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IAB EUROPE'S GUIDE TO ATTENTION IN DIGITAL MARKETING

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Introduction

Advertising is nothing without an attentive audience. However, with consumers exposed to thousands of ads daily, securing this attention is becoming increasingly difficult. The proliferation of advertisements is mirrored by the growing range of digital devices, which people often use in tandem.

For their part, digital marketers face a perfect storm of challenges that threaten to disrupt existing advertising metrics. These include audience fragmentation, the explosion of new creative models, and the deprecation of third-party tracking cookies. Concurrently, the advertising industry is coming under pressure to adapt to more sustainable practices to help reduce greenhouse gas emissions.

As a result, many advertisers are looking for new approaches to measure attention to ensure better business outcomes and to reduce waste – demand that is being met by companies including Xpln.ai, lumen, Adelaide, and Realeyes, which are bringing attention measurement tools and methodologies to market.

This guide to attention in digital marketing has been developed by experts from IAB Europe's Brand Advertising Committee as both an introduction to the topic and as a means of sparking wider industry debate around how attention measurement should develop over the next few years.

Still a nascent field, this guide provides an overview of what attention is in digital advertising and why attention measurement is gaining interest now. The guide also reports a suggested framework for measuring attention and outlines implementation best practices, as well as case studies from real-world deployments of attention measurement tools.

In short, this guide attempts to answer key questions brands are currently asking about attention measurement including:

- Why is attention important?
- What tools are available to measure attention?
- What are the use cases for these tools?
- How can I best integrate attention into my digital advertising campaigns?

Section 1: What is Attention and Attention Measurement?

In psychology, attention is [defined as](#) "the concentration of awareness on some phenomenon to the exclusion of other stimuli." In digital advertising, the phenomena in question are advertisements, and brands increasingly wish to quantify whether a person is paying attention to their content.

The Advertising Research Foundation (ARF) [describes advertising attentiveness](#) as: "the degree to which those exposed to the advertising are focused on it – ranging from a very brief exposure (or 'scan') that is likely to leave very little memory trace, to intense focus with cognitive and emotional engagement that can lead to enduring recall and impact attitudes and behaviour – both positively and negatively."

Attention measurement comprises the tools and practices by which brands can measure the duration or quality of attention paid to advertising content by recipients. As the IAB UK described it in [a recent paper](#) on the topic: "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."

1. Source: <https://www.britannica.com/science/attention> May 2023

2. Source: <https://iabaustralia.com.au/resource/ad-attention-measurement-landscape-report-2022/> May 2023

3. Source: https://www.iabuk.com/sites/default/files/public_files/attention-one-pager.pdf May 2023

Attention in Creative and Media

Attention and attention measurement have various applications within digital advertising. These applications can be divided in two categories:

- 1. Attention for creative** enables brands and agencies to understand whether their advertisement is receiving more or less attention than is typical for that format, or to compare approaches against each other. This data enables brands to optimise their creative to ensure that it garners the maximum attention to be expected for that particular format. Attention can also be used in conjunction with various audiences to pair the creative that resonates best with each audience.
- 2. Attention for media** enables brands and agencies to measure and optimise towards the factors that drive attentiveness relating to the media on which an advertisement appears. Factors include positioning, duration, page velocity, audibility, context, clutter, and more. Attention for media is also helping to build better media planning that incorporates attention metrics.

According to [figures from ARF](#), 37% of advertisers would use attention metrics for planning, 56% for media optimisation, and 75% for measuring ad effectiveness.

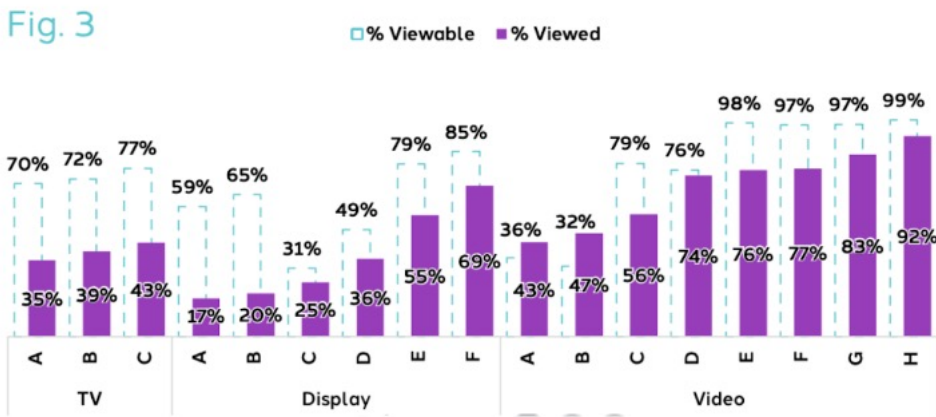
Attention measurement seeks to go beyond [the standard definition](#) for viewability as set out by the Media Rating Council (i.e., an advertisement is considered viewable if 50% of the associated pixels were on an in-focus browser tab on the viewable space of the browser page for a minimum of one continuous second for display formats).

With attention measurement, advertisers can unlock the nuances of user behaviour across the purchase intent. Viewability is the fundamental prerequisite, followed by View-Through-Rate (VTR) measurement in video advertising. With rising viewability and VTR measures the likelihood of attention increases. Because it adds a qualitative layer, attention can be seen as a validation and enrichment of these campaign performance indicators – not a substitute. Lastly, brand uplift complements the three metrics as it looks at the effect an ad has had on a user.

1. Source: <https://www.iab.com/wp-content/uploads/2015/06/MRC-Viewable-Ad-Impression-Measurement-Guideline.pdf> May 2023

2. Source: <https://www.ana.net/miccontent/show/id/ii-2022-06-attention-metrics-learnings> May 2023

Rather than focusing on the gross opportunities available for an advertisement to be viewed, attention measurement sets out to identify the net number of opportunities realised. This is significant because research suggests that there is a difference between ads that meet MRC viewability standards and ads that are genuinely viewed:



Source: Dentsu, [Unlocking the Currency of Attention](#)

As the practice evolves, attention measurement will go further still, by revealing the duration of an ad view or even predicting the potential outcome. And in a world where podcasts and audio streaming are becoming ever more popular, attention measurement will apply equally to all types of attention: viewing, listening, or a mix of the two.

1. Source: <https://www.dentsu.com/uk/en/our-latest-thinking/unlocking-the-new-currency-of-attention> May 2023

Section 2: Why are Brands and Agencies Paying Attention Now?

Attention measurement is just one part of a brands' efforts to understand the effectiveness of their advertising campaigns and how these campaigns impact business outcomes (e.g., sales uplift, reduced wastage, increased brand equity, etc.).

However, in a recent report on [the ad attention landscape](#), IAB Australia highlighted three new drivers behind the current uptick in interest in attention measurement:

1. The need for CMOs and CFOs to be more analytical when assessing the impact of marketing investments
2. The proliferation of ad formats and media environments making it harder to compare on other widely used inputs (e.g. impressions)
3. The development of new or improved ways of measuring attention

Thanks to technological developments (number 3) it is now possible to measure attention in various ways and at multiple levels, using systems from a range of vendors. Improvements in eye-tracking technology are particularly salient in this regard, not least on mobile devices. This development has reduced the cost of recruiting people for measurement programmes, in turn enabling much higher quality work to be undertaken.

Interest in attention comes as consumers' attention levels plummet to an all time low. According to a recent study by Microsoft, the average attention span [has dropped to eight seconds](#), a loss of nearly 25% in just a few years. Measuring attention is vital to making the most of what is an increasingly scarce commodity.

1. Source: <https://iabastralia.com.au/resource/ad-attention-measurement-landscape-report-2022/> May 2023

2. Source: <https://www.ranieriandco.com/post/changing-attention-span-and-what-it-means-for-content-in-2021> May 2023

Section 3: The Opportunities and Challenges of Attention Measurement

As the industry's focus on attention measurement increases, a range of opportunities and benefits are coming into view. These include:

• **Linking campaigns to business outcomes.** There is a growing body of evidence that attention links better to business outcomes than other forms of measurement. For instance, [aggregated research](#) by the Attention Council reviewed over 50 cases that link attention metrics to various types of outcomes, from recall all the way through to sales uplift. Based on the results of this study, the Attention Council believes that the links between attention measurement and improved outcomes is so strong that it will lead to nothing less than "a transformational shift in the digital media ecosystem." [Dentsu's Attention Economy work](#), which included eye tracking, demonstrated that when a consumer chooses to view an ad, it results in a significant positive impact on brand lift metrics. Similarly, research by Mail Metro Media [revealed that](#) the more attention an ad receives, the higher the level of brand consideration and purchase intent. For further examples see the "Case Studies and Best Practices" section below.

• **Unlocking the full potential of creative.** The advertising industry is beginning to realise that the days when measuring click throughs was sufficient are over. Studies suggest that approximately 70% of advertising success [is driven by the creative](#), and with marketers increasingly aware of this fact, attention measurement, which in part helps identify the effectiveness of creative, is rightly garnering interest.

• **Addressing the deprecation of third-party tracking cookies.** The deprecation of cookies is making it much harder to measure and attribute conversions. Just as this trend is renewing interest in the associated field of context and context signals ([studies suggest](#) that context can be an important factor in increasing attentiveness to an advertisement) so it is driving interest in attention measurement. For example, [research suggests that](#) 67% of CTV users prefer ads that are relevant to the content. Attention measurement solutions are generally cookieless, so could be viewed as a way to measure effectiveness where conversion data is not available or reliable.

1. Source: <https://magnetic.media/attention-hub-articles/attention-council-the-link-between-attention-metrics-and-outcomes> May 2023

2. Source: <https://www.dentsu.com/attention-economy#top> May 2023

3. Source: <https://www.mailmetromedia.co.uk/centre-for-attention/> May 2023

4. Source: <https://www.thinkwithgoogle.com/intl/en-gb/marketing-strategies/automation/from-manual-ios-to-programmatic-buying-best-practices/> May 2023

5. Source: <https://integralads.com/insider/ad-context-attention-research/> May 2023

6. Source: <https://iab europe.eu/knowledge-hub/connectedtv-reigns-supreme-in-the-attention-economy-iab-europe-industry-insider-with-showheroes-group/> May 2023

•**Optimising for channels.** Attention measurement has a role to play in helping brands understand the relative effectiveness of various advertising channels in garnering and sustaining viewers' or listeners' interest. For instance, [a recent report](#) from the ShowHeroes Group used attention measurement to better understand how consumers engage with advertisements on the relatively new channel of Connected TV (CTV). Using eye tracking alongside qualitative and quantitative research, ShowHeroes found that on CTV, viewers have high levels of engagement and the ideal mental state for remembering messages.

•**Reducing waste.** By optimising for attention, advertisers can reduce budgets wasted on ad creative and placements that do not secure sufficient attention. The savings can be considerable, with [one case study](#) attributing \$30 million in ad cost savings due to attention metrics. In an environment where budgets are tight, advertisers need to be sure that their content is reaching its intended audience – and that this audience is engaging with the content.

•**Driving sustainability.** As reported in [IAB Europe's State of Readiness – Sustainability in Digital Advertising Report](#), it was estimated that in 2022 the internet's overall environmental impact was around 2-4% of global carbon emissions, with a typical ad campaign emitting around 5.4 tons of CO₂ (and [rising to as much](#) as 71 tons for video campaigns). Research for IAB Europe's report revealed that digital advertising companies are starting to address the issue, with 50% having run or are running a sustainability audit, 46% having put in place a dedicated sustainability lead, and 46% have created a checklist. Attention measurement can help make advertising more sustainable by ensuring that advertising campaigns are optimised (i.e., that ads are actually garnering attention, and are displayed only for as long as necessary). Initiatives such as Group M's open [carbon calculation methodology](#) are already testing ways to link attention to sustainability metrics.

1. Source: <https://iabeurope.eu/knowledge-hub/connectedtv-reigns-supreme-in-the-attention-economy-iab-europe-industry-insider-with-showheroes-group/> May 2023

2. Source: https://www.realeyesit.com/resources_list/adland-bullish-on-attention-metrics-expects-brands-to-pay/ May 2023

3. Source: <https://iabeurope.eu/knowledge-hub/state-of-readiness-sustainability-in-digital-advertising-report/> May 2023

4. Source: <https://greenly.earth/fr-fr/blog/actualites-ecologie/quelle-est-l-empreinte-carbone-de-la-publicite-en-ligne> May 2023

5. Source: <https://www.groupm.com/media-decarbonization-framework-groupm/> May 2023

However, the area of attention measurement is not without its challenges. Key concerns include:

- The lack of a clear definition.** Attention means different things to different people and is only one element of the broader view into campaign performance that includes factors such as viewability, brand safety, and context. Further complexity comes from the nature of measuring attention. It is more likely that an interplay of factors combine to make an advertisement effective including visuals, placement, audio, copy, video and more (see Section 4 below). Understanding this interplay on top of how attention sits within the broader subject of performance is a significant challenge.

- The lack of standards.** Currently, attention metrics vary according to channel, and finding a common set of standards that work across web, video, audio, social, linear TV, and CTV will be difficult. Yet it is clear that the industry must work towards such a set of standards. Otherwise, given the highly fragmented market for attention measurement tools, advertisers will have no way of benchmarking their investments.

- Data gaps.** A key challenge when optimising for attention is that not everything can be measured. The huge amounts of data required to map across domains and devices and provide an attention score for every possible impression is a major challenge. This is particularly the case when measurement partners lack coverage in certain geographies or regions.

- Complexity.** Whereas viewability metrics are built into the Demand-Side Platform (DSP) stack, attention measurement requires advertisers to work with partners, which adds complexity and can slow the process.

- Cost considerations.** By helping to identify high-value inventory, there is a possibility that publishers may look to increase the cost associated with that inventory. However, for such a move to take place there would likely need to be a clear and measurable value exchange. For example, a publisher able to demonstrate that a 2% increase in cost for high-attention inventory leads to a 5% uplift in ROI could make a case for their premium pricing model.

- High expectations.** End clients may have high expectations of the accuracy of the approach. However, when measuring for attention it is important to bear in mind the human element of the process. In reality, it's unlikely that a person will ever dedicate 100% of their attention to a piece of content due to factors including tiredness, blinking, being distracted, multi-tasking, etc.

These challenges may appear daunting, but they're not an argument for doing nothing. Attention measurement can and does shift the dial on results, which ultimately impacts the bottom line. Brands that initially forego these benefits may eventually find themselves playing catch up.

Section 4: How Does Attention Measurement Work?

Attention measurement has a role to play right across the end-to-end journey of an advertising campaign, including:

- Creative design and optimisation
- Communications planning
- Media mix and split
- Tactical optimisation within media channels
- Activation
- Reporting
- Trading (i.e., financial commitments between agency and media vendor)

Advertisers and agencies could aim to leverage attention measurement against one or more of the above levels depending on the unique requirements of each campaign, product, category, or KPIs.

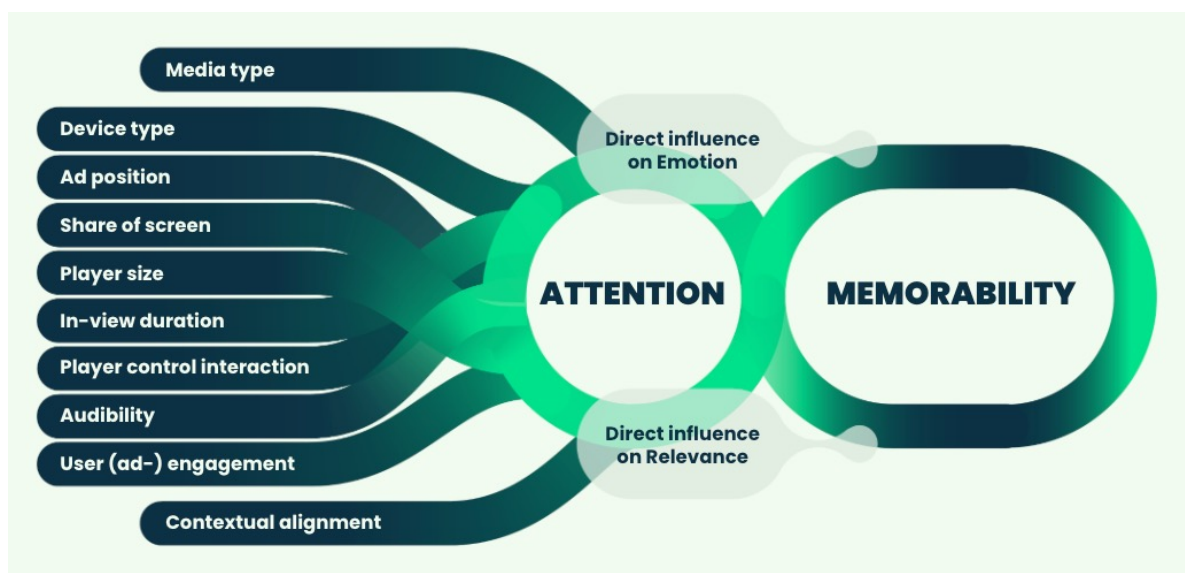
Attention measurement is an emerging field, and there is still work needed to identify which metrics are required and how best these can be accessed. As mentioned, there is a need to move beyond the MRC's viewability metrics, particularly when it comes to social media, where attentive impressions are occasionally not technically considered viewable under the MRC definition.

Another consideration is around standardisation (see above). Given the breadth of options when it comes to creative use cases, standardisation will be difficult to achieve. However, for media planning and optimisation there's a reasonable case to be made for designing a range of industry standards that advertisers can choose from.

Attention Technologies and Example Metrics

One way to measure attention is through the use of proxies including delivery metrics such as: "was the ad served?", "was it viewable?", and "what was the scroll speed?". This is the approach taken by DoubleVerify, with its [MRC-accredited solution](#).

Another approach is to combine known delivery metrics with two key parameters: media type and contextual alignment. This is applied in the [attention model by ShowHeroes](#) which is among the few fully transparent on the data points factored into the equation. Media types such as display, native advertising, rich media or video strongly influence a user's emotional involvement level. Since they are interlinked, as attention rises so does ad memorability. Video is known to create strong emotional responses which has a significant impact on the memorability of an ad.



Contextual alignment is the prerequisite to create relevance – again with significant influence on user attention and ad memorability. Adelaide has also recognised the importance of contextuality and included this factor into its calculation model.

1. Source: <https://doubleverify.com/brands-and-agencies/> May 2023
 2. Source: <https://showheroes.com/attention-measurement/> May 2023

However, it is now possible to go further still by adding humans into the equation. In research panels, marketers can leverage a range of technologies to gather data from research subjects on their attention during the study. In such studies, explicit consent is provided by the user for the research team to gather and process their data for the purpose of attention measurement and according to relevant data privacy laws. Key technologies include:

- **Eye-tracking technologies** such as specialist headsets and glasses that are used in lab environments or to track eye movements remotely. Webcams can also be adapted for remote eye tracking through specialist software. The technology is used to identify places of interest on a web or video advertisement based on where and for how long a viewer's gaze rests.
- **Facial coding** applies footage from web and smartphone cameras to AI-enabled computer vision technologies that can determine likely emotional states from users' facial movements.
- **Reaction-time tests** generally leverage lab-based computer tests to measure motor and mental response speeds as an indicator of [brand or message recall](#).
- **Electroencephalography (EEG)** involves the use of sensors to directly measure electrical activity in the brain as an indicator of [underlying emotional engagement](#) with an advertisement.
- **Galvanic skin response** uses sensors to measure changes in sweat gland activity as a proxy for underlying changes in the [subject's emotional state](#).

Leveraging such technologies and other approaches, advertisers and agencies can unlock a range of tools and metrics to optimise attention. These include:

- **Time spent watching ads or time in view.** Completion metrics can be attached to relevant MRC rules according to formats or to more constrained values. Time spent can be measured as a percentage of the ad length but also as an absolute value. [Studies reveal](#) that time in view on a given video ad of above 15 seconds increases the conversion rate by as much as 171%.
- **Size of the ads/size of the screen ratio.** This metric helps ensure that an advertisement can be seen easily without being overly intrusive, an important tool in a world where, for example, sticky autoplay video ads can achieve a 100% completion rate with no attention having been paid by a viewer.

1. Source: https://go.integralads.com/rs/469-VBI-606/images/IAS_Study_Media_Quality_Drives_Attention_Outcomes.pdf?mkt_tok=NDY5LVZCSS02MDYAAAGDY0ti5zG_dXlvORjRPecnmC6OapxZntvr4We8UBb1pr0U0EgkyWe00Dc5-Irr4yL8u8Rn2vdPYC8a3nKIPO0gYqKwB-vyoZ0tv0sM646lpU_81D8 May 2023

2. Source: [https://imotions.com/blog/learning/research-fundamentals/gsr/#:~:text=The%20galvanic%20skin%20response%20\(GSR,otherwise%20known%20as%20emotional%20arousal](https://imotions.com/blog/learning/research-fundamentals/gsr/#:~:text=The%20galvanic%20skin%20response%20(GSR,otherwise%20known%20as%20emotional%20arousal) . May 2023

3. Source: <https://walnutunlimited.com/how-we-do-it/neuroscience-research/> May 2023

4. Source: <https://www.cambridgecognition.com/cantab/cognitive-tests/attention/reaction-time-rti/> May 2023

- **Requesting permission.** One way in which advertisers can boost attention is to directly ask them to watch an advertisement, an approach that can be applied both to web and video ads. Related to this approach are ads which unlock their full messaging upon user interaction such as short video loops which unfold a microsite on click.
- **Cluttering.** A tool to ensure against too many ads appearing on a single webpage. For CTV, an approach with a similar goal is to ensure that not too many ads appear back to back on a single ad pod.
- **Media Type.** The type of media (e.g. standard display, native advertising, rich media or video) used for advertising has a strong impact on the likelihood for awakening the attention of the user.
- **Context.** Applying contextual relevance can help advertisers optimise for attention. According to [figures from Integral Ad Science](#), consumers experiencing an ad in the right context are four times more likely to remember the associated brand.
- **Measuring interaction.** There are a number of ways advertisers can attempt to measure interaction with ads. For video and audio ads, for example, brands can measure actions taken while the ad is playing, such as when a consumer adjusts volume controls or pauses the ad. For web pages actions could include mouse scrolling to modify the visibility of an ad.
- **Brand placement.** For skippable and non-skippable video ads alike, memorisation of a given brand is stronger if displayed early. Companies should therefore consider enriching their pre rolls with brand information.


1. Source: <https://integralads.com/insider/ad-context-attention-research/> May 2023

An Example Framework for Attention Measurement

Although there isn't currently one agreed framework for attention metrics, a number of contenders are beginning to emerge. One such [was devised by](#) IAB UK in 2022. TIAB Europe Brand Advertising Committee is working on an updated version.

What do we mean by attention in advertising?	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			
What are the main methods for measuring attention in advertising?	Salience model	Proxies derived from engagement	Proxies derived from eye tracking	Bespoke panel studies**
Methodology	<ul style="list-style-type: none"> A creative tool that uses an AI-based predictive model without any human response data as an input. The model may or may not make use of machine learning 	<ul style="list-style-type: none"> Based on tags such as mouse motion or how long someone has paused on a page with an ad Or in a gaming environment, how long an ad was viewable during gameplay 	<ul style="list-style-type: none"> Combination of tags and eye tracking data, often used alongside a model, including models that are AI-based 	<ul style="list-style-type: none"> Studies using only eye tracking data Or, studies using only facial coding data Or, a combination of tags, eye tracking data, and a model
Metrics include	<ul style="list-style-type: none"> Probability of perception (PoP) Share of attention (SoA) Digestibility score 	<ul style="list-style-type: none"> % pixels in view Hover rate Interaction rate Intrinsic time-in-view 	<ul style="list-style-type: none"> Attention time Attentive seconds (APM) Attention CPM (aCPM) Attention unit (AU) 	<ul style="list-style-type: none"> Eyes-on dwell time Attentive Impressions Attentive view through %
Readily available as part of general campaign solutions*		●	●	
Uses human response data as an input		●	●	●
Can be used in real-time	●	●	●	
Mainly used pre/post campaign	●			●
Allows for heatmapping of content	●			●
Mainly used for campaign creatives	●			●

*The number of check marks in these columns give further information about each method, including use cases. However, they do not represent a way of ranking the methods.
**Bespoke panel studies refer to 'active' panels where panelists are recruited for a specific campaign, typically to assess its creative. 'Passive panel studies' are a separate method, and consist of permanent panels that gather attention data over the long-term without a specific campaign or creative focus.



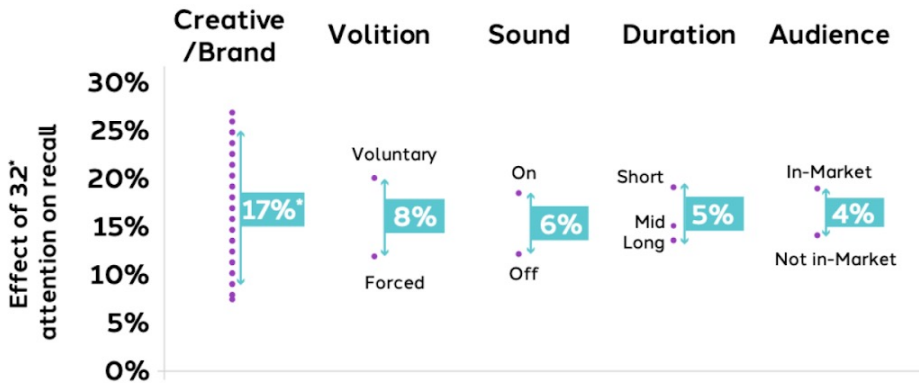
1. Source: <https://www.iabuk.com/attention> May 2023

Frameworks such as this one reveal that there are a wide range of approaches to attention measurement that advertisers can take depending on their needs. Deciding which model to use will come down to understanding the extent to which it can yield results for any given KPI, whether that's media mix modelling, shopper panel, fulfilment, analysis of direct to website, or shopping trolley.

Attention metrics will also vary according to other fundamentals such as category, channel, competitive set, and open web vs. social media. For instance, TikTok measures attention triggers such as music, transitions, text, and emojis and provides guidance for clients on how to best use these triggers in their creative (for a similar approach see the "Mike's UK" case study in section 5 below).

A good example of how attention optimisation varies according to a variety of factors comes from [research by Dentsu](#). When applied to the desired outcome of recall in a video ad, the creative is the single most important attention factor for recall, but volition, sound, duration, audience all have a role to play:

Fig. 5



Source: Dentsu, *Unlocking the New Currency of Attention*

1. Source: <https://www.dentsu.com/uk/en/our-latest-thinking/unlocking-the-new-currency-of-attention> May 2023

Section 5: Best Practices and Case Studies

Although new tools and approaches to attention measurement are still emerging, there is already a strong and growing body of real-world implementations. These case studies reveal the power of attention measurement and provide tips on best practice for brands and agencies starting out on this journey.

Some of the most extensive work in this regard has been carried out by the Attention Council in its report "[The Link Between Attention Metrics & Outcomes](#)." Published in 2021, the Council is currently working on an updated document, which is due for publication later this year (2023). The meta analysis carried out by the Council used a variety of attention tools including gaze duration, eye-tracking, and browser-based proxies and covered companies in numerous sectors. Here is a small sample of some of the case studies from its 2021 paper:

- **Financial services:** For one firm, the Attention Council's research revealed a very strong positive correlation (.94 correlation coefficient) between attention and lower-funnel action per impression. High attention media was responsible for 2.5X the number of transactions for the firm compared to low attention media.
- **Retail & Fashion:** For a beauty brand with upper-funnel outcomes, the study revealed that brand recall was approximately 3.5X higher when respondents were exposed to attention-optimised campaigns compared to viewability-optimised campaigns.
- **Media & Tech:** In a comparative study, a technology company found that video completion rates (VCR) are not correlated to brand consideration whereas attention metrics are. And while VCR only varied around 10% across placements, attention metrics varied around 60%, providing the company with more actionable data.
- **Healthcare:** Using A/B testing, healthcare brands discovered that attention-optimised placement yielded 85% greater impact on brand familiarity and 77% greater impact on brand perception than viewability optimised campaigns.
- **CPG:** Looking to identify which digital placements deliver the best ROI, one brand found that, based on product sales data, attention metrics were 180% more correlated with Nielsen ROI compared to viewability.

1. Source: <https://magnetic.media/attention-hub-articles/attention-council-the-link-between-attention-metrics-and-outcomes>
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Additional case studies include:

- **Optimising attention triggers.** [Mike's UK leveraged](#) VidMob's Creative Intelligence to analyse creatives that had run on Facebook, identifying key creative drivers around what had increased or hindered past performance and producing optimised Facebook creatives based on the findings. As a result, the company increased VTR by 89% and CTR by 261%.
- **Correlating attention and brand lift.** A leading retail brand working with xpln.ai measured impressions and analysed the correlation between attention and brand lift metrics. The brand found that higher attention media delivered x2 increase in ad recall and x1.5 increase in consideration than lower attention media (source: xpln.ai)
- **Correlating attention and post-click conversions.** Working with a global travel industry brand, xpln.ai demonstrated a direct correlation between attention and post-click conversions. In this case, 44% of impressions generated 95% of total conversions (source: xpln.ai)
- **Correlating attention with ad recall and consideration.** Xaxis Sweden, in partnership with The&Partnership, Acceleration, and Tobii, [ran a test A/B campaign](#) around its hybrid electric cars. The B group was served an impression with an attention optimisation algorithm, Group A was not. The test achieved a remarkable 64% increase in ad recall and a 60% surge in consideration.

1. Source: <https://iab europe.eu/wp-content/uploads/2023/05/ABI-Mike-case-study.pdf> May 2023

2. Source: <https://www.campaigntechawards.com/finalists/visibility-for-real-xaxis-thepartnership-acceleration-toyota-l0007> May 2023

Getting started

The Attention Council provides [best-practice tips](#) for brands looking to get started with attention measurement, including:

1. **Pick "dependent variables"** (i.e., identify the most important KPIs/business outcomes and associated datasets).
2. **Select a methodology** to compare media optimised to attention metrics with a control group and media optimised to a different set of metrics (e.g. viewability).

In its work [on attention measurement](#), IAB Australia recommends the following:

1. **Start experimenting** – it's important to weigh up the various solutions on offer as results can vary across brands.
2. **Assess the methodologies on offer** from scientific and commercial perspectives.
3. **Link metrics to business outcomes** to validate optimising for high attention.
4. **Use attention insights to adjust creative** remembering that creative is the most important factor in making an impact.
5. **Combine ad attention metrics with established metrics** for a complete view of advertising effectiveness.
6. **Adjust your measurement toolkit** as signals continue to degrade.

1. Source: <https://magnetic.media/attention-hub-articles/attention-council-the-link-between-attention-metrics-and-outcomes> May 2023

2. Source: <https://iabaustralia.com.au/resource/ad-attention-measurement-landscape-report-2022/> May 2023

Summary

The ongoing evolution of attention measurement promises brands what they have long sought: a method to measure the effectiveness of their campaigns in a way that ties creative and media choices to key business outcomes. Attention measurement and optimisation therefore promises to reduce wastage and increase the effectiveness of advertising content, helping to ensure that marketing continues to play a central role in delivering against business objectives.

As this guide suggests, the field of attention measurement is still relatively new, and brands will need to experiment with technologies, frameworks, and partnerships to find the best fit for their needs. Through this process, KPIs and business goals should be seen as the North Star, ensuring that attention measurement programmes deliver the required results.

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