



Amplify 2.0

Planning for attention



Content

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(Appendix) Amplify 2.0 methodology



01

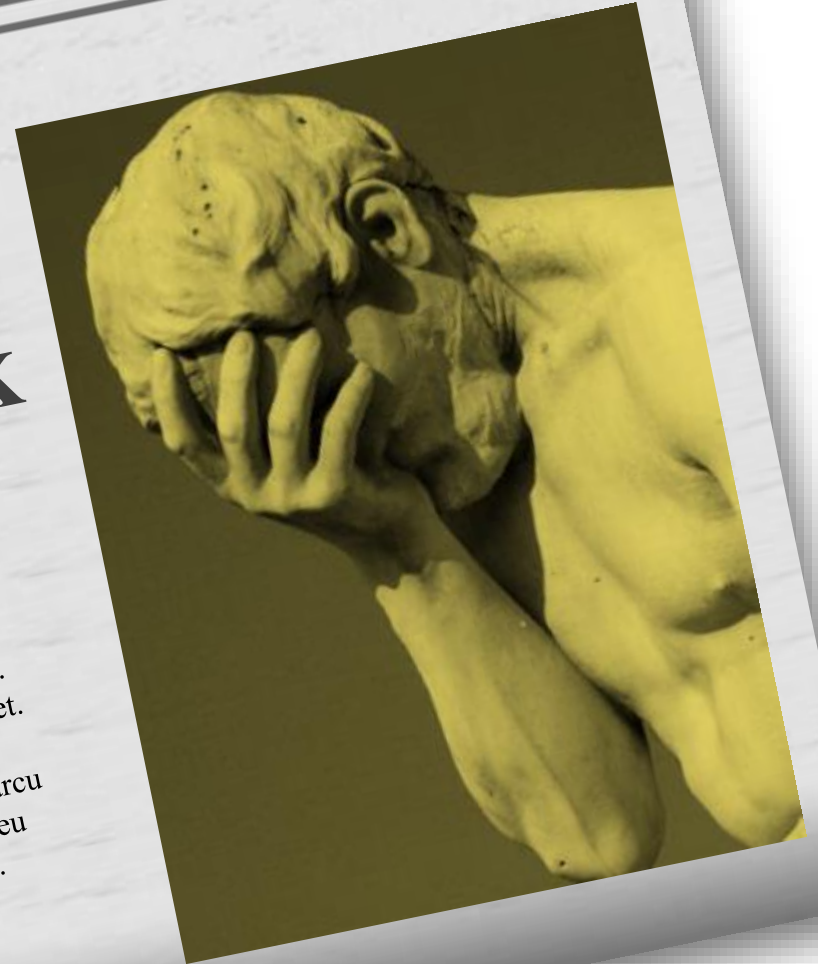
Azerion's attention journey



Daily Obvious

Users don't go to websites to look at your adverts

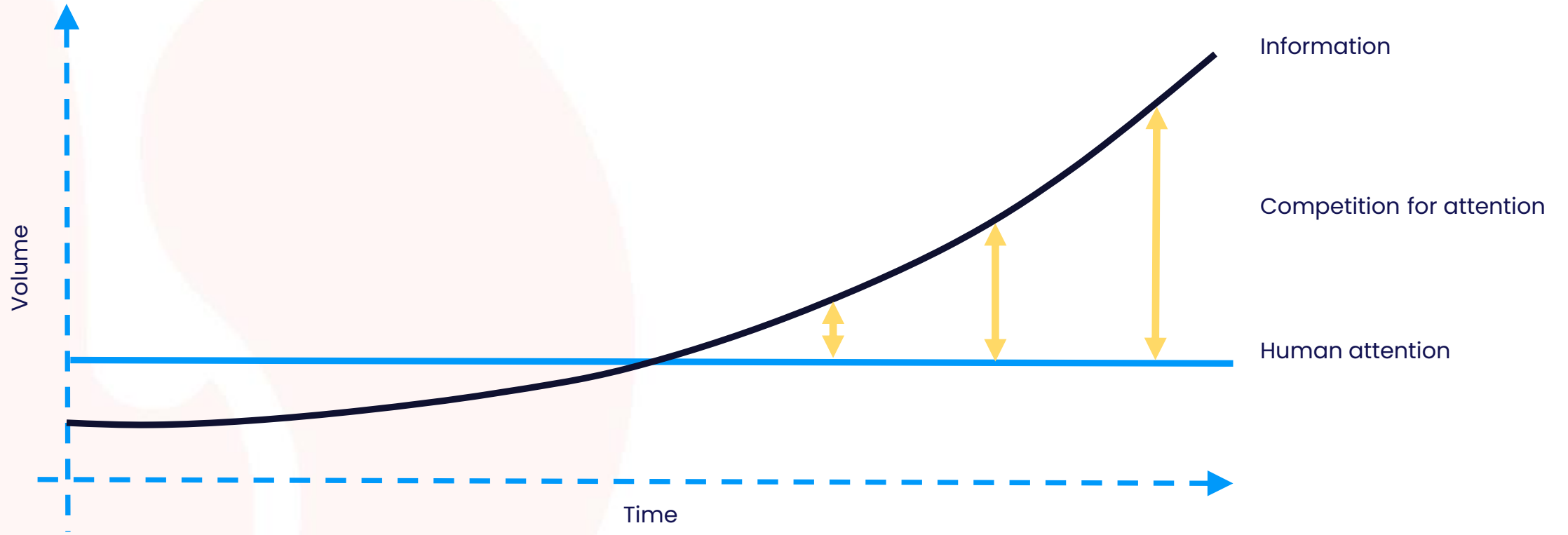
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum lacus ac velit congue condimentum. Vivamus molestie pretium erat, non pretium ex fiiibus sit amet. Sed congue lorem vel convallis interdum. Cras vel sapien ut augue luctus aliquet. Integer eu odio venenatis, fermentum arcu id, convallis ipsum. Pellentesque bibendum volutpat libero eu aliquam. Nullam at odio non est iaculis hendrerit in nec mi. Aenean non bibendum sem.



Newsflash

Online advertising CANNOT work
unless it captures attention

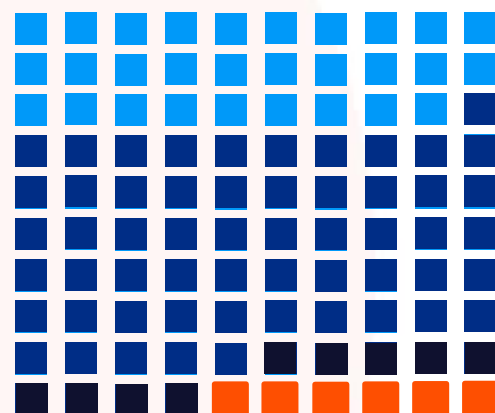
Attention scarcity drives value



Attention scarcity drives value



In an average sample of 100 online display impressions...

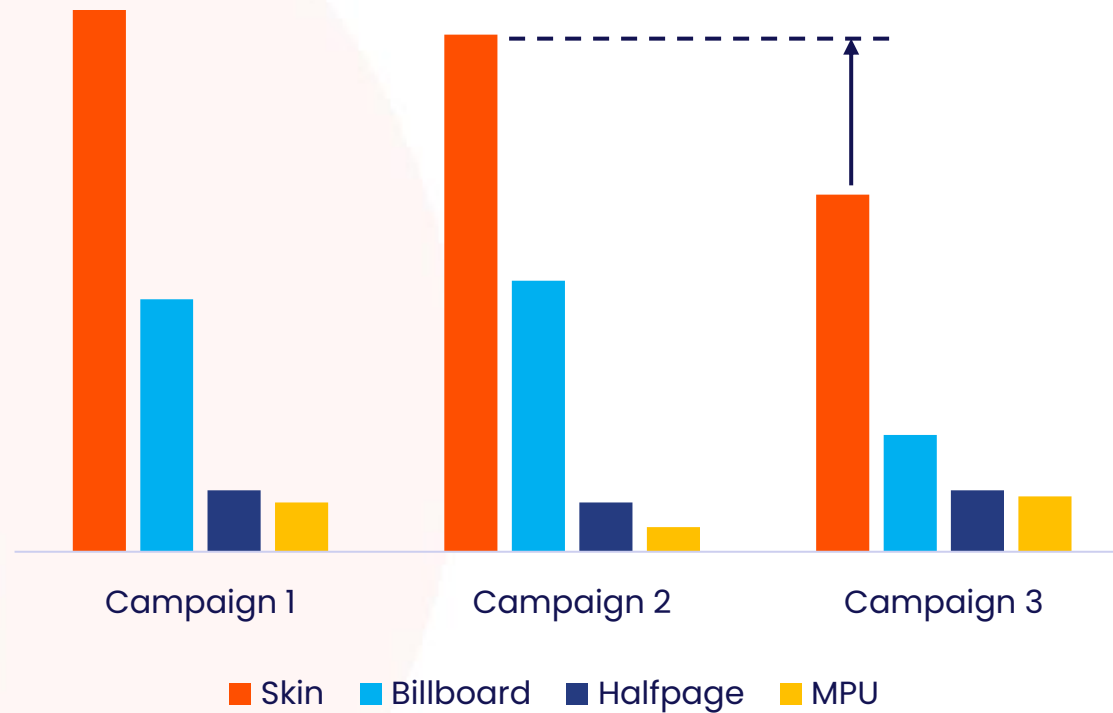


71*
Qualify as viewable (MRC standard)

15**
Are actually seen

6**
Impressions are ever looked at
for **longer than one second**

Format and creativity matters



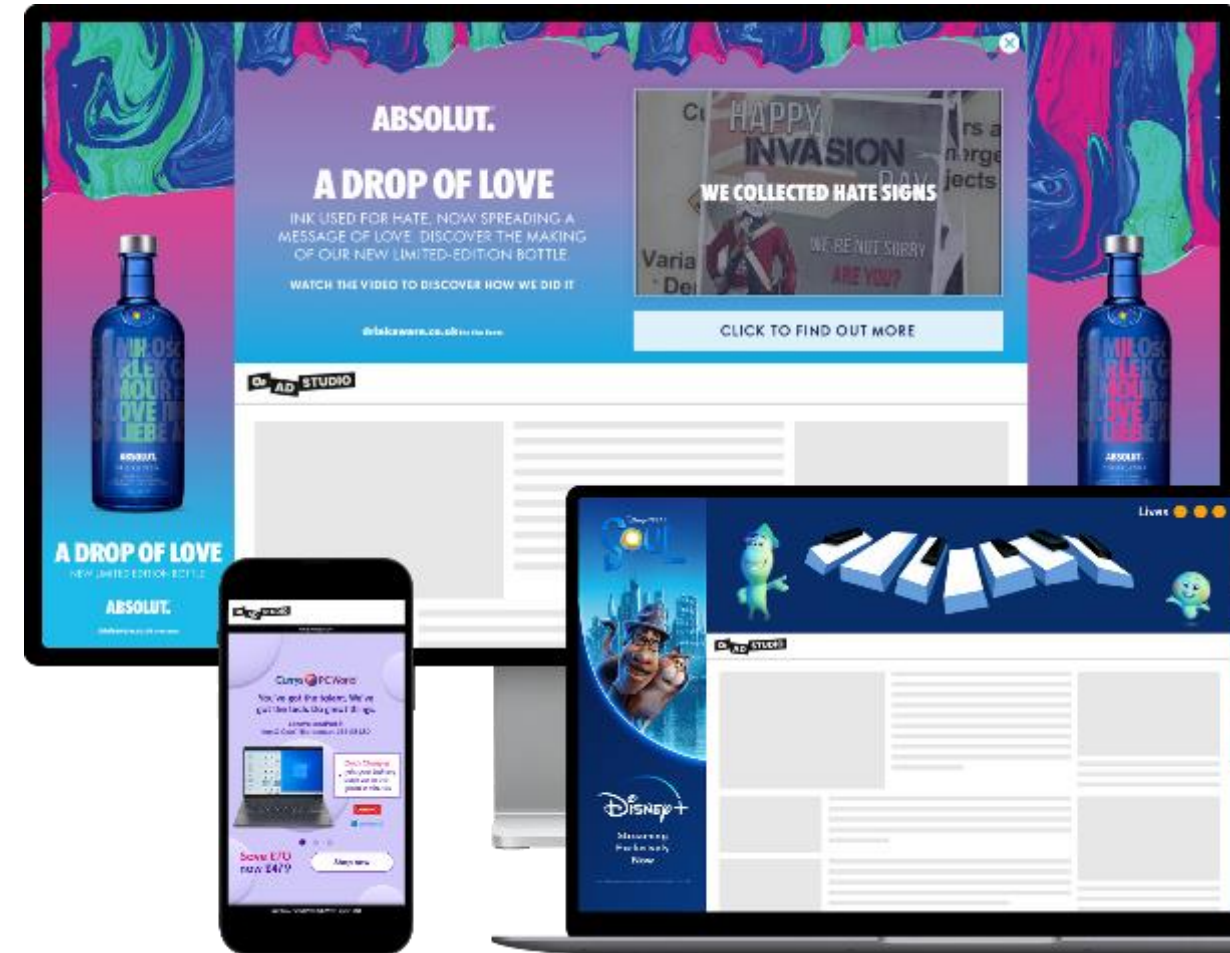
Campaign creative has a significant impact on attention levels

Moving beyond **attention**



We've been up to..

- Beyond “absolute” attention
- Understanding the creative levers of attention
- Considering the “quality” of attention
- Amplification effects....
- Impact of the observer effect



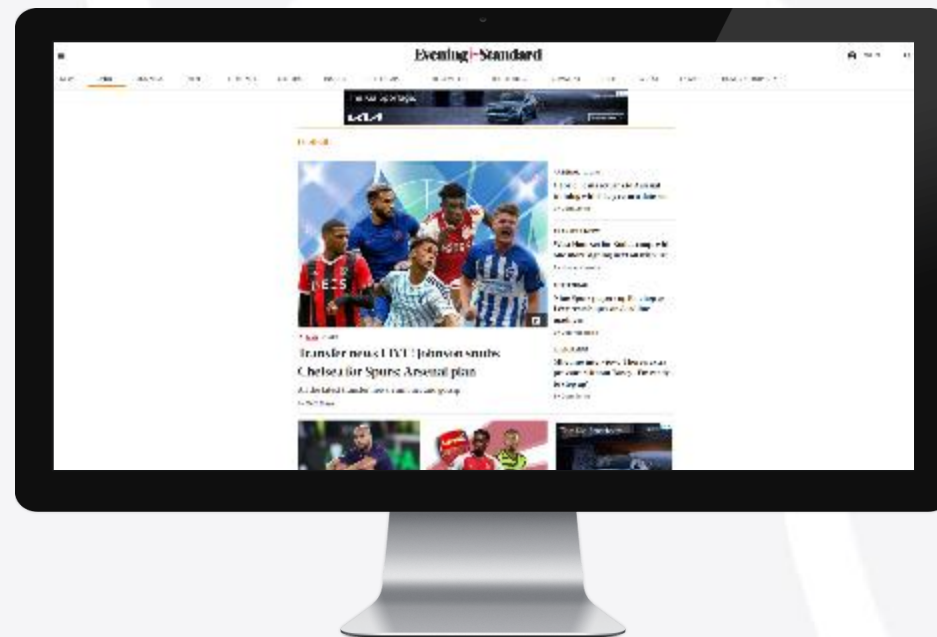


The observer effect: Lab vs real world considerations

The observer effect



High impact formats record **75% MORE** attention in real life compared to the lab



Standard formats record **90% LESS** attention in real life compared to the lab



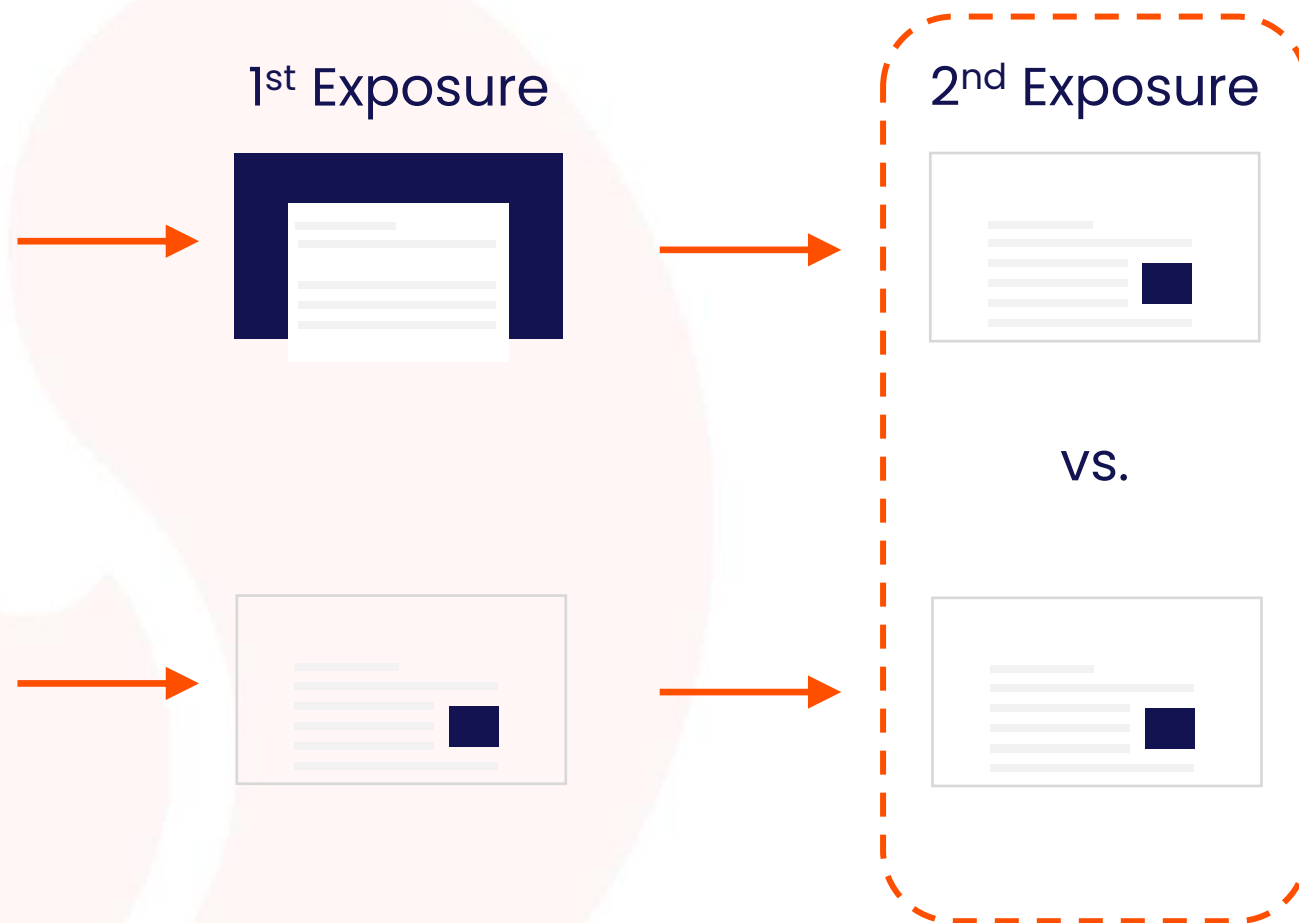
02

Amplify 1.0



Amplify 1.0

Make standard formats work harder



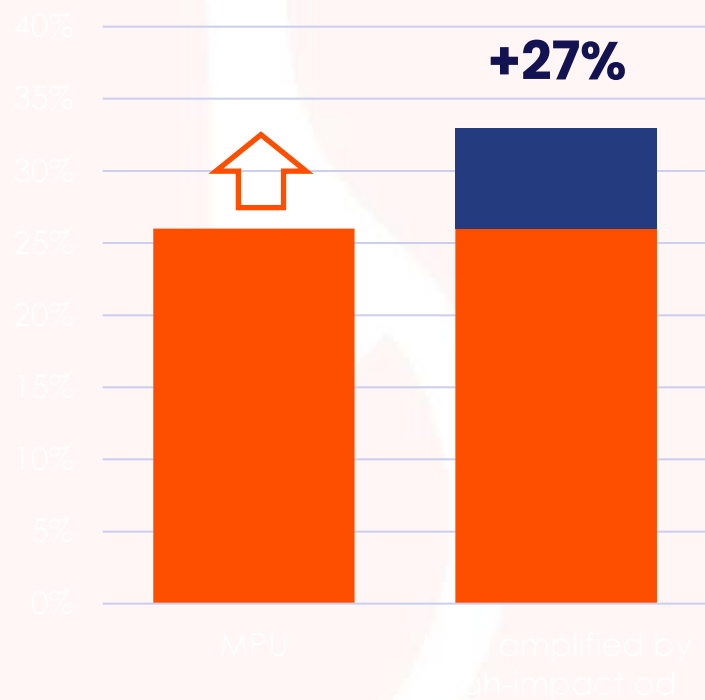
Attention paid to the MPUs in the 2nd exposure is measured and compared across scenarios, in order to quantify the “amplification effect” of the ad in the 1st exposure

Amplify 1.0

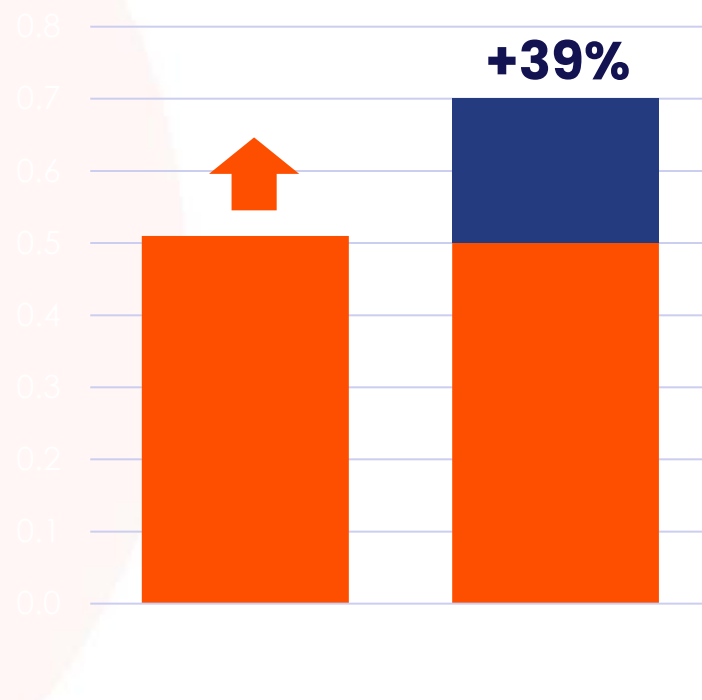


Performance formats delivered after branding formats are:

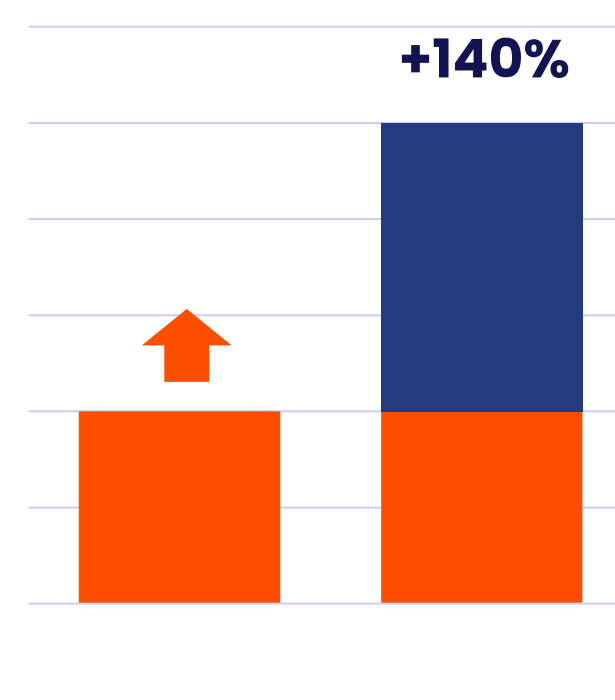
...more likely to be looked at
% of viewable impressions seen



...looked at for longer
Visual engagement time in seconds



...more likely to have an impact
% of ads achieving ≥ 1 sec. visual engagement time



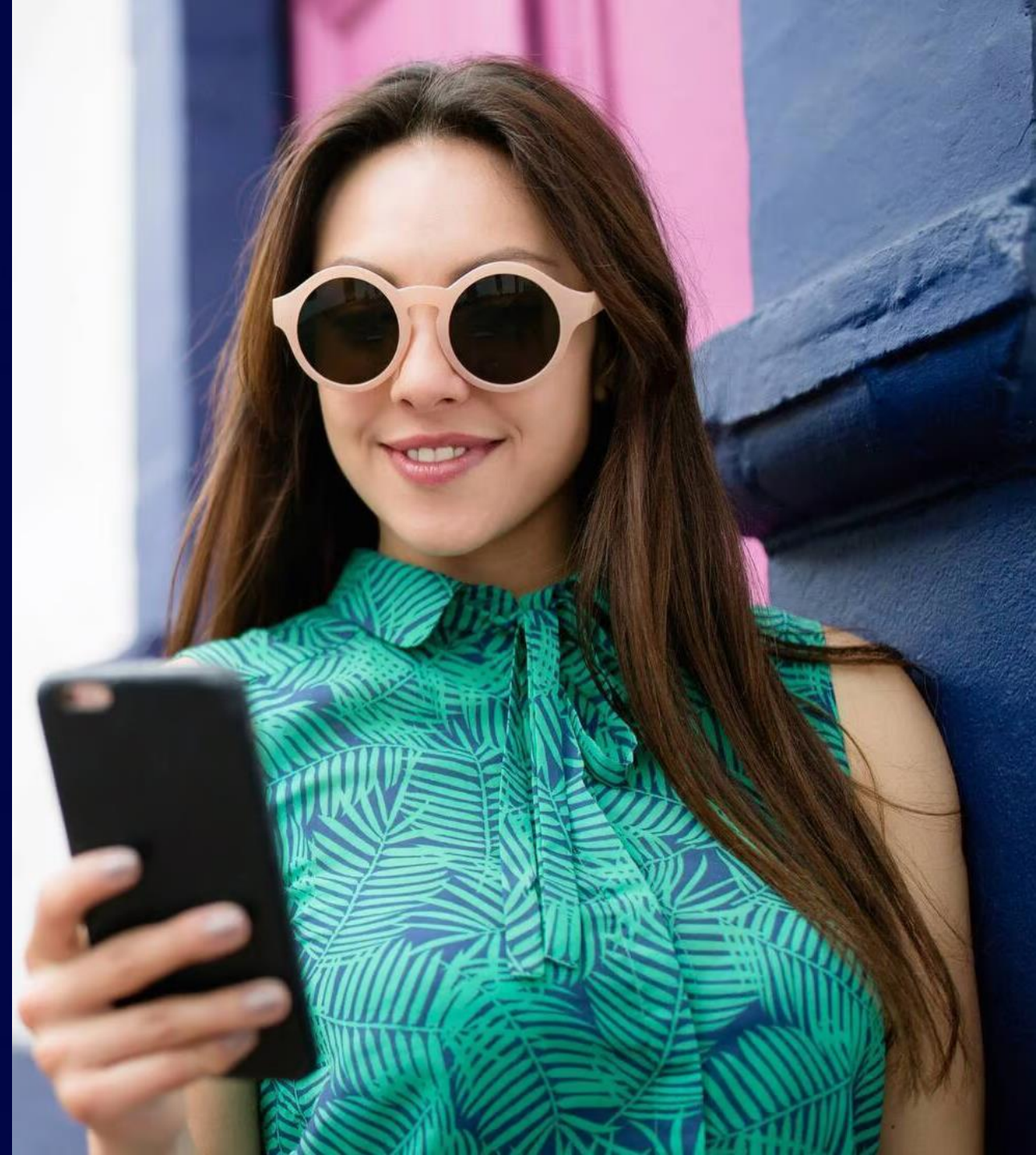
Inskin's (Azerion's) formats **work**
harder than standard formats

but they also make standard
formats work harder



03

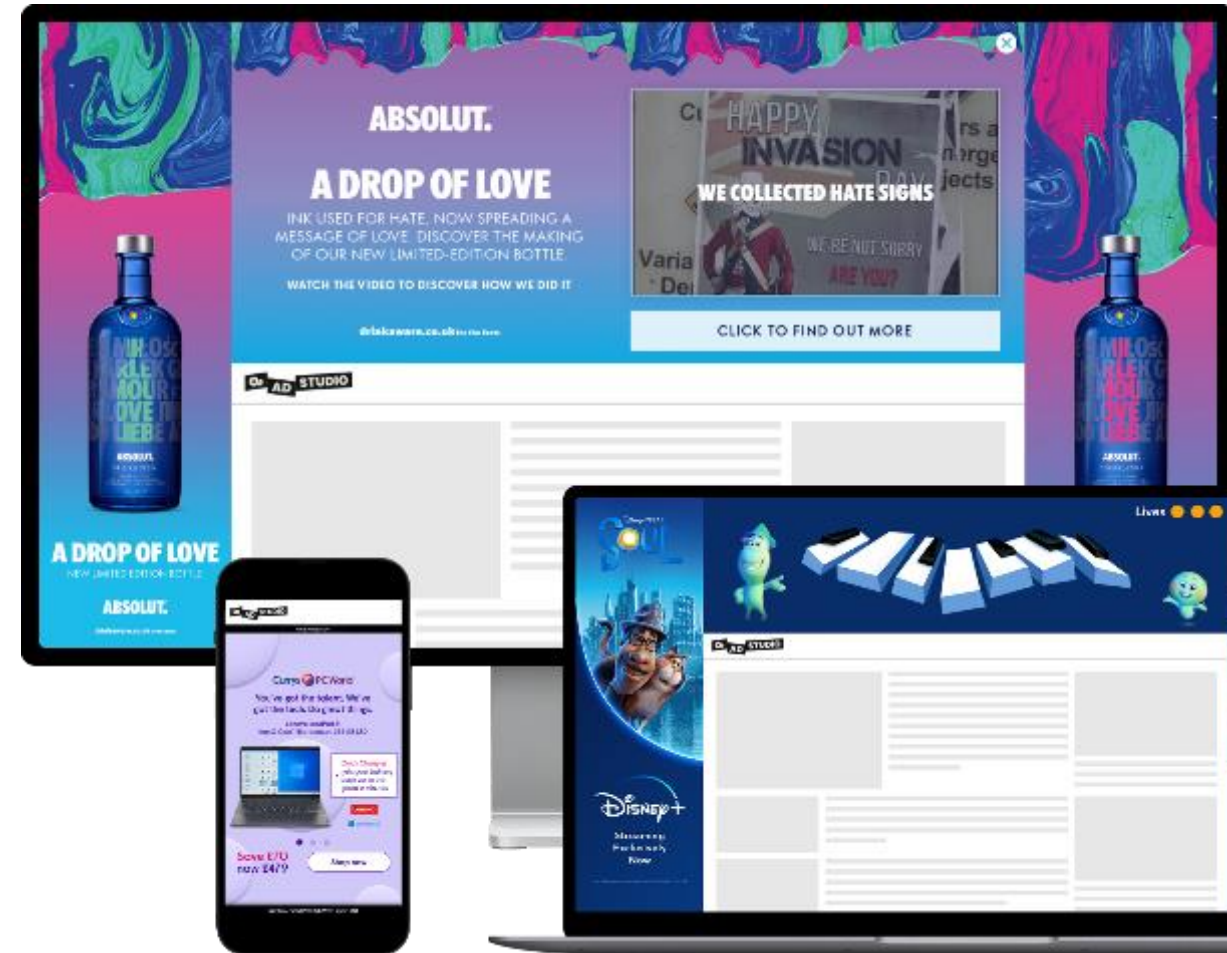
Amplify 2.0 introduction



Amplify 2.0

What's changed?

- Attention a much bigger metric
- Azerion's bigger scale
- Skins, Gaming/Video and Standard
- Long-term branding **PLUS** short-term sales





04

Amplify 2.0 results



Amplify 1.0* (2018)



INSKIN

+39%

Amplify 2.0** (2023)



azerion

+43%**

Skin to MPU
Amplification effect

Amplify 2.0

Skin > gaming and gaming > skin



2nd exposure

Av. Viewed time amplification
(Weighted based on LAMP % viewed for 1st exposure)

1st exposure

	Gaming /video	Skin	MPU
Gaming /video	2%	-2%	5%
Skin	5%	-4%	43%
MPU	1%	7%	2%

We saw smaller amplification effects between:

Gaming and MPU:

Unlike skins, gaming /video are non-skippable and recreating a natural experience in the lab is tougher. Therefore, its impact is affected

Skins and gaming:

Both drive much higher levels of attention and so moving the dial in the second exposure is tougher

05

Amplify 2.0 Conclusions



Azerion's full-funnel brand performance

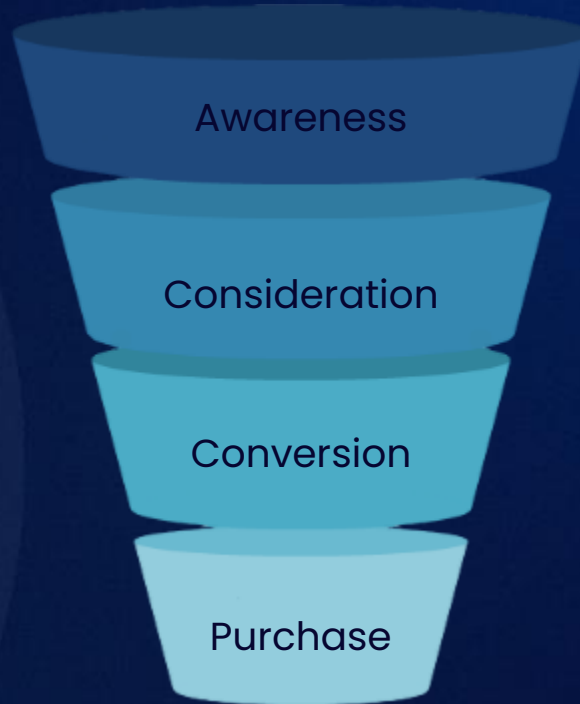
Campaign objectives



Brand Driven Insight:

Attention powered tracking

"High Impact formats amplify attention on performance formats by 43%"



Performance Driven Insight:

A.I. powered predictive modelling

"Increase in brand spend drives 20% reduction in performance C.P.A.s"

Full Funnel Brand Performance strategies drive better campaign outcomes



- High impact formats significantly amplify attention paid to subsequent standard formats
- A.I. Predictive modelling from performance data also indicates greater brand investment reduces CPAs by up to 20%
- Real world experiences drive a more representative attention measurement experience – but it's hard to scale
- Azerion's high impact formats **STILL** work much harder than standard formats...

...but they also make standard formats work much harder



Thank you
Any Questions?

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Or scan the QR Code >

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