

Measuring Attention and Outcomes for Audio Advertising



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**Learnings from the dentsu
Effective Attention Study
Lumen x Dentsu Research**

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Agenda

1. Why Attention Matters
2. Attention and Audio
3. What We Have Learned
4. What's Next

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LEWIS

**ATTENTION-FIRST ADVERTISING
POWERED BY PREDICTIVE EYE-TRACKING.**

Ads have to be noticed to drive results



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70%
of "Viewable"
Ads are Not
Viewed*`

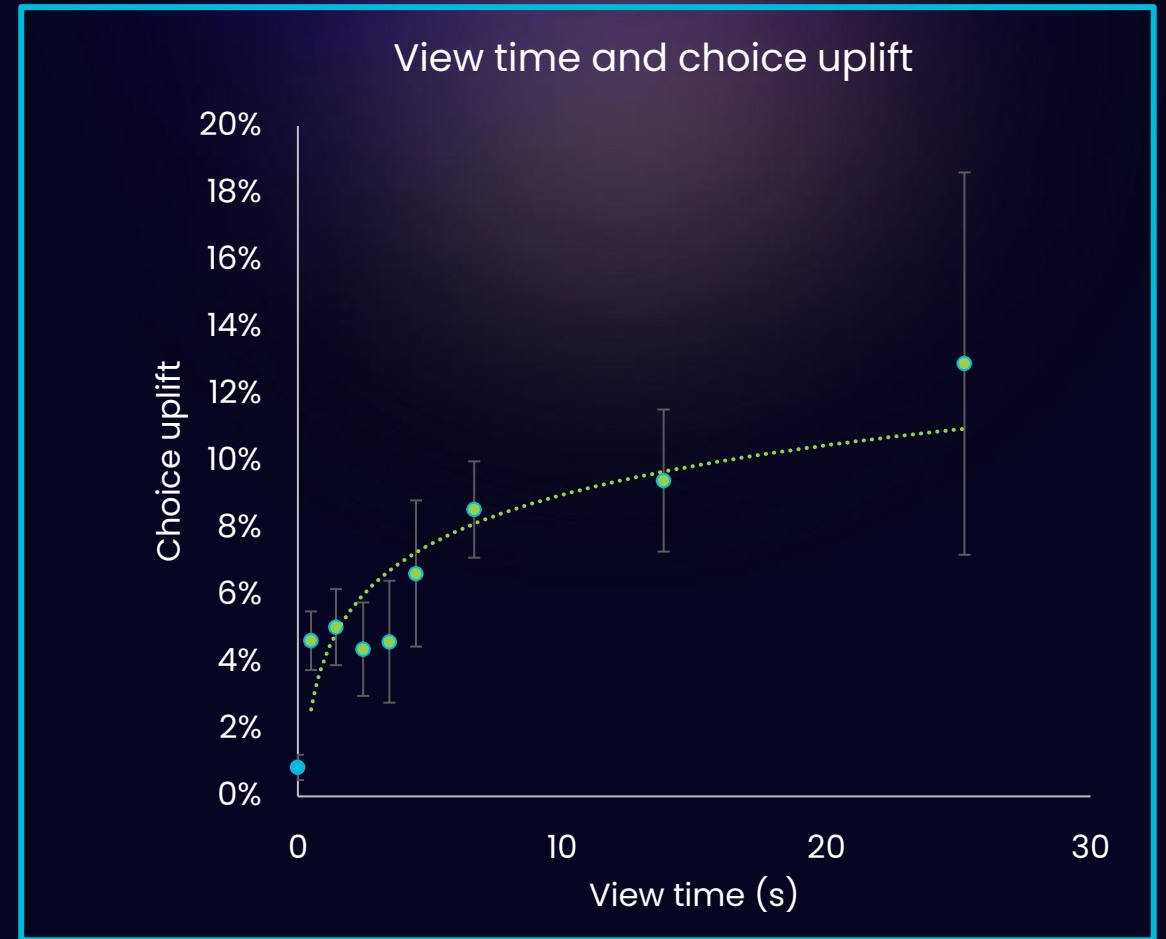
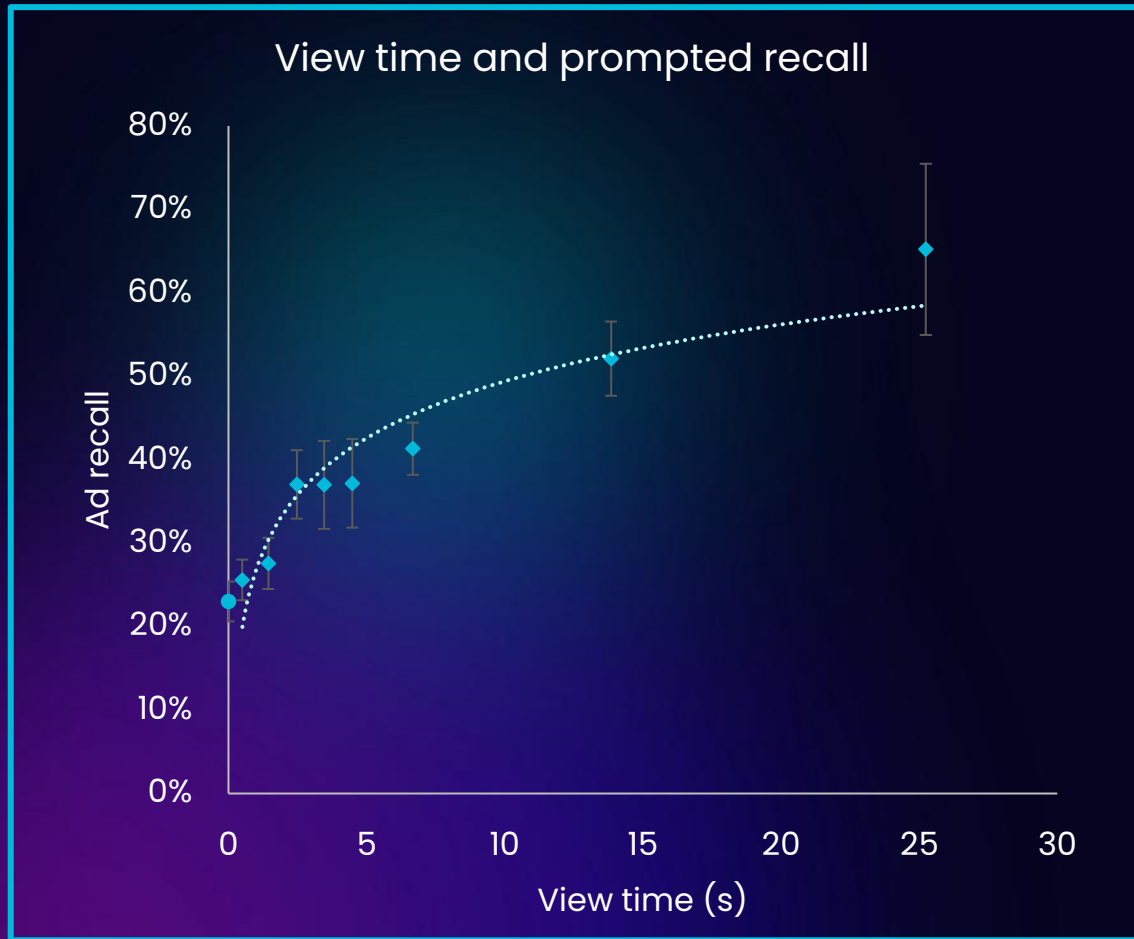
Ads have to be noticed to drive results

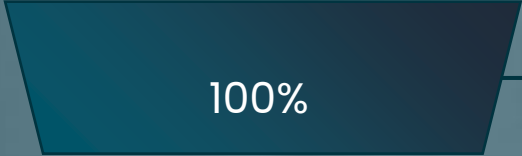
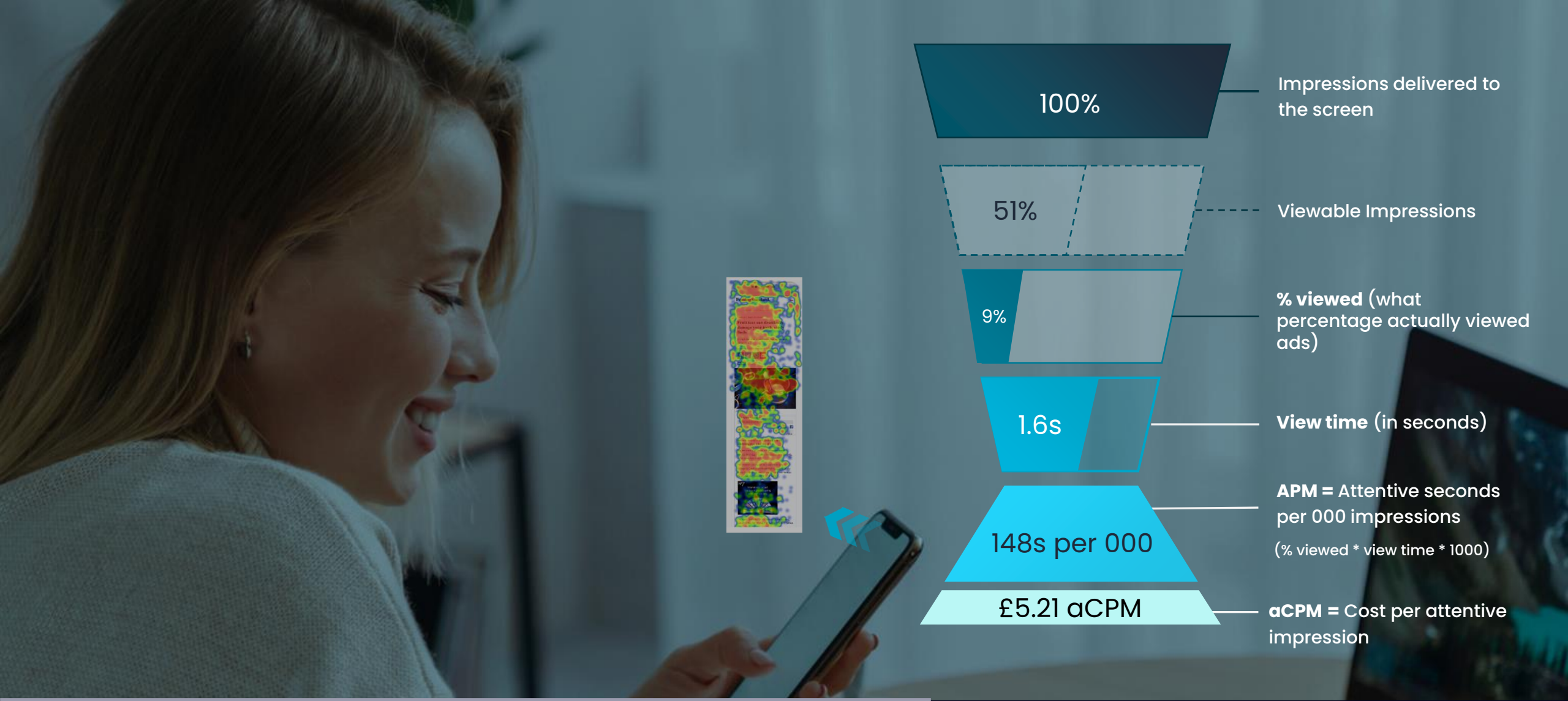


70%

of "Viewable"
Ads can't sell

Longer Ads = Better Outcomes

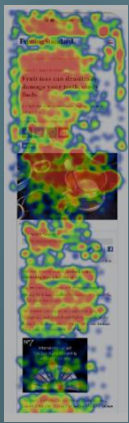




Impressions delivered to the screen



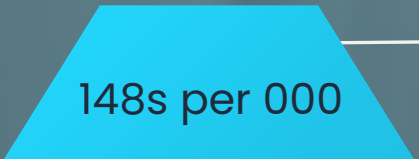
Viewable Impressions



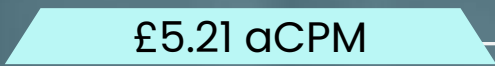
% viewed (what percentage actually viewed ads)



View time (in seconds)



APM = Attentive seconds per 000 impressions
(% viewed * view time * 1000)

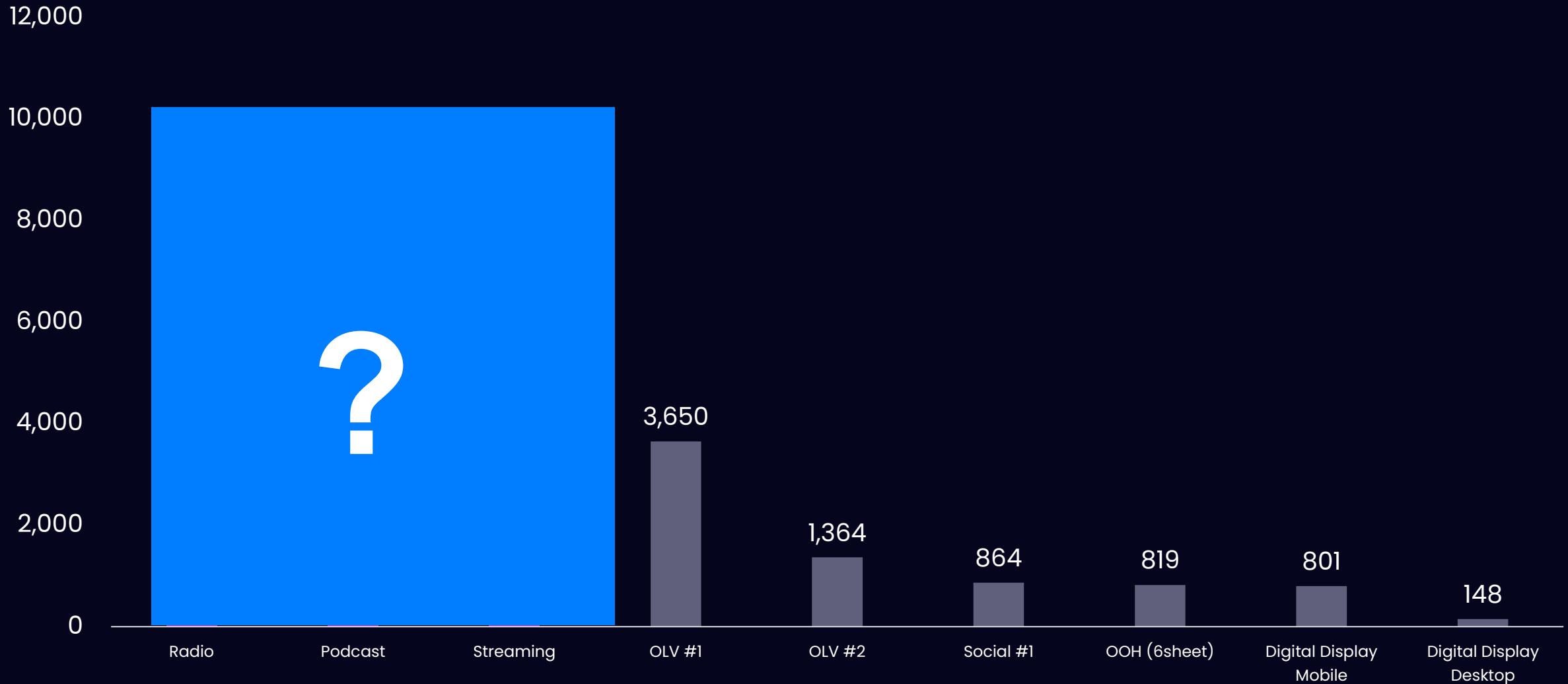


aCPM = Cost per attentive impression

Introducing the Attention Funnel

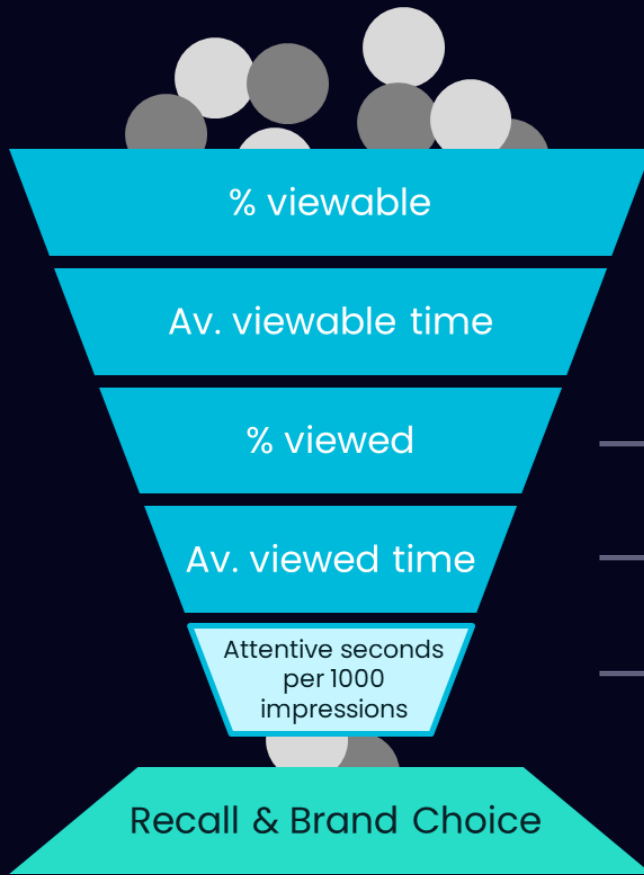
The Compound Benefit of Attention Measurement

Attentive seconds per 1,000 impressions

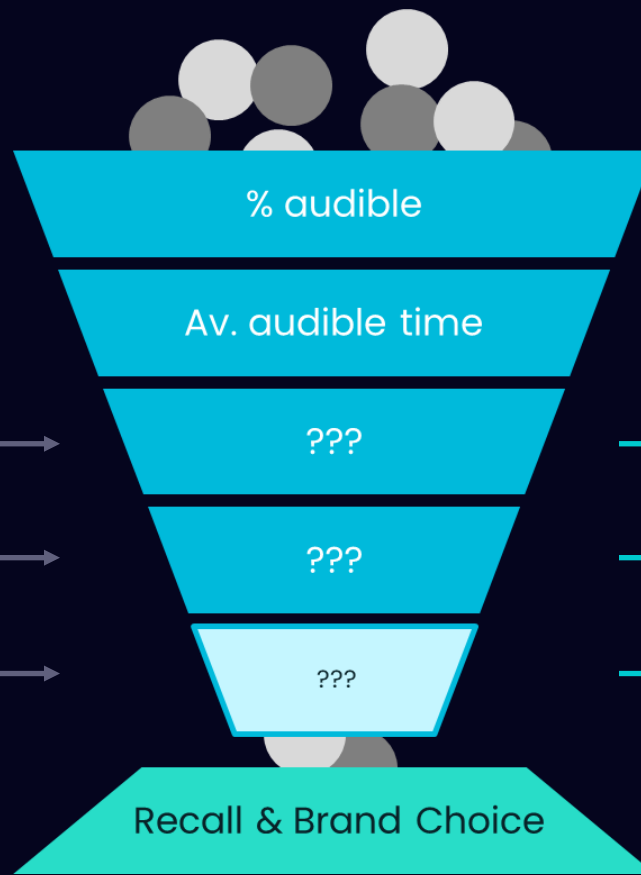


Generating attention metrics for audio

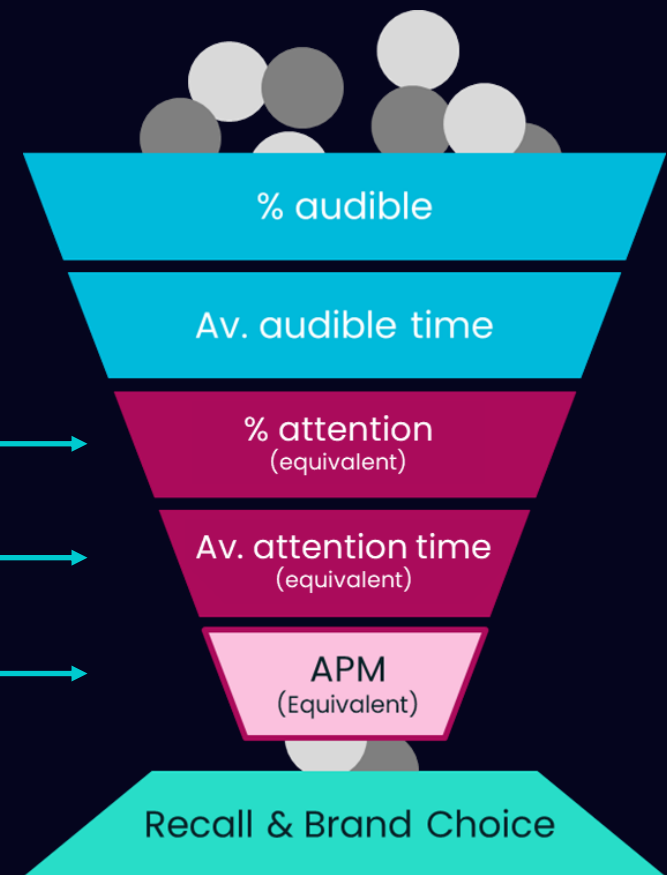
Metrics we **know from visual attention studies**



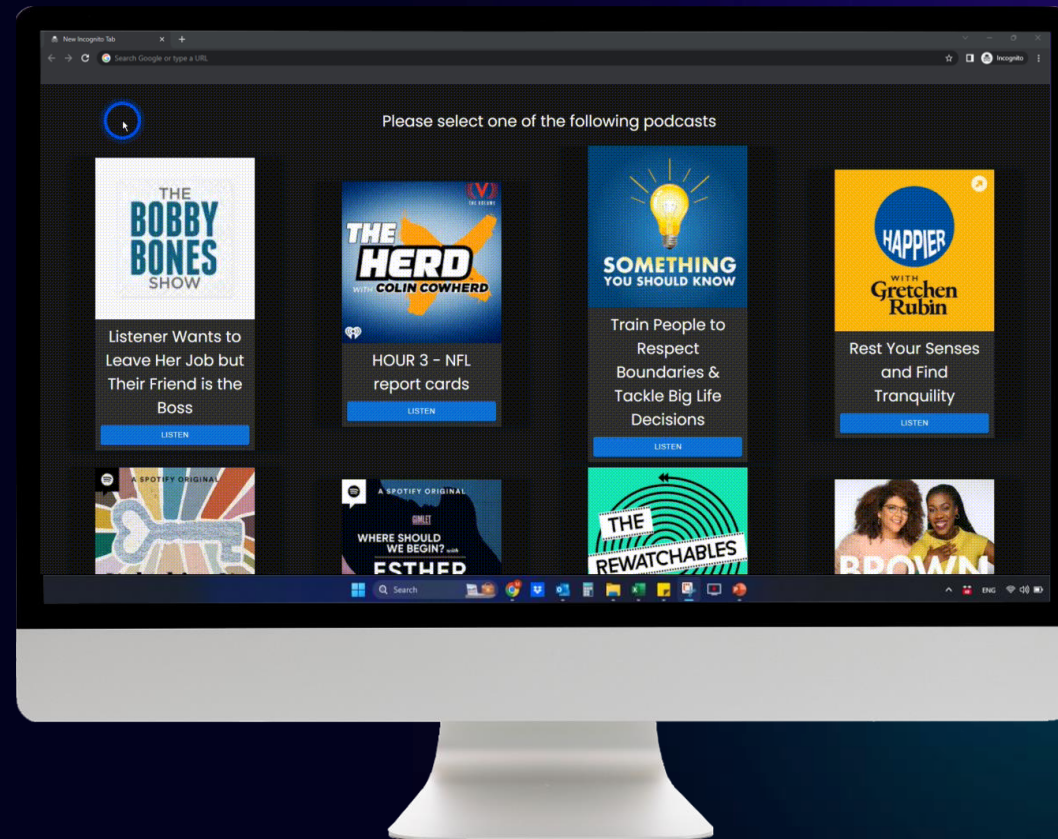
Metrics we **know from the audio attention study**



Metrics we can generate from this data to **provide an audio attention equivalent**

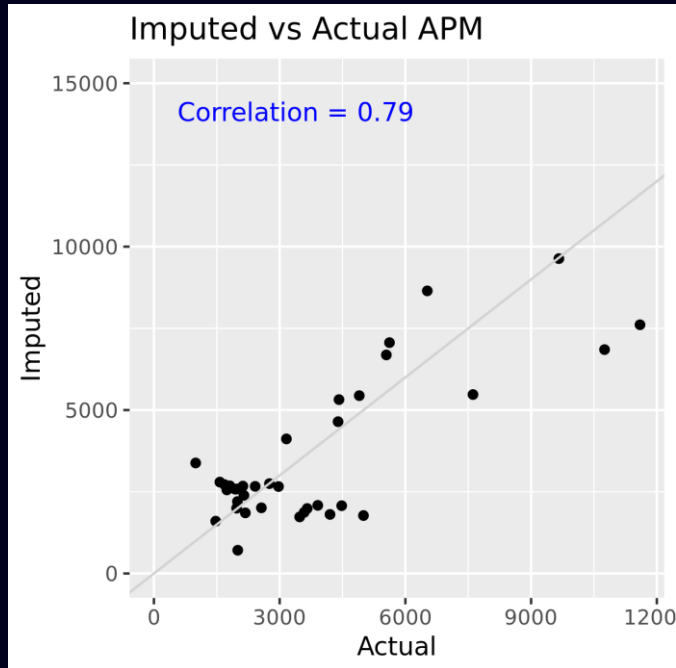


Tested in-context



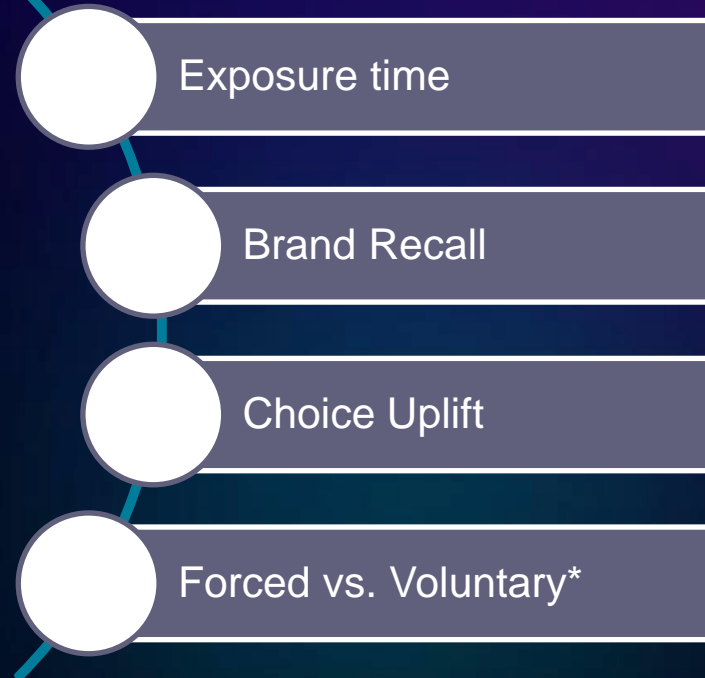
Audio attention is inferred from several factors

Validation of Methodology

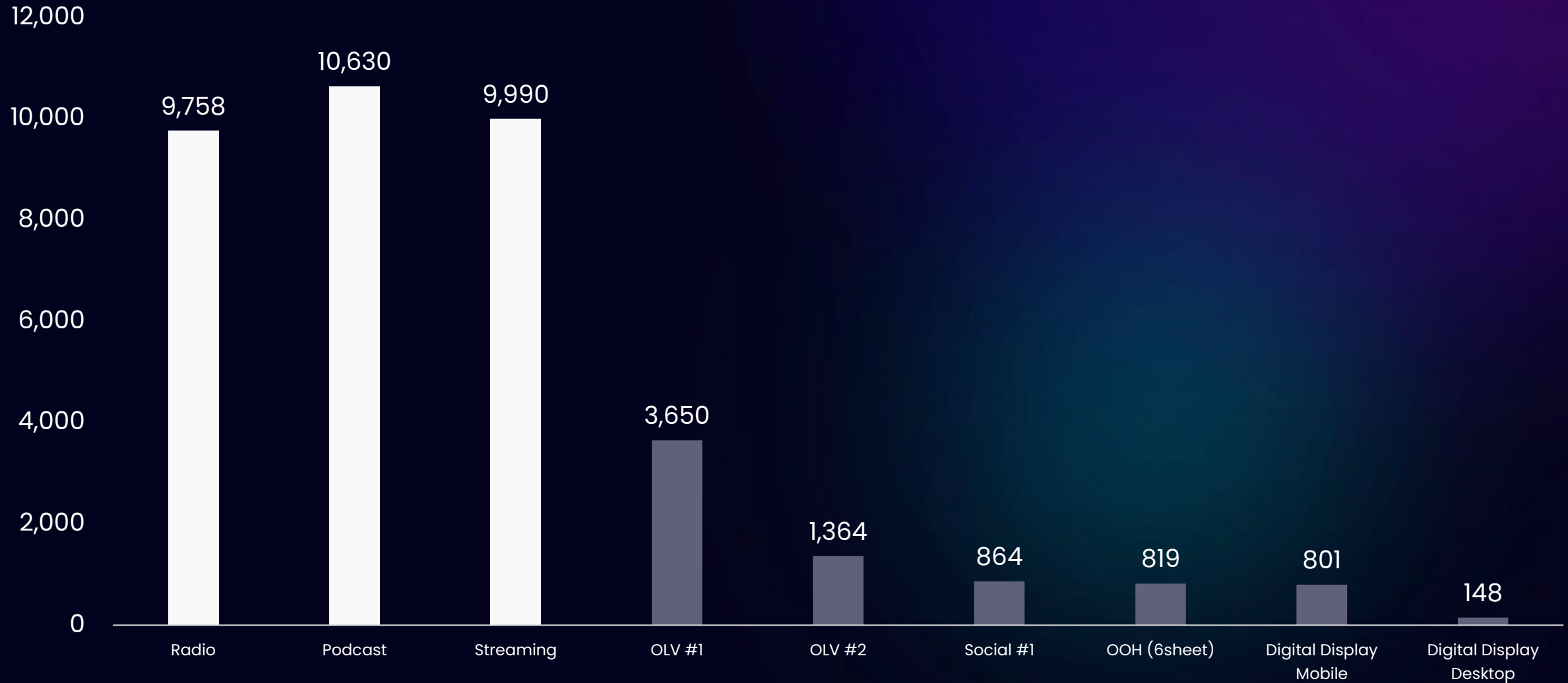


Methodology: Multiple Imputation using Chained Equations ("MICE")
The dataset: 25 Lumen studies, 54 test ads, 5,735 Mobile Video ad Impressions

Factors that power the attention scores...



Attentive seconds per 1,000 impressions



Cost per 1000 seconds of attention (aCPM)



Indicative CPMs

The Learning

Radio is an extremely cost-effective way of reaching people and driving outcomes

The Challenge

We **have** benchmarks
We **want** measurement
We **need** impression-level data

The Takeaway

Combine our attention data with your outcomes data to tell a compelling story

Thank You
Any Questions?



Contact us at:
Hello@lumen-research.com

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