

# *Teads*

The Global Media Platform

## Optimizing your campaign for attention

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**Only 1/5** of digital ads that can be seen are actually being watched.



**Only 16%** of mobile ads get more than **1 second** of attention from a viewer



Respecting the user's attention is the **only** viable option

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### Forcing Attention

Hijacking the user's attention, directing them to the content to show an ad

Advertiser in control  
=  
Low user engagement

### Prompting Attention

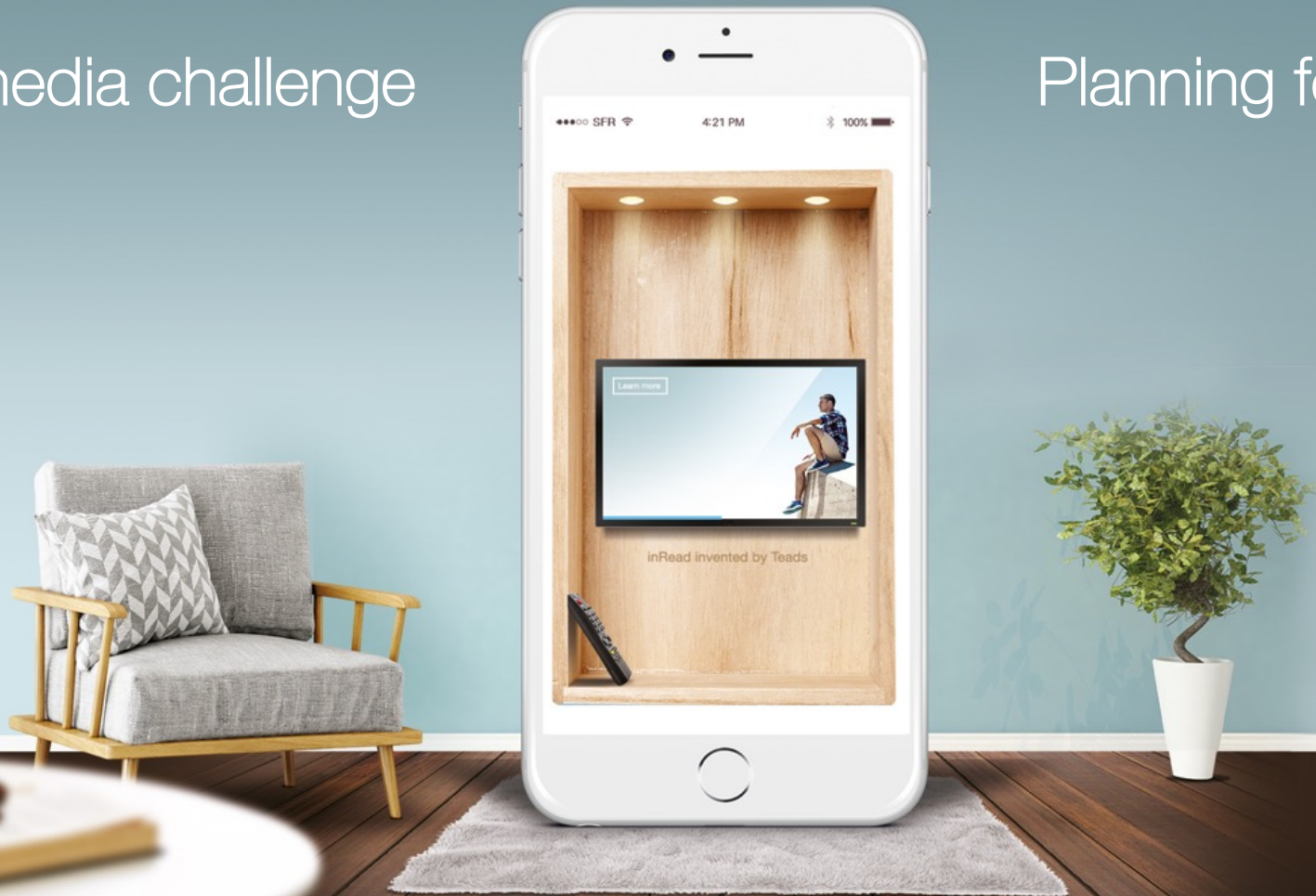
Enticing the user to direct his/her attention to the ad without forcing to watch

User in control  
=  
High user engagement

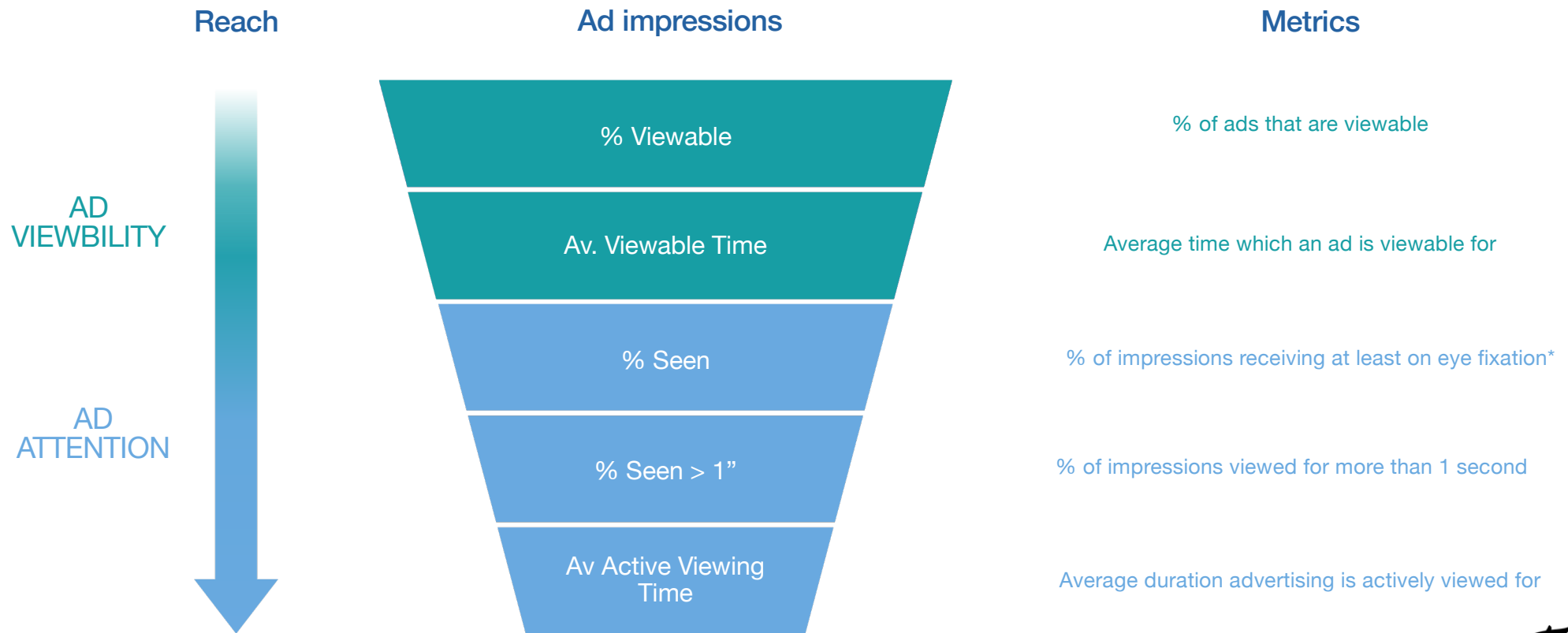
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The media challenge

Planning for attention



# The attention funnel : from viewability to attention



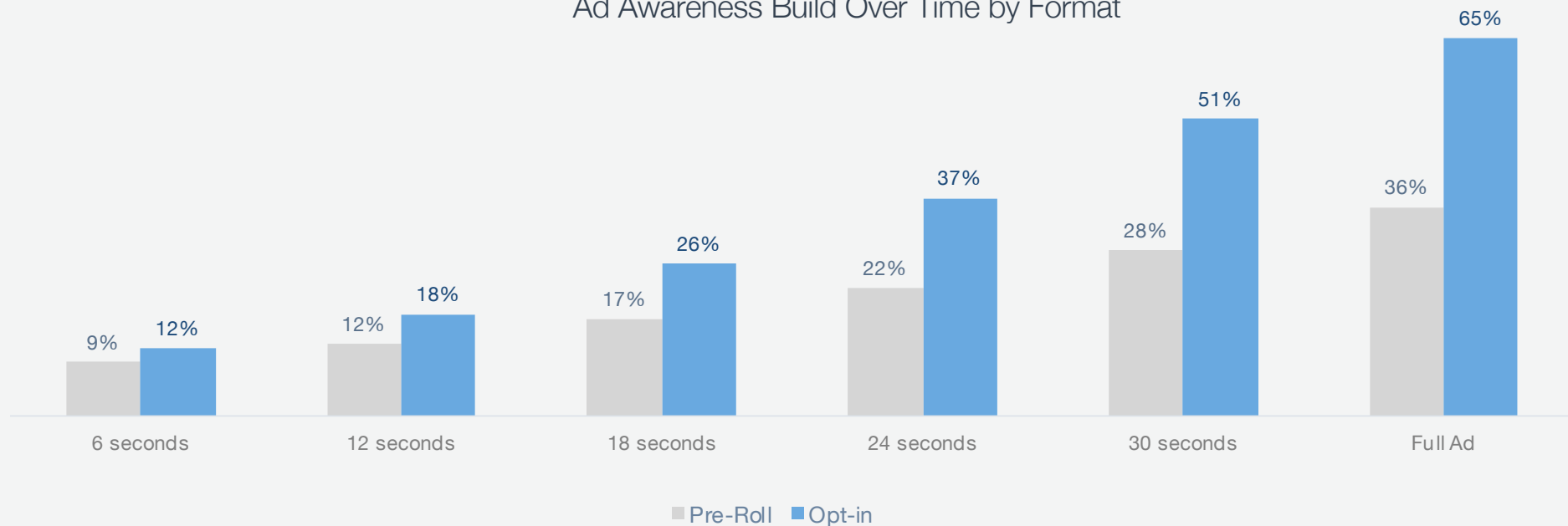
\* Minimum duration 60ms

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# Time in view work harder for formats that don't force attention

Opt-in formats, that are not forcing the user exposure, outperformed non skippable pre-roll ads in building ad awareness over viewing duration with a 53% vs. a 27% build respectively.

Ad Awareness Build Over Time by Format



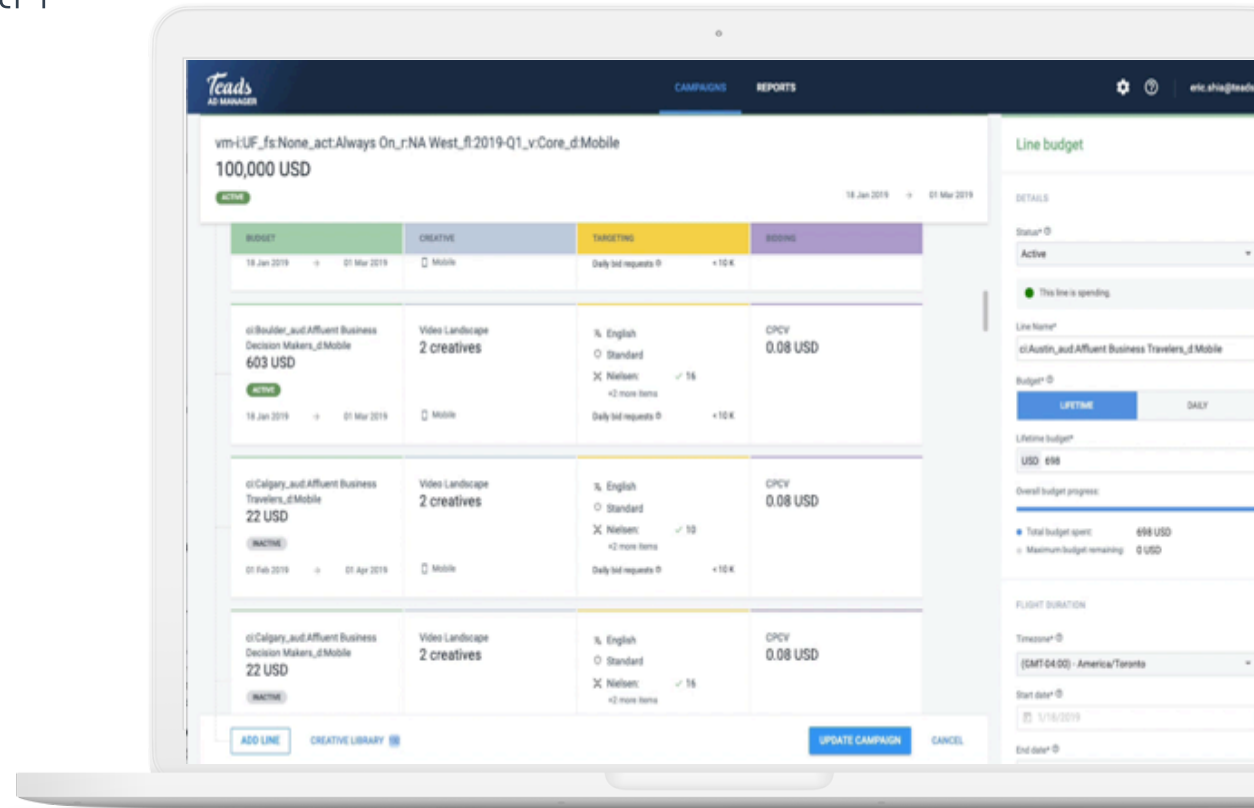
Source: Millward Brown custom study commissioned by Teads, analysis by Teads.

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Buying on viewable time with

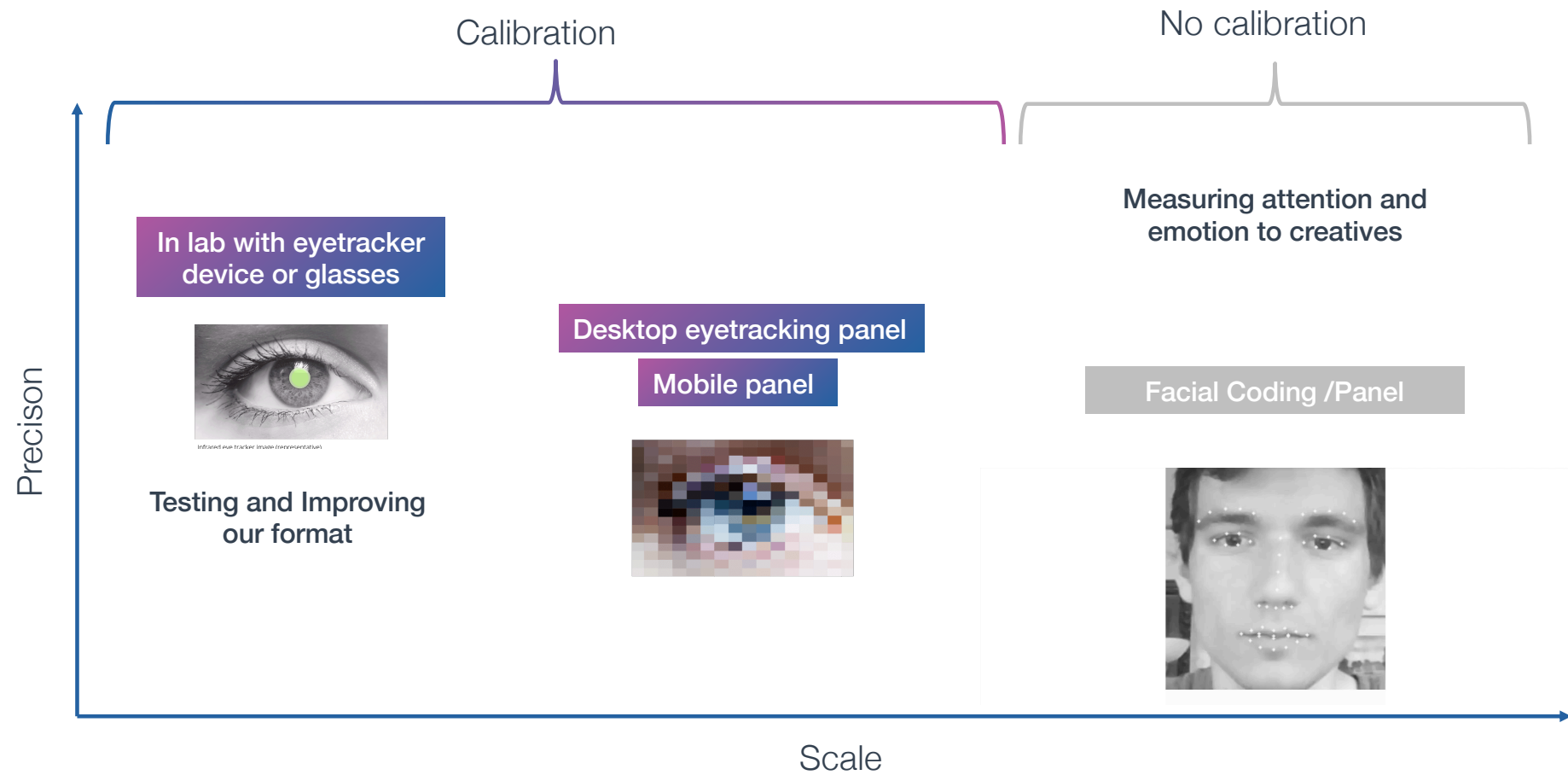
**Teads** AD MANAGER

- ✓ Transact on any viewability threshold that you choose
- ✓ Pay only for Viewable impressions
- ✓ Billed impressions are validated by **MOAT** to ensure 100% viewability



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# The measurement challenge





# The 5 drivers of attention

## Quality environments

**3x** attention for **content sites and premium content sites** than task sites

## Position

**2x** attention for ads that are **in line with the content** vs ads served to the side.

## Clutter

**2x** attention for **2 ads or less** per screen vs more than 3 ads.

## Targetting

**2x** attention and **6x** more likelihood to be remembered **for relevant advertising** vs non-relevant.

## Fit for purpose

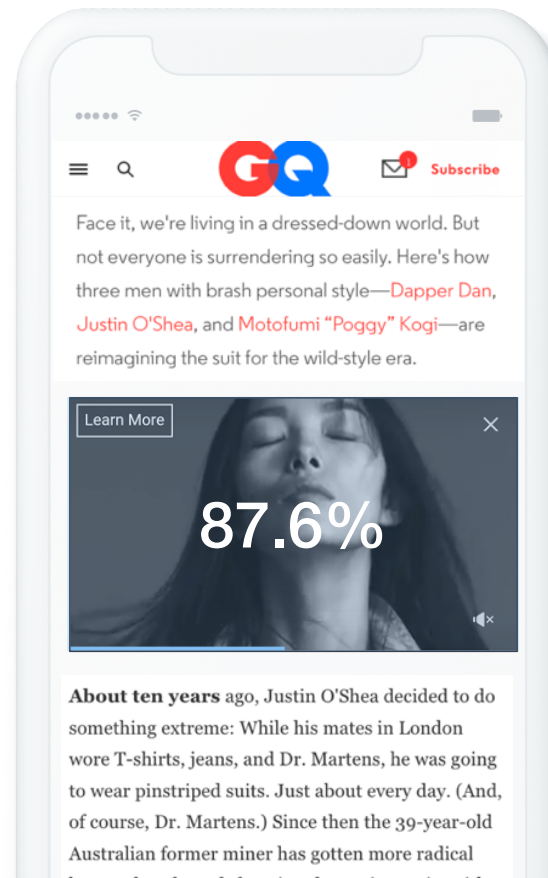
**89%** boost in attention **for optimising creatives to a platform**

# Higher content engagement = higher ad engagement

Video ads within **premium content**

Video ads in **social feeds**

Nearly **9 in 10** users  
view video ads in  
premium content



Users are  
**42%**  
More likely to view a  
video ad in premium  
editorial content vs.  
in social feeds



Source: Teads proprietary study fielded by eye square, "The Comparative Impact of Mobile Video Ad Formats," March 2016

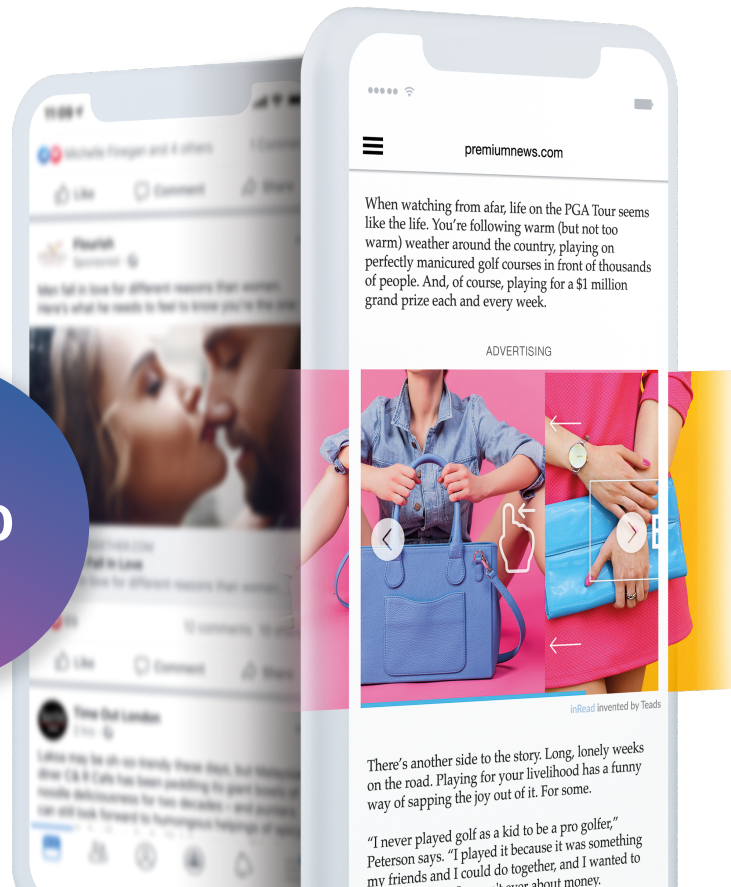
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The quality of attention is higher with premium editorial  
than within social feeds

Only 65% of user  
engagement  
on social feeds  
is reading

Users scroll  
**50%**  
Faster on  
social feeds

80% of user  
engagement  
interactions  
on premium content  
is reading

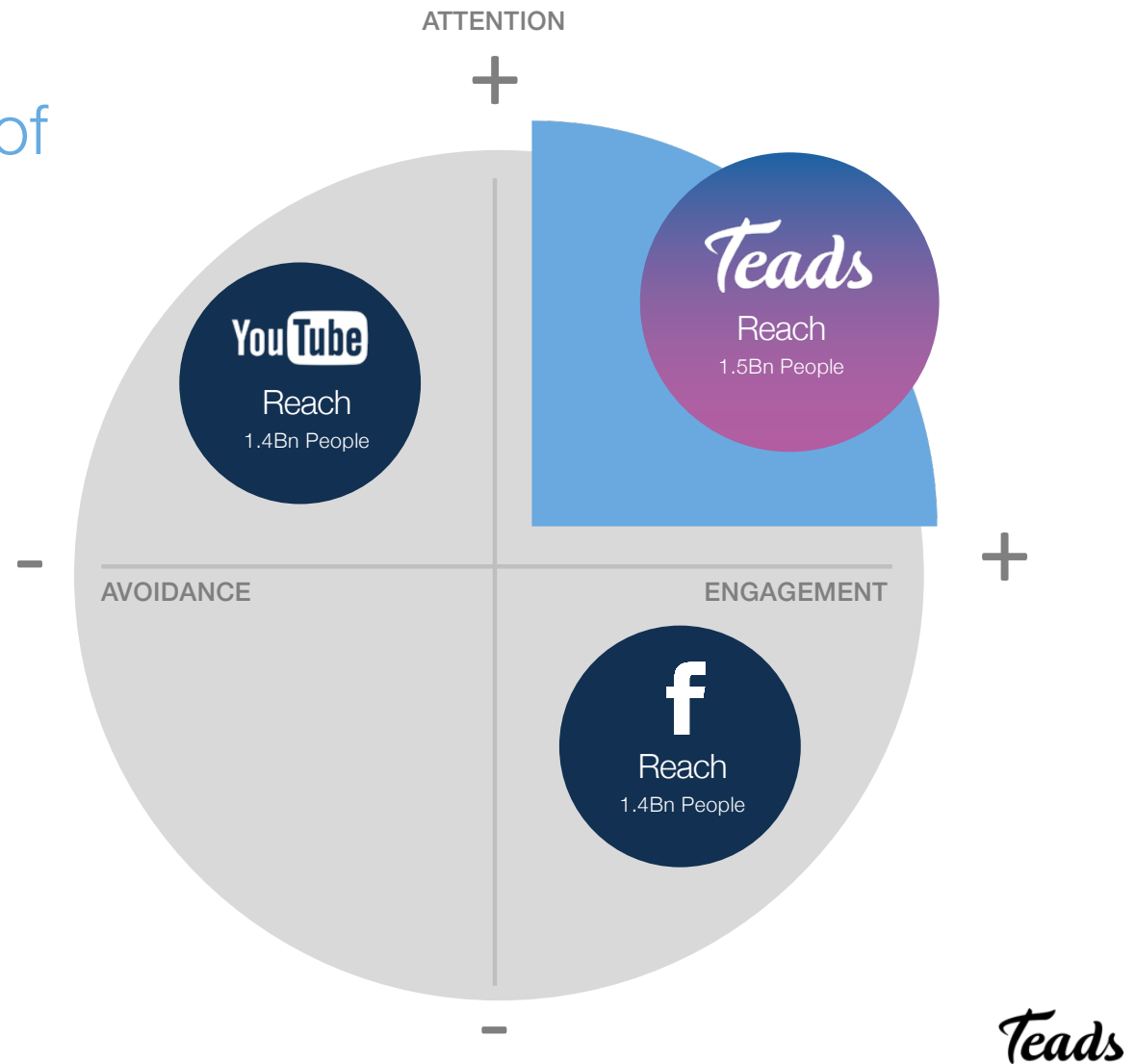


Source: Teads proprietary study fielded by eye square,  
"The Comparative Impact of Mobile Video Ad Formats," March 2016

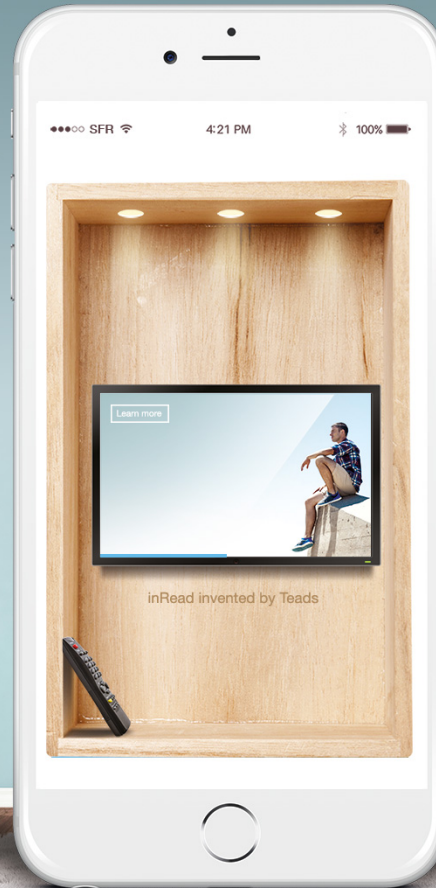
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## Not all platforms are equal: same reach, different type of attention

- Inread ads deliver better results than pre roll for which attention is forced. As users choose to watch, impact is building up with time in view.
- Inread ads are placed in premium environments which delivers a longer time in view and a higher quality of attention than social media.



The creative  
challenge

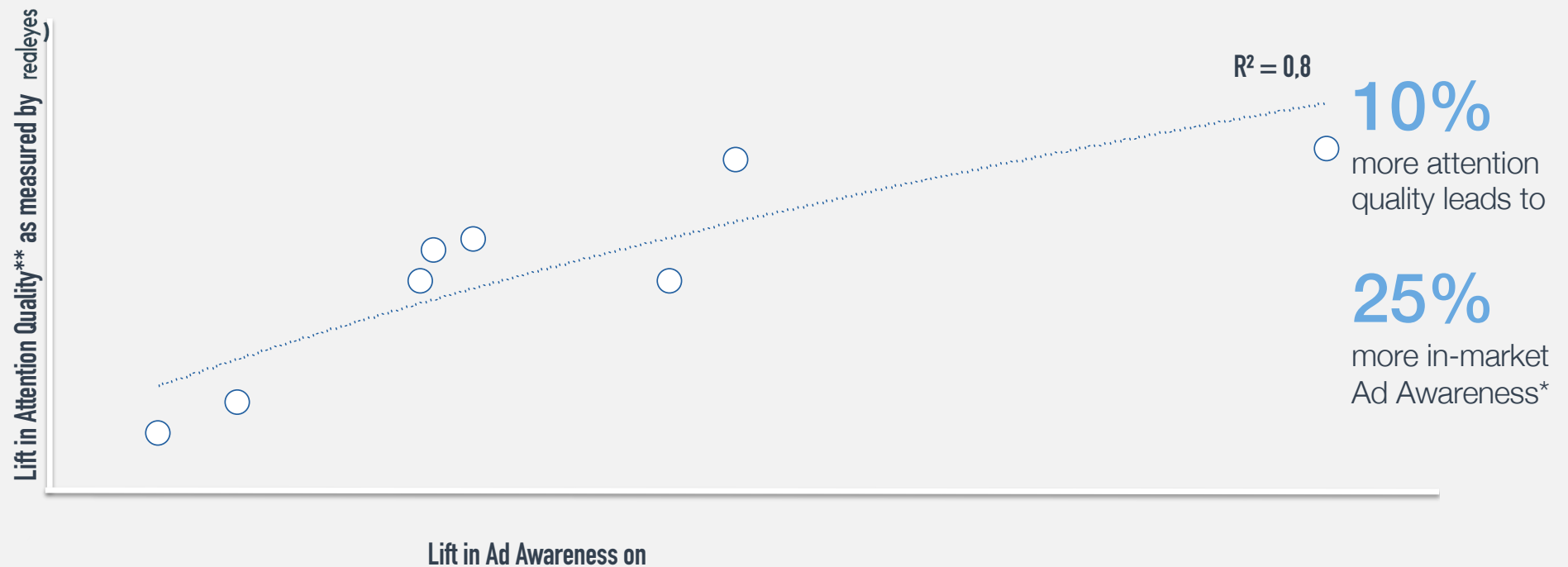


Optimizing and  
designing ads  
for attention



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Studio Optimisations = more **Attention** = more **Ad Awareness**

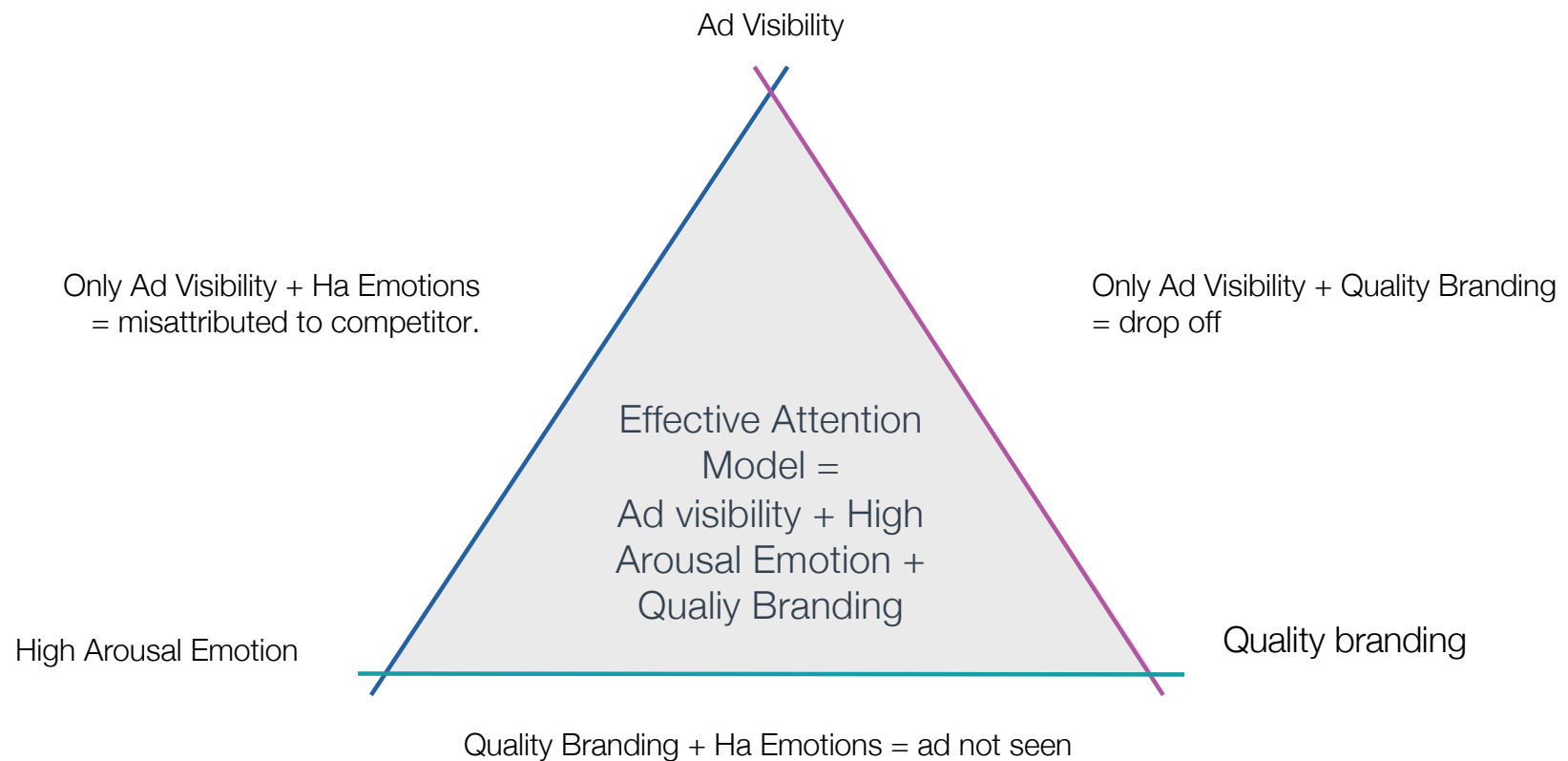


\*R2 of 0.7 indicates a strong relationship between Attention Quality and Ad Awareness. All original and optimized creatives were measured by Realeyes – a leading biometric measurement organization – to understand how consumer attention is enhanced through optimisations. When relative improvements were plotted against Teads' in-market Ad Awareness improvements, a strong correlation (0.7 r2) emerges between both metrics. \*\* Realeyes' Attention Quality

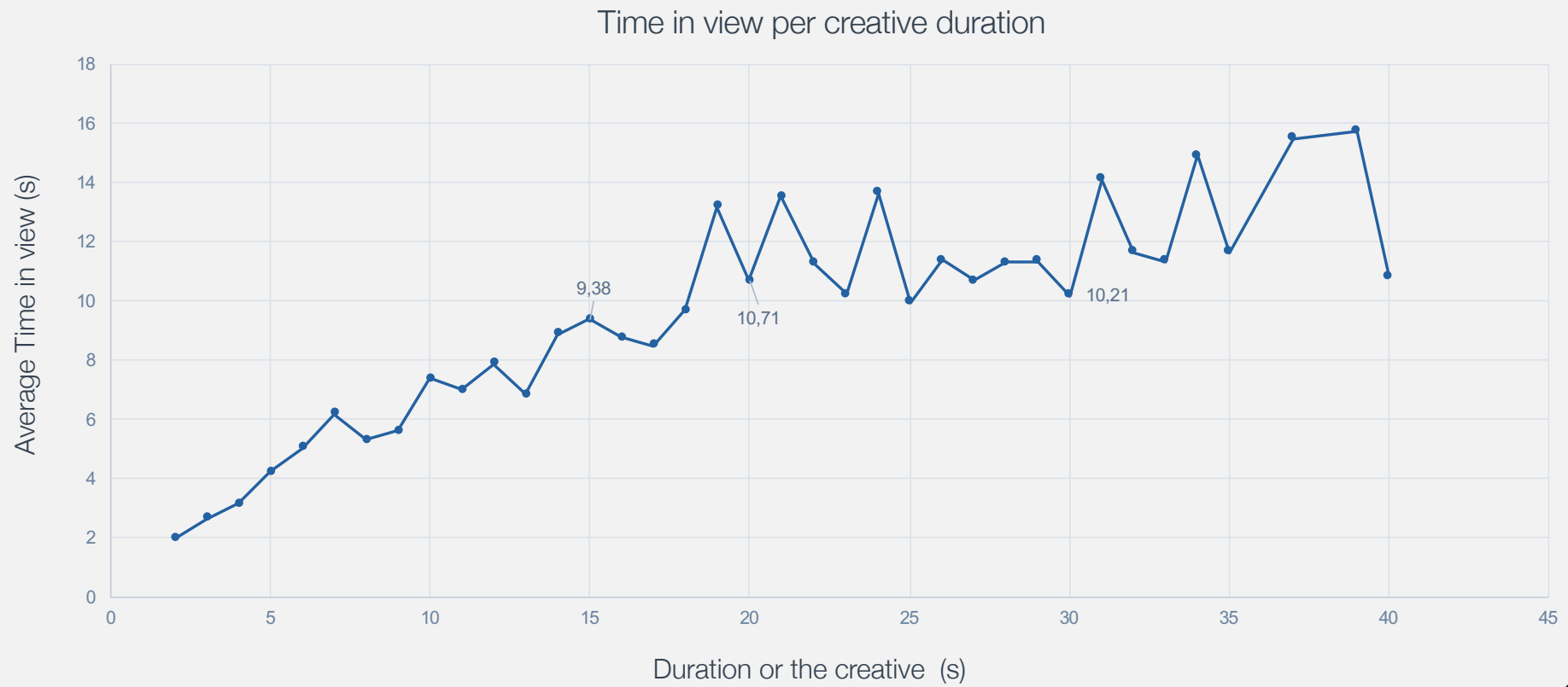
**Teads**



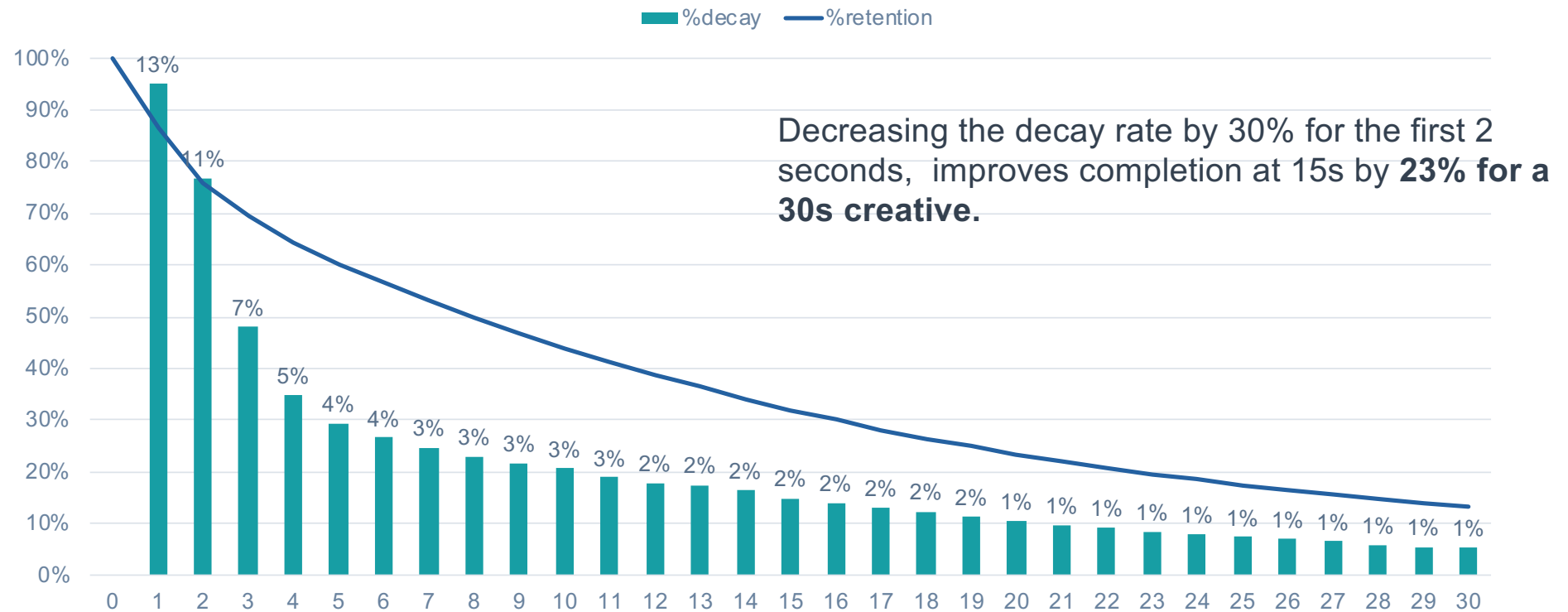
# Triangling ad visibility, emotional engagement and branding



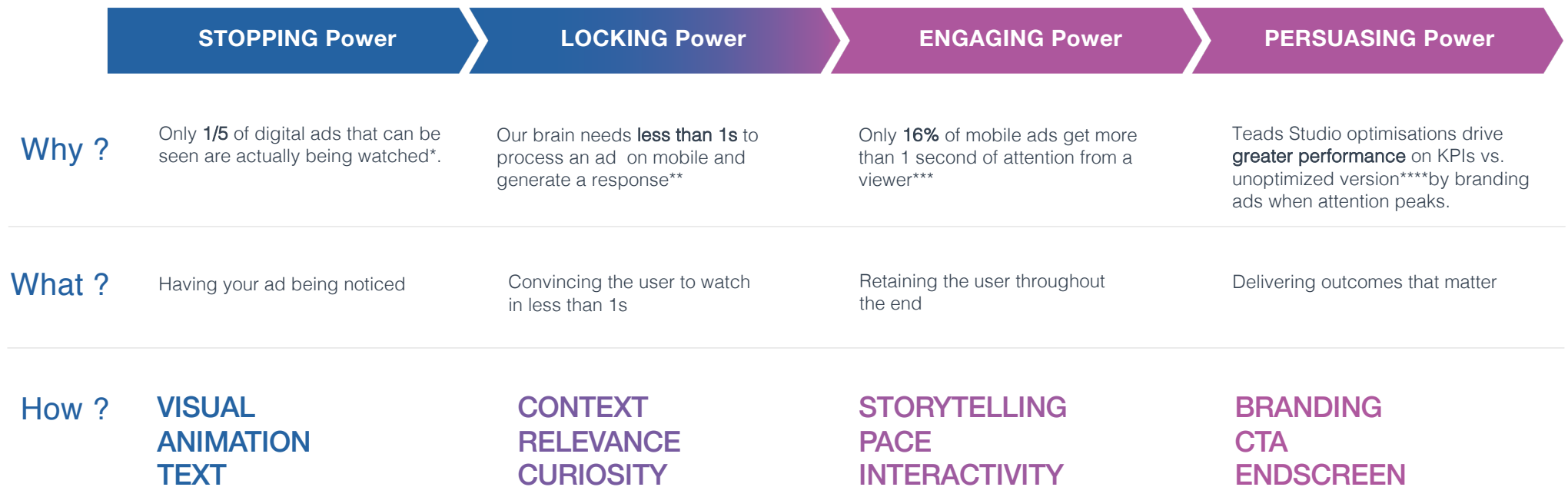
30s creatives get on average 10s time in view on mobile



The first 2 seconds are critical  
and have a strong influence on the completion rate



# Designing ads for attention on mobile

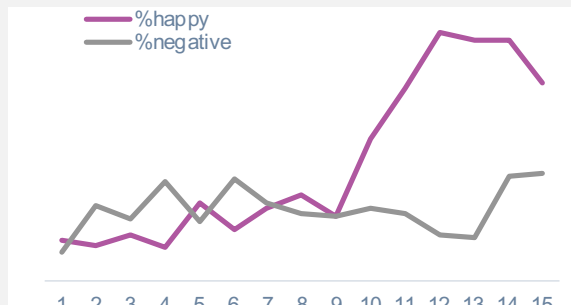


Source: \*Lumen \*\*MMA March 2019 \*\*\*Lumen \*\*\*\*Teads effect of Creative Optimisation test

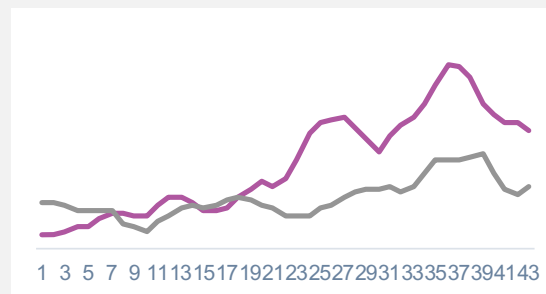
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# Different storytelling requires different optimizations

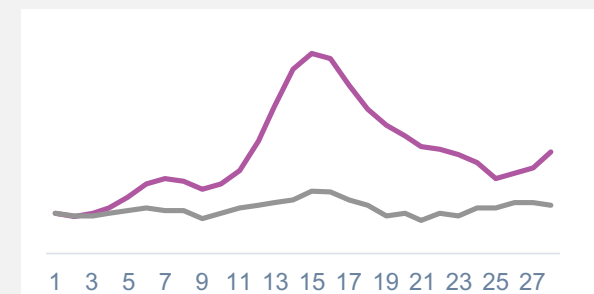
The happy end



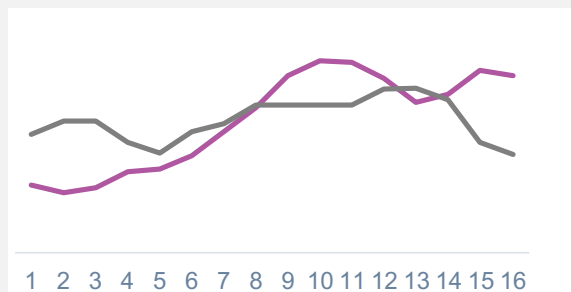
The stairs



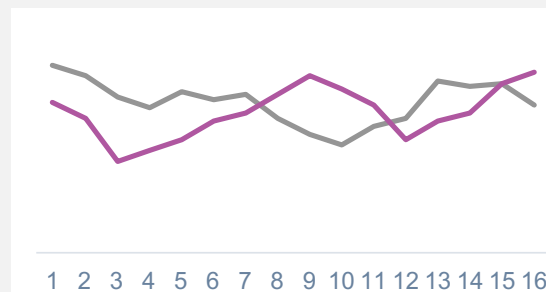
The bell



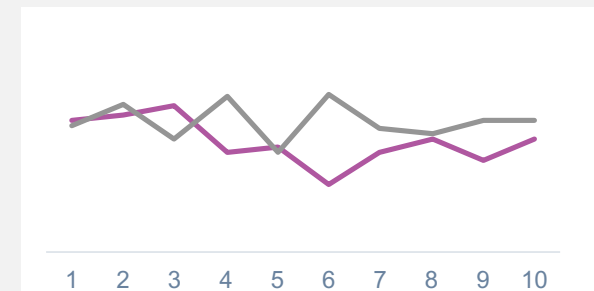
The pb/solution



The roller coaster



The low countries



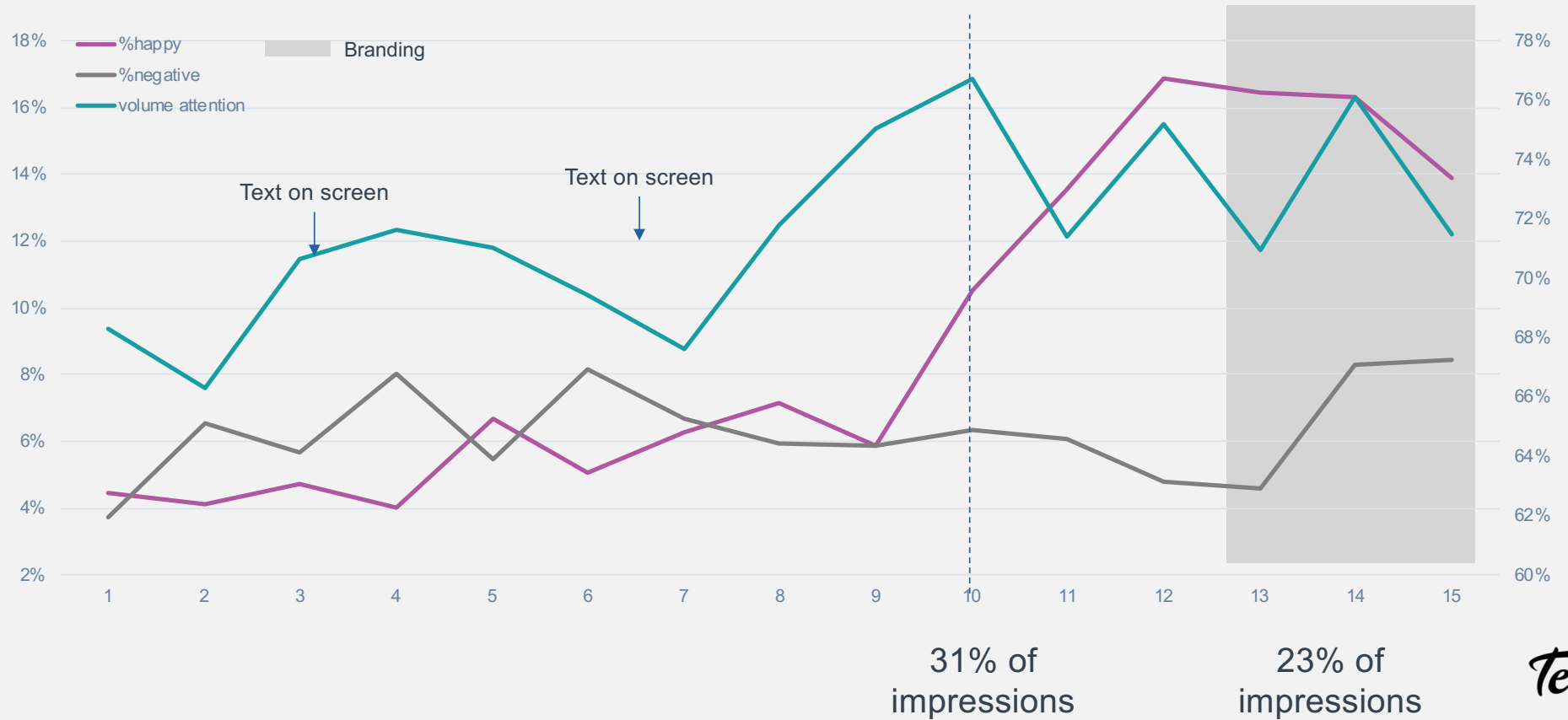


The happy end





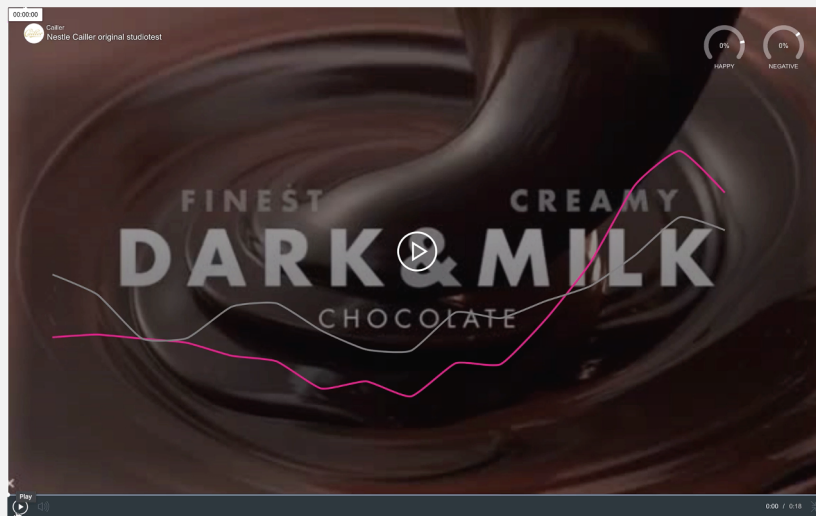
**Text** is holding up attention until joke provokes smile



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## How to leverage this type of asset ?

Brand early



Brand above or around



+ Buy impressions with min 10s time in view (when attention peaks)

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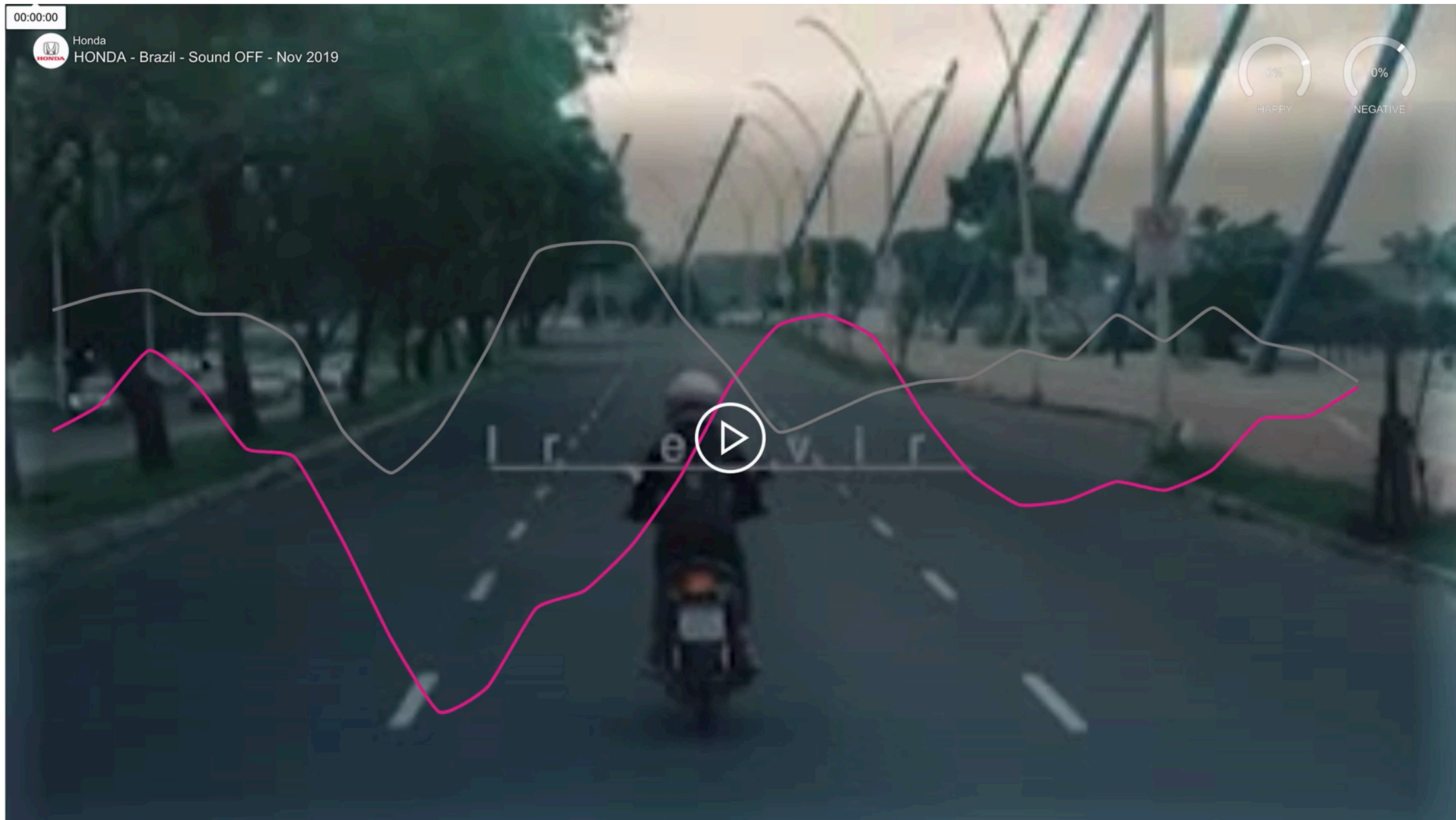
# The Roller Coaster



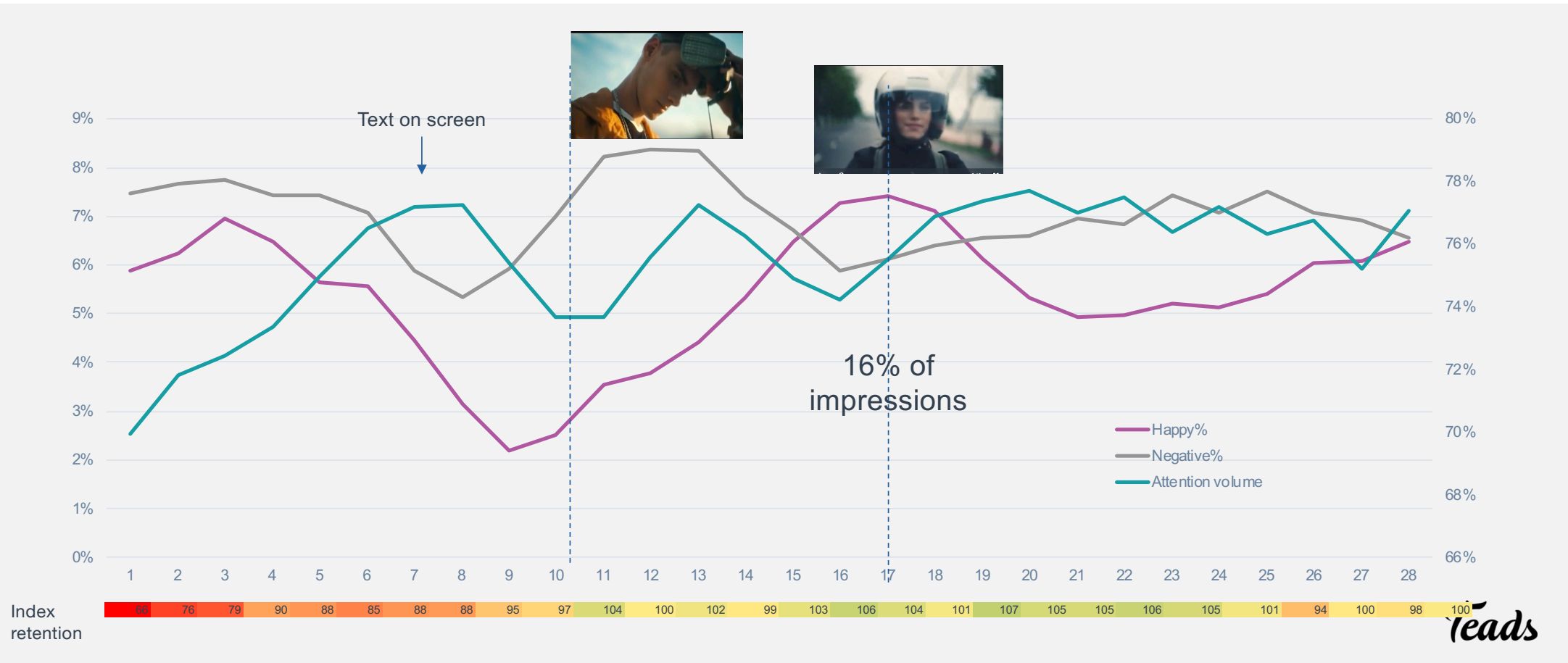
00:00:00



Honda  
HONDA - Brazil - Sound OFF - Nov 2019



# Attention and positivity peak after 15s





# How to make sure your audience reach the peak of happiness

Cut the beginning



Or buy at **15s time in view**

Brand when happy peaks



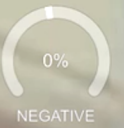
*Teads*



The stairs

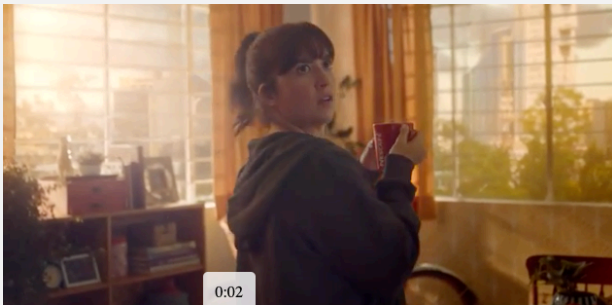


Nescafé  
Teads - Nestle - Nescafé - Dec 19 - Sound OFF



EMPIEZA SANAMENTE

# How to leverage my content in a 15s time frame?



Creating **3x15s stories** and sequencing them

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The bell

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Philips Sonicare

Philips Sonicare - Original (OFF)



0%

HAPPY



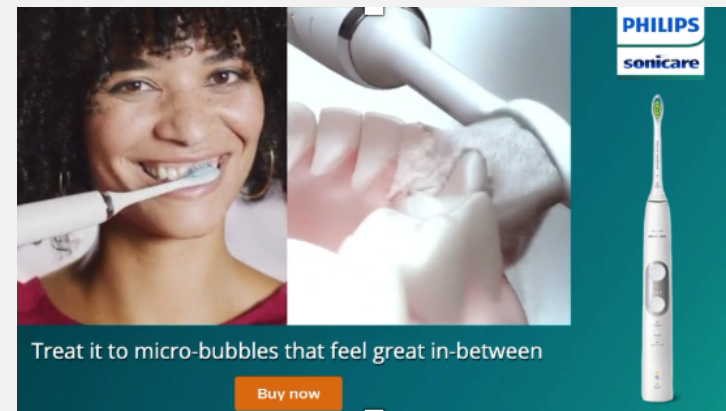
# How to maximise my impact?

Cut after the peak



Or buy at **15s time in view**

Brand when happy peaks



**+29%**

Uplift in brand recognition  
once optimised

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## Cracking the code of attention

- 1 Test and optimize your creative on mobile so that it can pass the 1s and 10s test
- 2 Plan for attention leveraging viewable buying mode, quality environment and formats that will be noticed without forcing attention