

Paying (for) attention

How eye tracking reveals the true nature of attention

Mike Follett

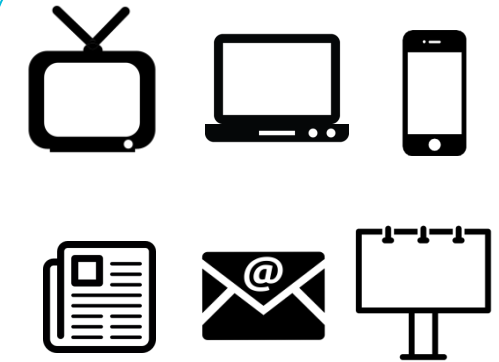
Lumen Research

January 2019

LUMEN

Attention technology

An attention currency for the attention economy



Eye tracking and attention predictions at speed and scale for desktop and mobile

- Cross media
- Programmatic integrations
- Link to sales



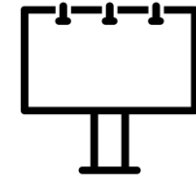
Consistent unit of attention across media



Methodology



Continuous panel
n=500, UK
2016-present



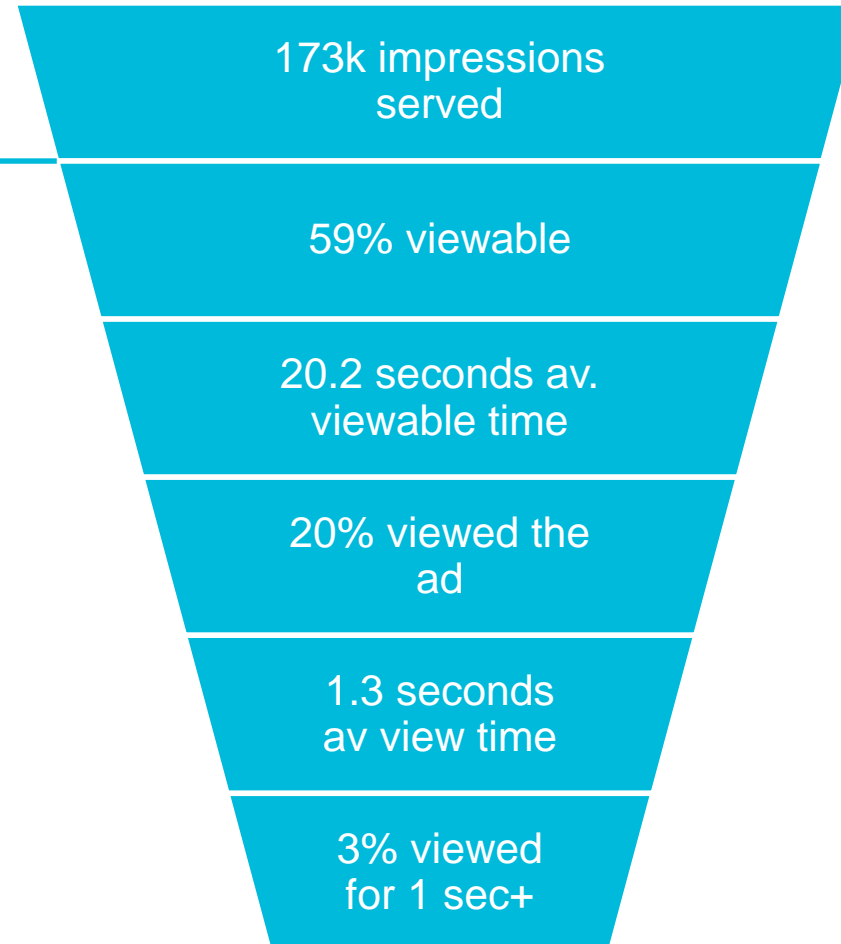
Bespoke studies
n=21,600 (UK, US, Aus, SE, CH, FR,
NL)
2013-present

The attention funnel: a big difference between viewability and viewing



Example full page study heatmap

The attention funnel: a big difference between viewability and viewing

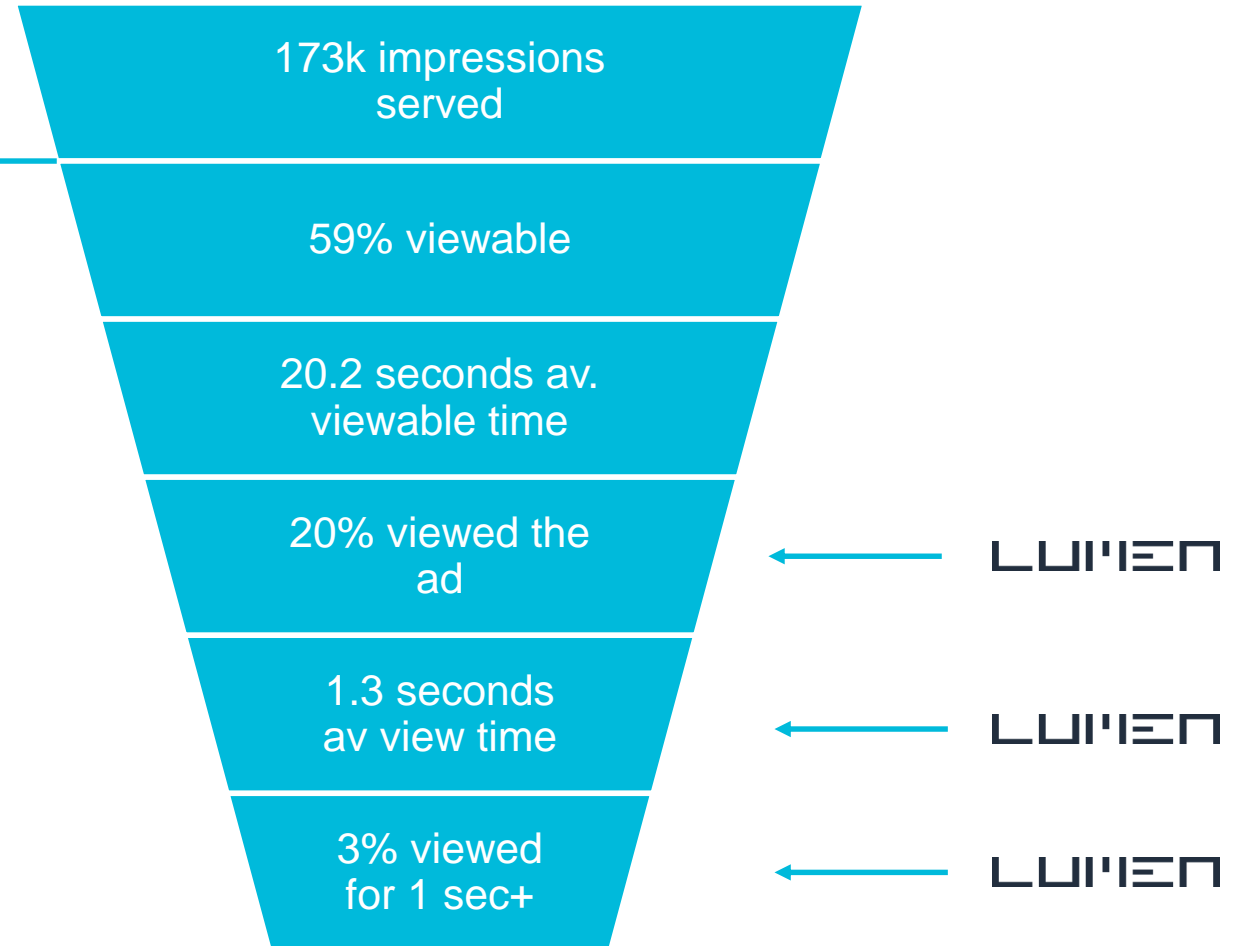


Example full page study heatmap

The attention funnel: a big difference between viewability and viewing



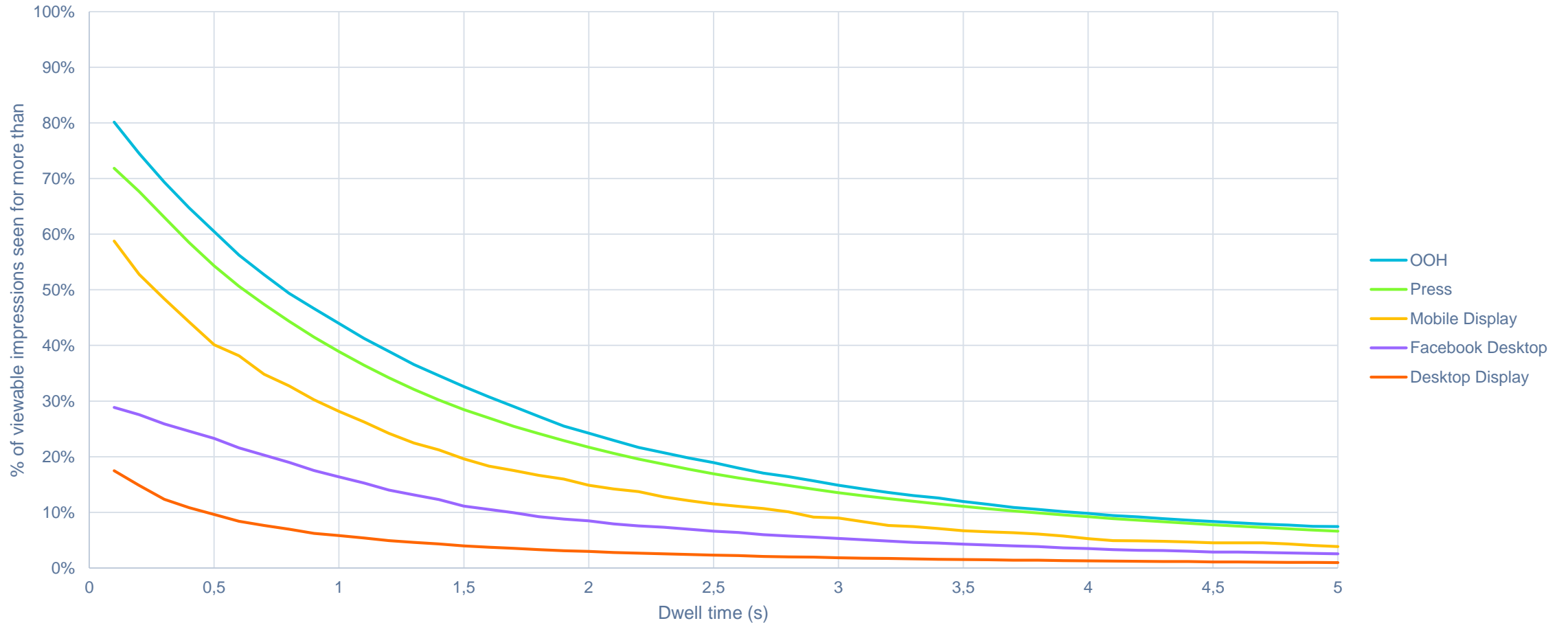
Example full page study heatmap



Source: Lumen Research
Based on attention data from the Lumen Attention Panel, Jan 2016-present
Viewable = 50% of pixels for 1+ sec



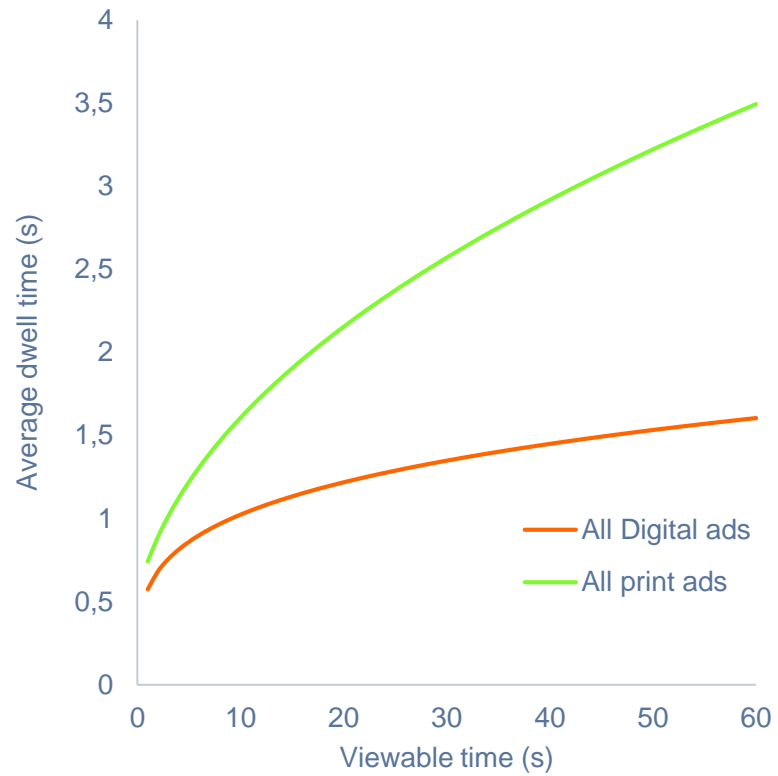
Dramatic differences in the quality of attention across different media and platforms



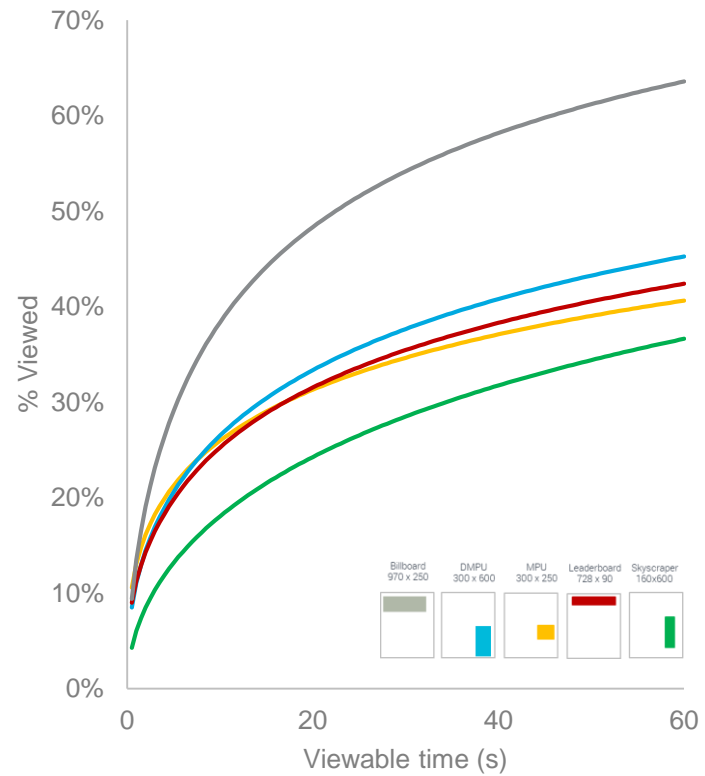
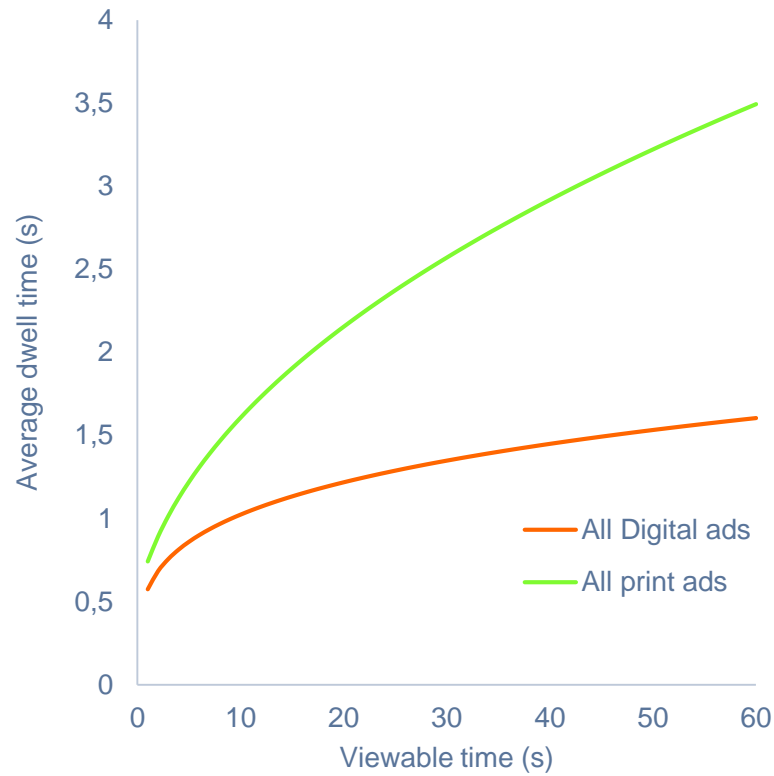
Source: Lumen Research
Based on attention data from the Lumen Attention Panel, Jan 2016-present + bespoke studies
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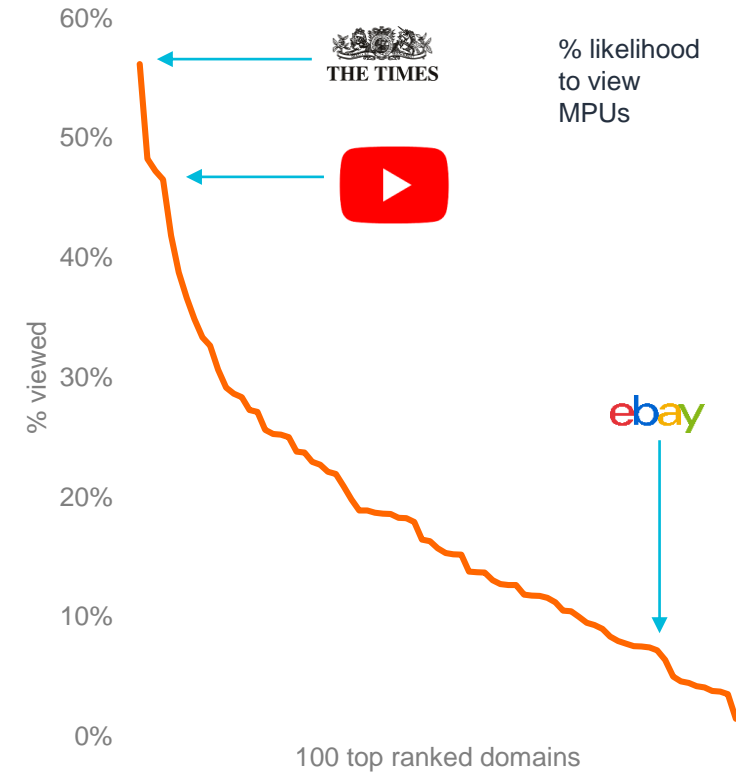
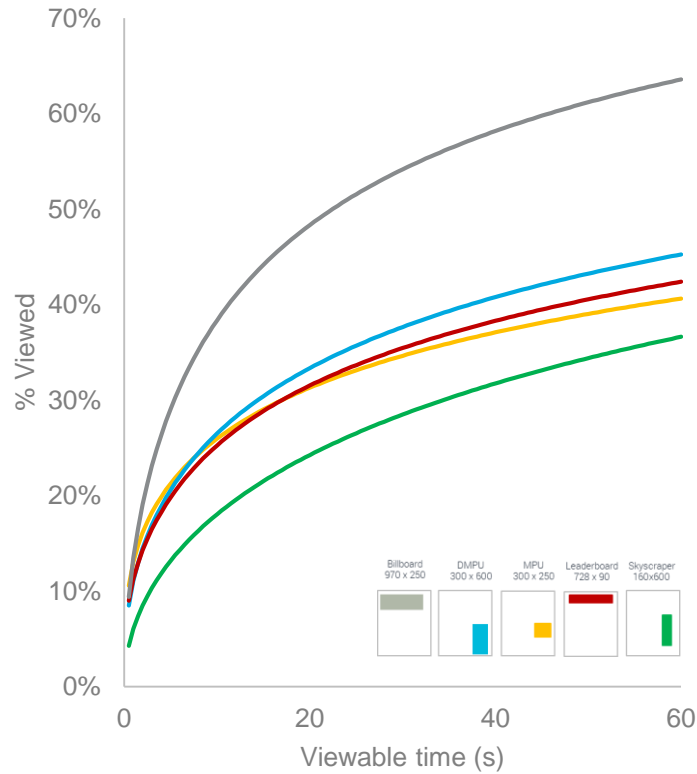
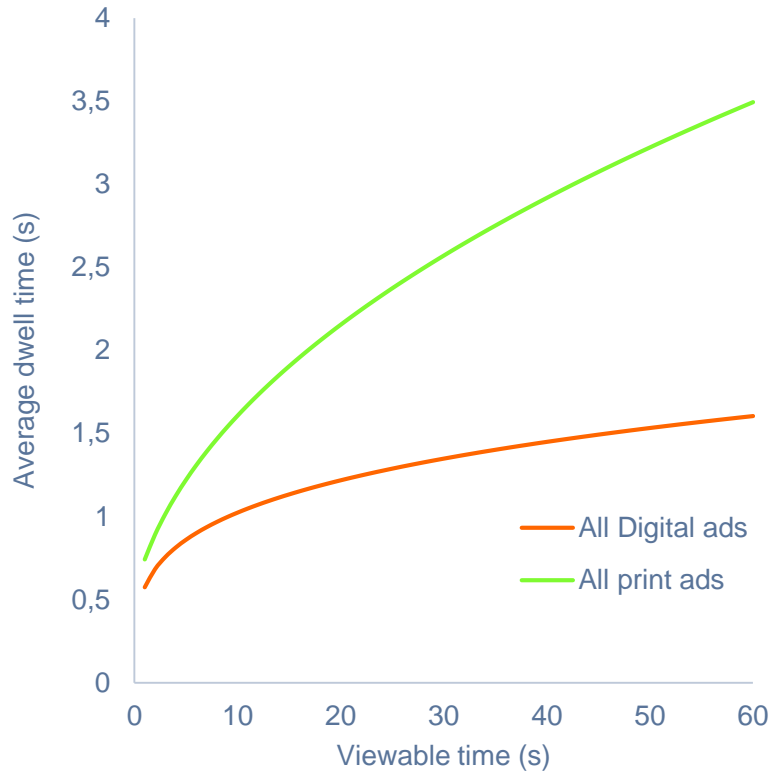
Drivers of differences in quality of attention



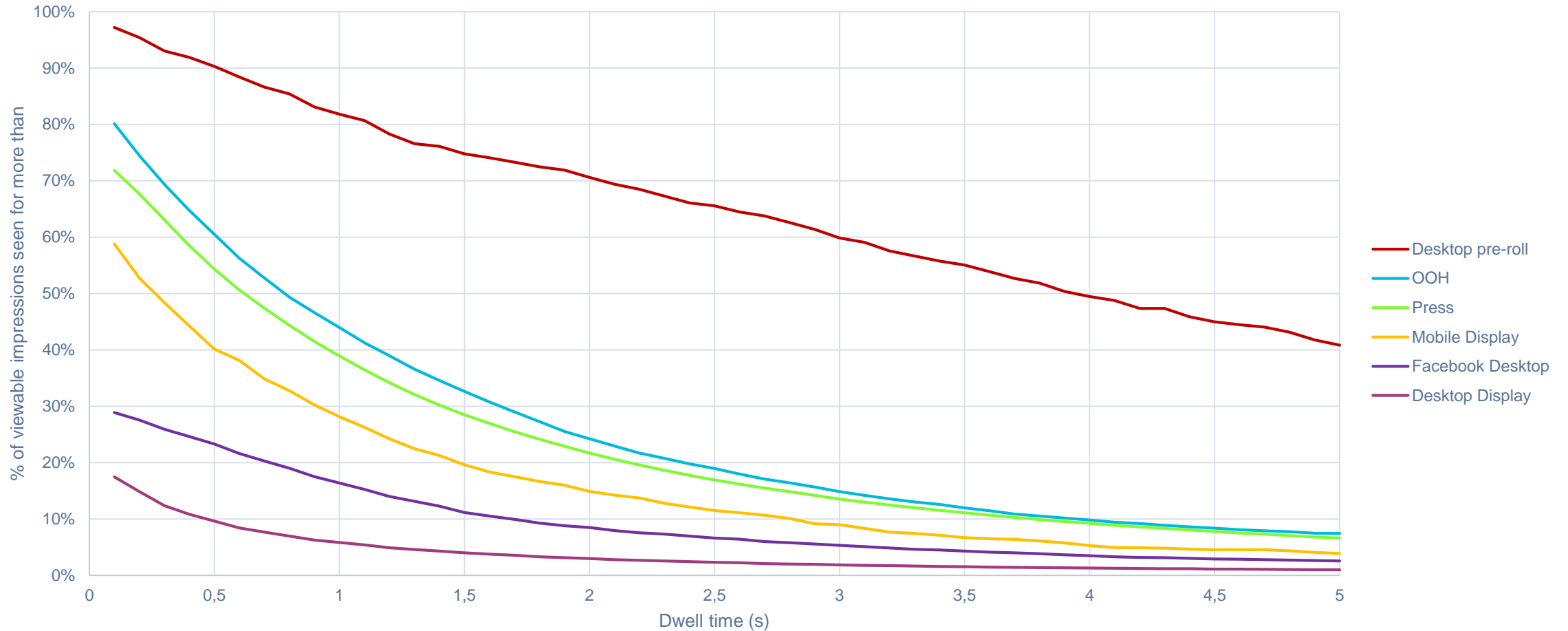
Drivers of differences in quality of attention



Drivers of differences in quality of attention



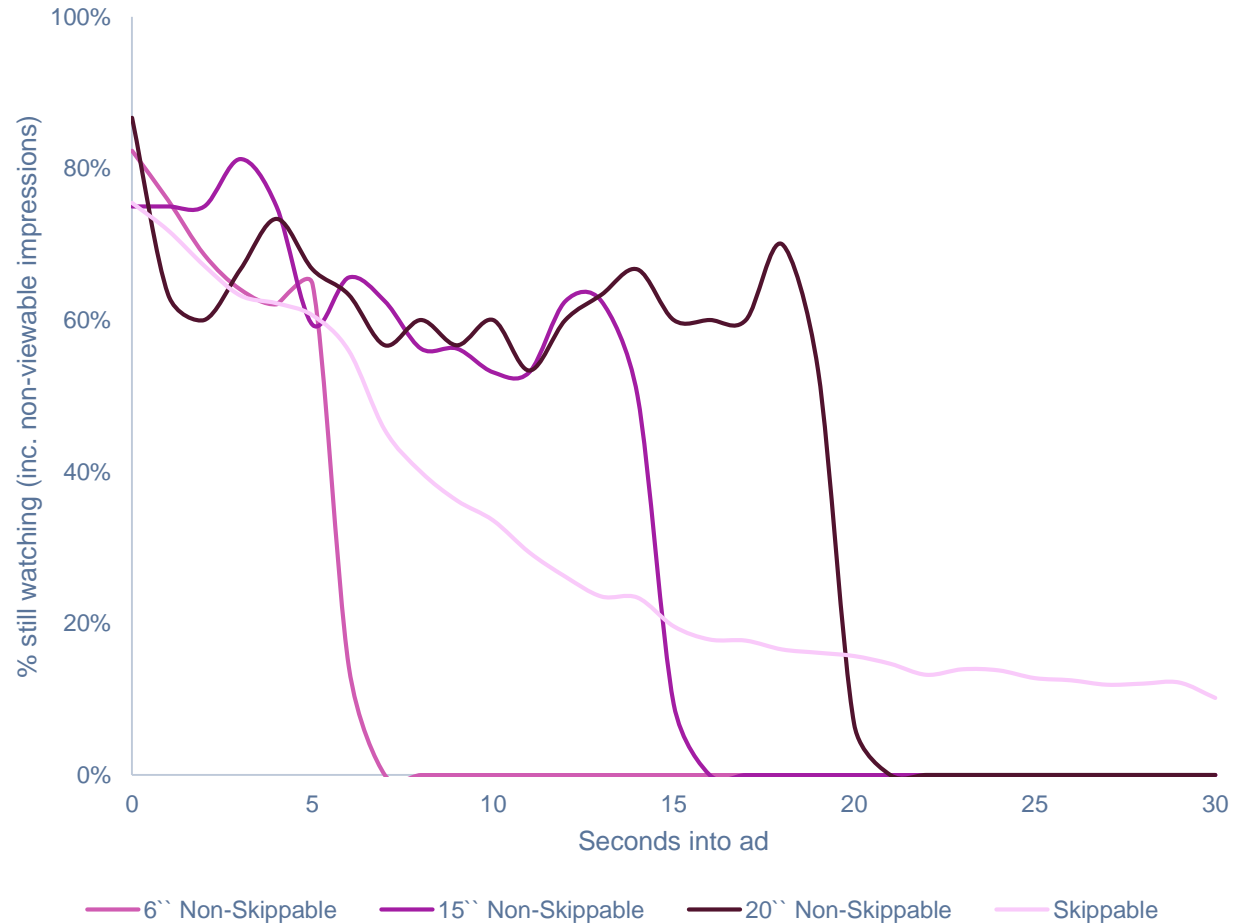
Pre-roll advertising dramatically outperforms all other media in our dataset



Source: Lumen Research
Based on attention data from the Lumen Attention Panel, Jan 2016-present + bespoke studies
Viewable = 50% of pixels for 1+ sec



Pre-roll performance driven by non-skippable ads



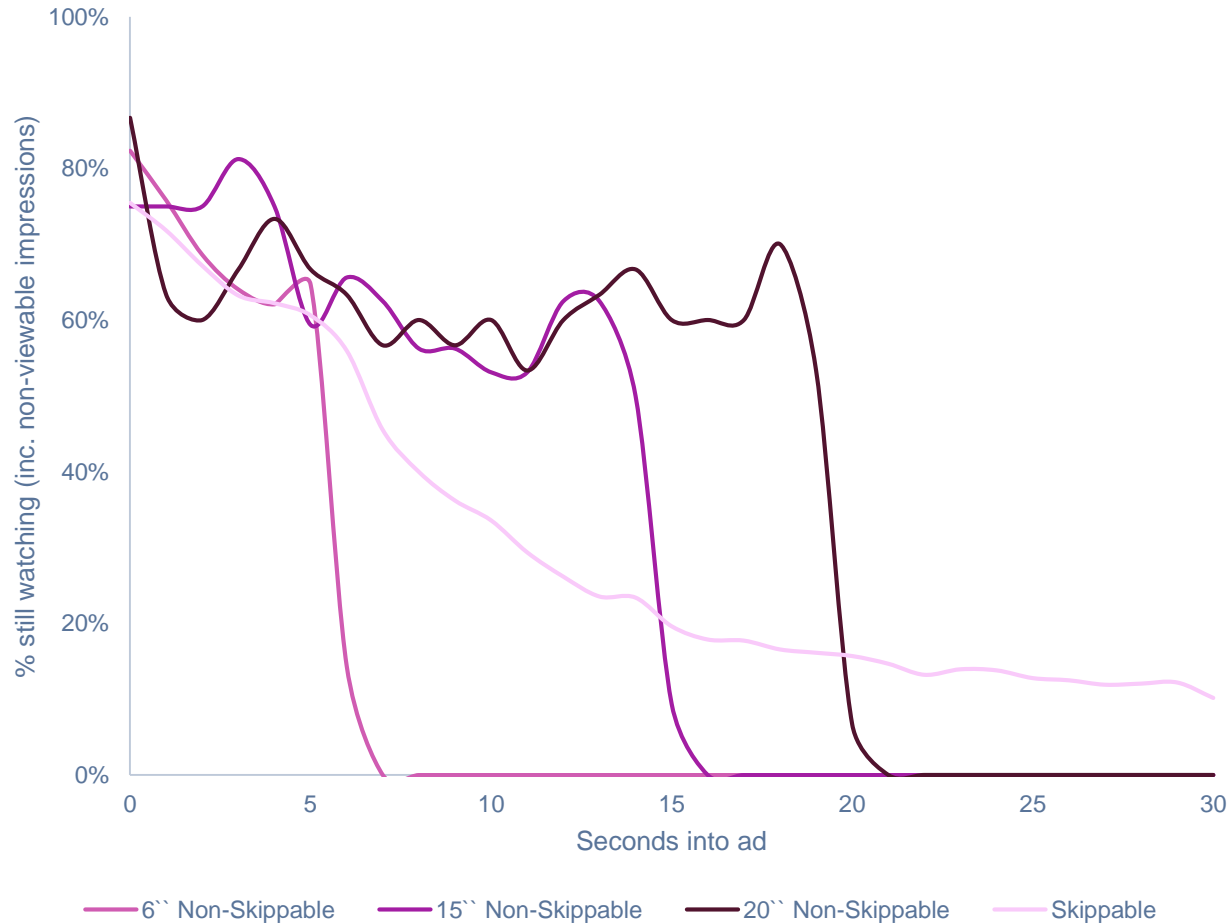
Non-Skippable 6s, n = 169

Non-Skippable 15s, n = 32

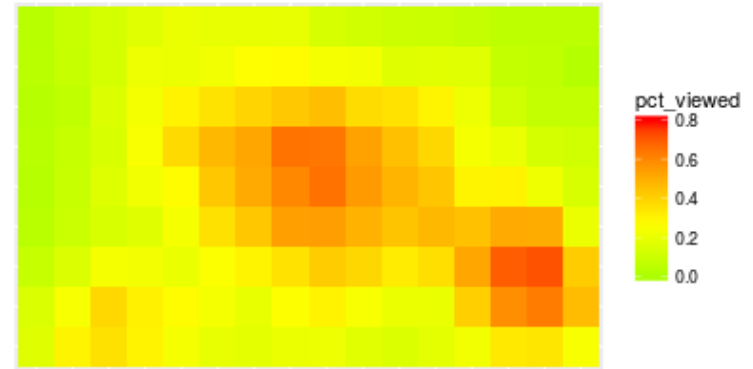
Non-Skippable 20s, n = 29

Skippable, n = 769

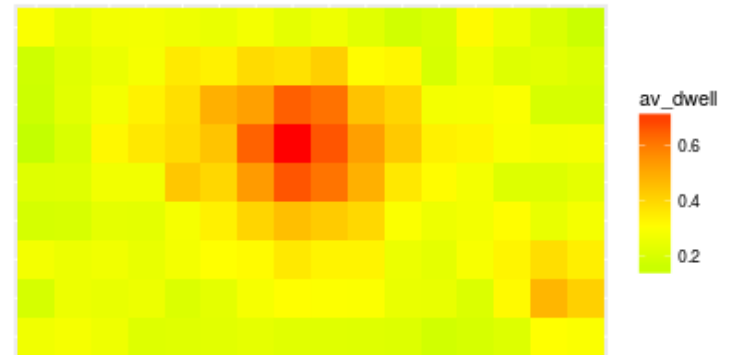
Pre-roll performance driven by non-skippable ads



Aggregated heatmap of % viewed to skippable pre-roll



Aggregated heatmap of Av dwell time



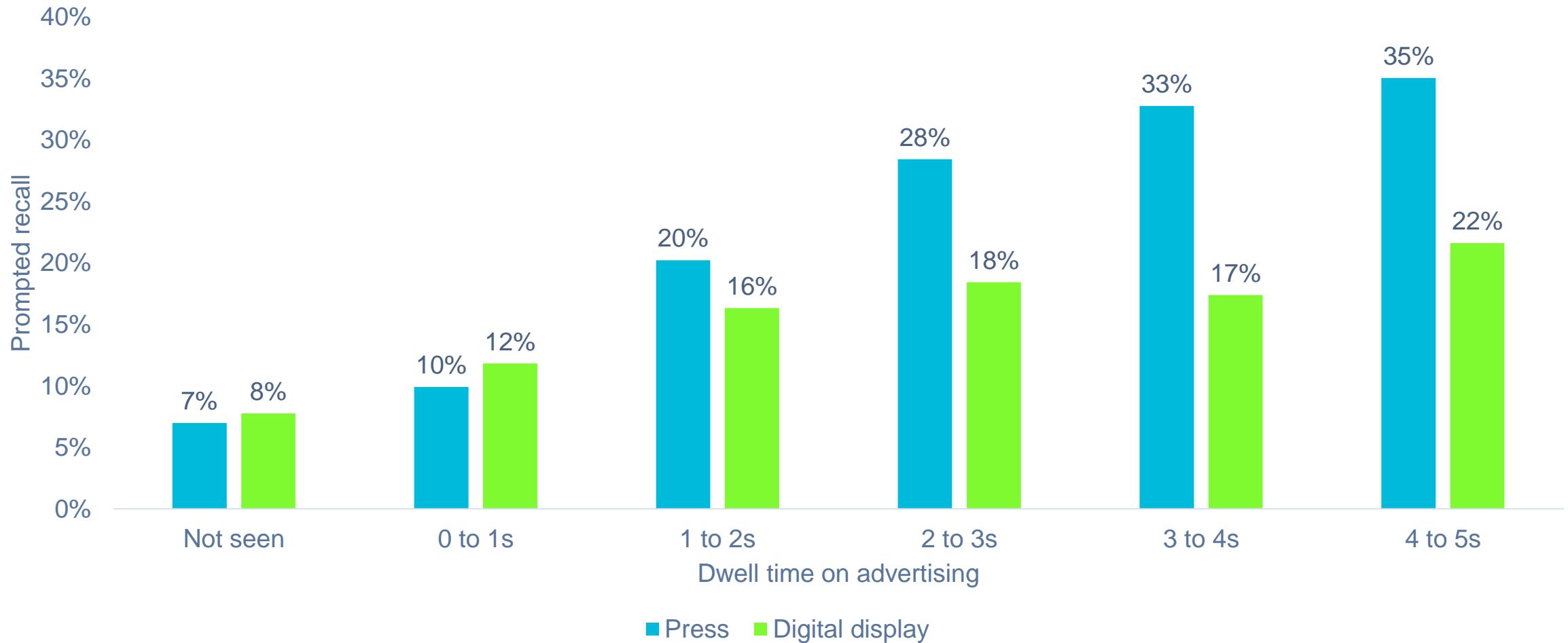
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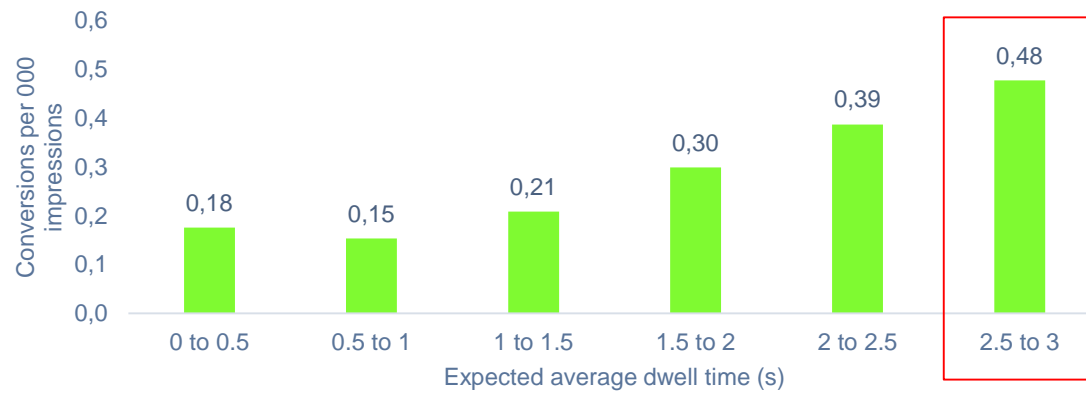
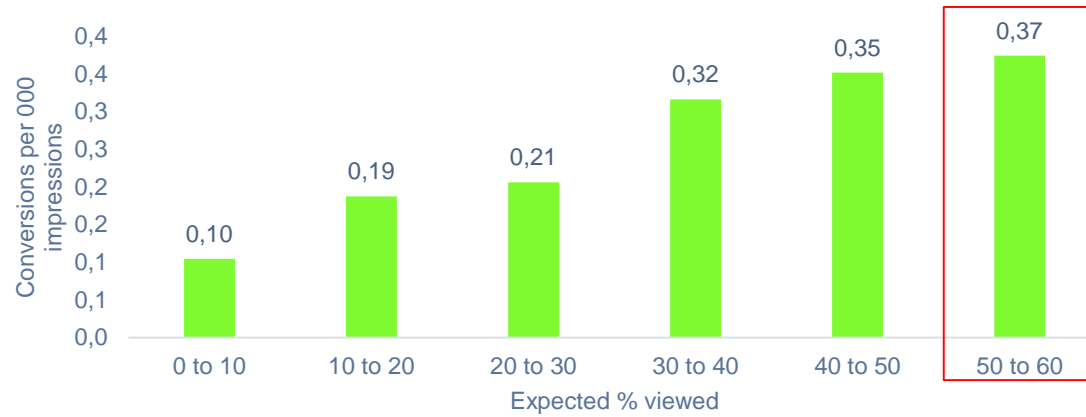
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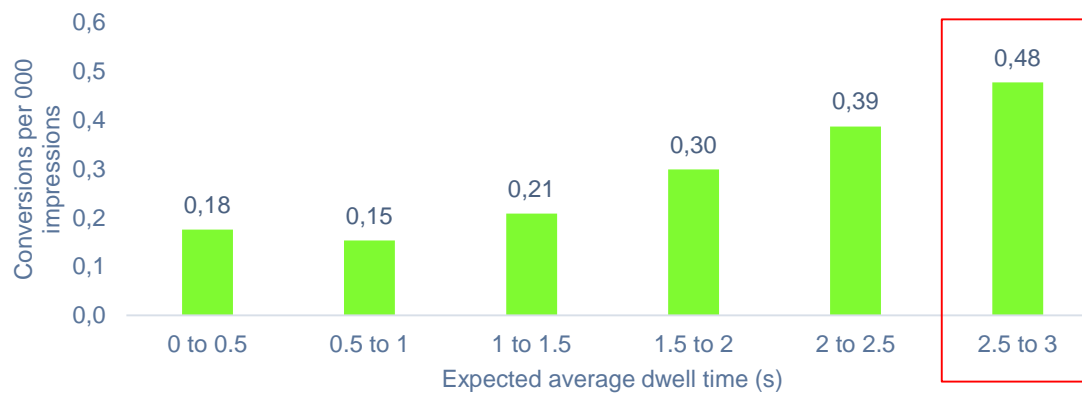
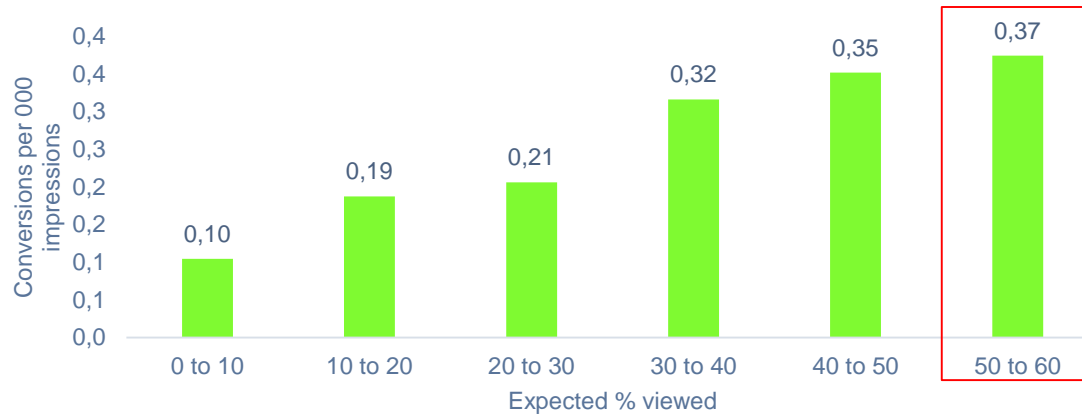
Why this matters: Attention leads to recall...



...and attention leads to sales online...



...and attention leads to sales online...

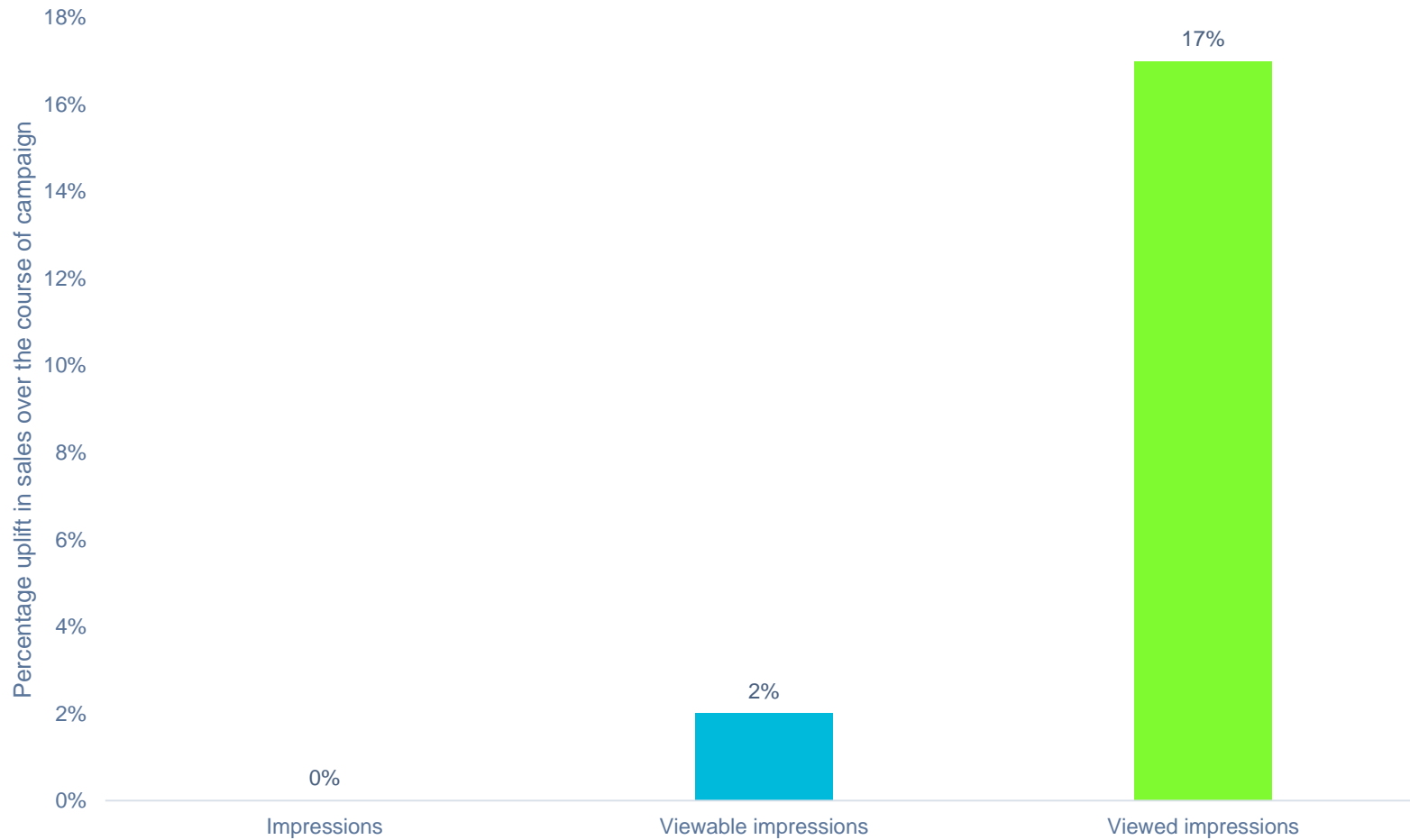


54% increased in media cost

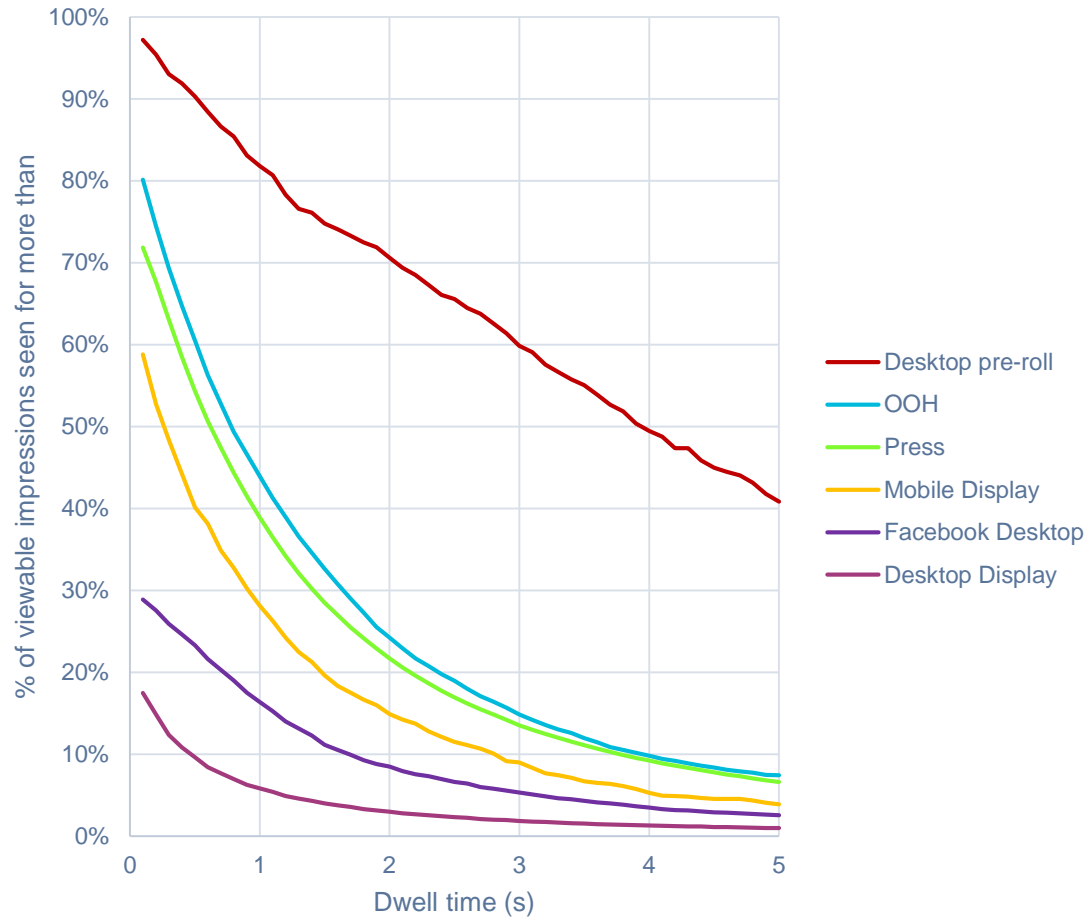
239% increase in short term sales

10x ROI

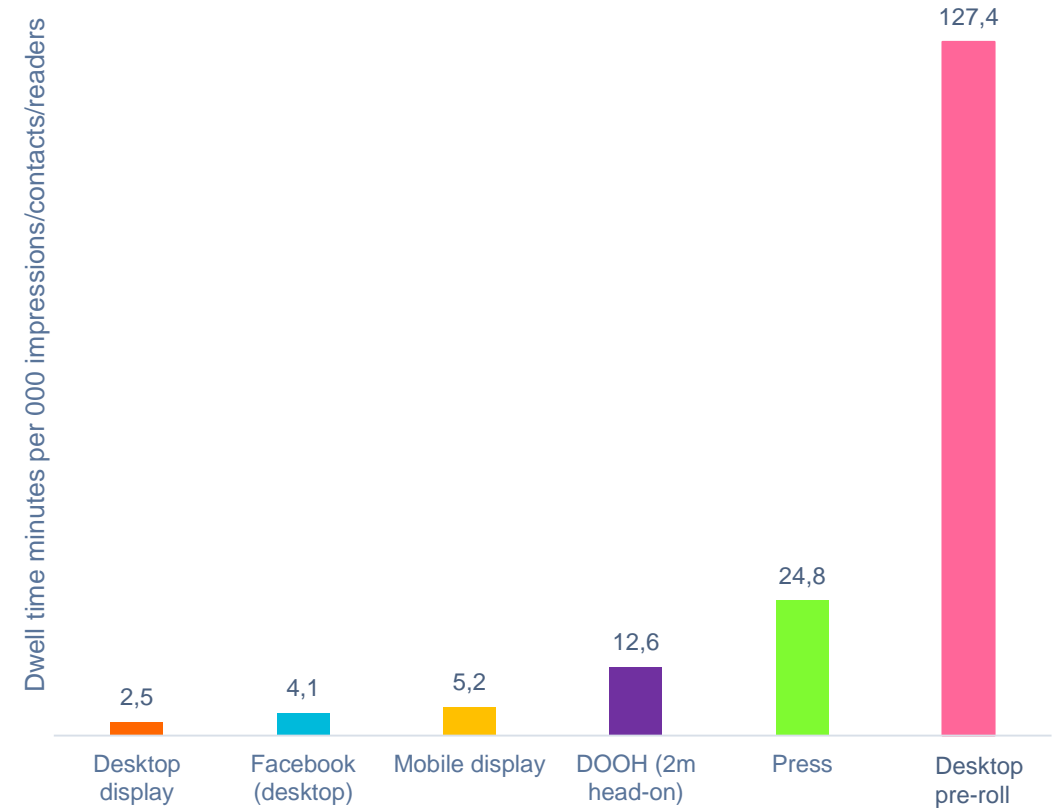
...and sales offline



Using attention data to price TV/video advertising relative to other channels



Attention (min) per 000 impressions



Assumes 100% viewability for press

Implications for advertisers, planners and publishers

All impressions are not created equal

Buy (and sell) attention not impressions

Simultaneous vs sequential media

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