NO ATTENTION. NO IMPACT.

New global research on when consumers pay attention. And when they don't.

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DON'T TAKE THIS OUT OF CONTEXT

In today's always-connected, omnichannel, content-saturated world, consumer attention is hard to capture and nearly impossible to keep. Impressions, views and clicks may not tell the whole story when deciphering ad impact. So what's the best way to capture their attention? The right platform, ad format, brand, category, audience and relevancy play a role. But there's even more to consider. Now that we have your attention, discover the research results on mobile web engagement so you can capture audience attention and improve performance.

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METHODOLOGY

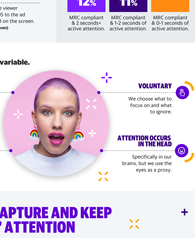
All data used was pulled from **"Attention in Context Research 2022"** by **Amplified Intelligence** in association with **Yahoo** and **OMG**. Research conducted in the U.S, Canada, United Kingdom and Australia. Amplified Intelligence's mobile app captures facial footage via the camera and metadata such as viewability, scroll patterns, sound and phone orientation. The app is used to collect the panel and the data collection methods deployed, capturing data across 4,441 respondents and 128,000 mobile web advertisements.

WHAT'S BEING MEASURED AND WHY IT MATTERS

Whether a consumer pays attention to your ad or not directly impacts your brand's growth. Here's an example. By paying attention to this message, you retain it, it's available for recall, and you can use the data to grow your brand. If you don't pay attention, the opposite occurs. And neither of us wants that.

Attention =
- Increased chance of an ad prompting a purchase
- Market share growth or at least stability

No Attention =
- No chance of an ad prompting a purchase
- Likely Market Share decline



Viewability and attention are not the same thing.

VIEWABILITY

Is how the ad is LOADED on the screen to the viewer. **(Device driven)**

ATTENTION

Is how the viewer RESPONDS to the ad presented on the screen. **(Human driven)**

Just because a consumer views something, doesn't mean they pay attention.

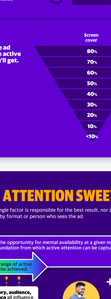
12% MRC compliant & 2 seconds+ active attention.

11% MRC compliant & 1-2 seconds of active attention.

MRC compliant & 0-1 seconds of active attention.

53% Of ad ad formats studied met viewability standards but not achieved less than 5 seconds of active attention.

Humans: The ultimate variable.



SELECTIVE
It's impossible to know what we ignore and what gets our focus.

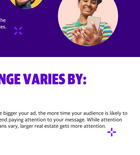
VOLUNTARY
We choose what to focus on and what to ignore.

FINITE
We only have so much attention to give. There's only so much info you can take in through the eye.

ATTENTION OCCURS IN THE HEAD
Specifically in our brains, but we use the eyes as a proxy.

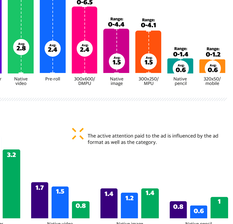
4 WAYS TO CAPTURE AND KEEP CONSUMERS' ATTENTION

Get the most attention bang for your media buck. Here are the types of content and ad formats that keep eyes on ads and screens in a mobile web environment.



1 GO IMMERSIVE:
Platforms with immersive content provide fertile ground for attention.

2 GO HIGH-IMPACT:
Among ad formats, Interscroller and video do a great job of driving active attention.



3 GO SHORT:
When using video, short is invest.

15-second video ads delivered 2.8x more active attention than 30-second videos.

4 GO BIG:
The larger the ad size, the more active attention you'll get.

FINDING THE ATTENTION SWEET SPOT

Many things drive attention. No single factor is responsible for the best result, nor is the weighting of factors the same by format or person who sees the ad.

Platforms provide the opportunity for mental availability at a given moment/ providing the foundation from which active attention can be captured.

Ad format sets the range of active attention that can be achieved.

While **brand, category, audience, creative and relevance** all influence the degree to which attention is paid for a specific ad format.

The attention sweet spot depends on the right formats in the right environment and context relevant to specific audiences.

Let's take a deeper look.

ACTIVE ATTENTION RANGE VARIES BY:

Ad format

The bigger your ad, the more time your audience is likely to spend paying attention to your message. While attention spans vary, larger real estate gets more attention.

Category

The active attention paid to the ad is influenced by the ad format as well as the category.

Category relevance within the environment

Relevance also acts within the ad format attention constraints, with the ad format's performance varying by category.

NOTE: Relevant Category is built out from Yahoo / Amplified. Relevant Category is a combination of PSYCHOGRAPHIC and Multi-IAB categorisation matched with RELEVANT SECTION (Yahoo editorial). E.g. Products fall in Finance section of network.

Audience

The older your audience, the more attention they pay.

Gender didn't determine the amount of attention paid.

Anytime is a good time to capture attention.

Time of day and day of the week are not significant factors in capturing consumer attention with advertising on mobile.

ATTENTION BY TIME OF DAY

ATTENTION BY DAY OF WEEK

THANK YOU FOR PAYING ATTENTION

Attention is nuanced. It's not a commodity, and there's no magic formula for success. Rather, it's achieved through a dynamic relationship between content and audience, format and platform. Here are a few things to consider in building an attention-grabbing strategy:

1. **One size doesn't fit all:** Attention must be a brand by brand, platform-by-platform effort – sorry, there is no shortcut. Avoid anyone talking about a composite attention CPM.
2. **Take it slow:** Slower-scroll, highly immersive environments like Yahoo offer a unique opportunity to elicit consumer attention – don't squander that opportunity with the wrong ad format or creative execution.
3. **Pull people into your message:** The more immersive and relevant your content, the more likely you'll grab consumer attention for longer periods of time.

Let's connect to learn how to capture and sustain audience attention to increase performance. We promise you'll have our undivided attention.

Learn more

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