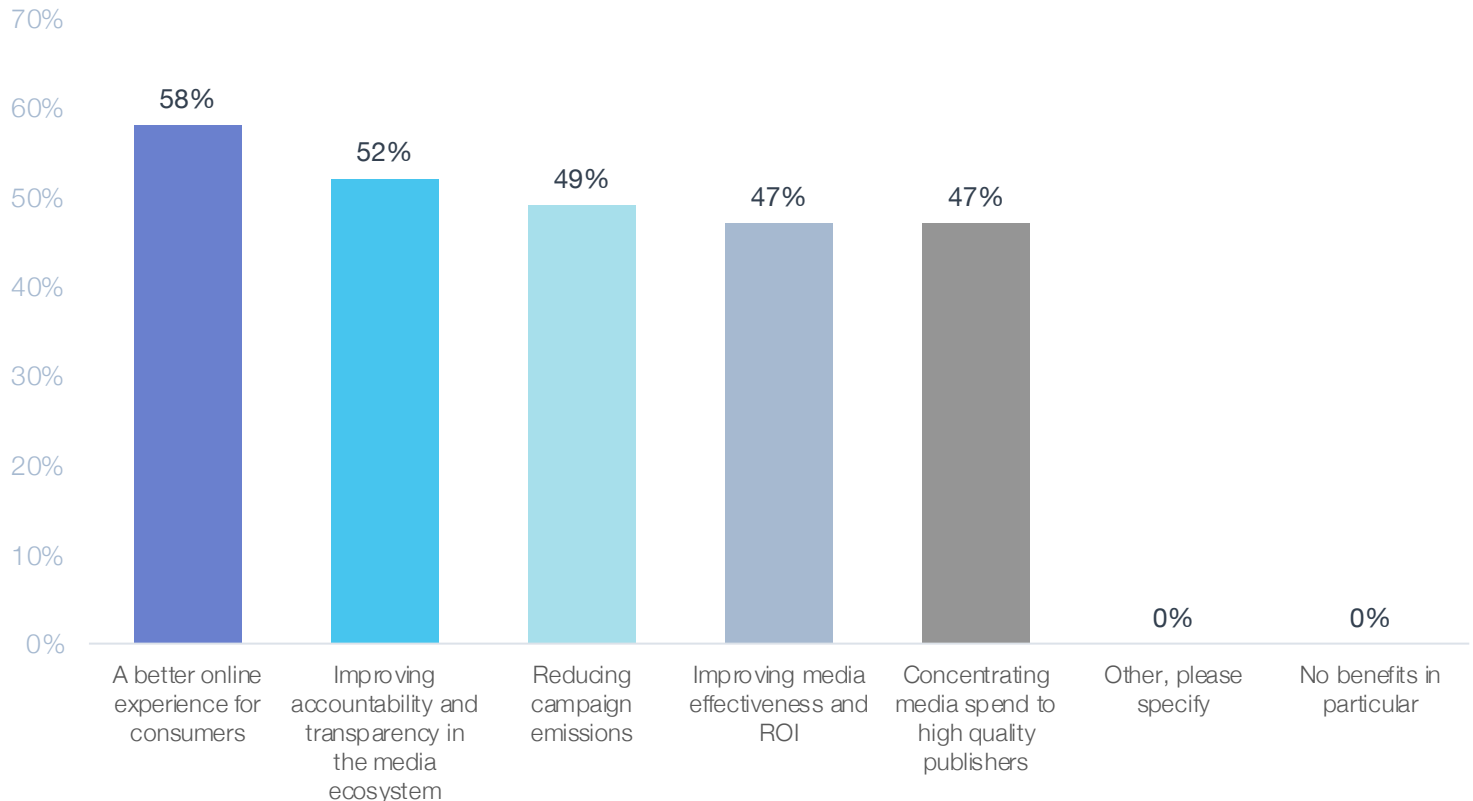
What parts of the campaign lifecycle do you think attention measurement would help improve, if any? (Tick all that apply)



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6 in 10 state that the adoption of attention metrics will improve the online experience of consumers

What benefits do you think the adoption of attention metrics would bring, if any? (Tick all that apply)



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Summary

- **91%** of UK marketers think the trend towards attention measurement is important
- **98%** stated they were already at an advanced stage of adopting attention measures
- **68%** of UK marketers saying attention measurement would help improve post campaign evaluation, **67%** said in-flight optimisation would benefit, while **55%** thought it would improve campaign planning
- **83%** said attention is an important factor in reducing the environmental impact of digital ads
- **58%** thought the adoption of attention metrics provides a better online experience for consumers, while a further **52%** said it improves accountability and transparency in the media ecosystem

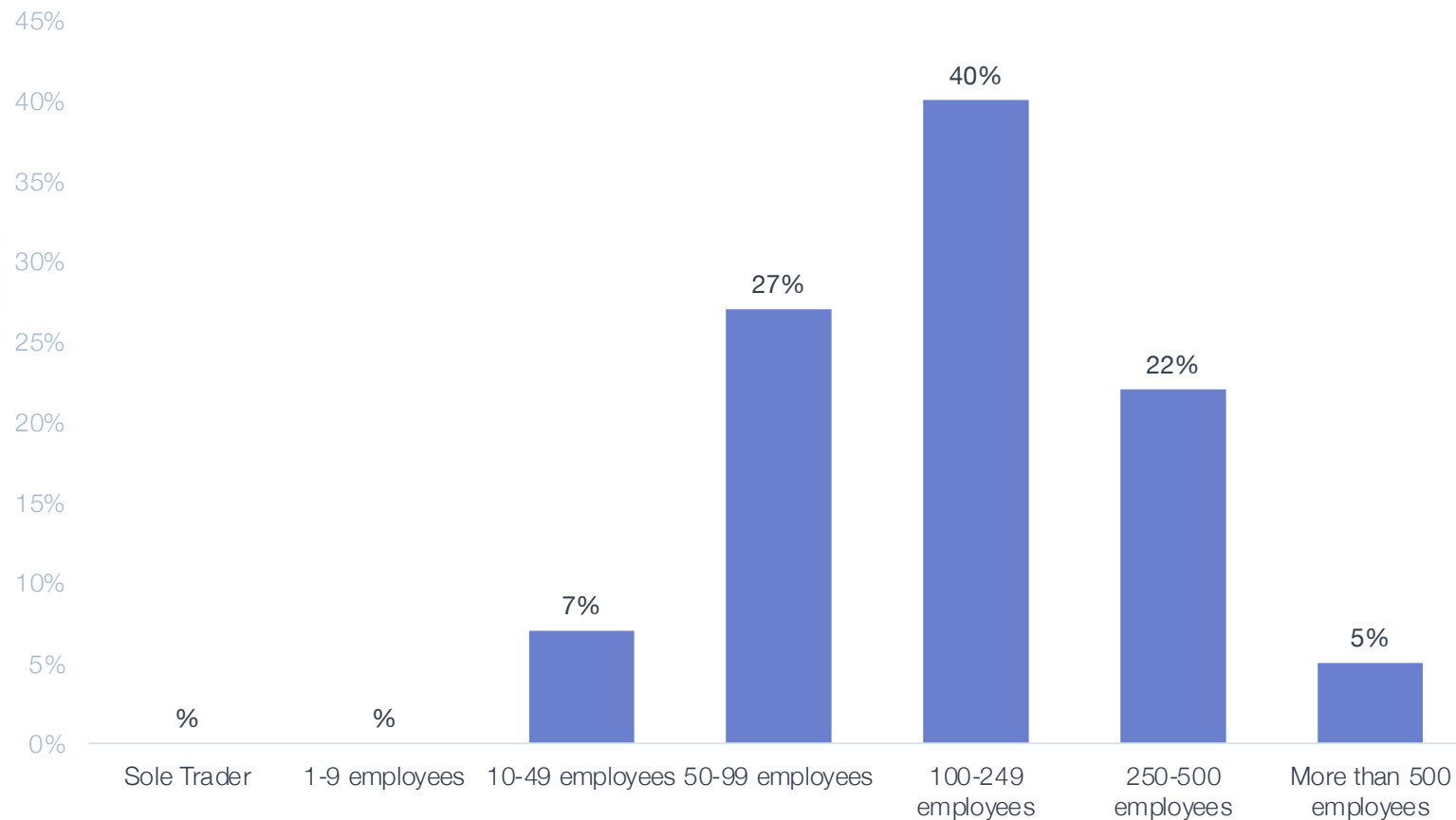
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Thank you

Appendix

Company Size of Respondents

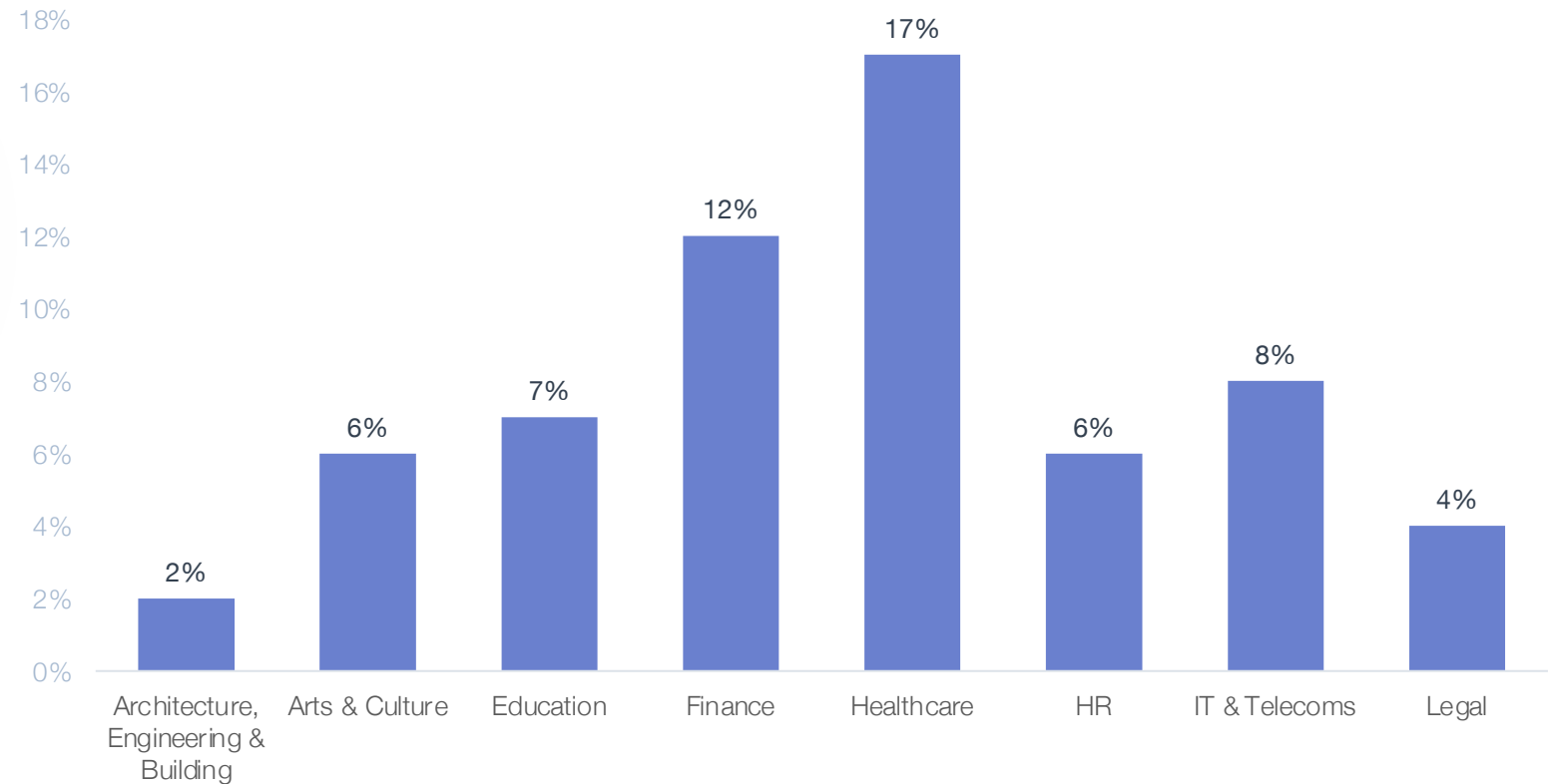
What is the size of the company you currently work for?



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Industry Sector of Respondents

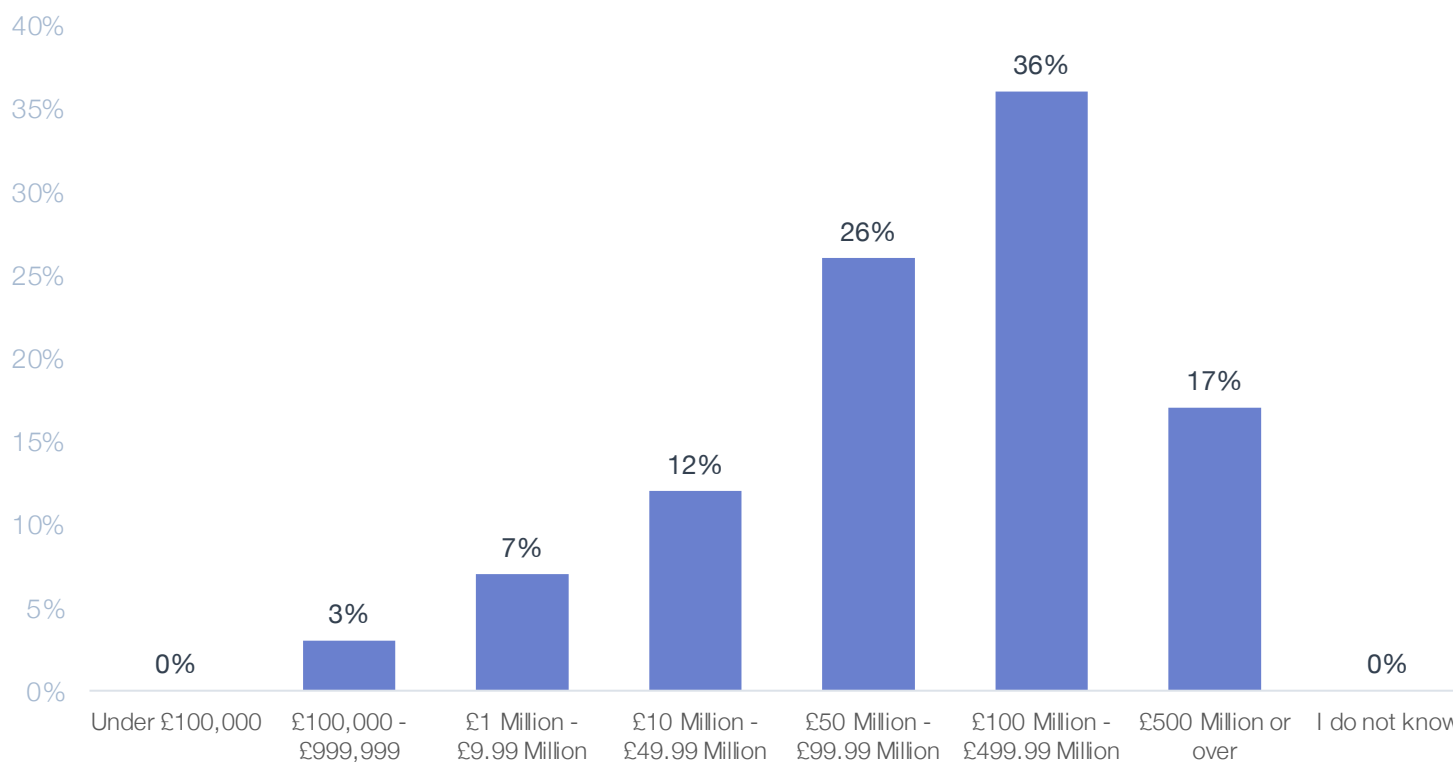
In which one of the following industry sectors does your company operate in?



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Company Turnover of Respondents

Approximately what is your company's average annual turnover?



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