

How Attention Measurement Optimizes Marketing Campaigns for Success



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AUDIENCE xSCIENCE 2024

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Cint x Teads

Using Attention to Power Better Brand Lift Outcomes

Creating new standards for upper-funnel advertising performance in a post-viewability open web

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Dashboard ▫ Custom ▫ API

powered by
Cint

Always-on, cross-platform measurement product built to power understandable brand lift metrics for advertising campaigns and to allow media optimization while the campaign is in-flight.

Teads

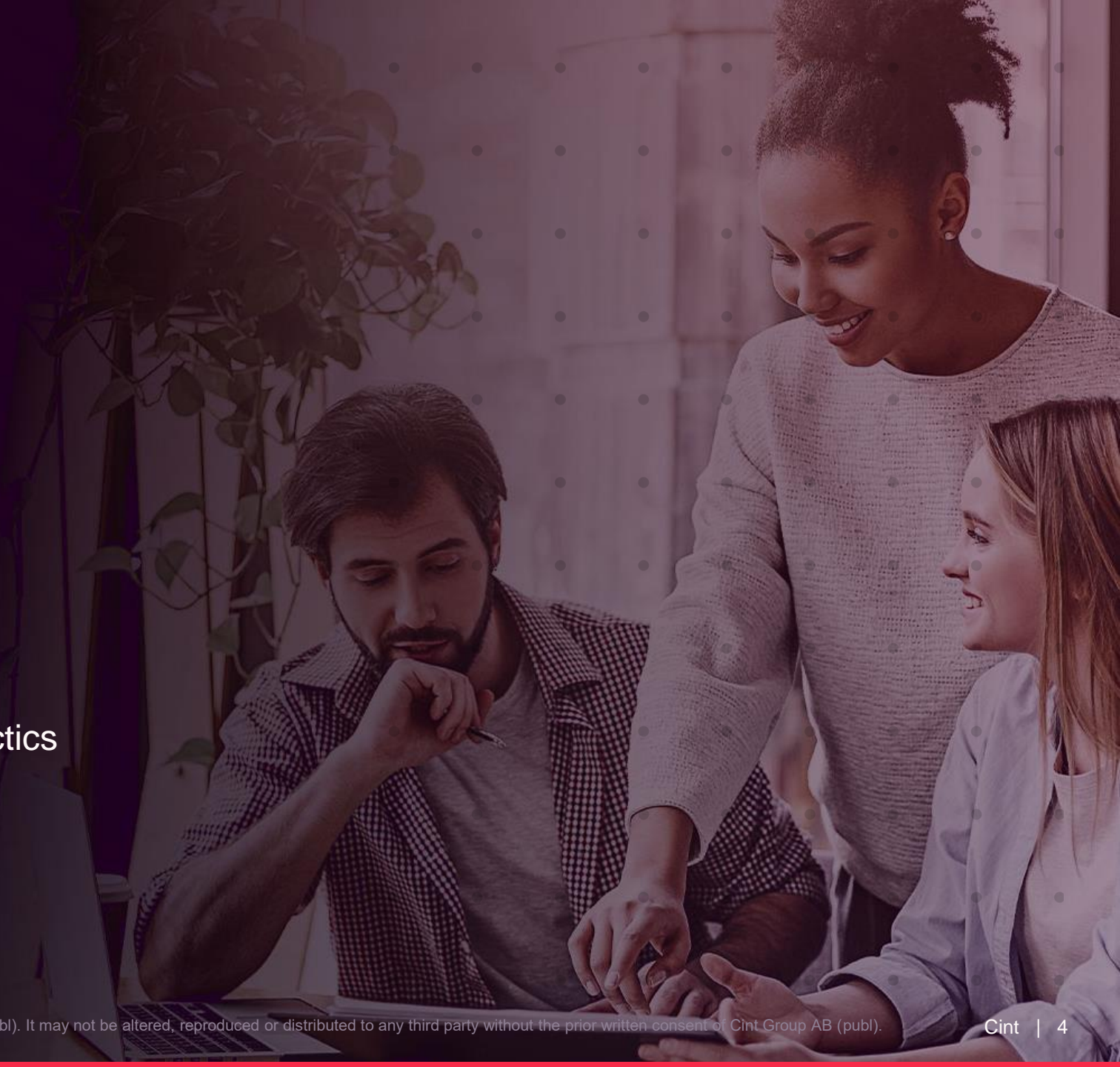
WE'VE BUILT THE GLOBAL MEDIA PLATFORM

Reach should not come
at the expense of quality.

Teads works with the
the world's best publishers and
content providers on a single
platform, to brand-safe scale
in high-quality, omnichannel
environments.

The Challenge

- Make upper-funnel advertising campaigns scalable, easy-to-understand, and optimizable.
- Make insights seamlessly accessible and enable clear decision making.
- Work towards outcome-based targets comparable to down-funnel advertising tactics



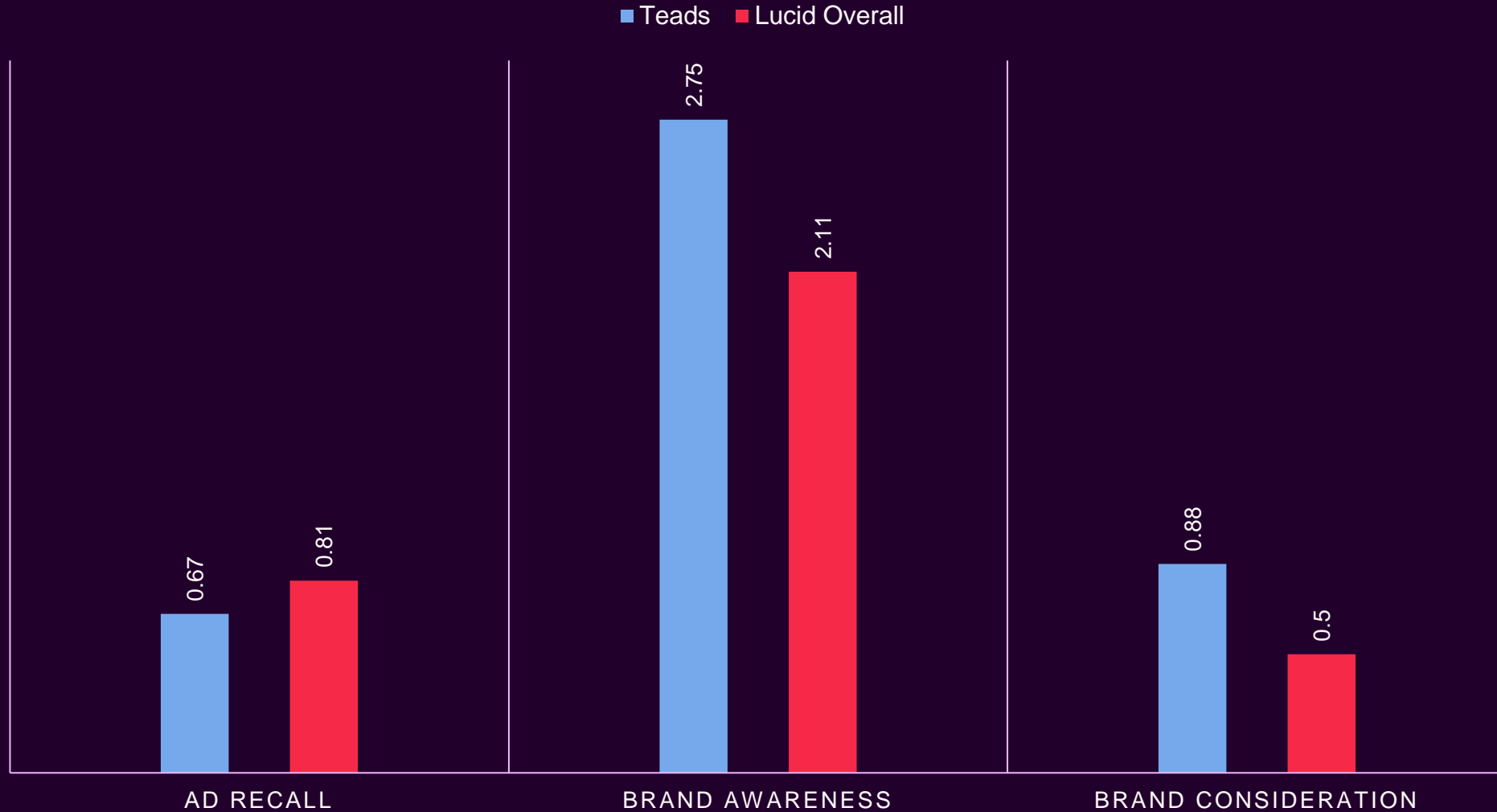
A woman with curly hair, wearing a light pink top and a dark skirt, stands in a meeting room. She is smiling and holding a small white object. In the foreground, the back of a person's head is visible, looking towards her. To the left, a whiteboard with a graph is partially visible. The background consists of a wall with panels.

The Solution

- Scaled Lucid Impact Measurement partnership with Teads
- Quarterly benchmarks to track performance relative to other media channels
- Teads custom benchmarks to serve as basis of comparison

Early Successes

LIFT BENCHMARKS BY KPI – TEADS VS LUCID OVERALL



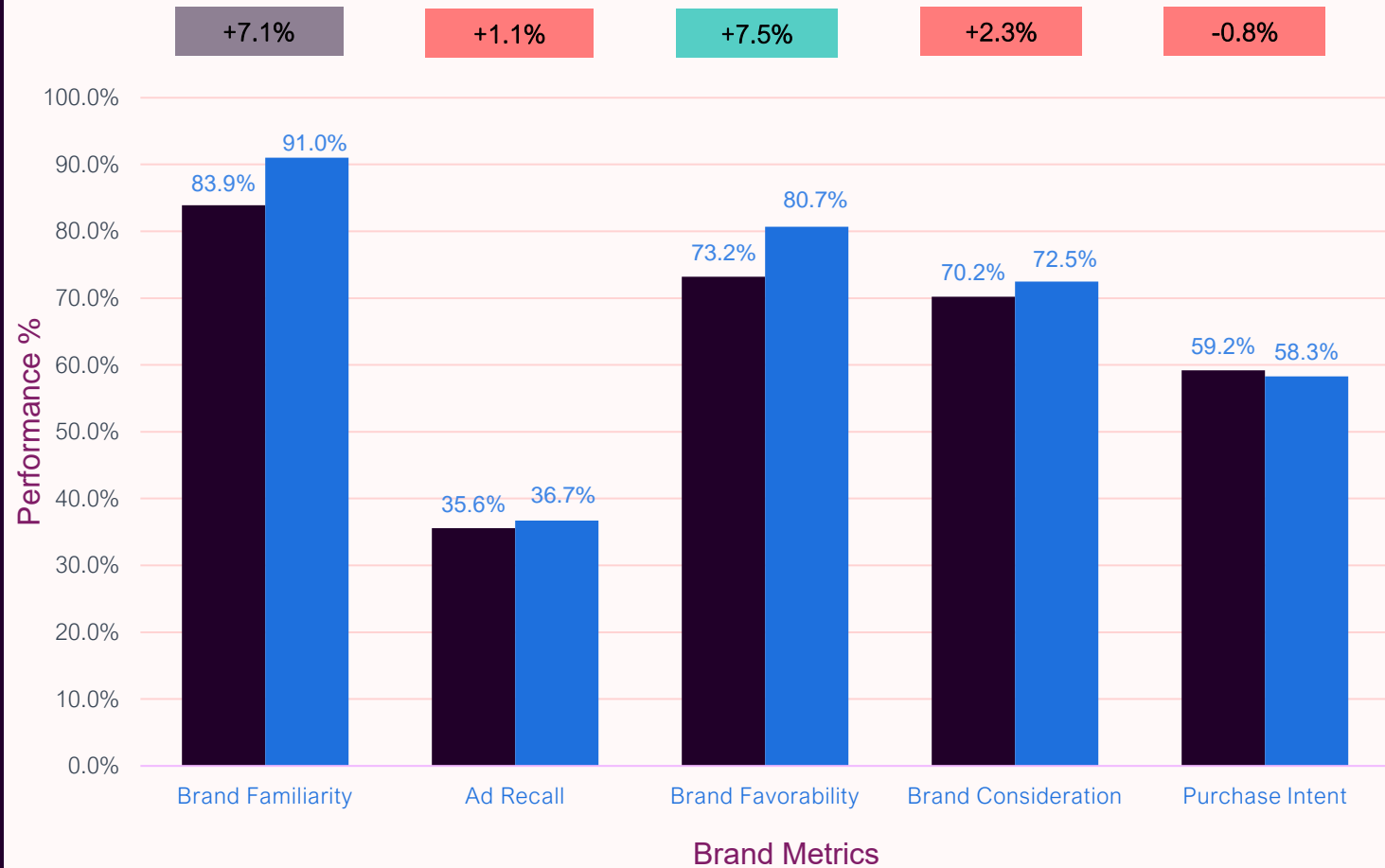
The Innovative Idea

Adelaide

- Beyond viewability - AU is an omnichannel metric proven to measure media quality. AU predicts the probability of a placement to capture attention and drive subsequent impact.
- Track brand lift performance by attention to further optimize upper-funnel campaigns to scalable performance.
- 17 Joint AU + Brand Lift studies and counting.

Topline Results: Brand Metrics A18-44

At the overall level, the QSR campaign on Teads was effective at driving significant lifts in brand familiarity and favorability



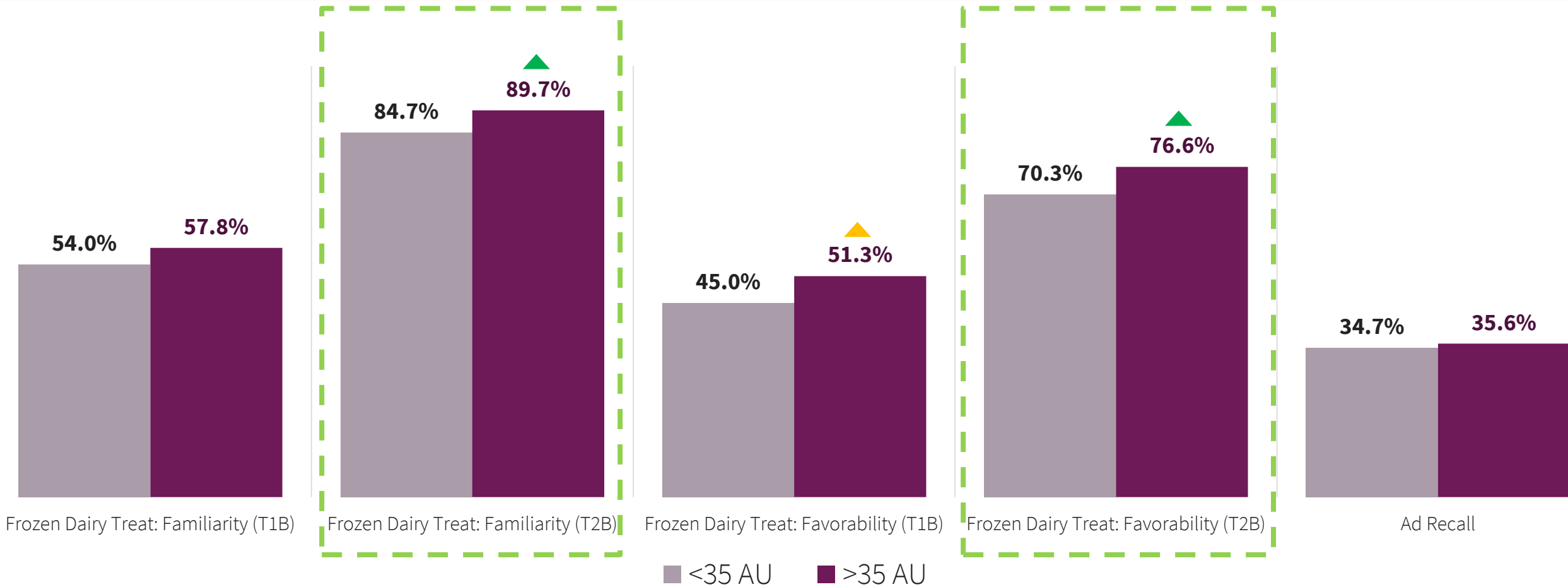
Significant increase at 90% confidence
 Significant increase at 80% confidence
 Significant decrease at 90% confidence

Control (n=432)
 Exposed (n=373)

Case Study #1: QSR

Adelaide Teads Cint

By matching AU data with Lucid brand survey data at the placement level, Adelaide found that high AU exposures drove significantly higher product familiarity and favorability.



*Limited to respondents exposed to campaign creatives

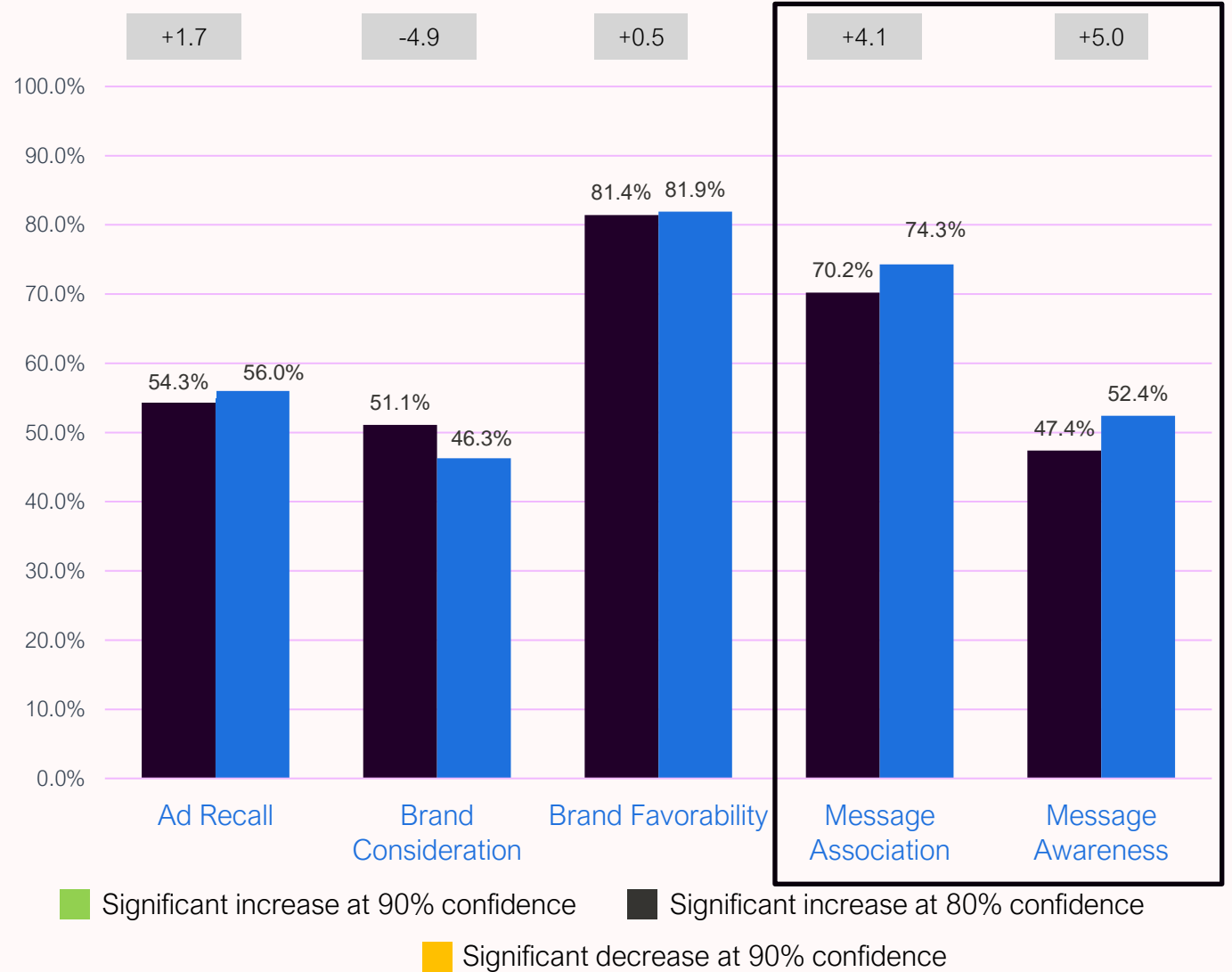
>= 90% Confidence increase, >=80% Confidence increase, >=90% Confidence decrease

Case Study #2: Athleticwear Brand

Adelaide Teads Cint

Topline Results:

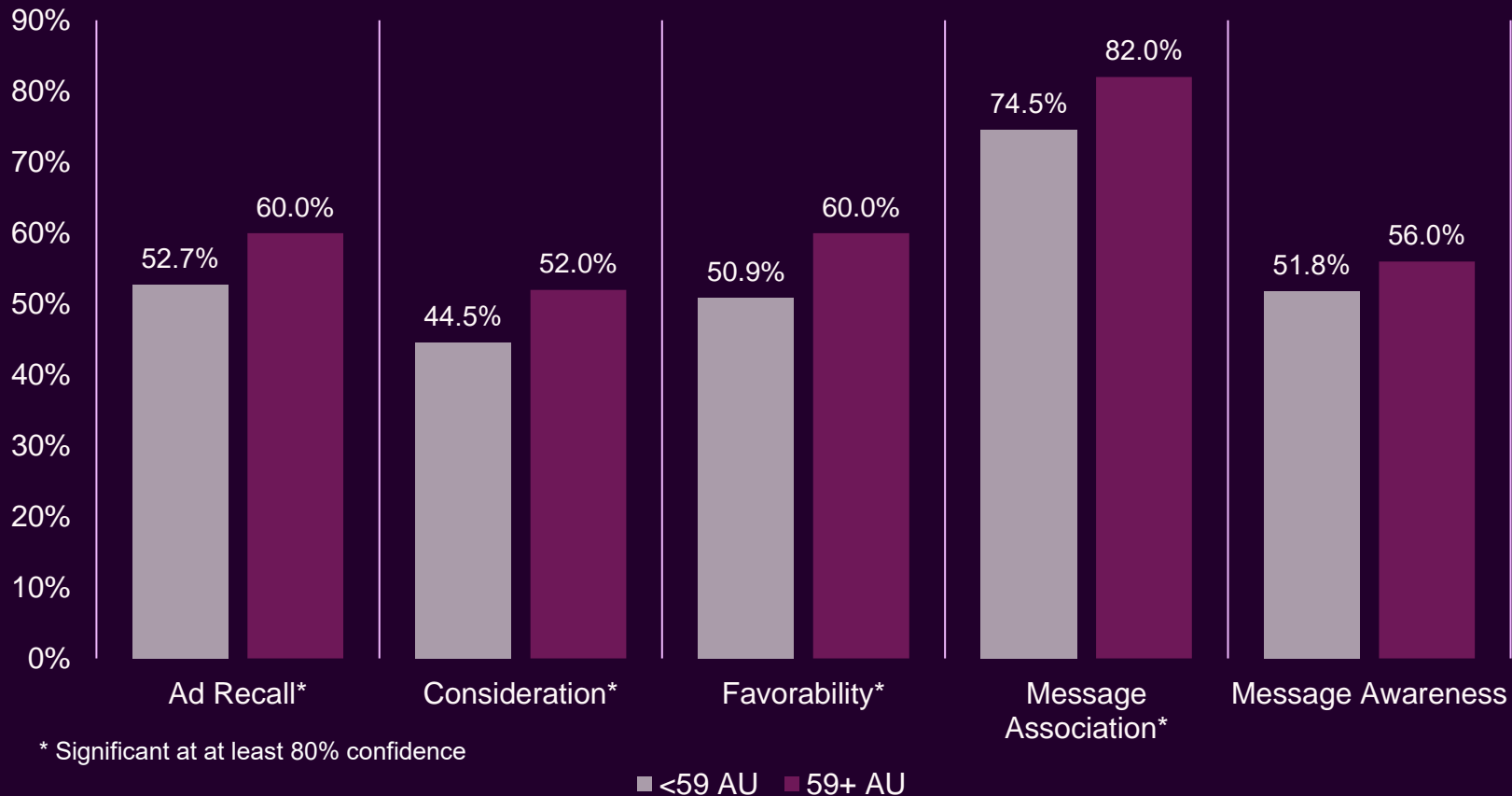
The highlight for the overall brand lift results lies in the directional lifts that were seen with both message association and message awareness.



Case Study #2: Athleticwear Brand

Higher attention drove higher brand lift across every brand funnel metric

Metrics by AU Level - CTV



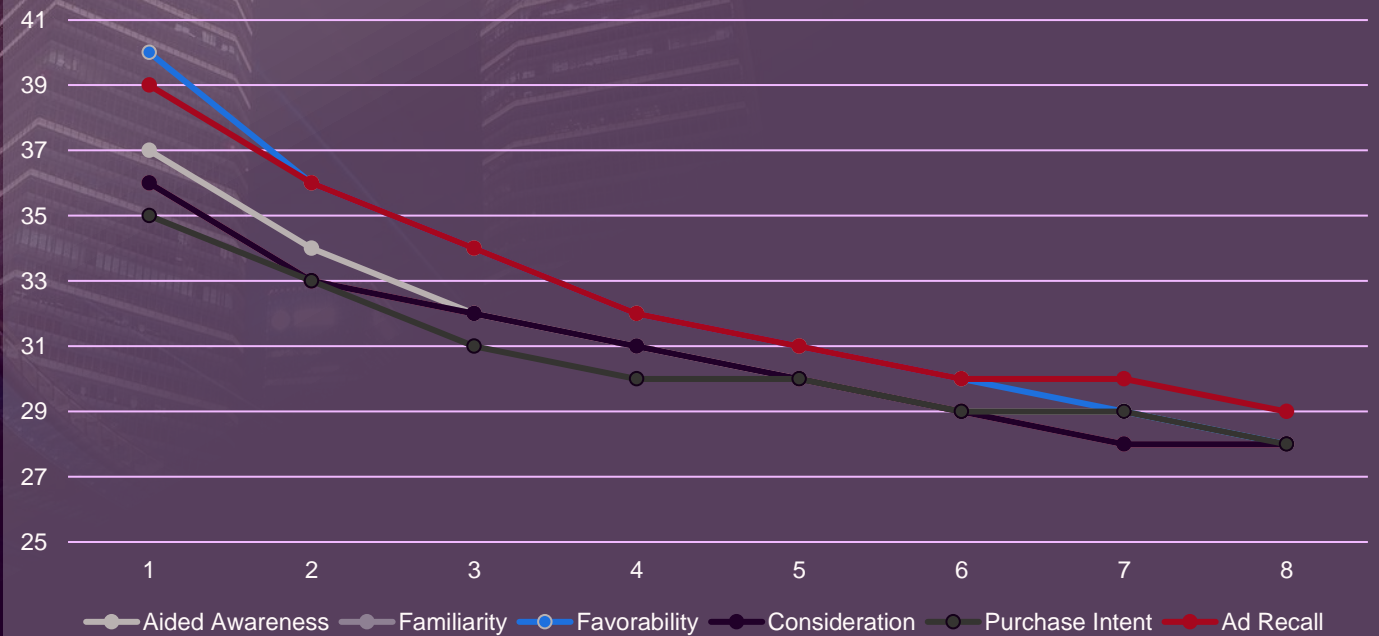
- All metrics had positive lift when comparing high AU to low AU media exposures
- Ad Recall, Consideration, Favorability, and Message Association are all statistically significant

Attention and Brand Lift

Initial Analysis Topline findings:

- Lower Frequencies require more AU to move metrics
- People who are already familiar react to lower AU media.
- For favorability - More "energy," or AU, is needed to move people here.
- For Ad Recall, even at higher exposure levels, for folks to remember the ad, the ad needs to be high quality.

AU Required for Positive Lift Metrics by Number of Ad Exposures





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