

THE GUIDE TO ATTENTION ANALYTICS

yieldmo

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INTRODUCTION

In an increasingly cluttered world where people are constantly bombarded by stimuli, humans have adapted by filtering out everything that doesn't matter to us at that moment. As time-starved, distracted people, attention is one of the most valuable and scarce resources we have.

For advertisers, this makes figuring out how to gain and hold someone's attention a critical challenge. While metrics like viewability and brand safety have helped make sure that our ads have the potential to be seen, we have lacked real-time ways to understand if someone is paying attention to our message. Without that understanding, we miss opportunities to communicate and evolve our messaging.

What is attention?

As defined by the Oxford Dictionary:

at·ten·tion

/ə'ten(t)SH(ə)n/

noun

"Notice taken of someone or something. Attention is regarding of someone or something as interesting or important."

Most Marketers Believe Attention Holds Value But Few Can Measure It

According to a new report from Forrester, 98% of brands believe customer attention data can improve mobile advertising (source: Attention 2.0: Enhancing Ad Measurement Beyond Clicks & Viewability). But only 4% of marketers said their organization was "extremely capable" of measuring customer attention with mobile ads today.

While marketers recognize that attention is important, there has not yet been a singular industry standard to measure or understand it. Some marketers have relied on viewability or other signals as a proxy. But brands are hungry for something more meaningful that helps them understand how their ads are performing.

At Yieldmo, we've spent the last seven years building the tech and data to address these questions.

Attention analytics

The practice of using real-time consumer behavior signals to understand interest & improve advertising's relevance & performance.

Yieldmo's attention analytics are fundamentally different from many of the binary marketing metrics on the market. At Yieldmo we fluidly measure, model and act on all aspects of attention a person gives an ad.

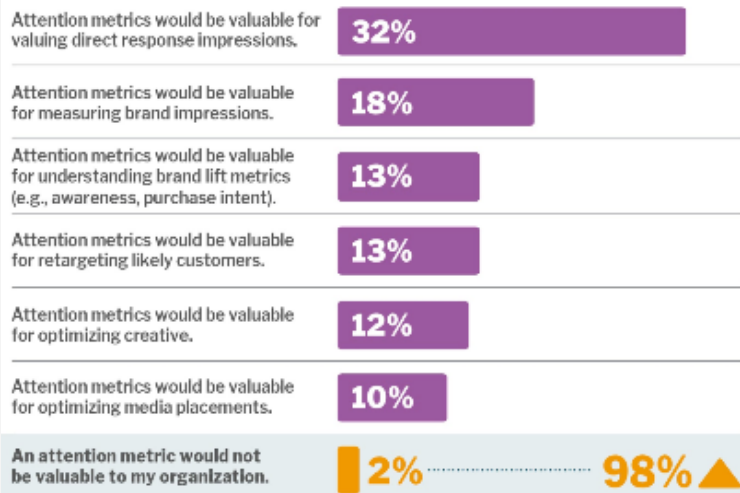
Not All Attention Is Measured Equally

At Yieldmo, we look at the commonly available baseline information about the impression (creative, content, consumer, viewability, etc.), but we also measure the user's micro-gestures that indicate attention. Micro-gestures can be as simple as hovering and then pausing the mouse pointer, or more complex, such as scrolling and suddenly tilting the phone, changing the direction of scrolling, or pausing on a page.

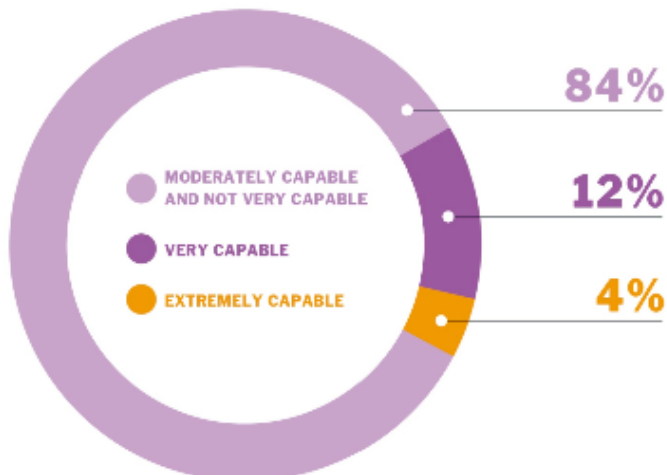
We translate all of these real-time human actions into attention signals and model those signals to look for predictive patterns. Time and again, such attention signals have successfully directed us to future consumer intent.

Our data is deep, we measure it often (multiple times a second), and we mathematically model it in a number of ways.

Which of the following best describes how a metric that measured customer attention for mobile ads would be valuable for you? (SELECT ONE)



To what degree is your organization capable of measuring customer attention with mobile ads today?



ATTENTION SIGNALS

Yieldmo uses impression data to enrich the data used to train our machine learning models to achieve best performance. In particular, we are able to use granular data such as:

1. Consumer signals such as device and connection information, audience segments, and geo
2. Content/contextual signals including inventory information such as placement, position, page URL and metadata, vertical, and additional page information, as well as time
3. Creative signals such as information about the ad size and format, advertiser, and creative

We then pair impression data with Attention Signals.

Yieldmo attention signals range from granular data like pixels in view to baseline information such as quartiles of videos reached. We identified more than 20 important signals that we categorize into Baseline Signals and Gestural Signals (proprietary to our technology).

Baseline Attention Signals

Baseline attention signals, which we consider table stakes, include (but are not limited to) the impression, MRC and GroupM viewability, click, time spent in view and pixels in view, and video signals (plays, quartile completes, change to full screen, etc).

Gestural Attention Signals

User-initiated gestures are the heart of why Yieldmo technology is so powerful. We discern real human behaviors and translate them into signals of attention.

Here are the gestures that we measure:

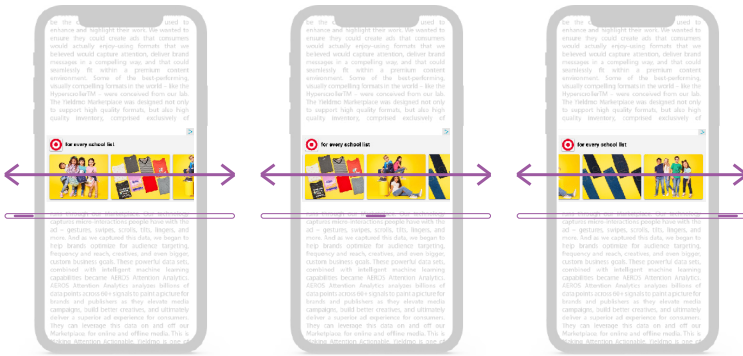
1. SCROLL

An event when the user changes the direction of their scrolling with reference to the ad's position, while the ad is 100% in view.



2. SWIPE

An event when the user swipes (left or right) through a carousel-style ad format (applies to Yieldmo ad formats).



3. TILT

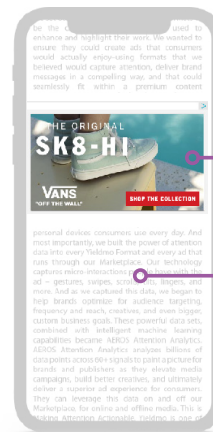
An event when the user changes the device orientation with the ad 100% in-view.



4. TOUCH

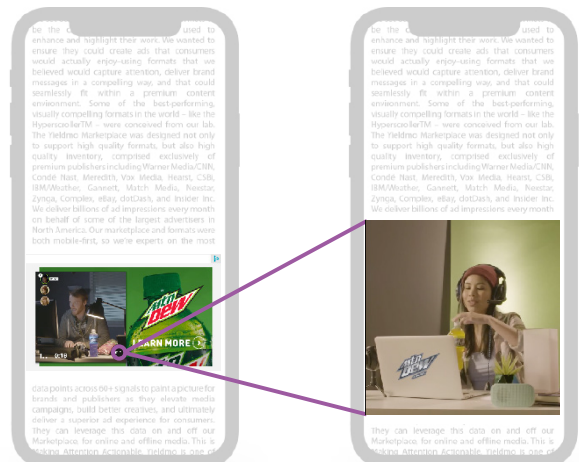
Inside creative:
A touch event detected inside the ad boundaries.

Outside creative:
A touch event detected outside the ad boundaries.



5. EXPAND

The number of hotspots within the ad format that the user expanded (Yieldmo's ad formats).



The Collection of Signals and their Permutations

Yieldmo's patented technology collects data multiple times a second so that we are truly able to capture everything that happens while the ad is on the page. This is important because human behaviors tend to be fluid, rather than one action in isolation at a time. We capture all of the micro-gestures that are happening in conjunction with each other as fluidly as they are happening in real-time.

We process an extraordinary amount of data, uniquely transform it into meaningful attention metrics, and create predictive machine learning models for media optimization. What happens when someone is interested? Often, you will see this person bring the phone closer to his or her face (tilt) as well as scroll, stop the scroll, or scroll back. We lovingly call this combination of actions the "Scrilt."

We understand that gestures in a vacuum don't mean much. One scroll, or one tilt, by itself, can't fully explain human interest or attention. What makes our technology so powerful is that we take into account combinations of these signals - and our machine learning looks further for patterns and combined actions in context. In this way, we've created a flowing, living database mirroring human attention to understand the true value of your advertising.

ATTENTION METRICS

Baseline Attention Metrics

We calculate attention metrics based on the attention signals we collect. We factor in a set of what we consider baseline attention metrics, including but not limited to Reach, Ad Frequency, CTR, VCR, Video Play Rate, Time in View, and more.

Unique AI Models

Once we've measured available signals from the particular ad medium (exposure, gestural information, ad and device capabilities), our AI models learn what is "attentive" relative to the norm. These models are frequently tailored to the particular advertiser, channel, device, format, etc.

Gestural Attention Metrics

From the gestural attention signals, we determine a set of metrics that are helpful in evaluating a level of attention on every impression. Some examples of important proprietary gestural metrics include (but are not limited to): scroll impression, scroll rate, and scroll intensity.

A simplified summary of how we calculate attention might look something like this:

How many
 + for how long
 + in what sequence
 + in what context
 + integrity of the gesture
 + all other relevant factors
 = the unique algorithms that contribute to raising attention and KPI goals

The various factors that go into our understanding of attention are the deep data that we collect, the way we collect it, and the way we then use the data to predict future behavior.

CONCLUSION

IMPROVING AD PERFORMANCE

We see attention data not just as a measurement tool but as a means to improve KPIs, relevancy, brand awareness, and overall ad performance for the industry.

If marketers apply attention data in real-time to a live campaign, they can get better results, more efficient campaigns, evaluate creative in real-time, and put their money where it's working hardest for them. This is our ultimate goal.

ATTENTION GLOSSARY DEFINITIONS

Attention Analytics

The practice of using consumer behavior signals to improve advertising's relevance & performance.

Attentive User

A user that viewed at least one Attentive Impression.

Attentive Impression

A delivered ad that generates at least one of the user-initiated gestures defined in "Attention Data".

Baseline Attention Signals

Information about the impression that signals attention such as viewability, click, time spent in view, and video plays.

Gestural Attention Signals

User-initiated gestures such as scroll, swipe, tilt, touch, and expand.

Baseline Attention Metrics

A set of metrics derived from baseline attention signals such as Reach, Ad Frequency, CTR, VCR, Video Play Rate, Time in View, and more.

Gestural Attention Metrics

A set of metrics derived from gestural attention signals that help evaluate a level of attention on every impression. An example of a gestural attention metric is scroll intensity.

Scroll

An event when the user changes the direction of their scrolling with reference to the ad's position, while the ad is 100% in view.

Swipe

An event when the user swipes (left or right) through a carousel-style ad format (applies to Yieldmo ad formats).

Tilt

An event when the user changes the device orientation with the ad 100% in-view.

Touch

Inside Creative: A touch event detected inside the ad boundaries.

Outside Creative: A touch event detected outside the ad boundaries.

Expand

The number of hotspots within the ad format that the user expanded (Yieldmo's ad formats).



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