



CENTRE FOR ATTENTION IS THE FIRST MAJOR MAILONLINE PROJECT TO EXPLORE THE DIFFERENCE BETWEEN PREMIUM AND STANDARD DIGITAL FORMATS.

THE PURPOSE OF THIS STUDY WAS TO EXPLORE HOW IMPACTFUL FORMATS CAN CONTRIBUTE TO ATTENTION AND BRAND METRICS.

MAILONLINE'S ENGAGEMENT AND CREATIVE OFFERING SETS US APART AND THIS STUDY SHOWS THE VALUE OF ADVERTISING WITHIN A PREMIUM PUBLISHING ENVIRONMENT.

WHY DOES ATTENTION MATTER?

Attention and working memory are both key to learning new information.

Attention allows information to be taken in; working memory helps the brain make sense of it.

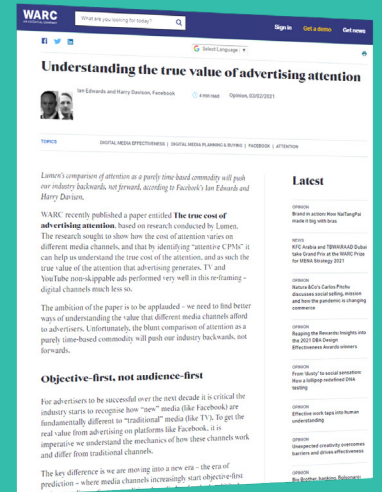
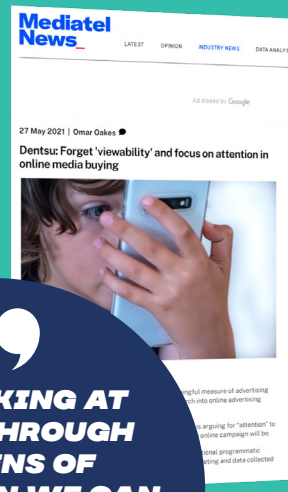
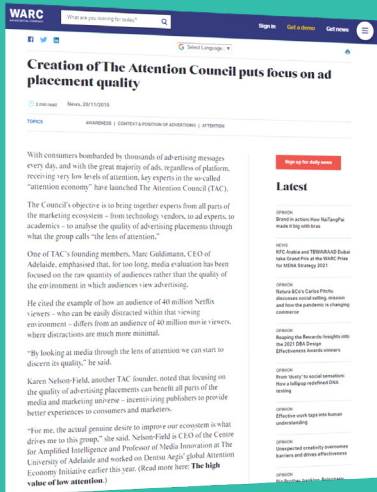
Attention allows us to plan, preview, monitor and regulate our thoughts and actions. It's the first step in the learning process.

If we're not paying attention, we can't understand, learn or remember what we've seen.



THE ATTENTION LANDSCAPE

Attention measures the quality of time a user spends with an advertisement.
An ad might be viewable... but was it viewed?



“BY LOOKING AT MEDIA THROUGH THE LENS OF ATTENTION WE CAN START TO DISCERN ITS QUALITY.”

The Attention Council's founding members

WHAT DO WE ALREADY KNOW?



AD FORMAT SIZE MATTERS

Lumen's 2017 white paper shows the larger the ad, the more attention it is likely to receive



ATTENTION DRIVES AD RECALL

Dentsu research shows the longer an ad is viewed, the more likely it is to be remembered



ATTENTION DRIVES BRAND CHOICE

Dentsu research also shows the longer an ad is viewed, the greater the impact on brand choice



VOLUNTARY ATTENTION IS MORE IMPACTFUL

The same study shows choosing to watch an ad has a greater effect on recall and brand choice uplift



THE VALUE OF SLOW CONTENT

Magnetic's research shows slower scrolling speeds on articles leads to greater attention on advertising

MAILONLINE IS SERIOUSLY ENGAGED



**#1
TIME SPENT
1.6BN MINS**



**60%
DIRECT
TRAFFIC**



**#1
ENGAGEMENT**



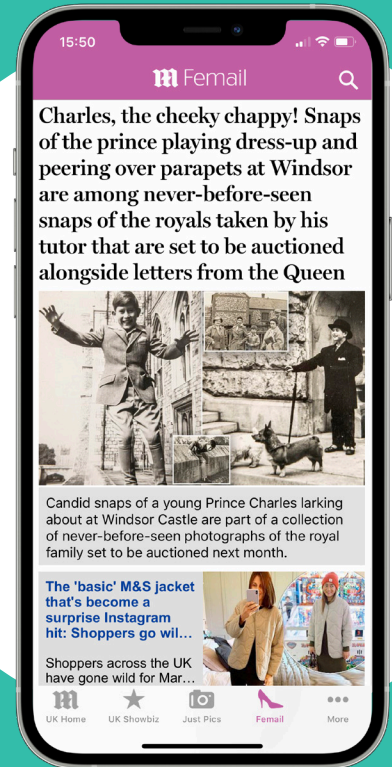
**10.5M
SEARCHES
FOR
MAILONLINE
PER MONTH**



**#1
DAILY REACH**
(website & app)



**IN-HOUSE
CREATIVE
TEAM**



EDITORIAL MASTERS OF ATTENTION



"MAILONLINE HAS EVERYTHING YOU NEED TO KNOW AND EVERYTHING YOU WANT TO WATCH! MAILONLINE VIDEO GIVES YOU EVERYTHING FROM DANCING DOGS ON TREADMILLS TO BREAKING STORIES YOU WON'T WANT TO MISS."

-VIDEO EDITOR



"WE HAVE A SIMPLE GOAL EVERY DAY: TO MAKE OUR CONTENT BIGGER, BETTER AND BRIGHTER. MAILONLINE STRAIN EVERY SINEW TO ENSURE WE ARE A ONE-STOP SHOP FOR ALL OUR READERS, IRRESPECTIVE OF AGE, GENDER OR INTERESTS."

-HOME EDITOR



"MAILONLINE HAS THE PERFECT MIX OF BREAKING NEWS, OPINION, DEBATE, SHOWBIZ, ROYALTY, SPORT AND REAL LIFE - IT'S THE ONLY NEWS SOURCE I NEED. NO OTHER NEWS WEBSITE PRESENTS EVERYTHING YOU WANT AND NEED TO KNOW IN THE WORLD IN ONE PLACE, WITH AN AMPLE DOSE OF ATTITUDE AND FUN."

-COLUMNIST

THE OBJECTIVES



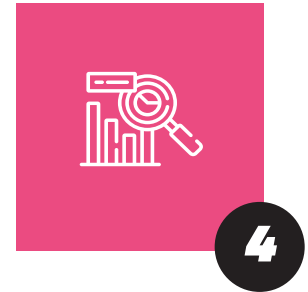
Uncover impact of premium formats on attention, recall & consideration



Investigate differences in attention & recall between individual formats



Understand other drivers of attention on premium formats



Discover insights into contextual relevance & audience targeting

PARTNERING WITH LUMEN



AUDIENCE

UK Adults:

1,500
on desktop

1,200
on mobile

All regular MailOnline
readers



DESIGN

We tested 18 format
combinations:
9 premium formats
9 standard formats

Respondents read 4
randomised MailOnline
articles.

Respondents were asked a
follow up questionnaire to
assess recall, consideration
and purchase intent.



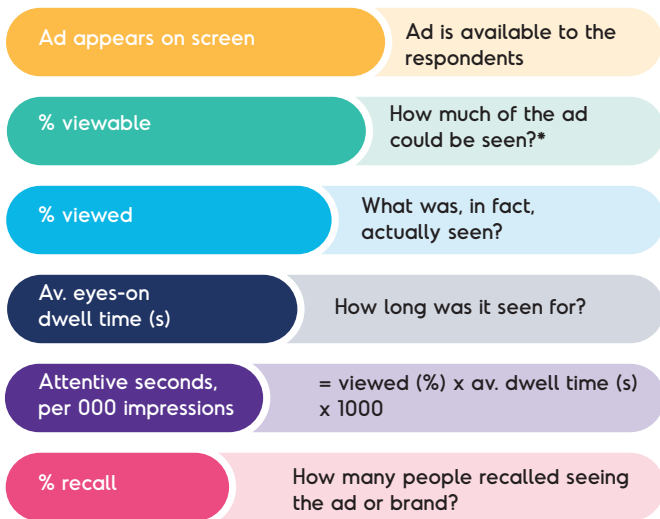
ENVIRONMENT

Lumen specialise in
creating ultra realistic
in-context testing
environments.

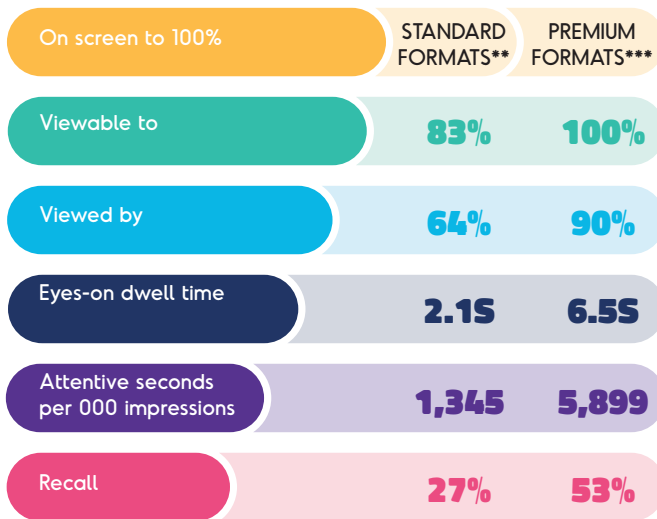
The environments allowed
respondents to scroll
as they normally would
whilst having their eye
movements tracked.

OUR ATTENTION FUNNEL

The Attention Funnel



The Attention Funnel In Action

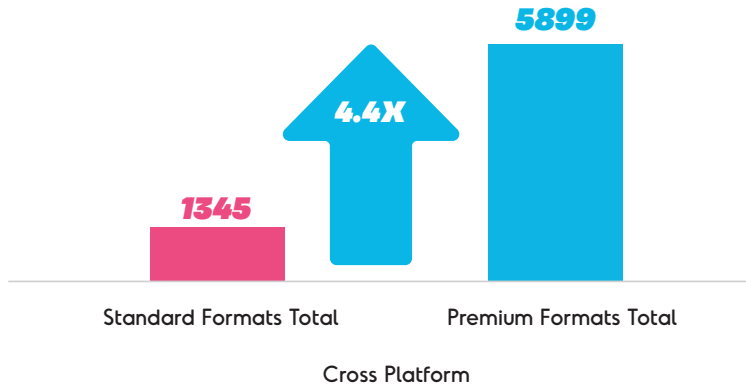


*According to MRC standards, at least 50% of an ad must be in view for a minimum of one second for display ads, or two seconds for video ads ** e.g. MPU/MPU Carousel/ Skyscrapers *** e.g. Billboard & Signs

8 ATTENTION TIPS



PREMIUM FORMATS GENERATE SIGNIFICANTLY MORE ATTENTION



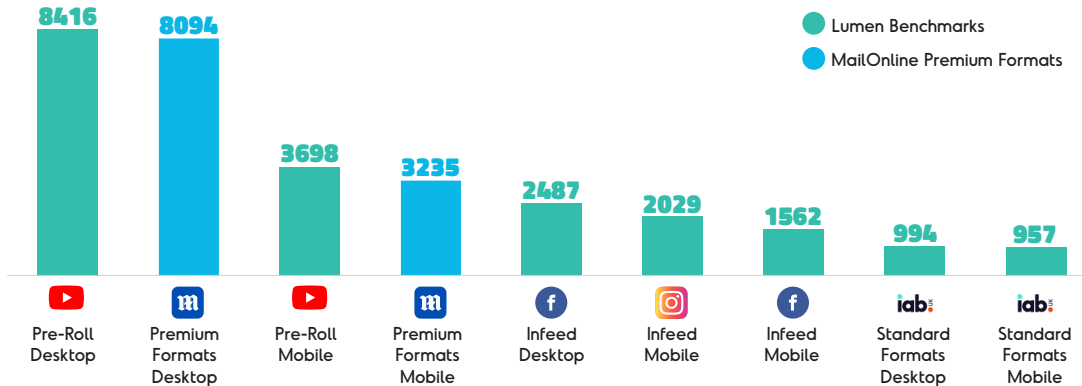
MAILONLINE TIP
Investing in premium formats helps your advertising receive more attention.

ATTENTIVE SECONDS PER 1,000 IMPRESSIONS

$\% \text{ viewed} \times \text{average dwell time} \times 1000 = \text{attentive seconds per 1,000 impressions}$



ATTENTION ON MAILONLINE PREMIUM FORMATS OUTPERFORMS SOCIAL & INDUSTRY BENCHMARKS



MAILONLINE TIP
Not every impression is equal; investing in MailOnline inventory can drive more attention.

ATTENTIVE SECONDS PER 1,000 IMPRESSIONS

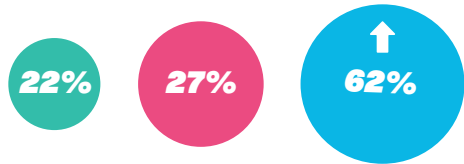
% viewed x average dwell time x 1000 = attentive seconds per 1,000 impressions



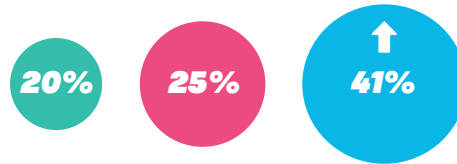
PREMIUM FORMATS SIGNIFICANTLY IMPROVE BRAND RECALL ON DESKTOP & MOBILE



PROMPTED RECALL



PROMPTED RECALL



● Lumen Benchmarks ● MailOnline Standard Formats ● MailOnline Premium Formats



MAILONLINE TIP

Desktop formats drive higher levels of brand memory than mobile formats.

BRAND RECALL

% of all respondents that recalled seeing the brand spontaneously / after a list prompt



PREMIUM FORMATS DRIVE UPLIFTS IN CONSIDERATION AND PURCHASE INTENT

+12%



UPLIFT IN BRAND CONSIDERATION PREMIUM FORMATS VS. STANDARD

% of respondents that would only consider the brand or consider the brand their first choice

+5%



UPLIFT IN BRAND PURCHASE INTENT PREMIUM FORMATS VS. STANDARD

% of respondents that would likely purchase from the brand in the future



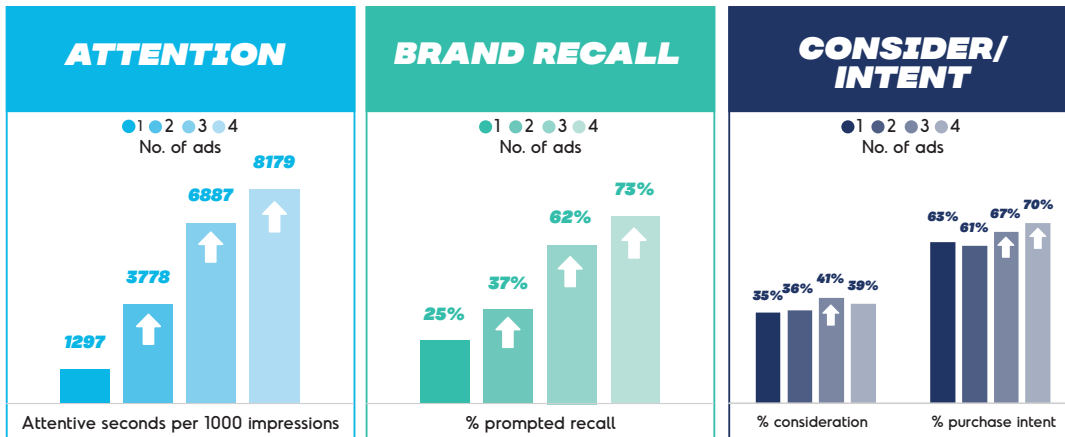
MAILONLINE TIP

If consideration and purchase intent are campaign KPIs then investing in premium formats can provide uplift for these metrics.



HIGHER FREQUENCY OF EXPOSURES CAN INCREASE ATTENTION, RECALL AND INTENT

Using two ads instead of one on a page can more than **double** attention and spontaneous brand recall. This effect keeps building with more ads, and can start to significantly shift purchase intent with three or four ads on a page.

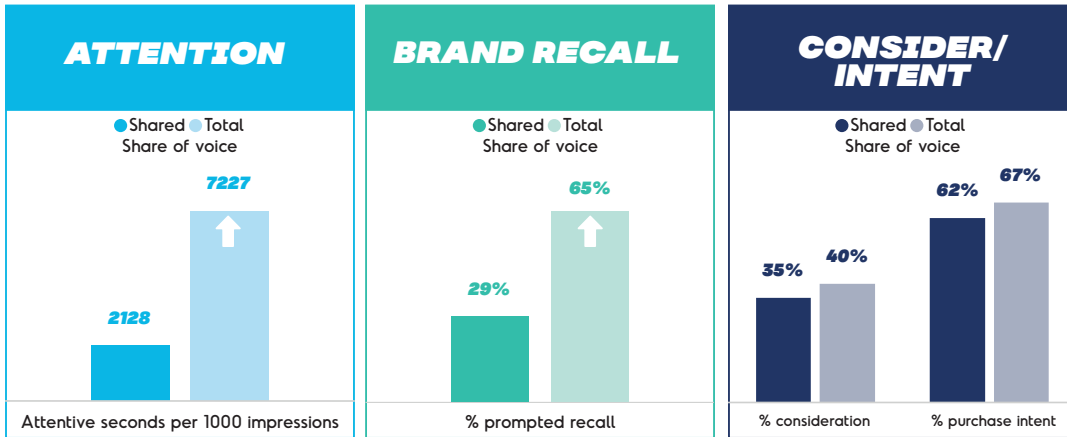


MAILONLINE TIP
Add one more ad to a page to improve your attention and brand metrics.



TOTAL SHARE OF VOICE ON A PAGE CAN HELP BOOST ATTENTION, RECALL AND INTENT

When brands have total share of voice on a page, attention is three times higher and brand metrics can significantly improve.

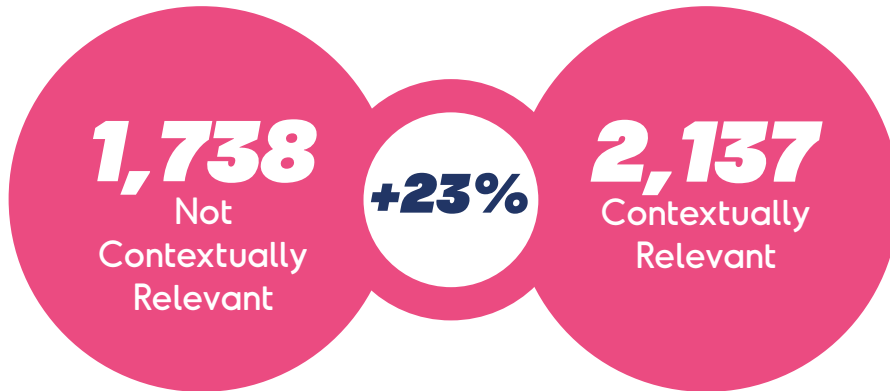


MAILONLINE TIP
Invest in total share of voice formats, across desktop and mobile, to improve brand metrics.



CONTEXT IS IMPORTANT FOR OPTIMISING ATTENTION

MailOnline Standard Formats
(MPU/MPU Carousel/ Skyscrapers)



MAILONLINE TIP
Think about contextual targeting when purchasing formats.

ATTENTIVE SECONDS PER 1,000 IMPRESSIONS

% viewed x average dwell time x 1000 = attentive seconds per 1,000 impressions



AUDIENCE TARGETING BOOSTS BRAND METRICS

| | TRAVEL | | HOME INTERIORS | |
|---|-----------------------|-------------------|-----------------------|-------------------|
| | Not topic of interest | Topic of interest | Not topic of interest | Topic of interest |
| ATTENTION (attentive secs per 000s impressions) | 3,741 | 3,331 | 3,732 | 4,083 |
| PROMPTED RECALL | 43% | 51% ↑ | 38% | 47% ↑ |
| % CONSIDERATION | 26% | 30% | 22% | 31% ↑ |
| % PURCHASE INTENT | 50% | 59% ↑ | 40% | 55% ↑ |



MAILONLINE TIP

Behavioural Targeting does not necessarily improve attention but audiences interested or in-market within the category find it easier to recall a brand, which makes the audience more likely to consider or purchase the brand in future.



THE HOMEPAGE IS A DAILY DESTINATION



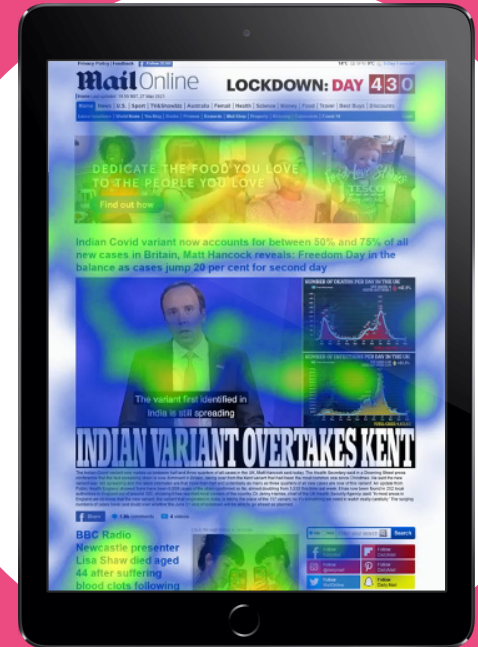
1/2
DAILY VISITORS VIEW THE HOMEPAGE



10 MINS
DAILY DWELL TIME PER VISITOR



1.9M
ATTENTIVE MINS ON A DAILY HOMEPAGE TAKEOVER



IMPRESSIVE ENGAGEMENT ON MAILONLINE'S HOMEPAGE GENERATES ACTION



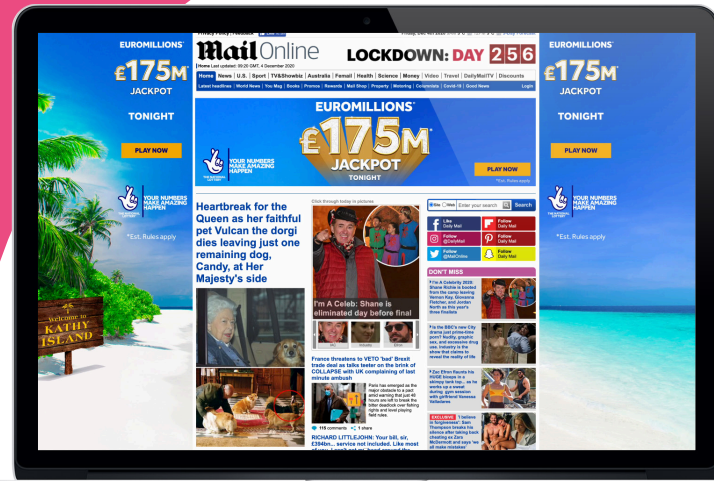
**#1
STATIC FORMAT FOR
ATTENTION**



**#1
FORMAT FOR
DRIVING
CONSIDERATION**



**#2
FORMAT FOR
DRIVING PURCHASE
INTENT**



MAILONLINE VIDEO FORMATS GENERATE NEARLY TWICE THE AMOUNT OF ATTENTION

% VIEWED

67%
STATIC

81%
VIDEO

**ATTENTIVE
SECONDS PER 1000
IMPRESSIONS**

1668
STATIC

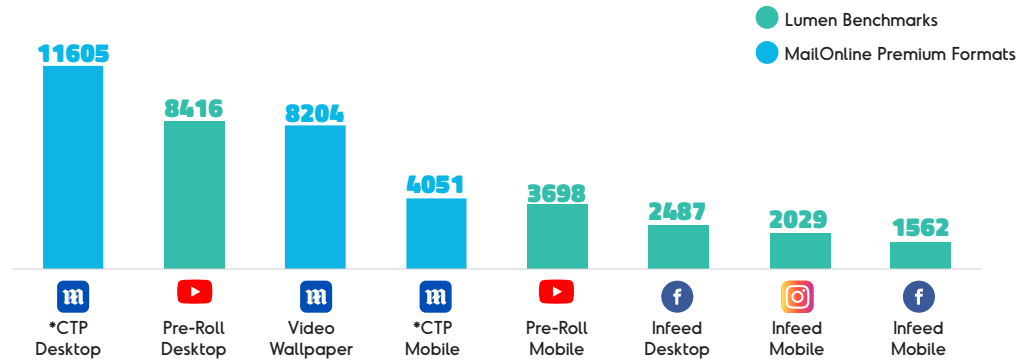
3501
VIDEO





MAILONLINE CTP OUTPERFORMS YOUTUBE

MailOnline premium video formats receive more attention than social platforms and are in-line with YouTube



ATTENTIVE SECONDS PER 1,000 IMPRESSIONS

$\% \text{ viewed} \times \text{average dwell time} \times 1000 = \text{attentive seconds per 1,000 impressions}$

VIDEO WALLPAPER SKINS GENERATE 1.9X MORE ATTENTION THAN STATIC SKINS

Not all skins are equal. Video skins generate more attention than homepage and article skins.

VIDEO WALLPAPER SKIN



6,413S

Attention per
1000 impressions

HPTO SKIN



4,121S

Attention per
1000 impressions

SKIN



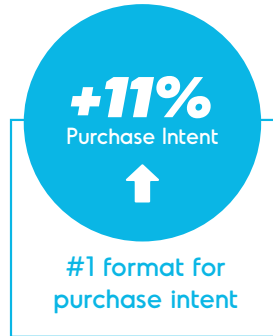
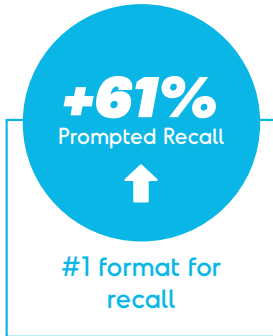
3,344S

Attention per
1000 impressions



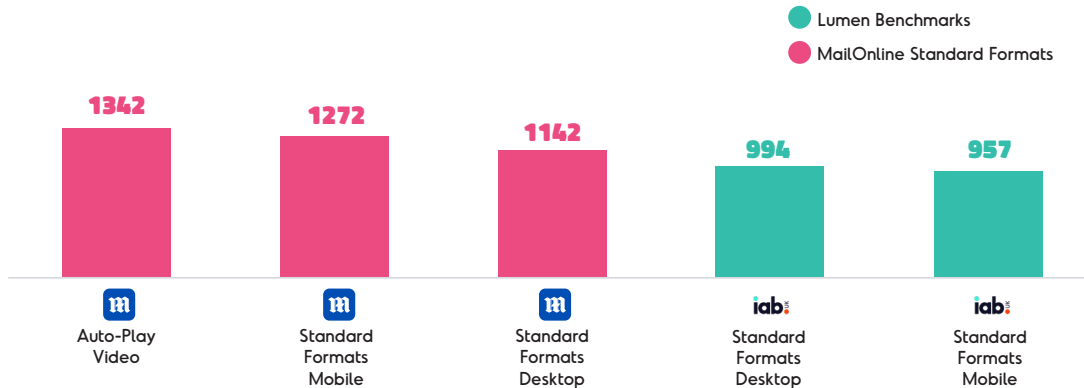
NATIVE ARTICLES DRIVE HIGH LEVELS OF RECALL AND PURCHASE INTENT

% UPLIFT IN PREMIUM FORMATS ON NON NATIVE VS. NATIVE ARTICLES Desktop & Mobile Premium Formats





ATTENTION ON MAILONLINE STANDARD FORMATS OUTPERFORMS INDUSTRY BENCHMARKS



MAILONLINE TIP

Auto-Play has the highest attention of any single standard format.

ATTENTIVE SECONDS PER 1,000 IMPRESSIONS

% viewed x average dwell time x 1000 = attentive seconds per 1,000 impressions

PLAN FOR ATTENTION WITH MAC+ MAILONLINE'S ATTENTION CALCULATOR

aCPM

We can provide an estimated cost per thousand seconds of attention (aCPM) for each format on our site.

Using MAC+ we can effectively plan campaigns with attention KPIs towards our most cost effective formats.

= Cost per thousand seconds of attention

MEDIA PLANNER

Using Centre for Attention research and previous Mail Metro Media print attention studies, we are able to provide clients and agencies with an estimate for attention across their entire campaign.

= Campaign attention estimate

MEASURE ATTENTION WITH MAILONLINE

ATTENTION AD EFFECTIVENESS

In association with Lumen (£2,500)

- Test attention on your creative pre, mid or post campaign
- Test the attention funnel metrics for your format and compare against MailOnline benchmarks
- Understand how your creative impacts brand memory by measuring spontaneous & prompted recall
- Receive creative testing metrics and heat mapping on your creative

COMPETITIVE ATTENTION ANALYSIS

In association with Lumen

- Test your creative's attention funnel metrics against a competitor (£2,500) or three competitors (£4,500)
- Understand how your creative & competitors creative impact brand memory by measuring spontaneous & prompted recall
- Receive heat mapping on your creative and competitors creative

