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Amplify 2.0

Planning for attention

AMPLIFY by azerion

Content

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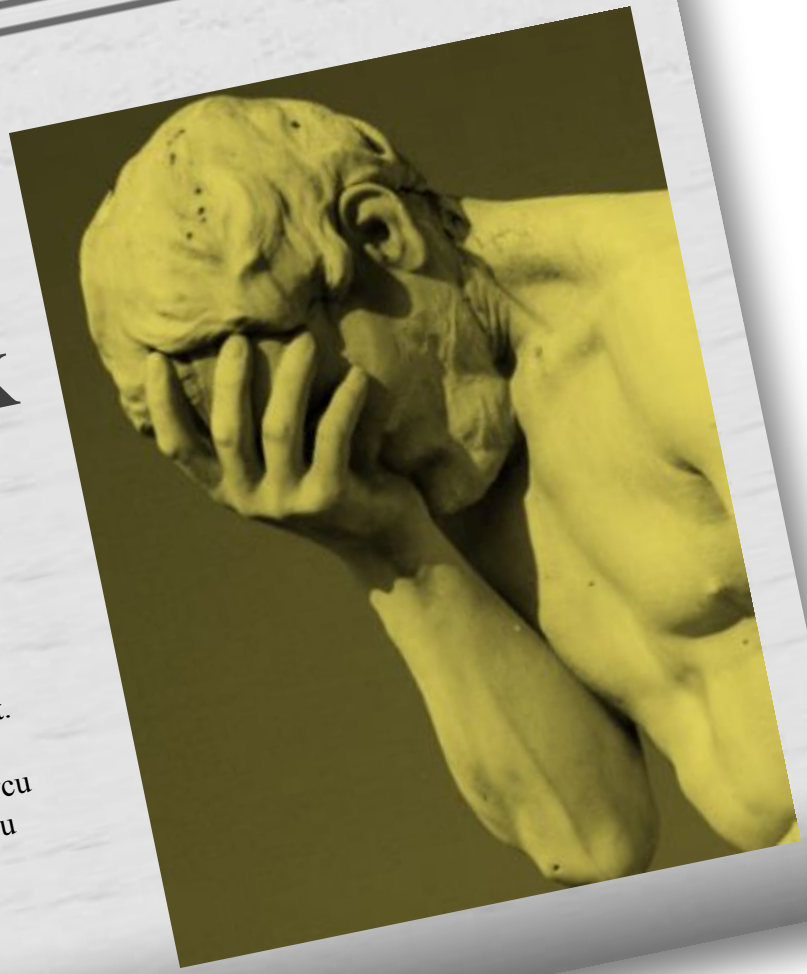
01

Azerion's attention journey

Newsflash

Daily Obvious

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



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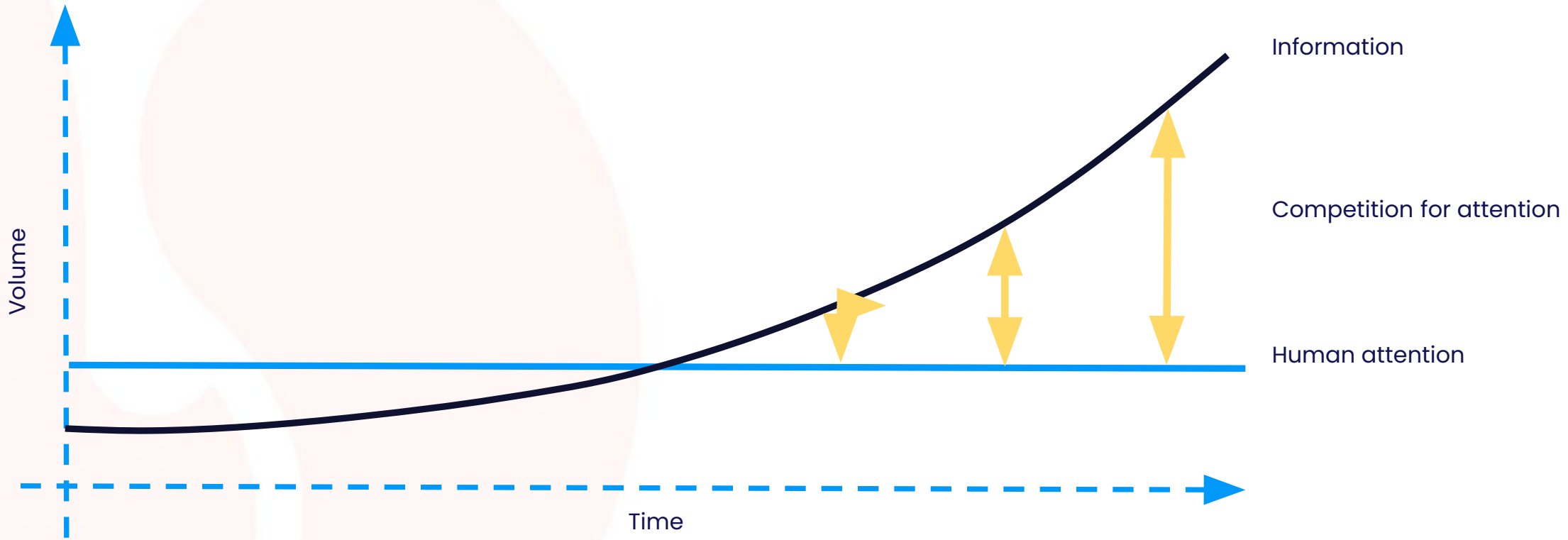
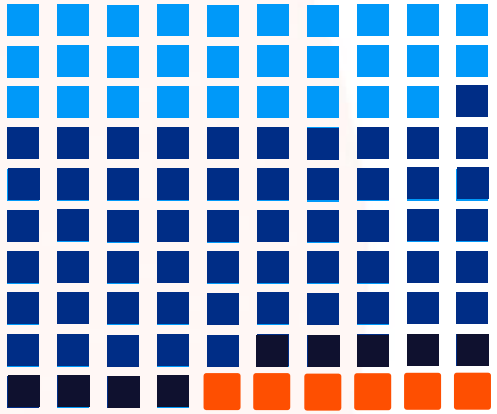
Online advertising CANNOT work unless it captures attention

Attention scarcity drives value



Attention scarcity drives value

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



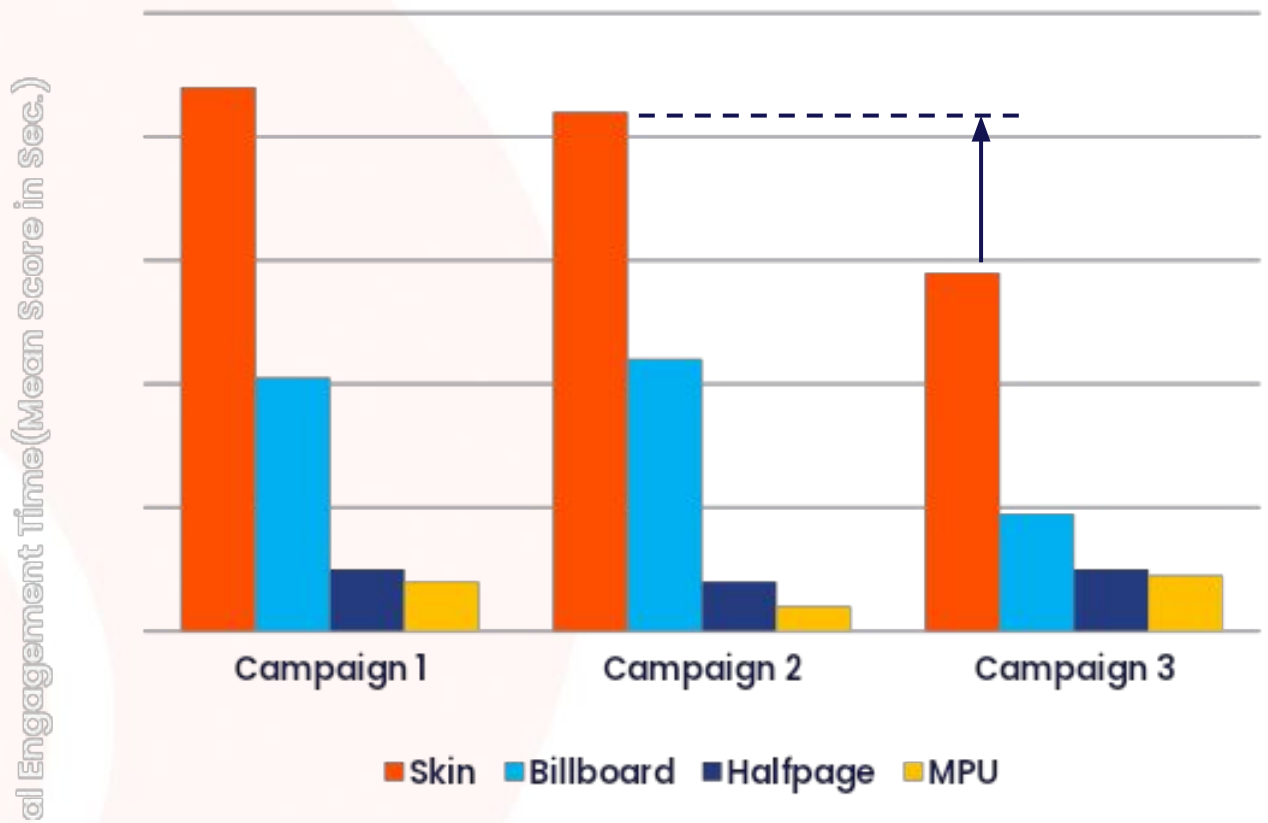
71*
Qualify as viewable (MRC standard)

15**
Are actually seen

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

*Statista Research Global Display data from H1 2022
** Based on Lumen LAMP benchmarks (Q3, 2023)

Format and creativity matters



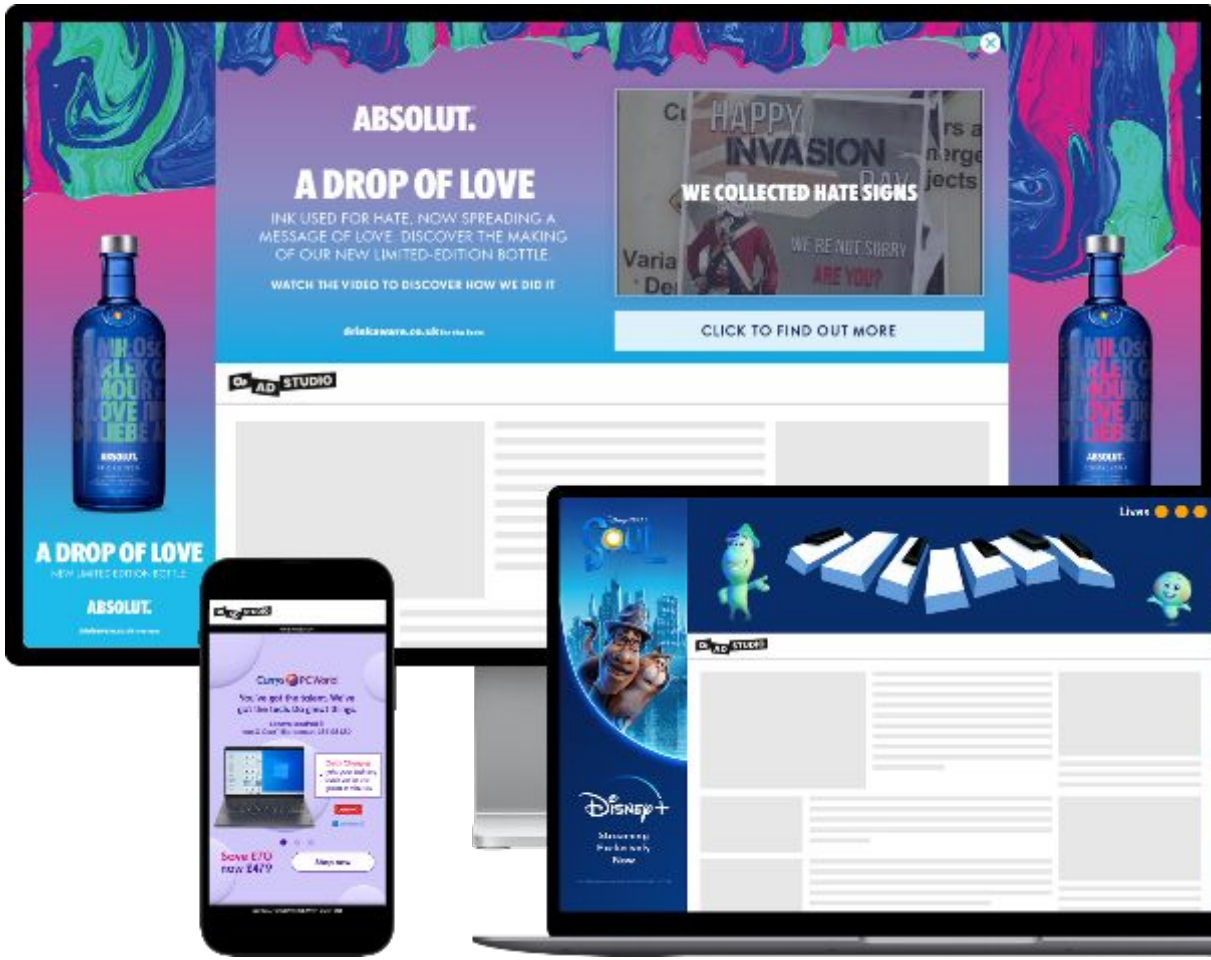
Campaign creative has a significant impact on attention levels

Source: "Visual Engagement Project" by Inskin Media, Research Now, Sticky, Moat 2016, sample of 4,279 survey respondents, 696 eye-tracking records

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

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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

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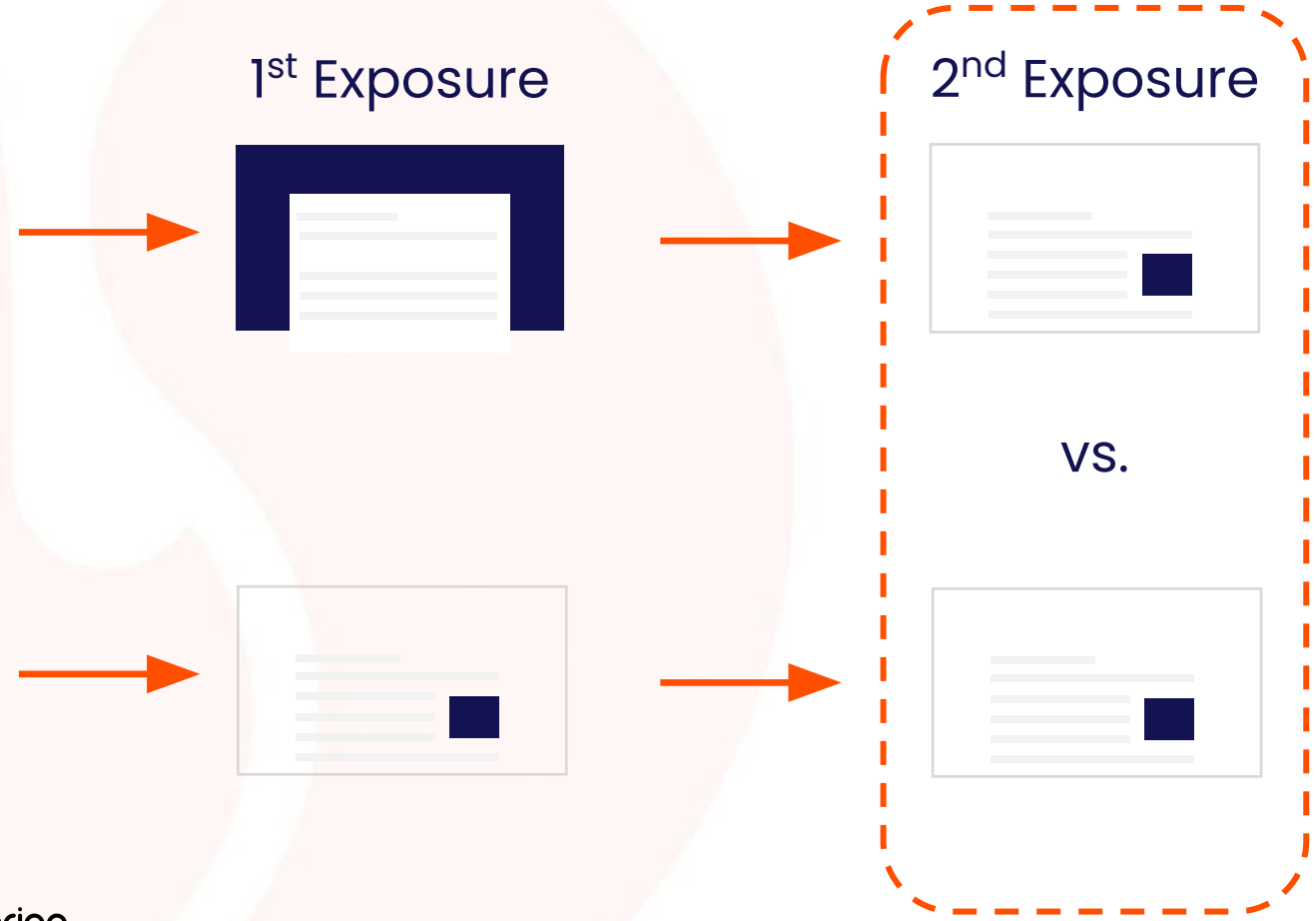
02

Amplify 1.0

Amplify 1.0
Make standard formats work harder



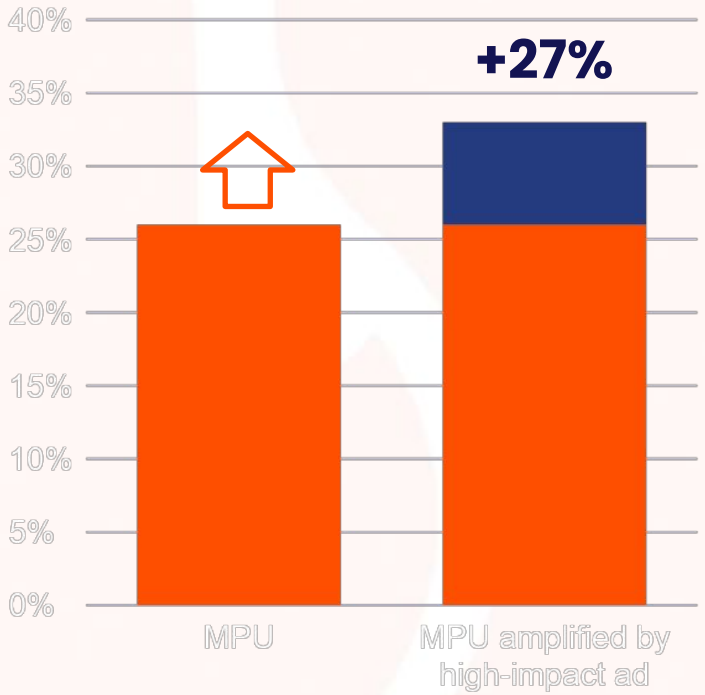
Attention paid to the MPUs in the 2nd exposure is measured and compared across scenarios, in order to quantify the "amplification effect" of the ad in the 1st exposure

Amplify 1.0

Performance formats delivered after branding formats are:

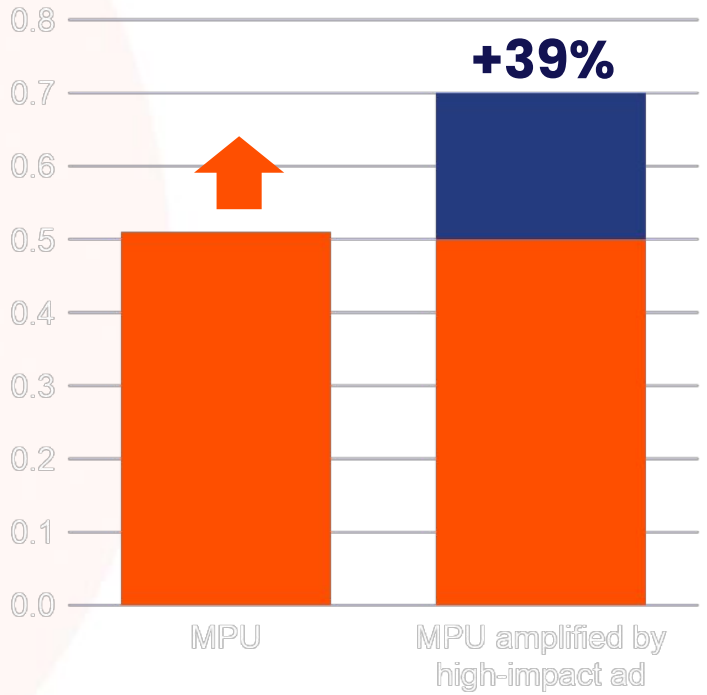
...more likely to be looked at

% of viewable impressions seen



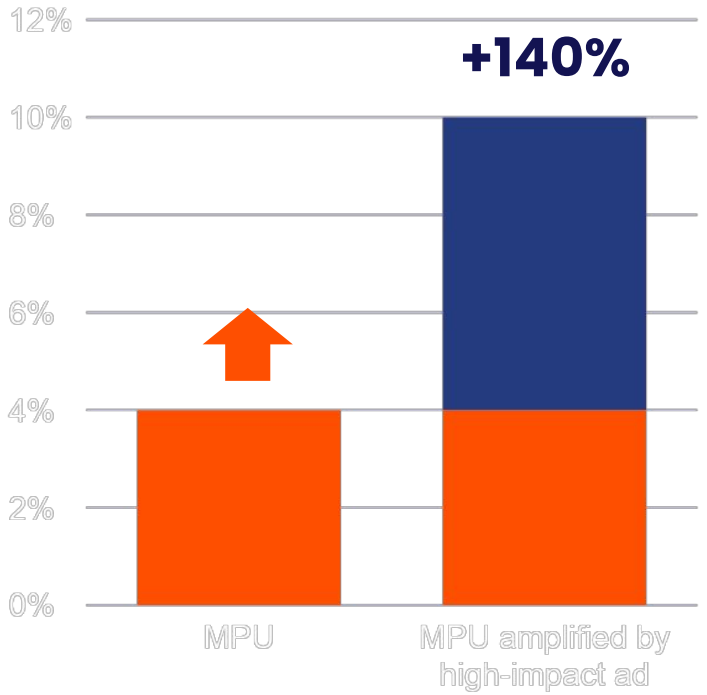
...looked at for longer

Visual engagement time in seconds



...more likely to have an impact

% of ads achieving ≥ 1 sec. visual engagement time



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Source: "Amplify Project", Inskin Media and Lumen Research (2018)
Amplification effects refer to consecutive ad exposures within the same browsing session
⇧ Statistically significant at 90% confidence level ⬆ Statistically significant at 95% confidence level

Amplify 1.0

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

but they also make standard formats work harder

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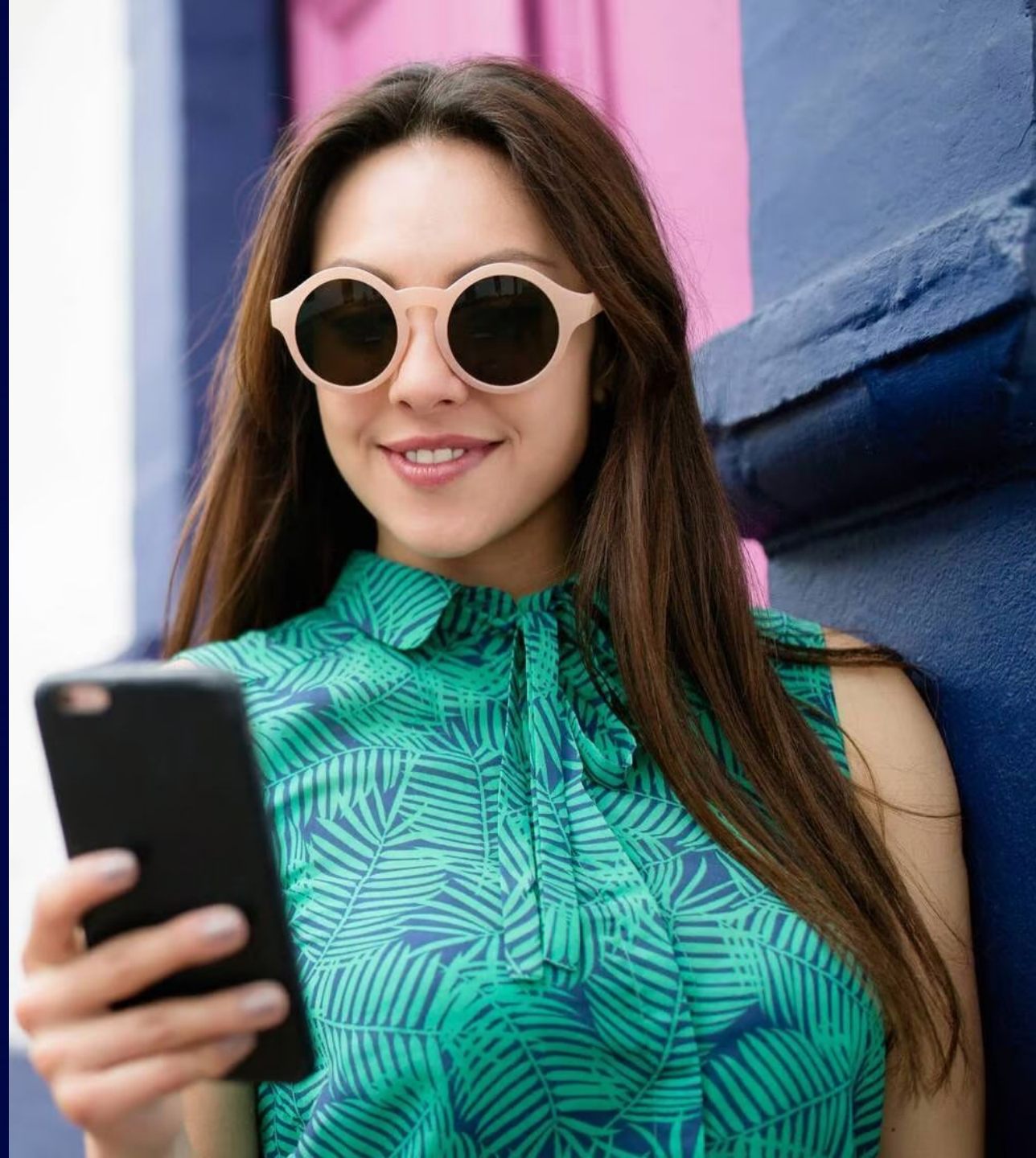
03

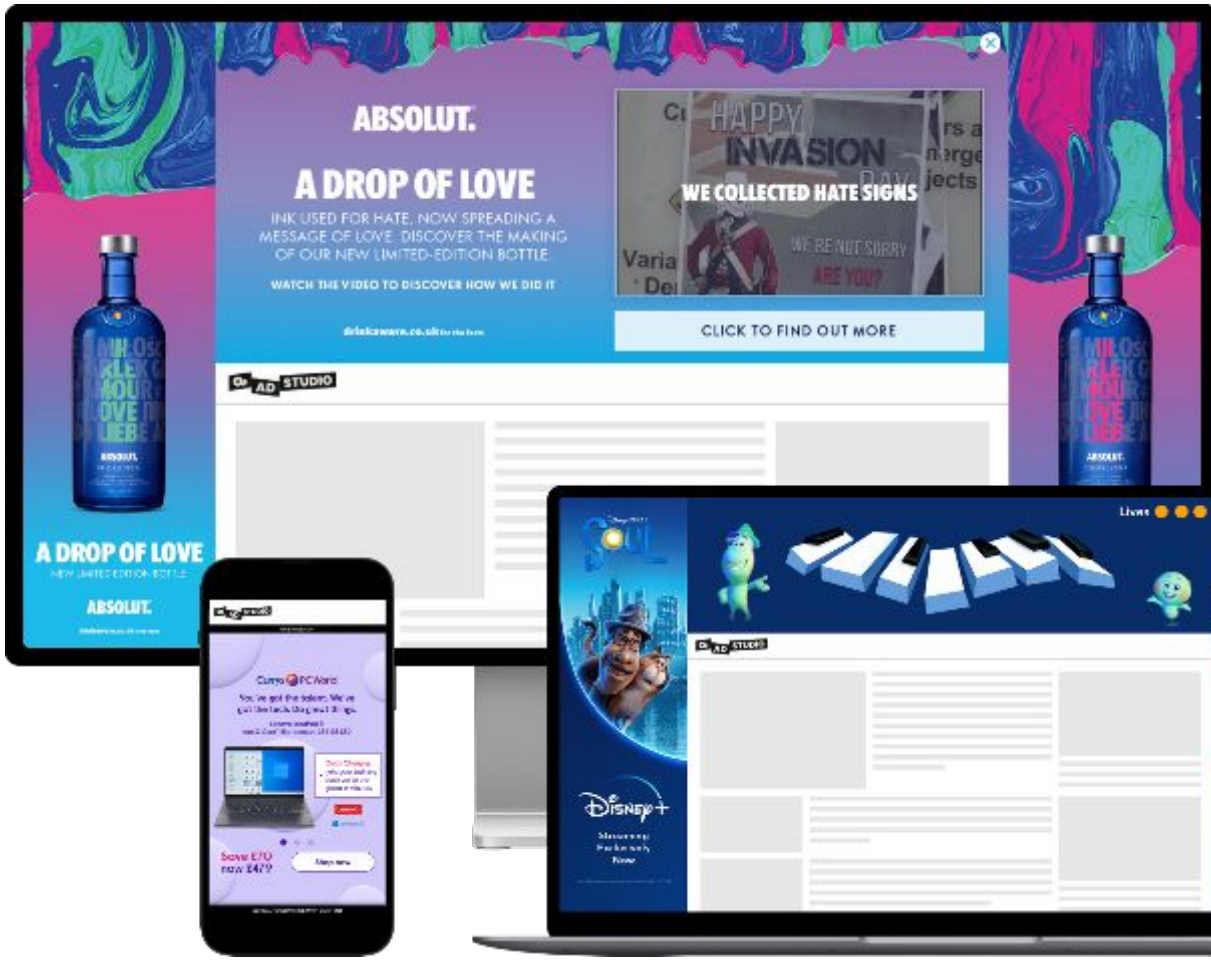
Amplify 2.0 introduction



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)

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+43%**

Skin to MPU
Amplification effect

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*Source: “Amplify Project”, Inskin Media and Lumen Research (2018)
**Source: “Amplify 2.0”, Azerion UK and Lumen Research (2023)

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

Source: "Amplify 2.0", Azerion UK and Lumen Research

05

Amplify 2.0 Conclusions

Azerion's full-funnel brand performance

Campaign objectives

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Brand Driven Insight:

Attention powered tracking

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

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Performance Driven Insight:

A.I. powered predictive modelling

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

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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

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Thank you
Any Questions?

Click here to get the headlines

Or scan the QR Code ›

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06

Appendix Amplify 2.0 Methodology..

Methodology

Study flow

I

10-minute online survey with the **1,200 respondents** from the UK, age 18+. They accessed Lumen software via their computer, turning their device into an eye tracking camera.

II

1st exposure

Shown stimulus (Page Skin, MPU or Gaming/Video) within in-article pages or a gameplay session, to obtain 'as live' attention data.

II

2nd exposure

Shown stimulus in a different order (Page Skin, MPU or Gaming/ Video) within in-article pages or a gameplay session, to obtain 'as live' attention data.

III

All groups then answered **brand choice, prompted brand recall, past purchase frequency and category purchase intent questions**

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LUMEN