

# CTV Ads: Viewer Attention & Brand Metrics ID



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**AVCA**

ALLIANCE FOR VIDEO-LEVEL  
CONTEXTUAL ADVERTISING

**tobii**

Consumer Research

## **Driving Viewer Attention and Brand Metrics in CTV Advertising**

Understanding the Impact of AI in Contextual  
Targeting



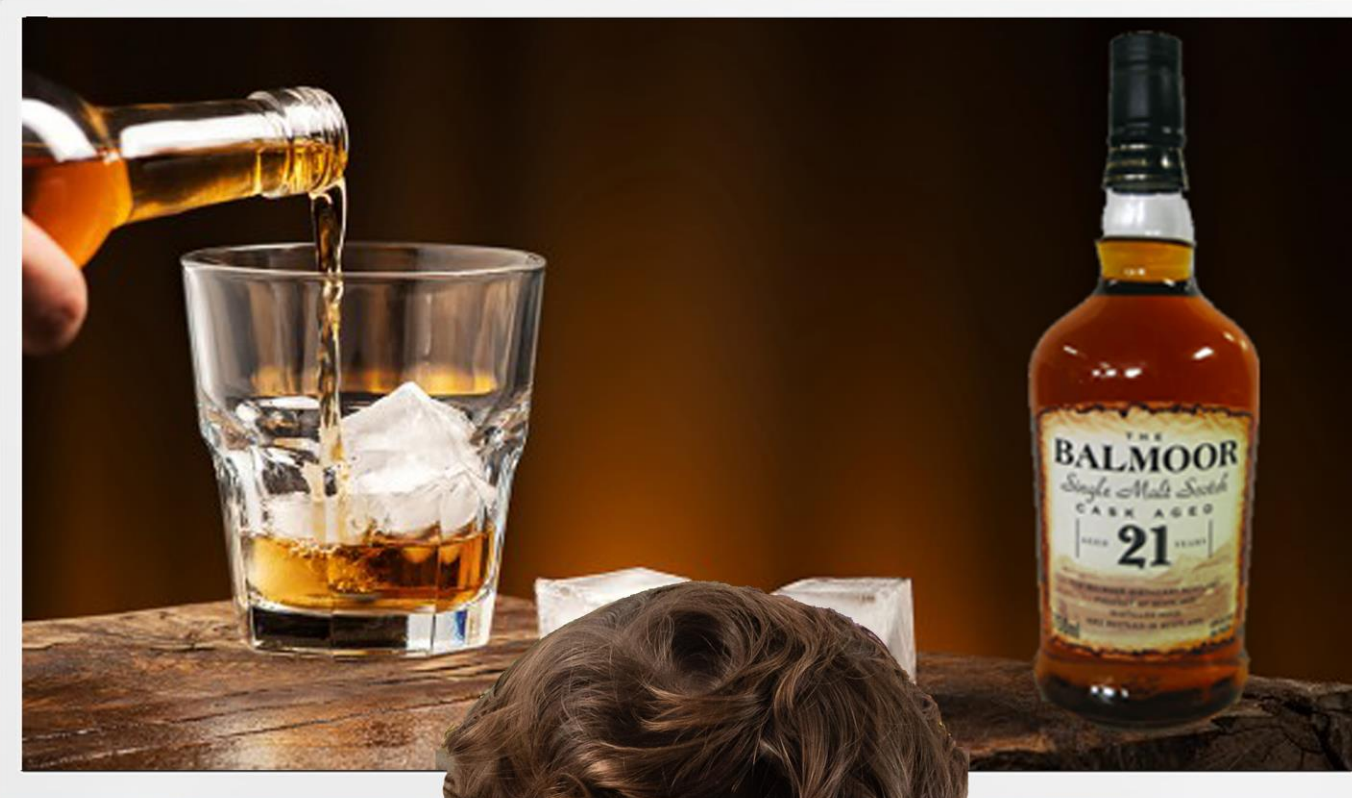
# The Challenge with CTV Advertising

## USER EXPERIENCE

- ✓ Repetitive
- ✓ Offensive
- ✓ Irrelevant

## BRAND SAFETY

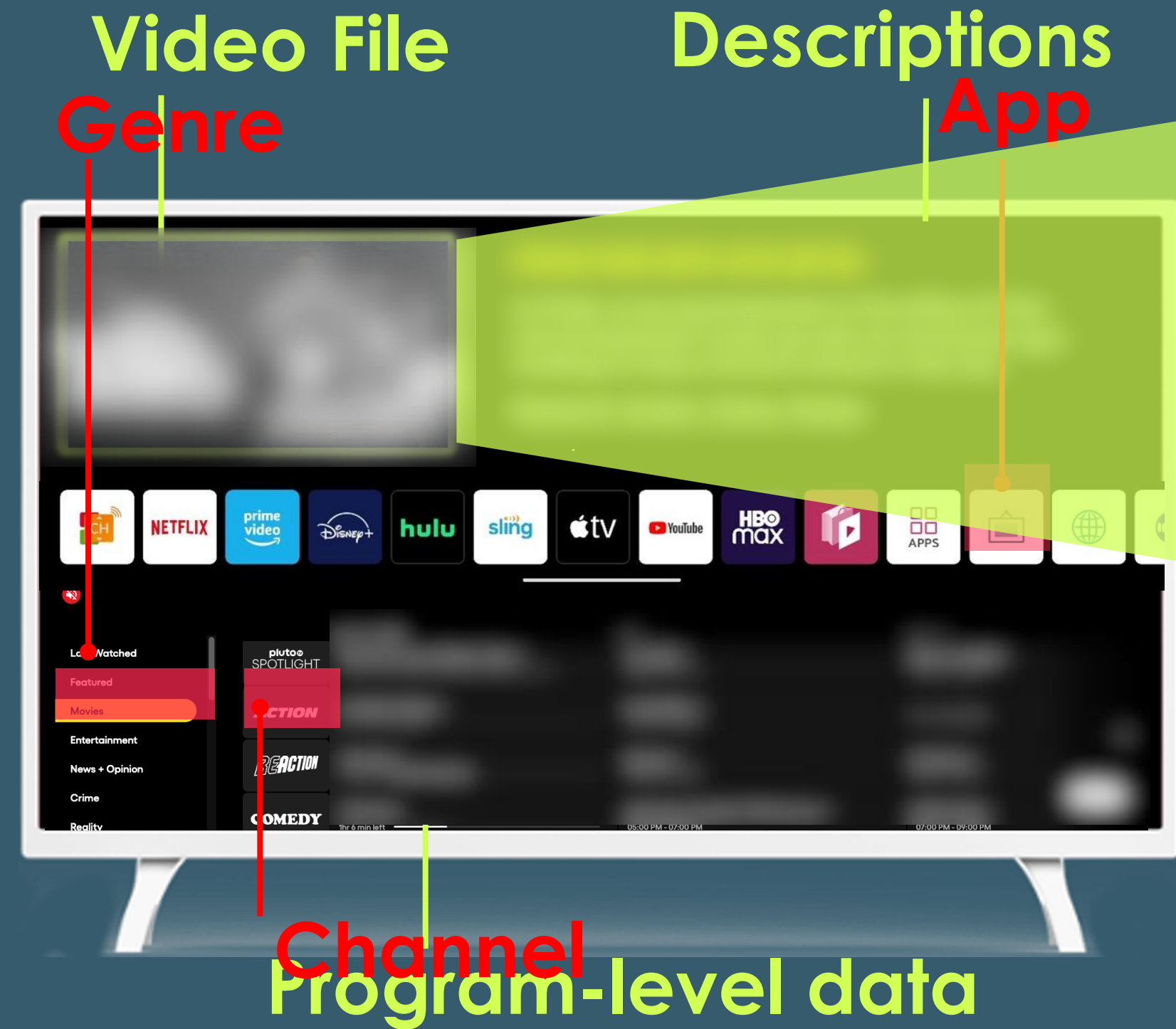
**20% of CTV ad breaks in children's content** were illegal or in high risk of violating FTC regulations.



# The Challenge with CTV Advertising



# The data behind contextual targeting in CTV



< GARM Brand Suitability >	< Context >	< Emotion >	< Logos & People >
Adult and Explicit - High	"Comedy TV"	"Creative"	"Kaitlin Olsen"
Obscenity - High	"Humor and Satire"	"Funny"	"Danny DeVito"
Sensitive Social Issue - High	"Sexual Conditions"	"Disagreeable"	"Charlie Day"
	"Sexual Health"		

# Research Objectives

**1** Does AI-enabled contextual targeting outperform standard demo and pub-declared metadata in CTV?

**2** Does brand suitability impact CTV viewers' attention and brand perception?



# Study Design

## Participants

- U.S. households watching > 1000 ads
- Individuals and families
- Observed in the home



## Methodology

- 90 minutes of control and test ad experiences
- Eye tracking and microphone
- Interviews and Surveys

## Why Eye Tracking?

- Allows for natural observation of human behavior
- Know exactly what viewers are watching
- Quantitative measurement



# Study Design: The Ad Experiences

Control and test ads were for products and services that typically appear in ad-supported streaming including:



Alcohol



Auto



CPG



Dating App



DIY



Insurance



Legal Services



Movie Trailer



Pharma



QSR



Tourism

## Demo (Control)

pluto tv tubi

Roku Channel peacock

hulu

## Pub-declared Metadata

App Name

Channel Name

Genres

Rating

## AI-enabled Context

### Contextual

- Tier 1 Categories
- Tier 2 Categories
- Custom
- Celebrities
- Objects/Logos/Places
- Sentiment
- More...

### Brand Suitability

Global Alliance  
for Responsible  
Media



High, Medium, Low Risk  
brand suitability  
categories



# Study Design: The Viewing Experience



## Order of Viewing Experience

Version	1	2	3	4	5	6
Episode 1	D	P	D	P	AI	AI
Episode 2	P	D	AI	AI	D	P
Episode 3	AI	AI	P	D	P	D

### Key

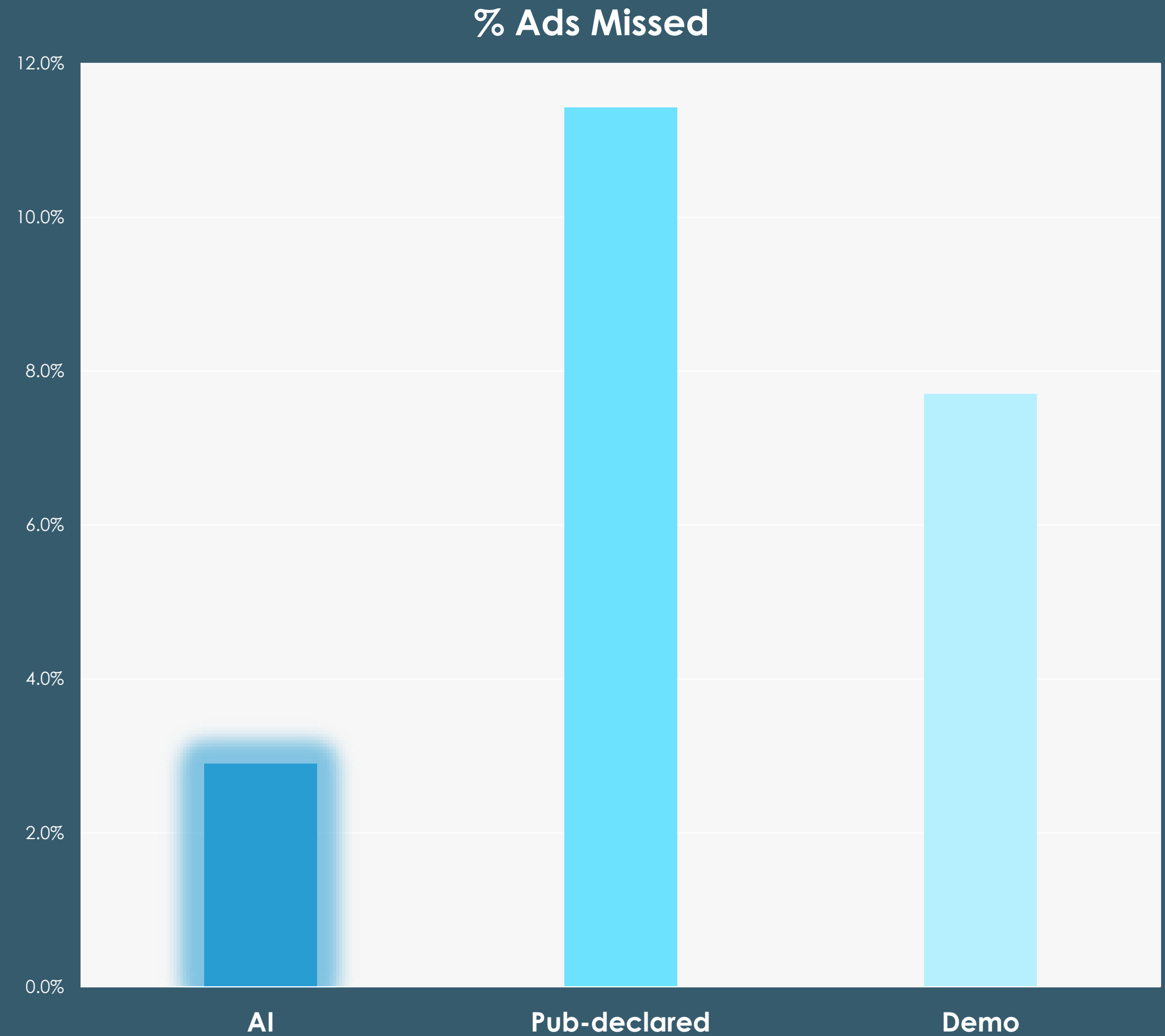
- D: Control (demo)
- P: Pub-declared (metadata)
- AI: AI-enabled contextual

AI-enabled contextual targeting  
**attracts and holds  
attention.**

**4X** Fewer Ads Missed

**22%** More Ads Seen from  
Beginning

**15%** More Total Ad Attention





# AI-enabled contextual targeting drives brand metrics.



*What really stuck out were the ads sharing part of the plot. It definitely made it easier to remember ads.*

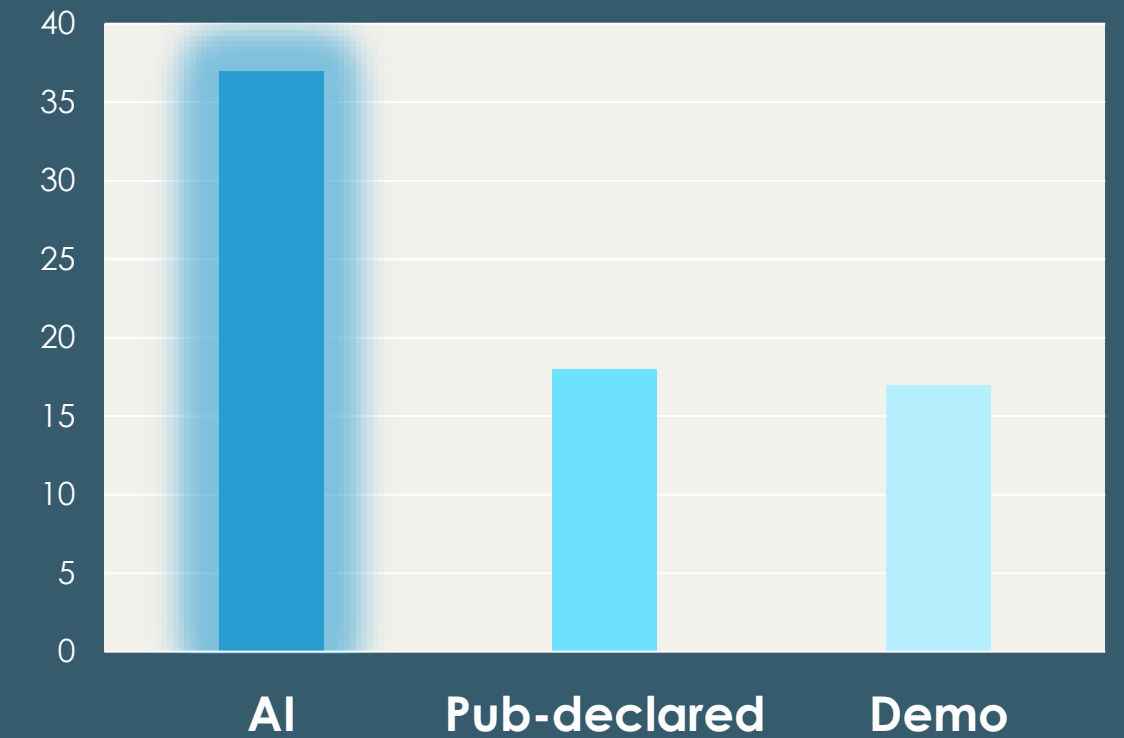
*-Panelist*



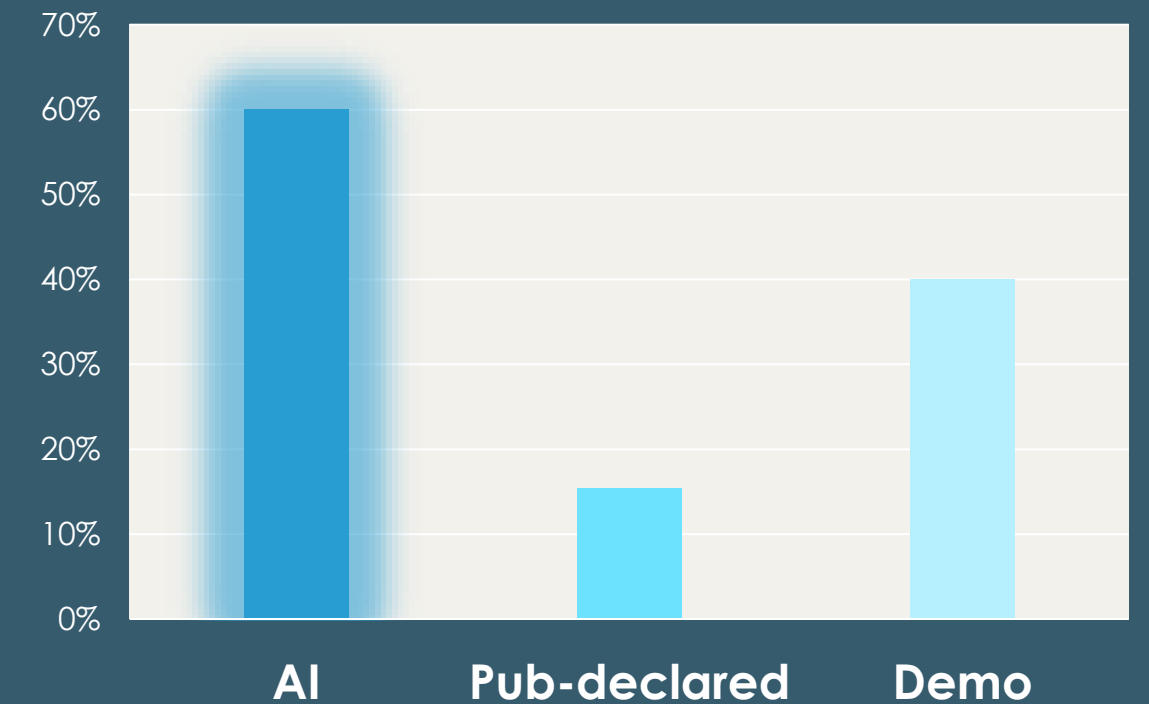
**2X** Higher Unaided Recall

**4X** Higher Aided Recall

# Brands Named



% Brands Identified





AI-enabled contextual targeting  
**increases brand  
interest.**

**42%** More interested in the product

**38%** Gained deeper understanding



*Even if [the product] didn't actively relate to me. If someone's asking me for advice, maybe I'll recommend it.*

*-Panelist*





# Research Objectives

**1** Does AI-enabled contextual targeting outperform standard demo and pub-declared metadata in CTV?

**2** Does brand suitability impact CTV viewers' attention and brand perception?

Poor Brand Suitability

**makes CTV viewers tune out ads and reduces brand favorability.**

**54%** less interested in the product

**31%** likes the brand less



*it would have more of a negative effect on how I would perceive the brand just because I don't like feeling uncomfortable.*

*-Panelist*





AI-enabled contextual targeted  
ads are as  
engaging as the  
show.

“  
*They were way more engaging,  
and I would probably pay  
attention to them a lot more.*  
-Panelist

”

Viewers commented on several positive aspects of the AI-enabled contextual ad experience.

- ✓ Actors from the show appear in the ads
- ✓ Same comedy style as the show
- ✓ Subtle connections with themes and topics adding to the humor

The impact on viewers was overwhelmingly positive.

- ✓ Viewers described themselves as happy, surprised and interested because of the ad experience
- ✓ The ad content felt relatable and personable
- ✓ Several indicated they liked the brand and offerings more as a result

# AI-enabled Contextual Targeting in Action



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