



Using Attention Metrics to Improve Media Performance

Presented in partnership with



Today's Presenters



Stacy Chagnon

Senior Marketing Manager
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Director of Product & Client Success
at Adelaide

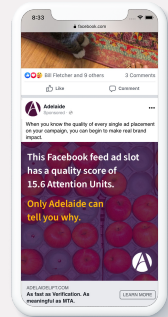
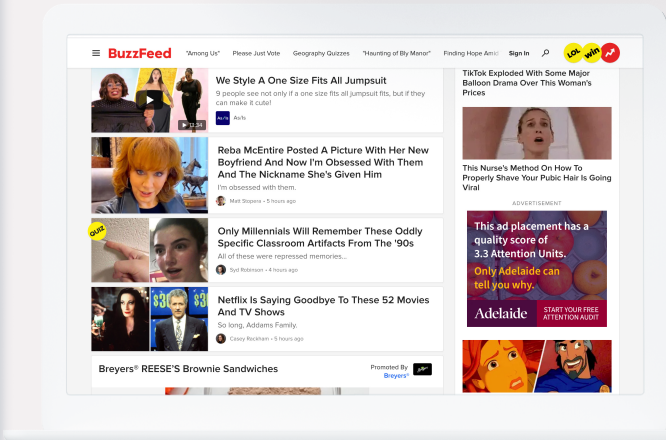
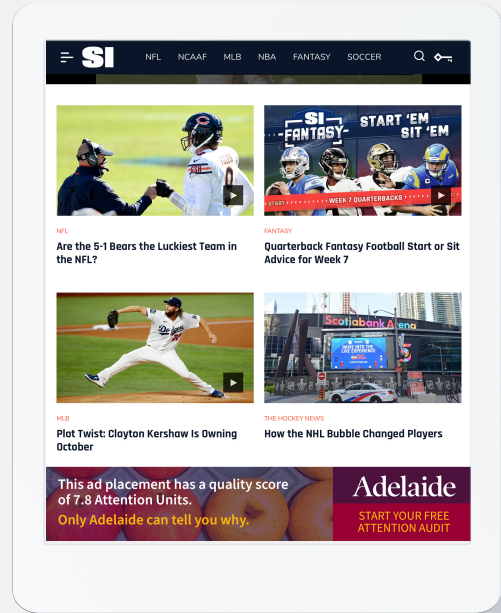
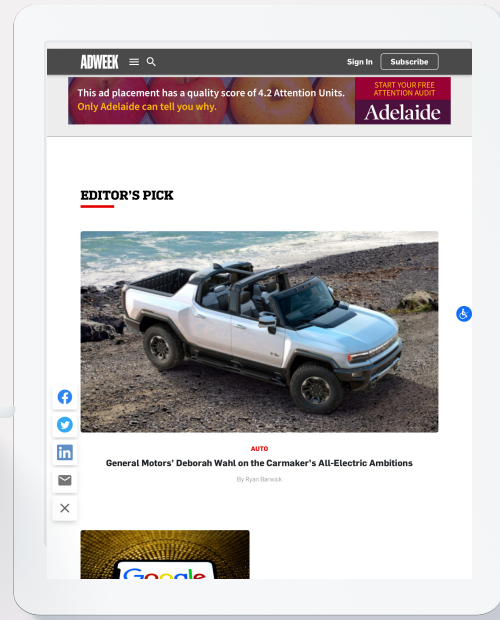
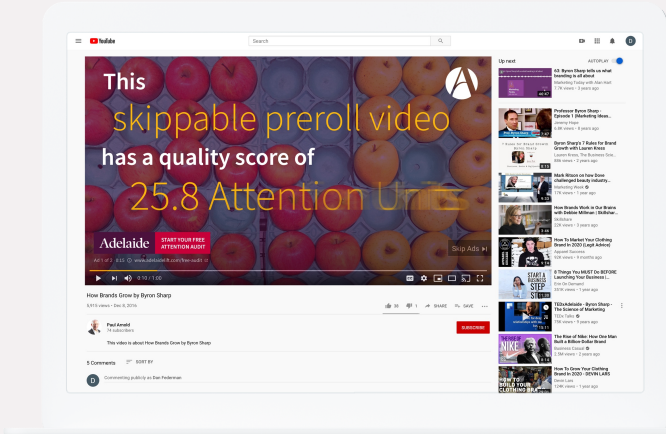
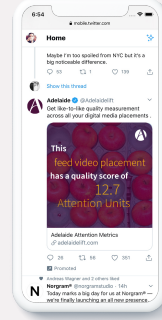
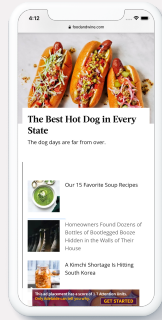


Marc Guldemann

Founder/CEO
at Adelaide

The Problem: Reach Isn't Uniform

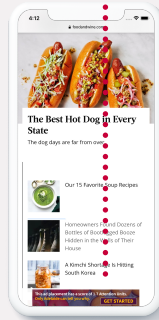
Over the past 30 years media formats fragmented. What was once simple is now incredibly complex.



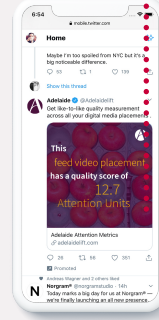
The solution: A Like-to-Like Measure

Adelaide uses attention metrics to understand the quality of media. That quality data can then generate learnings about creative, audiences, geos, and more, in a fast-moving and predictive metric we call the Attention Unit (or AU for short).

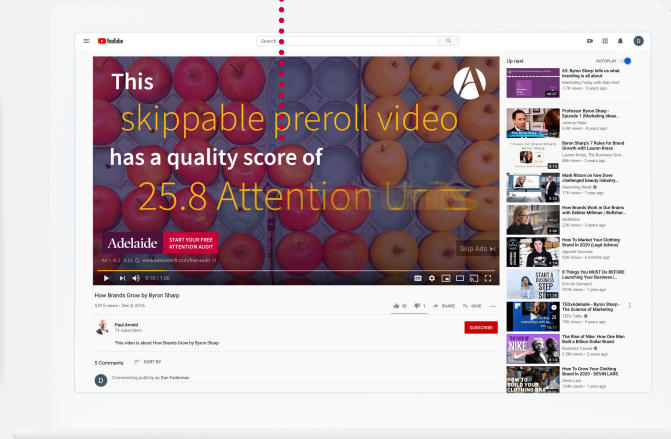
1.7 AU



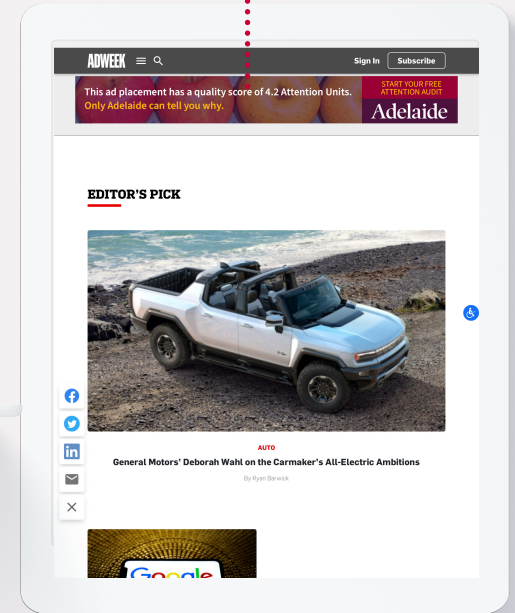
12.7 AU



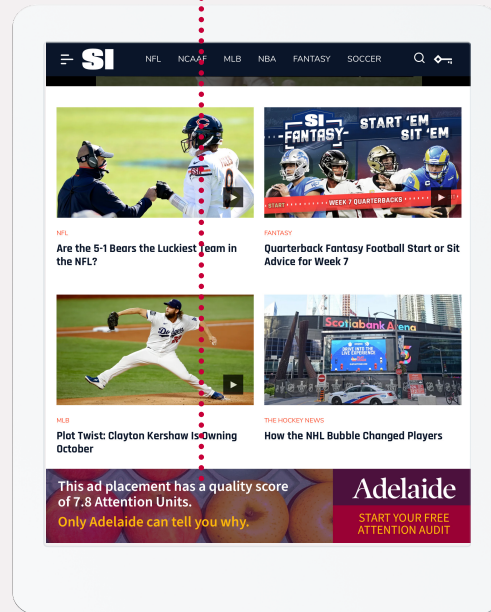
25.8 AU



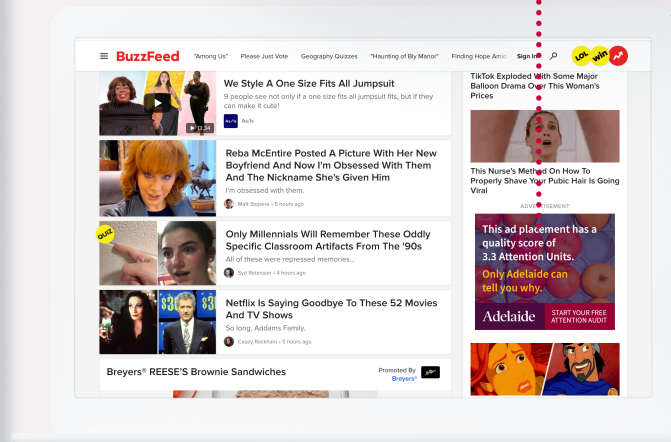
4.2 AU



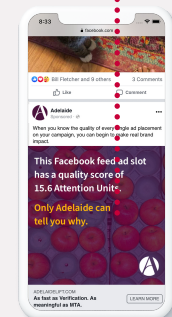
7.8 AU



3.3 AU



15.6 AU



1.9 AU



The Attention Pathway



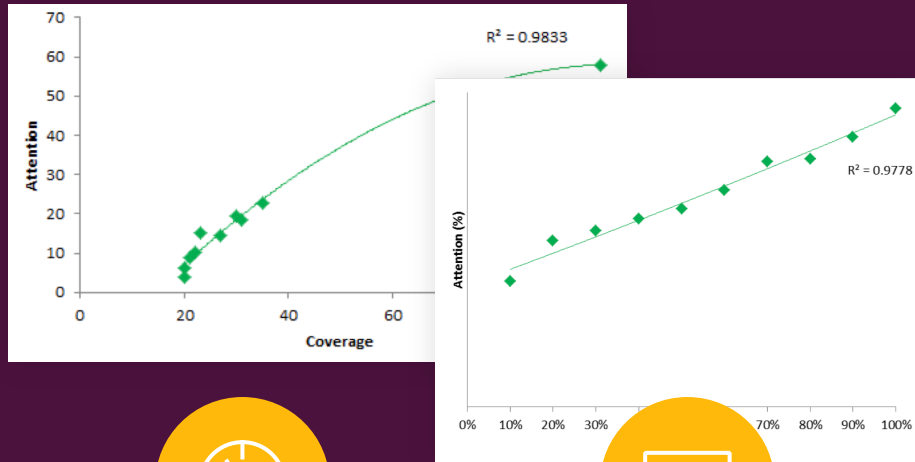
Does the media placement offer high noticeability/low distraction?

THIS IS WHAT WE'RE FOCUSED ON

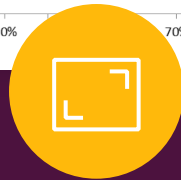
Is the creative interesting and/or relevant?

Is there branding, distinctive assets or a CTA?

Backed by Research



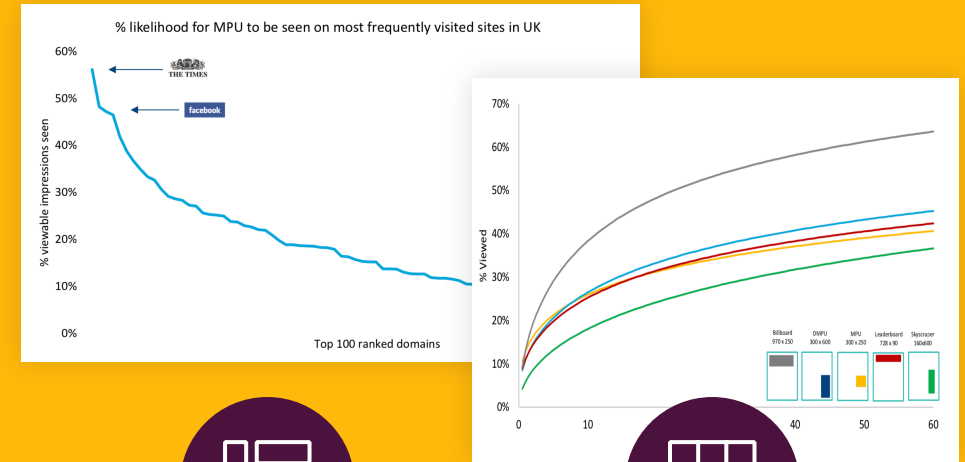
Duration



Coverage



“Attention and product choice are very closely related”



Clutter



Position



“Only 4% of ads are ever looked at for more than a 2 seconds”

Adelaide Synthesizes Attention Into Quality

What Adelaide Measures



Coverage



Clutter



Duration



Position



Outcome Data

How Adelaide Measures



JS Tag



Page Scraping



Eye Tracking



APIs/Log Files



Research

What Adelaide Reveals

Adelaide uses session level data combined with machine vision and eye-tracking research to score media with a machine learning algorithm tuned to be predictive of outcomes.



5.1 AU

VS



17.6 AU

Putting Attention Metrics into Practice

Quality scores can be used to:



Plan



Measure



Optimize



Transact

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Why did we consider Attention Metrics?

Why Attention Metrics?

- Fundamental belief there is a more effective way to measure, evaluate and optimize digital media/campaigns
- Reduce media waste - current metrics provide incomplete view, inability to optimize to attitude in-flight, streamline measurement
- Continuous assessment and evolution how Microsoft approaches media amidst an ever-changing ecosystem

What is the key question we're trying to answer?

- Do attention metrics provide a better and timelier in-flight optimization signal to drive brand outcomes? If we optimize to attention, versus traditional metrics, what yields the best attitudinal outcomes?

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Three Key Phases



Develop a measurement and learning agenda



Measure:

Collect/benchmark campaign data



Validate:

Attention correlates with attitudinal goals



Prove:

Attention Optimization outperforms current strategies

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Measure: Collect/Benchmark Campaign Data

Process & Technology



Media Plan



JS/VAST Tag



Page Scraping

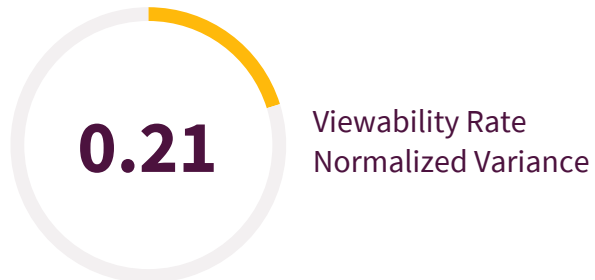
Publisher Communication



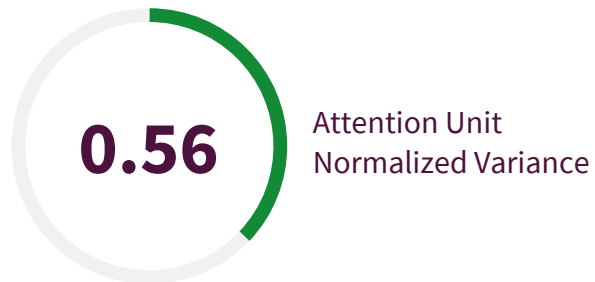
Make certain you have buy-in from all partners. Start early.

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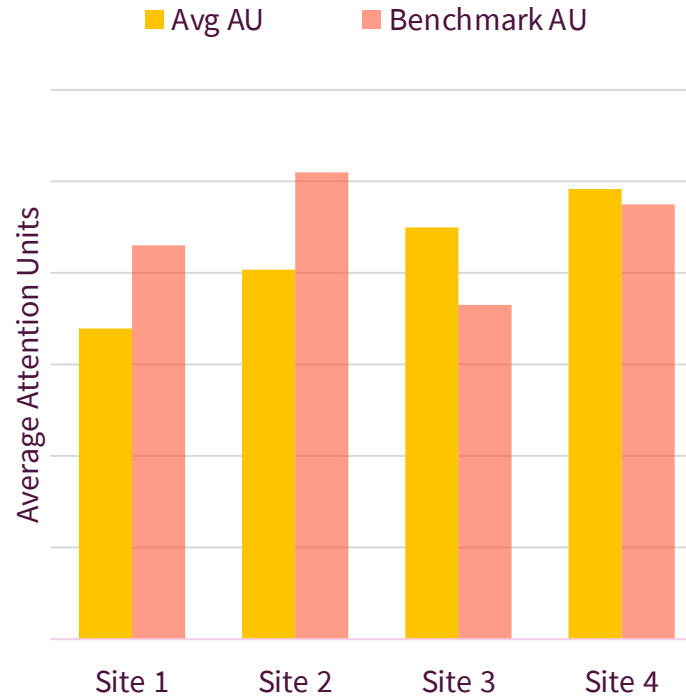
Measure: Collect/Benchmark Campaign Data



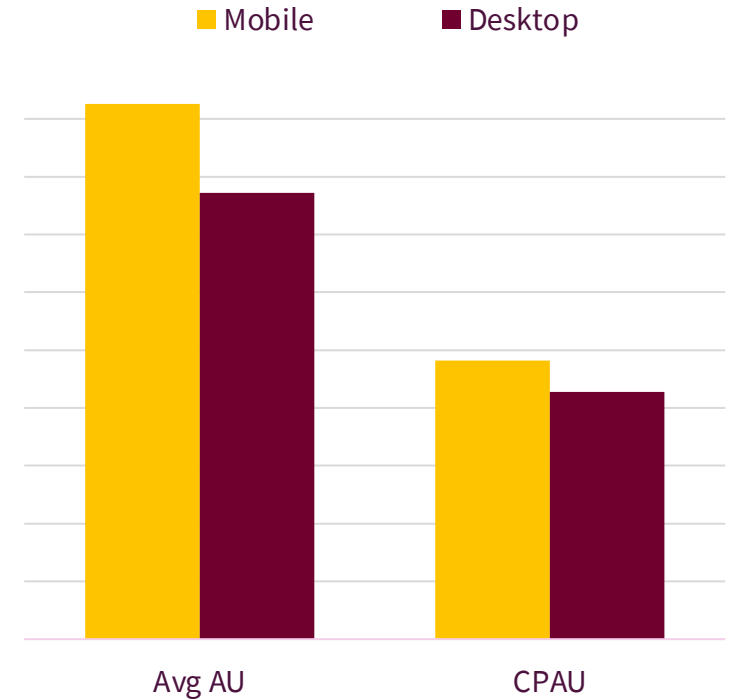
VS



Attention Units provide greater data resolution.



Benchmarks enable comparison against historical performance across various cuts of data.



Cost-per-AU, helps uncover more efficient ways to capture attention.

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Validate: Attention Correlates with Attitudinal Goal Outcomes

The Process for Measuring Correlation



Capture Page Metrics



Collect Survey Metrics



Validate and Train Model

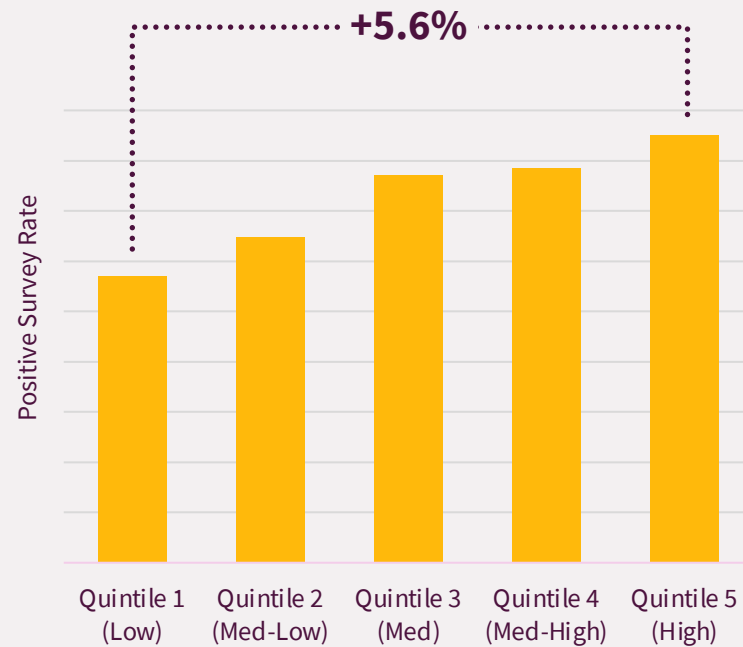
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Validate: Attention
Correlates with
Attitudinal Goal
Outcomes

Campaign 1: Recall ▾

Positive increasing correlation across all quintile groupings:

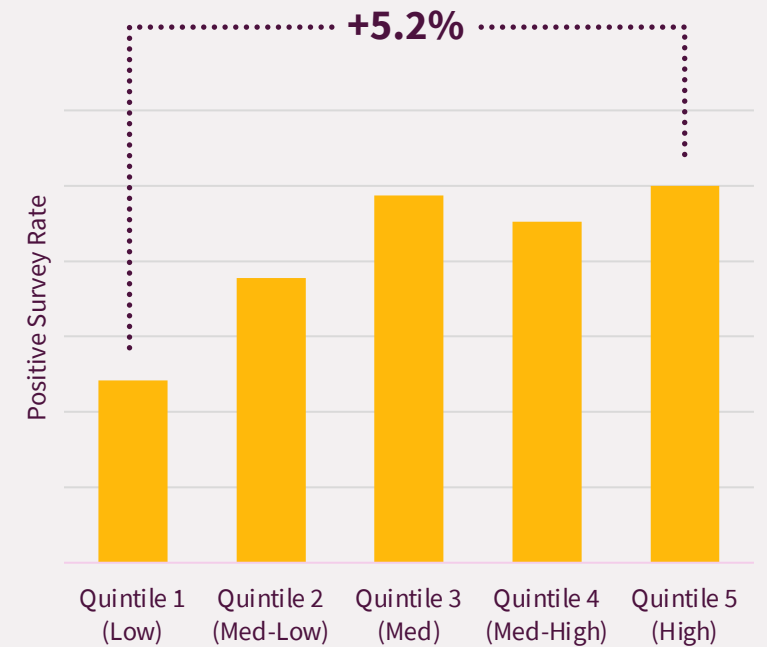
- +5.6% absolute increase in recall from Quintile 1—5



Campaign 2: Purchase Intent ▾

Positive increasing trend across all quintile groupings:

- +5.2% absolute increase in Purchase Intent levels



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Prove: Attention Optimization Outperforms Current Strategies

01

Split campaign

Into two groups: a
Viewability Group and an
Adelaide Group

02

Optimize

across placements using
Adelaide Attention Units
or viewability data

03

Measure impact

of attention optimized
group vs control using
brand survey metrics

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Prove: Attention Optimization Outperforms Current Strategies



Higher
Avg AU



More Efficient
CPAU



Higher Ad Recall
(Lucid)



Higher Recognition
(Kantar)

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Next Steps

Where we are today:



Actively optimizing to AU on select campaigns alongside other metrics for interim period.



Expanding, more robust A/B testing to prove AU is stronger signal than current KPIs.

Where we're going:



Tool evolution to meet demands/needs—e.g. DSP integration for auto optimization, more channel coverage.



Further advanced analytics to understand role of AU and how we can design into media planning.



Thank you.

