

# *Teads*

## Unveiling the Connection: Attention & Outcomes

A Brand Lift Meta-Analysis



CREATED WITH **LUMEN**

By Phil Summer, VP Research Operations, **Teads**  
Erik Bogsnes, Lead Attention Consultant, **Lumen**

## Executive summary

- Introducing the largest global meta-analysis of combined 3rd party attention and brand lift metrics.
- Attention is an important driver of brand success, as a strong correlation exists between attention and positive brand outcomes. The longer people engage with ads, the more impactful the results become.
- Online Ad Recall only requires 100ms (of attentive seconds) to drive a significant impact, but to make a significant impact on deeper funnel objectives like Purchase Intent, greater attention is required.
- Attention outperforms viewability as a predictor of outcomes, aligning with multiple previous studies and highlighting the value of attention metrics in guiding advertisers towards improved outcomes.

## Why is measuring attention important?

Attention can be defined as the focused awareness on specific stimuli while disregarding others. In advertising, this notion helps advertisers determine if individuals are truly engaged with their ads. While brand advertisers have always sought consumer attention, accurately measuring it has been challenging due to limitations in media measurement. This is particularly evident in digital media, where the rise of viewability has highlighted the need for more precise metrics.

While viewability has brought us closer to gauging whether a human had the chance to see an ad - along with other proxy based time measures - it remains device-centric rather than human-centric. Viewability alone cannot accurately measure the true level of human attention given to advertising.

Moreover, the prominence of viewability has had unintended negative consequences on digital advertising. It has skewed the value proposition for websites, incentivizing ad placements that meet basic viewability requirements but are scarcely noticed, thus offering little opportunity to influence consumer perceptions and behaviours after exposure.

In the world of viewability, every logo displayed in Fig.1 would be considered 100% viewable. But how much attention do we truly devote to each one? This exaggerated example underscores the fact that viewability can be stretched infinitely, but human attention remains a limited resource. To accurately measure real attention, we require a metric framework that goes beyond the mere opportunity-to-see an ad and accurately predicts the level of genuine human engagement.

Attention measurement serves as a catalyst for transforming the assessment of media in marketing, with the potential to transcend media planning, optimization, and measurement. By moving towards this approach, the effectiveness of media spend can be enhanced while minimizing wastage. In this new paradigm, greater emphasis is placed on ads that are genuinely seen and have a higher potential for conversion, leading to increased investment over time. While this concept is simple and would be supported by both buy side and sell side players, effecting a lasting change in advertising practices requires resource investment and ongoing compelling evidence that this progression towards attention measures significantly impacts outcomes. Thus, the presentation of robust independent evidence becomes paramount to support and validate this transformative shift.



FIG 1

# The undeniable case for embracing attention measurement

The existing body of evidence overwhelmingly supports the notion that attention is a more powerful driver of outcomes compared to viewability. While the following examples are not an exhaustive list, they serve to illustrate some of the most compelling published evidence from the past three years, all readily available to the public.

## 1: Attention Council - 'The Link of Attention Metrics in Driving Outcomes'

In 2021, The Attention Council released their groundbreaking white paper titled "The Link Between Attention Metrics and Outcomes," an amalgamation of diverse studies spanning categories and regions. This seminal work shed light on numerous instances where attention triumphed over viewability in its ability to forecast a range of outcomes across a range of major advertising categories. This white paper still represents one of the biggest and most important collections of examples to date.

## 2: Dentsu's Attention Economy

In recent times, Dentsu's Attention Economy project has emerged as a significant set of studies examining the role of attention in media. It presents a persuasive argument to transcend standardized opportunity-to-see metrics and instead focus on comprehending the true potential for advertisements to effectively engage with consumers.

Dentsu's second wave of research, conducted in collaboration with Lumen during 2021 and 2022, specifically delved into the correlation between attention and outcomes. This study involved collaboration with

various vendors, including Teads, Meta, Alphabet, Twitter, and others, to gain deeper insights into this relationship.

Wave 2 reinforced several of the initial findings from wave 1, including:

- Confirming the previous findings that attention plays a crucial role in driving short-term advertising strength metrics such as Choice and Recall.
- Viewability, often used as a proxy for attention, is a relatively unreliable measure. It provided compelling metrics, such as:
  - 81% of desktop ads considered 'viewable' are actually unseen.
  - 25% of social mobile ads deemed 'unviewable' are actually seen.
- Attention is a far superior predictor of outcomes compared to viewability, with a threefold improvement. These insights were derived from a substantial dataset utilizing Lumen's passive panel in the UK and US. A concise summary of these findings is depicted in **Figure 2**.

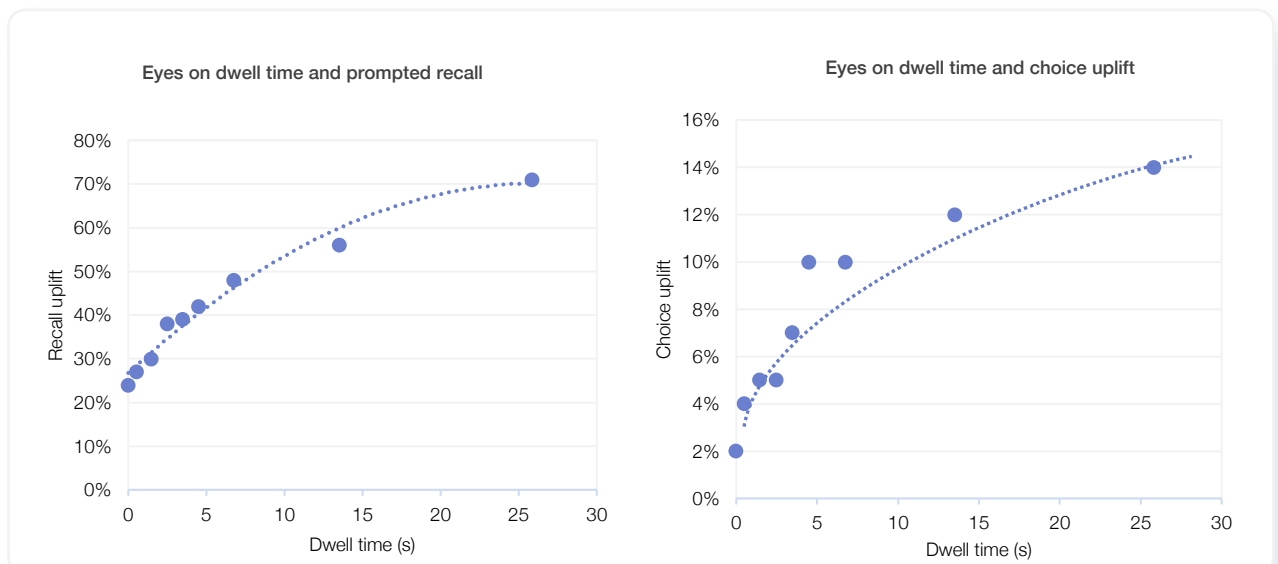


FIG 2

### 3: Lumen PwC Attention Methodology & Case Study Review

In March 2023, an independent review of Lumen campaign analysis was conducted by PwC. The review focused on data from three anonymized advertisers and aimed to evaluate the correlations between Viewability and Attention on Click-through-rates (CTR) and Conversions.

- Attention exhibited stronger correlations than viewability with both Click-through-rates (CTR) and conversions across the data collected from the three advertisers.
- Data from one advertiser was accessible, which included supplementary brand lift data provided by On Device Research (ODR).
  - PwC's findings aligned with the conclusions drawn by Lumen/ODR, indicating that both attention and viewability have a notable correlation with metrics such as 1st mention awareness, any mention awareness, and digital ad recall.
  - However, the findings did not reveal a significantly stronger correlation between attention and viewability compared to the correlation between attention and Ad Recall when considering the first ad mention. As a result, these findings did not provide strong support for previous studies that strongly advocated the attention > viewability hypothesis.

### 4: Meaty proof in the field of attention

In May 2023, Dr Karen Nelson Field, the founder of Amplified Intelligence, shared a compelling collection of case studies in her WARC column. These studies served as substantial evidence, demonstrating how attention measurement can significantly enhance business performance in various areas, including profitability.

Out of the numerous case studies presented, two stood out. Firstly an example with An Omnicom Media Group (OMG) Client, introduced to visual attention and who made campaign adjustments which departed from previous performance-based approaches. Optimizations made resulted in a marked improvement of sales figures and a lower cost per sale.

Secondly a recent study conducted by Peter Field and Rob Brittain was cited, where they incorporated attention curves into media plans of participants in the Australian Ese Awards. The findings revealed a remarkable 65% increase in significant business effects, such as profitability and customer acquisition, for campaigns predominantly executed on high attention platforms.

Furthermore, the research demonstrated that deploying identical creative content on high attention platforms resulted in significantly higher attention and superior business outcomes. These findings emphasise the critical role of media selection in achieving effective advertising outcomes.

## The findings *Teads*

LUMEN



Throughout 2022 and into 2023, Teads and Lumen have been dedicated to expanding the existing body of research in the field of attention measurement. Both companies share the belief that continual proof points are essential for brand advertisers seeking to embrace attention-based metrics. Given the significant findings of the Lumen/PwC work referenced earlier, the importance of ongoing research in this domain cannot be overstated. Additionally, there is a mutual desire to move beyond individual case studies and progress towards more comprehensive meta-learning. By replicating the same methodology over time and testing multiple campaigns, we can control for various factors such

as target audiences, creative strategies, and seasonality. This approach enables us to gain a clearer understanding of the true impact of attention on outcomes.

To achieve this, we collaborated with Dynata, a global leader in ad effectiveness measurement, to obtain branding outcome metrics. This unique approach combines metrics from two independent third-party measurement providers within a single meta-study, ensuring a high level of transparency and an approach that can be repeatability across the advertising industry.



Lumen measures attention to advertising through the Lumen Attention Measurement Platform (LAMP). By utilizing eye-tracking data models developed by Lumen and audited by PwC, the LAMP JavaScript tag predicts the level and duration of attention at the impression level. This model accurately predicts the total aggregated dwell time for each test ad.

Dynata's tags are integrated with this solution, allowing us to identify and survey respondents who were exposed to the advertising while also knowing the exact duration of their attention.

In a carefully selected sample of 16 campaigns involving 14 advertisers (see appendix for details) Teads incorporated both Lumen LAMP measurements and brand lift measures from Dynata. These studies were conducted across North America, APAC, and EMEA, and encompassed various brands across categories such as global CPG, retail, financial services, travel, charity, fashion, and electronics (de-branded advertiser/country/sector details listed in the appendix).

## The combined results yielded three significant learnings.

### Finding #1



**There is a clear and direct correlation between attention and brand outcomes**, which strengthens as people engage with ads for longer durations. While our initial expectations were that this relationship would be observed primarily in upper funnel metrics, such as Online Ad Recall, where the lift is 40% higher for exposures of 5+ seconds compared to 1+ second, the results have shown a consistent improvement across the entire funnel in the short term as demonstrated in Fig.3.

This international study represents a significant milestone, as it compares a vast and diverse range of brand outcome metrics with attention metrics from LAMP. This provides some of the most compelling evidence to date that attention metrics

offer a promising pathway for the advertising industry to enhance brand outcomes.

Moreover, the data presented substantiates the positive impact of attention on lower funnel objectives. It highlights that increased attention not only leads to greater recall metrics but also contributes to stronger mid/low funnel metrics with longer dwell times. These findings reinforce Dentsu's attention economy outcome modelling, which utilises the connection between attention allocation and the active prediction of the "expected choice" for each individual impression. This tangible insight empowers advertisers by quantifying the potential impact on changing minds throughout a campaign.

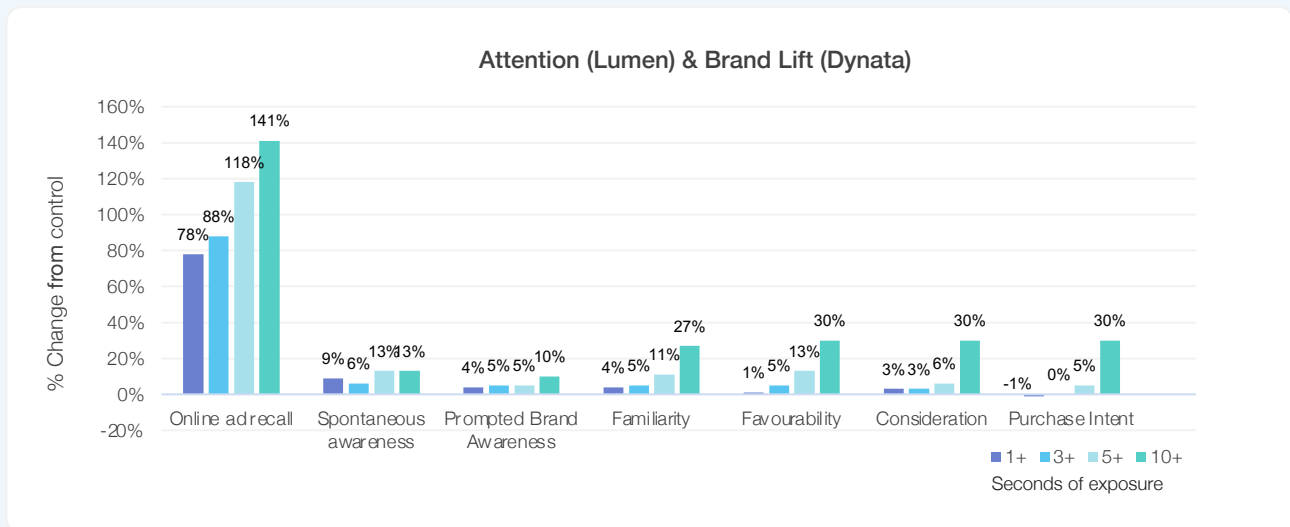


FIG 3

Finding #2



**Lower funnel metrics need greater attention to shift the dial.** To generate substantial differences in lower funnel metrics such as consideration, it becomes increasingly crucial to prioritise attention. While a mere 100ms exposure can significantly impact ad metrics such as Online Ad Recall and Spontaneous Brand Awareness, achieving significant uplifts in lower funnel metrics requires multiple seconds of engagement. These differences are shown in Fig.4.

Region	Attentive seconds for significant Impact
Online Ad Recall	100ms+
Unaided brand Awareness	100ms
Spontaneous Brand Awareness	1s+
Familiarity	1s+
Favourability	3s+
Consideration	9s+
Purchase intent	8s+

FIG 4

For these mid/lower funnel metrics, relying solely on viewability as a metric falls short. Instead, a deep understanding of attention-based metrics like Attention Per Thousand (APM) and Eyes-On Dwell Time becomes imperative. By leveraging Lumen's attention metrics, we can assess not only whether an ad was viewed but also for how long. Recognizing that longer dwell times hold a greater potential for influencing mid/lower funnel metrics, comprehending this across the media mix becomes vital in driving desired outcomes. Analysing the cost of media further enables a nuanced evaluation of platform value and efficiency in shaping opinions.

It's important to note that this meta-study focused solely on the effect of a single exposure. There exists a possibility that short dwell times can accumulate over time, leading to business outcomes through repeated exposures. Further research is necessary to investigate the interrelationship between dwell time, frequency, and how to optimise these factors to achieve optimal outcomes.

However, this meta-study highlights the significance of the upper funnel in driving shifts in the lower funnel. The results unequivocally showcase that Online Ad Recall serves as a predictor for deeper-funnel metrics as demonstrated in Fig.5. This underscores the crucial role of making a strong first impression with advertising, as it sets the foundation for tangible business outcomes. It emphasizes the importance of capturing attention and creating a memorable initial experience to pave the way for meaningful results throughout the consumer journey.

Online Ad recall is predictive of lower funnel metrics

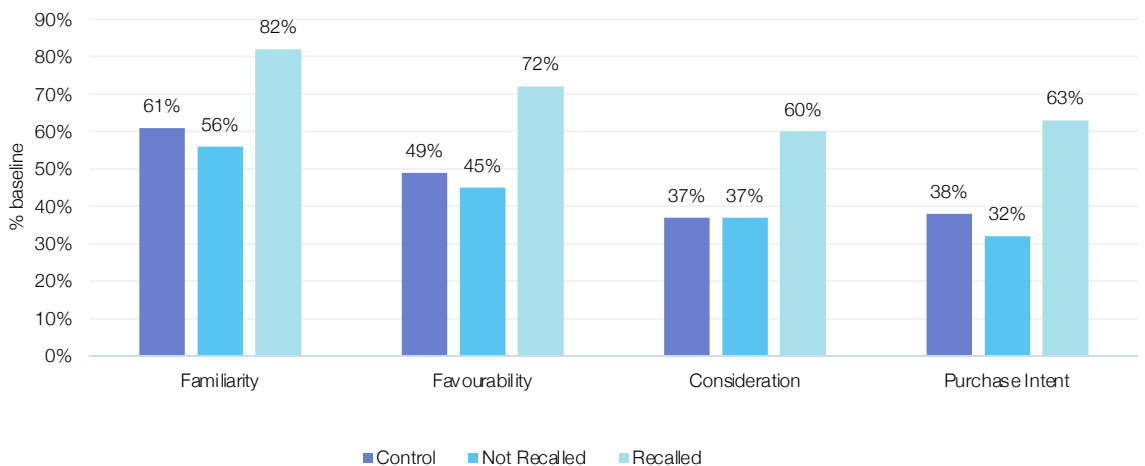


FIG 5

## Finding #3



**Attention is a much stronger predictor than viewability**, as it directly taps into the cognitive effects necessary for an advertisement to truly make an impact. These findings reinforce and align with numerous existing studies in this area such as those found in Dentsu's Attention Economy studies cited previously.

Attention is more likely to yield statistically significant results not just for Online Ad Recall but also for deeper-funnel measures, such as Spontaneous Brand Awareness as shown in Fig.6. These results therefore serve to underline the case for moving towards time-based metrics, derived from quality attention measures.

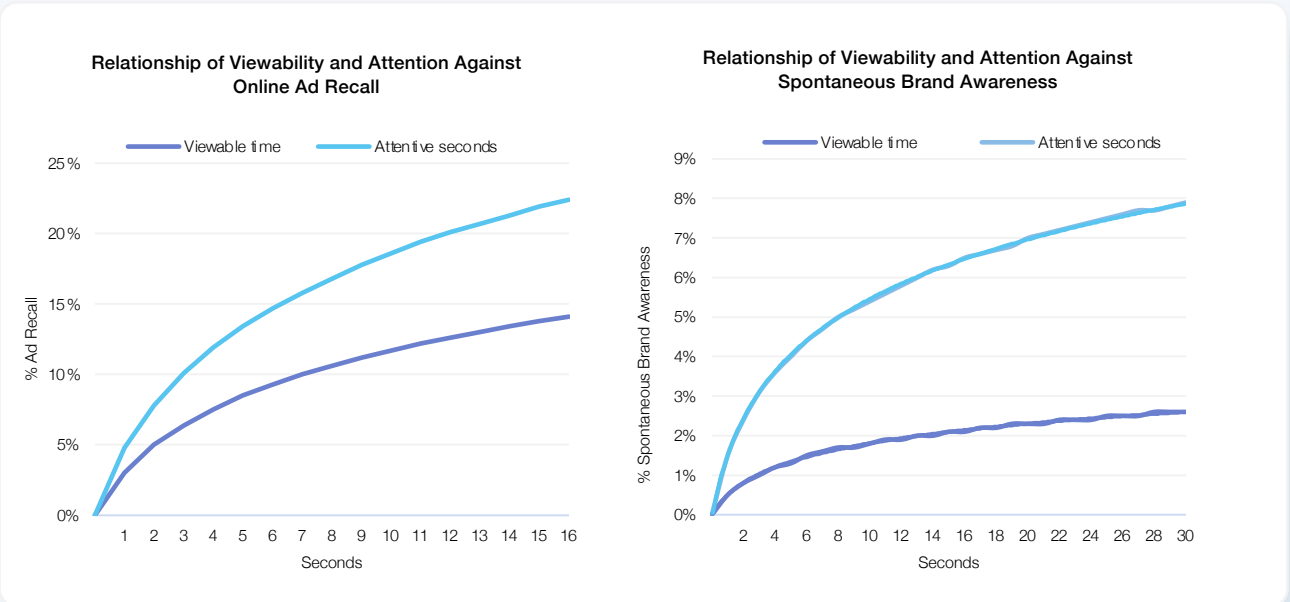


FIG 6

## Takeaways and future exploration

The data set examined in this whitepaper stands among the most expansive worldwide when it comes to integrating third-party attention and brand lift metrics. The findings, undoubtedly, offer an intriguing and persuasive testament for global advertisers, highlighting the importance of shifting focus towards attention and transcending mere viewability. This strategic shift promises enhanced outcomes, making it a wise move for advertisers seeking optimal results.

However, it is important to emphasize that this does not dismiss the need for further comprehensive research in this particular field. We firmly hold the belief that brands should undertake their own examinations over a period of time to determine the intensity of the correlation specific to their individual brand assets, and how this correlation might vary across different markets, media owners, and timeframes. Moreover, there exist significant aspects that have yet to be

thoroughly investigated, warranting deeper exploration. We strongly urge brands to explore these crucial areas, which include:

- The intersection of frequency and attention.
- The impact of diverse creative formats and the potential variations in the relationship between attention and brand lift.
- The influence of time thresholds on outcomes.
- The influence of context on attention levels.
- The impact of ad sequencing on effectiveness.
- The influence of audience and relevance, such as core audience, in-market audience, and general population, on attention dynamics.

# Appendix

## Advertiser details

**Advertiser #01** – Unicef (Dentsu) UK

**Advertiser #03** - Lottery vendor UK x 2

**Advertiser #04** - Social media platform UK x 2

**Advertiser #05** - Credit Card provider UK

**Advertiser #06** - Supermarket UK

**Advertiser #07** - Sunglasses manufacturer US

**Advertiser #11** - Global FMCG AU

**Advertiser #12** - Social media platform US

**Advertiser #13** - Household appliances manufacturer - AU

**Advertiser #14** - Alcoholic beverages - Serbia

## References

- The Attention Council – The link between attention metrics & outcomes: <https://shorturl.at/kmrQZ>
- Lumen/PwC Attention Methodology and Case Study Review <https://shorturl.at/qmqT9>
- Attention Applied: 'Meaty Proof' in the field of attention measurement <https://shorturl.at/wBQW6>

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