



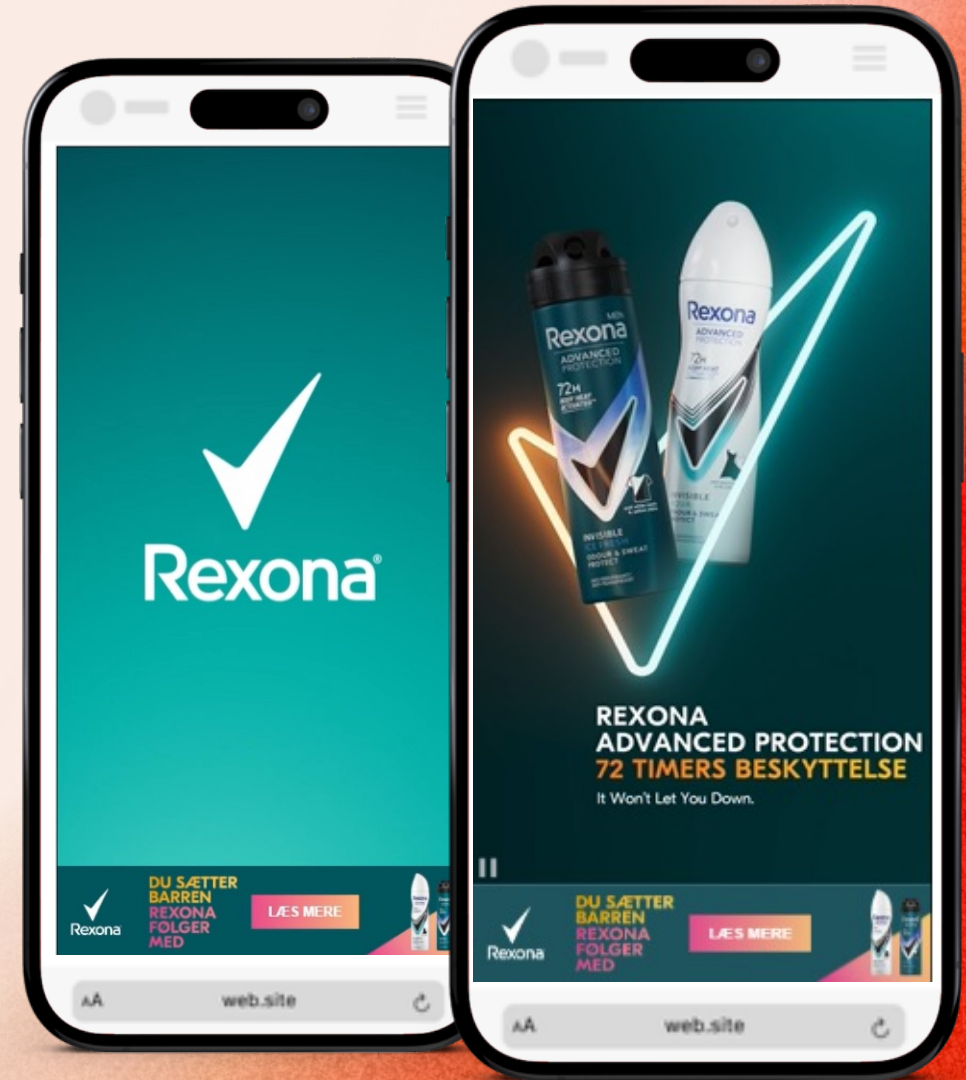
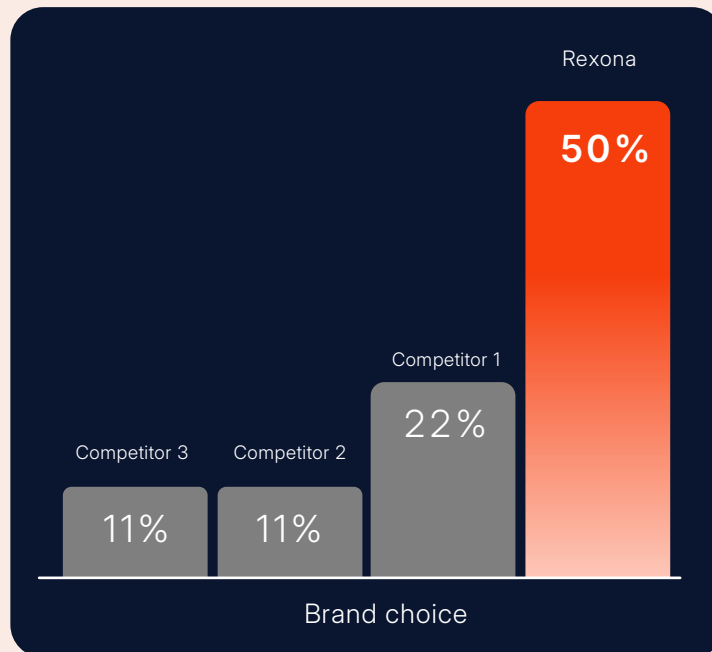
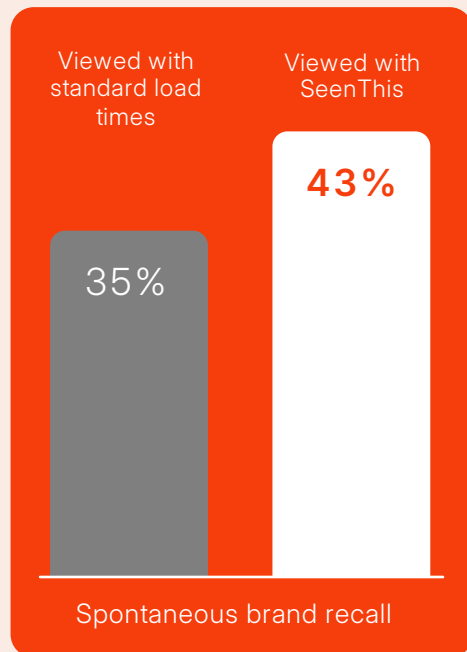
# Rexona Ads See Higher Attention with SeenThis Technology

Lumen Research conducted an independent mobile attention study for SeenThis, alongside Mindshare and Rexona.

# Drive significant *attention*



Comparing the same creative delivered via SeenThis' instant-loading technology versus traditional download-based video, the study found a clear performance gap: SeenThis achieved **84% viewable impressions**, compared to **72% for downloads**, proving that faster delivery drives stronger visibility and attention.



# From attention to impact

*Brand choice*

127%

**vs competitors**  
(50% vs 22%)

*Brand recall*

23%

**vs conventional  
technology**  
(43% vs 35%)

*Viewed*

17%

**vs conventional  
technology**  
(84% vs 72%)

Rexona

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