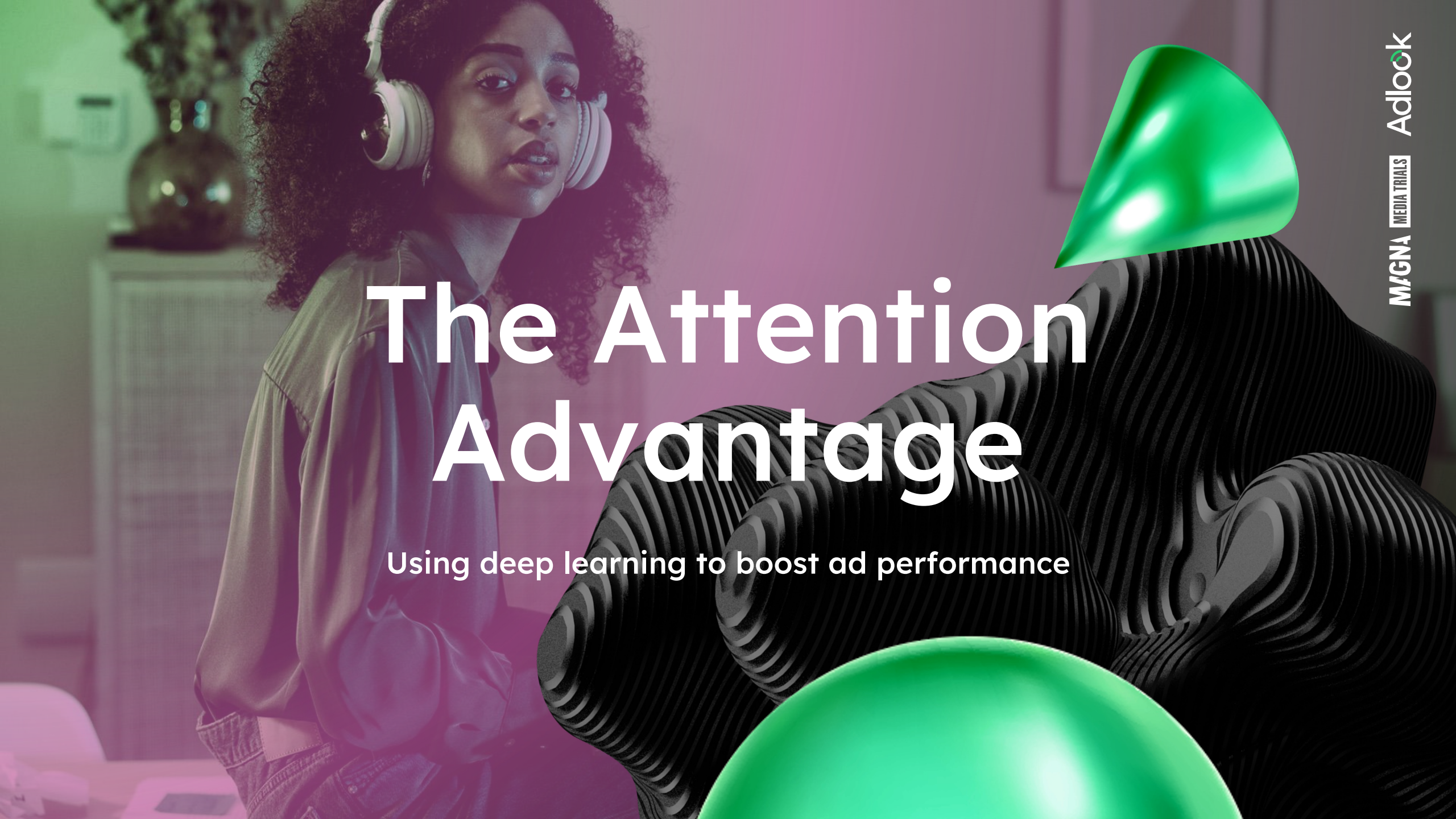
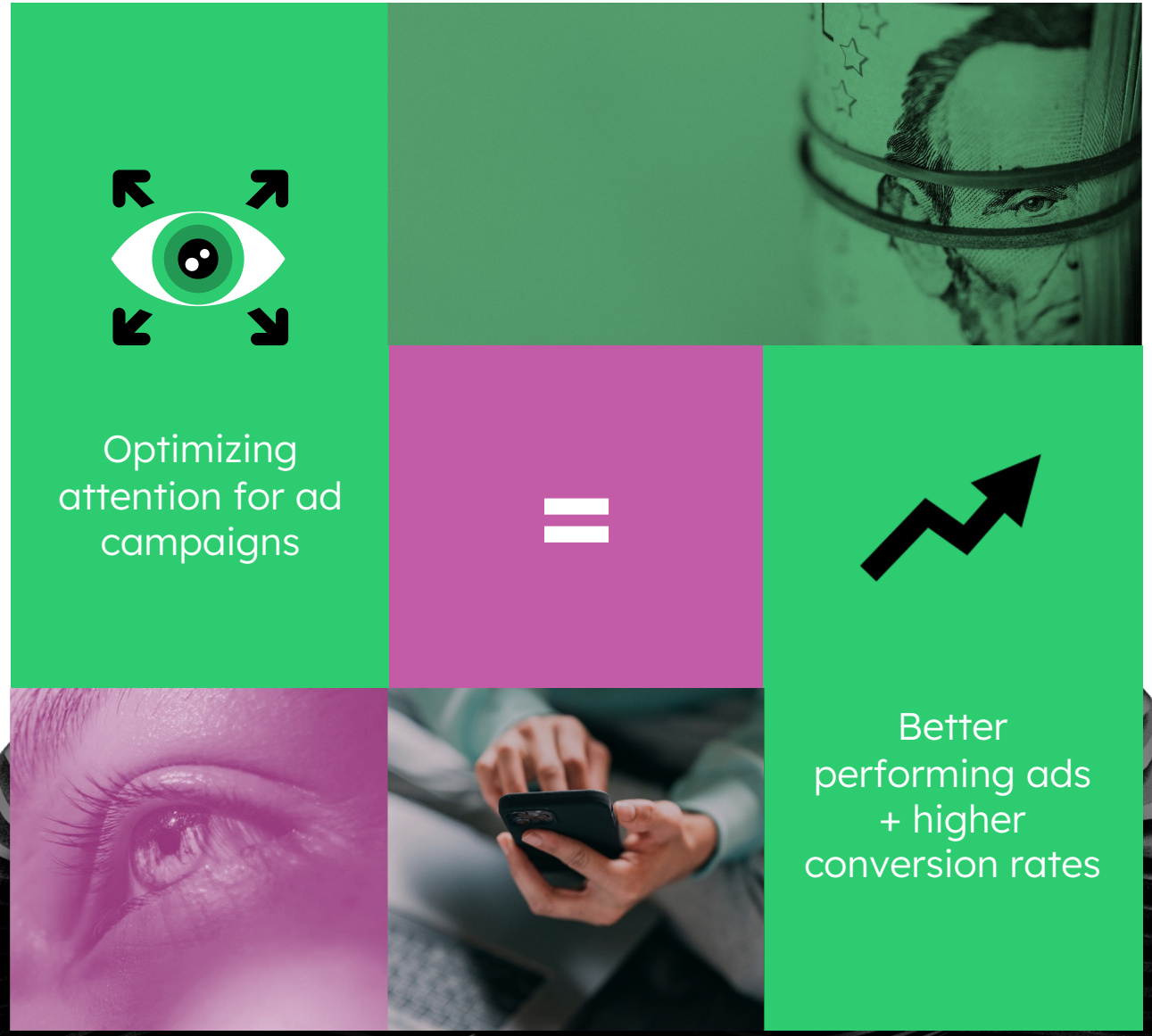


The Attention Advantage

Using deep learning to boost ad performance

MAGNA MEDIA TRIALS Adlook

It's common sense: advertisers should be optimizing toward attention!



We conducted research to find out exactly what happens when brands optimize pre-bid

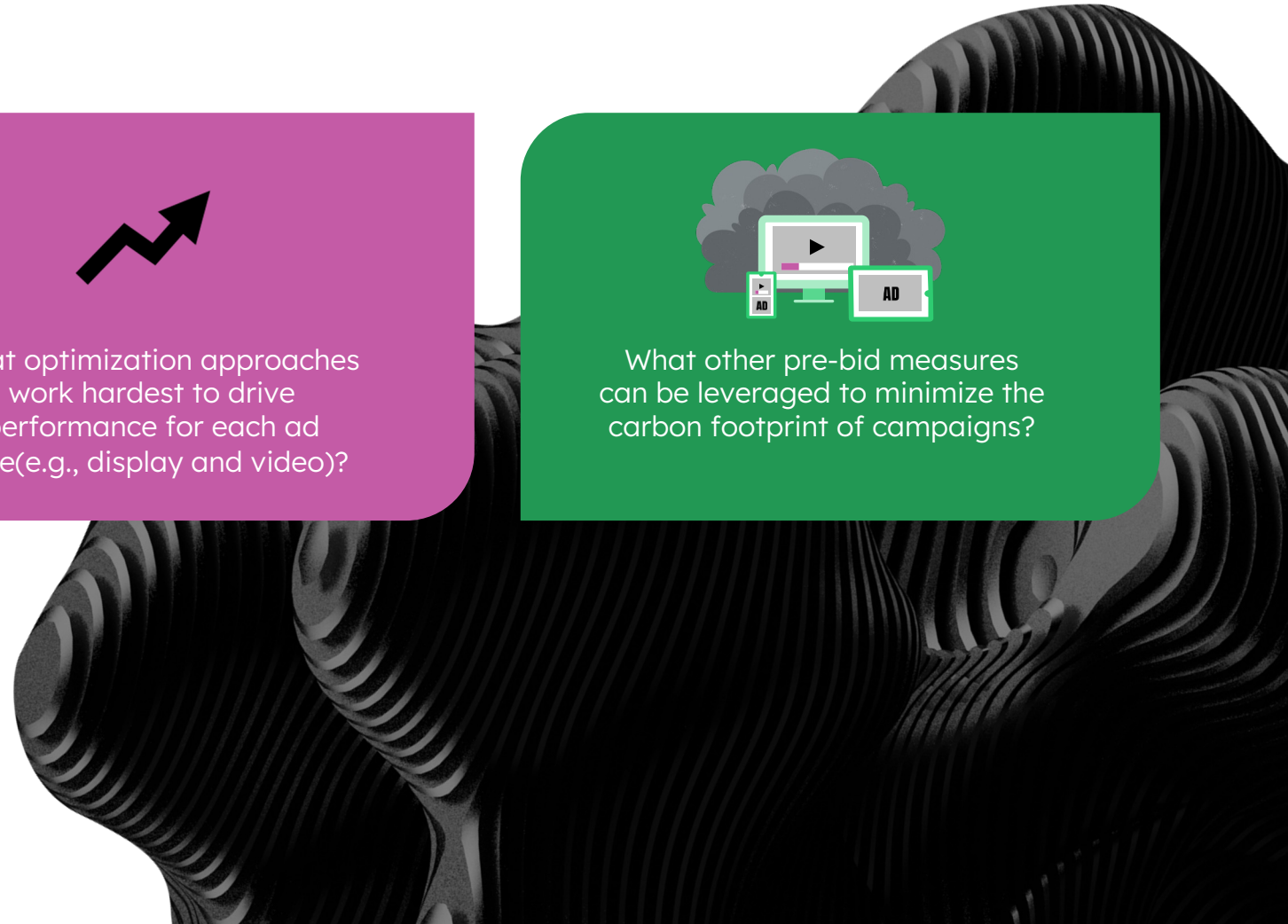
MAGNA MEDIA TRIALS Adlook

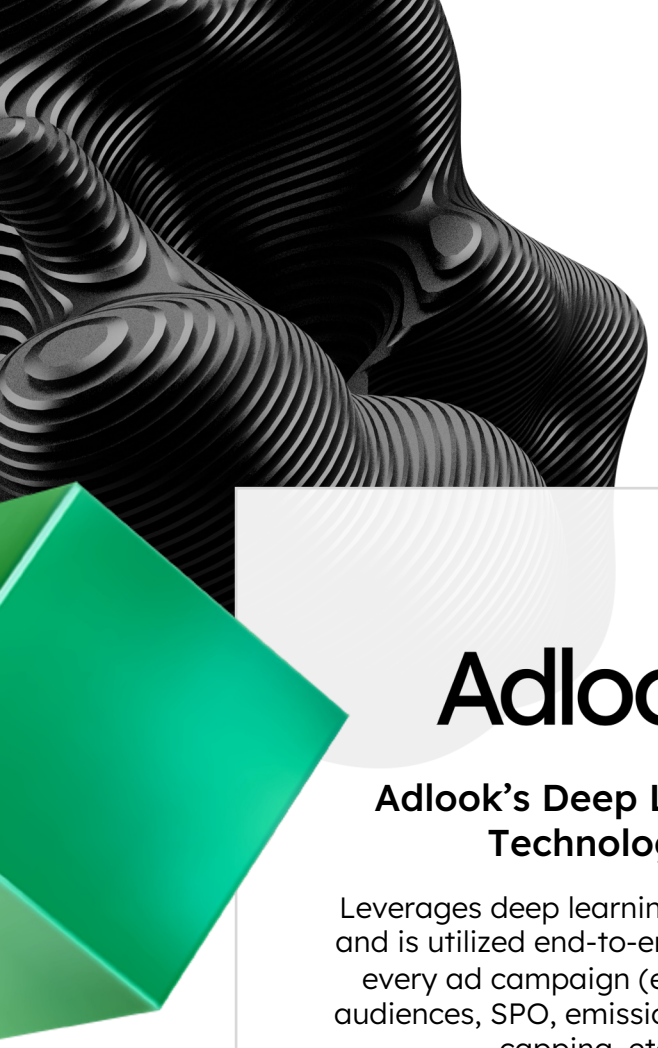
Our questions

What benefits, if any, do advertisers get by optimizing pre-bid toward attention?

What optimization approaches work hardest to drive performance for each ad type(e.g., display and video)?

What other pre-bid measures can be leveraged to minimize the carbon footprint of campaigns?





What we did

We combined two technologies that work hand-in-hand to optimize media delivery towards attention

Adlook

Adlook's Deep Learning Technology

Leverages deep learning technology, and is utilized end-to-end throughout every ad campaign (e.g., bidding, audiences, SPO, emissions, frequency capping, etc.)

+

Adelaide

Adelaide's Attention Unit (AU) Metric

A single omnichannel metric:

Combines session-level data with machine learning and eye-tracking research to score media with an algorithm tuned to predict outcomes (e.g., attitudes, behaviors, conversions, incrementality)

Scores can range from 1-100AUs

SCOPE3

Carbon Emissions Data

Comprehensive dataset measuring carbon dioxide released from digital impression delivery

Our scope

The Scope

 # Impressions Measured:

24,185,829

 # Survey Responses:

2,590

Metrics Tested

- Attention Units (AUs)
- Carbon emissions
- Engagement[2]
- Media KPIs[1]
- Aided Ad Recall

The Brands

CVS Health

OUTBACK STEAKHOUSE®

[1] CPVC, vCPM, CTR, VCR | [2] hover, click rate

Pre-bid optimization
vs.
No optimization

Optimization approaches

Enables advertisers to proactively optimize ad placements before they are served, maximizing customization and granularity of media dynamics

Post-bid

Happens after ad placements have been served, ultimately limiting the ability to fine-tune and optimize in real- time, but providing scaled solutions

Post-bid

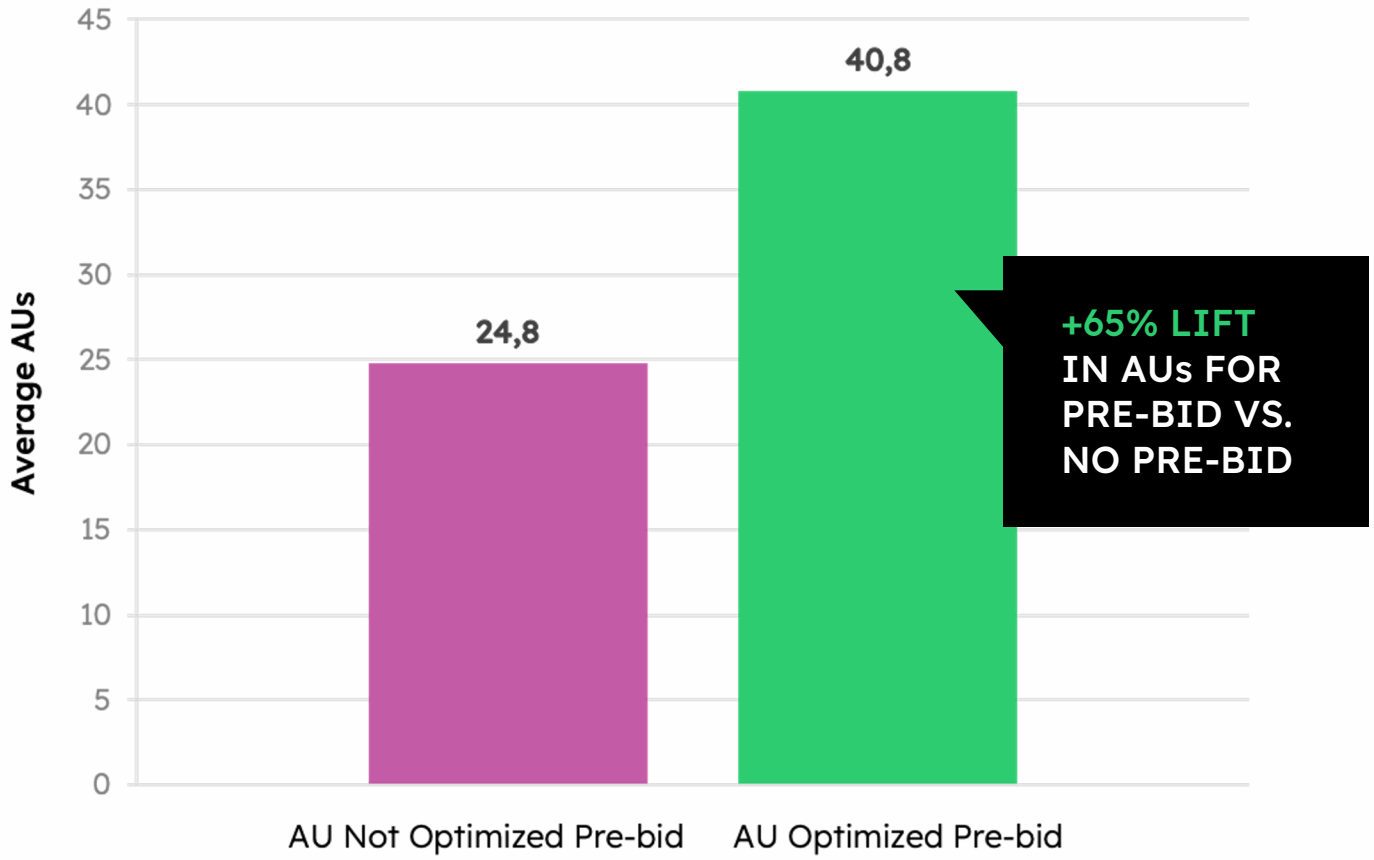
Breakthrough Insight #1

Pre-bid campaign optimization increases the opportunity for attention

Adlook

Average AUs for campaigns: pre-bid vs. no pre-bid optimization

Video ads



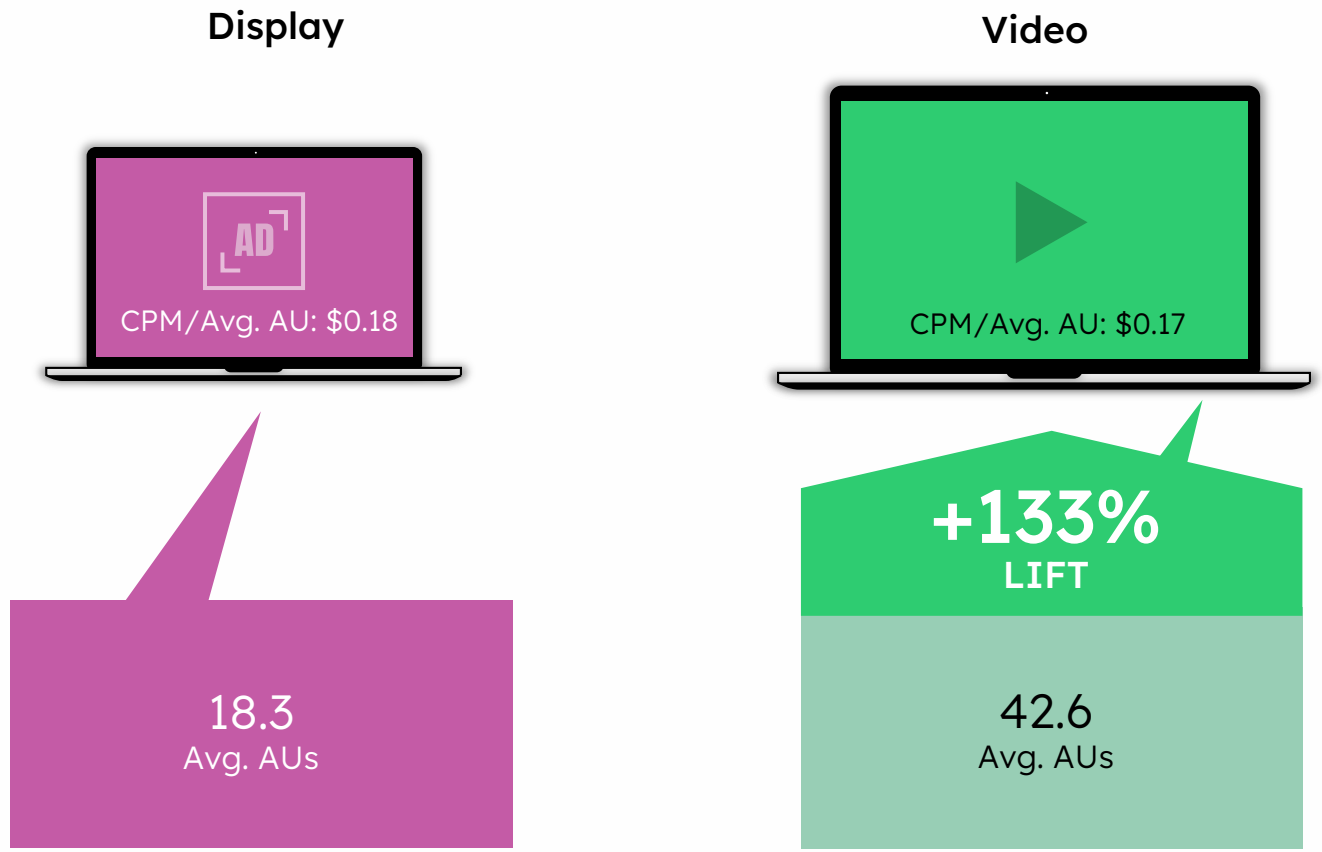
# of Impressions:
Video, AU Prebid: 1,558,565; Video,
No AU Prebid: 1,356,605;
AU: Attention Unit

Breakthrough Insight #2

Video ads drive more efficient impact than display

Video ads require fewer impressions to achieve a meaningful AU.

Efficiency of display vs. video ads, pre-bid optimized



# of Impressions:
Display, AU Prebid: 3,875,587
Video, AU Prebid: 1,841,824

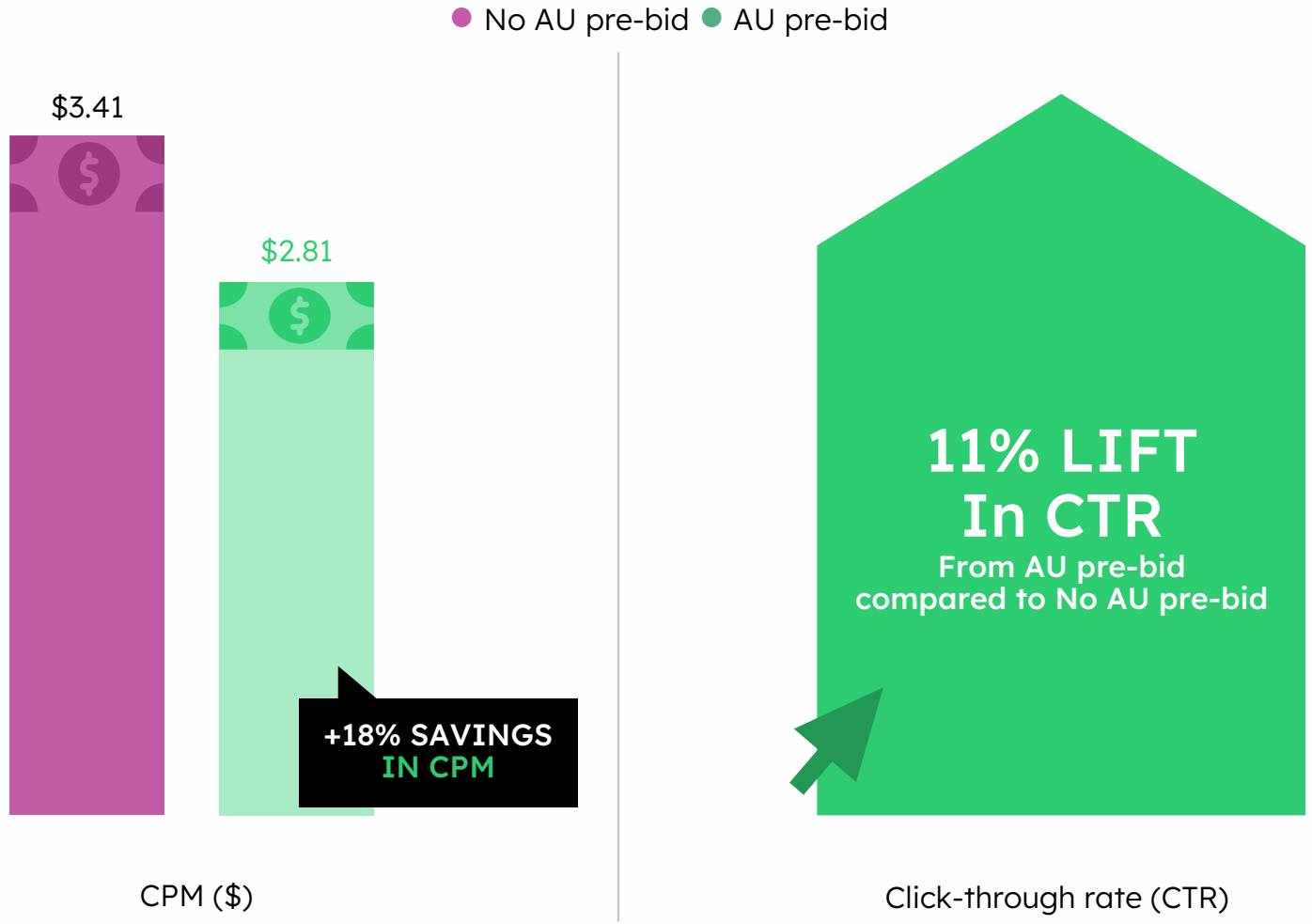
Breakthrough Insight #3

Attention optimization drives media KPI performance

Display ads that are optimized to AUs pre-bid are more effective and efficient at achieving standard media KPIs

Adlook

Impact on media KPIs: pre-bid optimization vs. no pre-bid optimization - Display ads



# of Impressions:
Display, AU Prebid: 4,098,014
Display, No AU Prebid: 3,766,620

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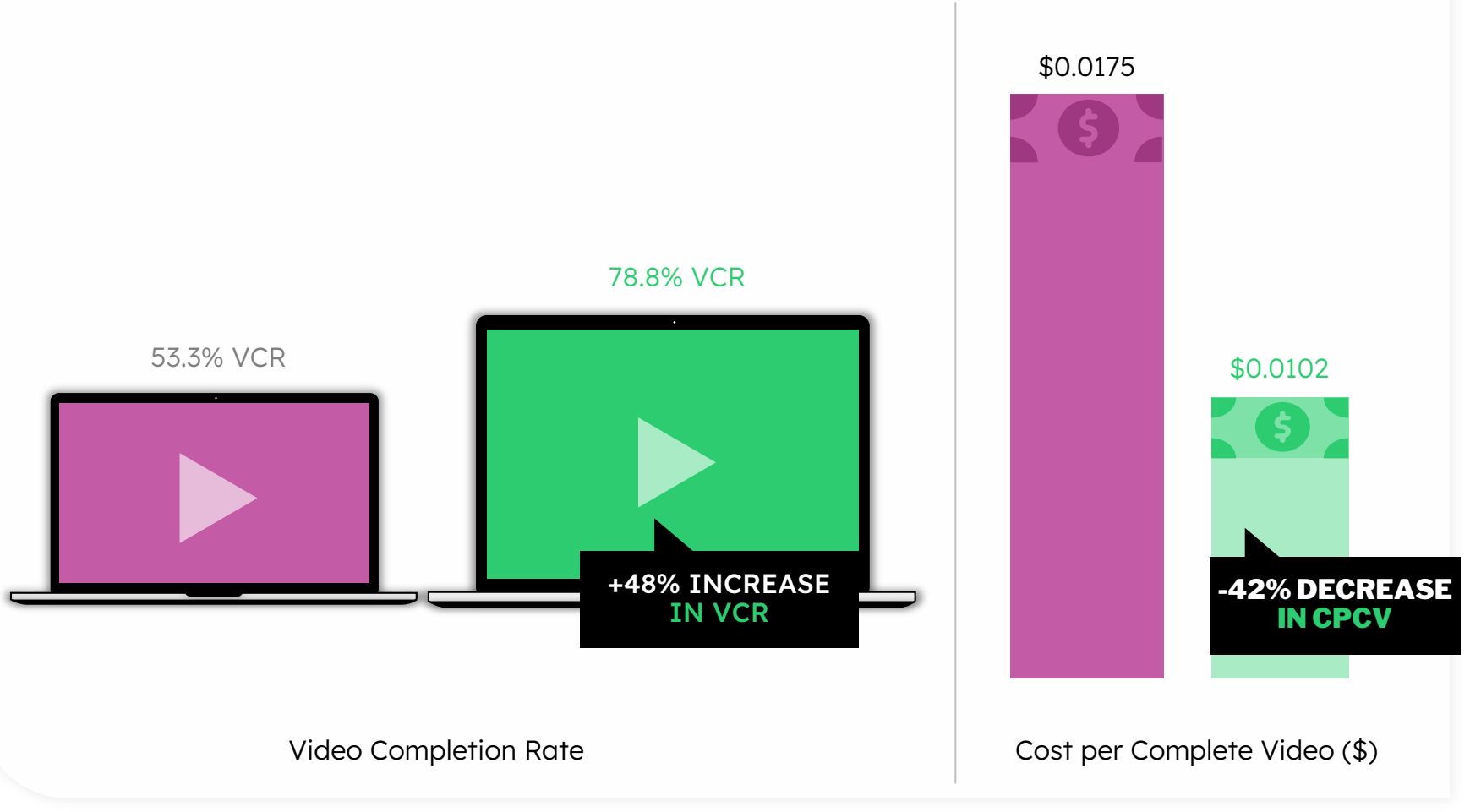
Breakthrough Insight #4

The same AU pre-bid optimization approach for display works for video as well

Adlook

Impact on media KPIs: pre-bid optimization vs. no pre-bid optimization - Video ads

● No AU pre-bid ● AU pre-bid



Video Completion Rate

Cost per Complete Video ($)

# of Impressions:
Video, AU Prebid: 1,558,565
Video, No AU Prebid: 1,356,605

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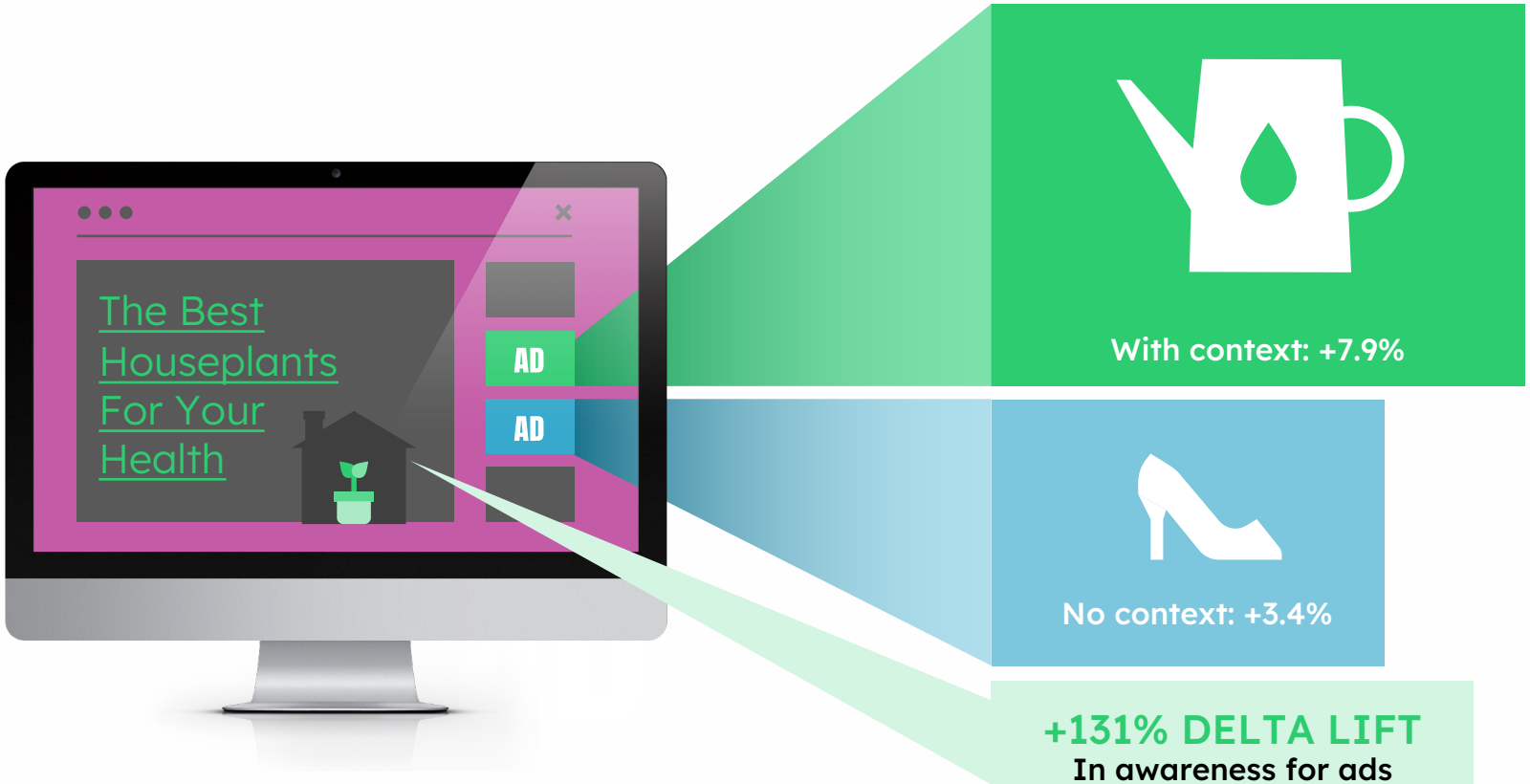
Breakthrough Insight #5

Contextual relevance is a multiplier to attention

Complementing AUs with contextual relevance delivers stronger ad recall

Impact on aided ad awareness: average context (AU) vs. average no context (no AU) - Display ads

Delta (Exposed – Control)



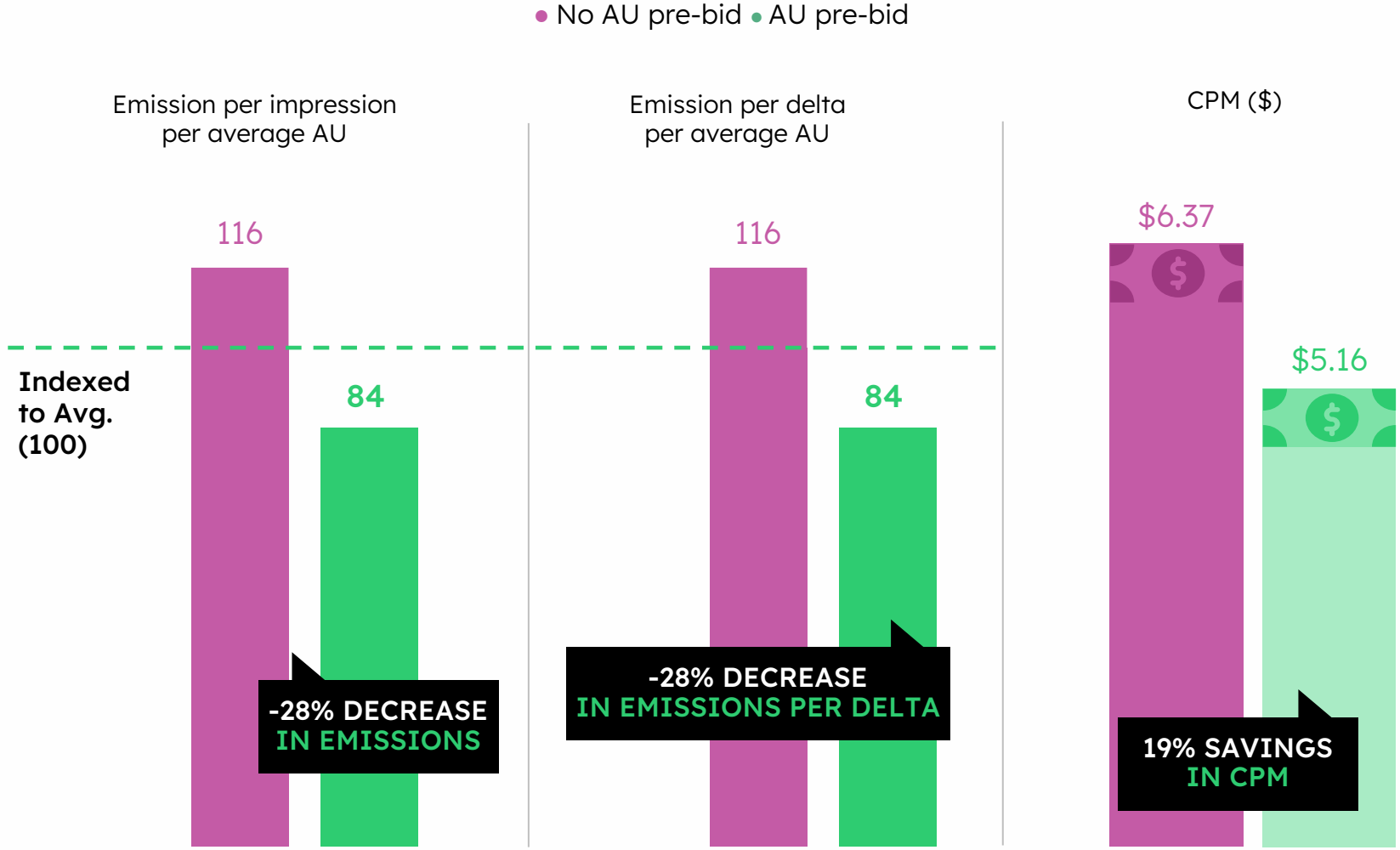
Total N = 2,590
Q: Do you recall seeing a [brand] ad recently?

Breakthrough Insight #6

Utilizing pre-bid optimization not only makes your media work harder, but also serves a greater purpose

When optimizing to attention pre-bid, you can beat your KPIs while emitting less carbon per KPI

Emissions: pre-bid optimization vs. no pre-bid optimization



# of Impressions:
AU Prebid: 3,400,389
No AU Prebid: 1,356,605

Breakthrough Insight #7

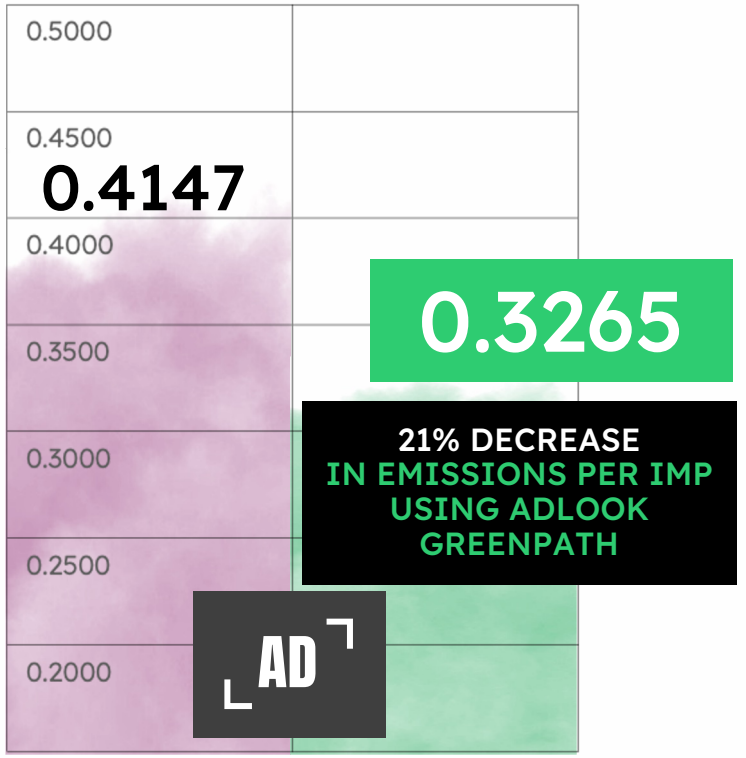
To ensure media responsibility, sustainability needs to be proactively actioned off in combination with attention

Integrating emissions data with attention data pre-bid results in brand growth, and is also more sustainable

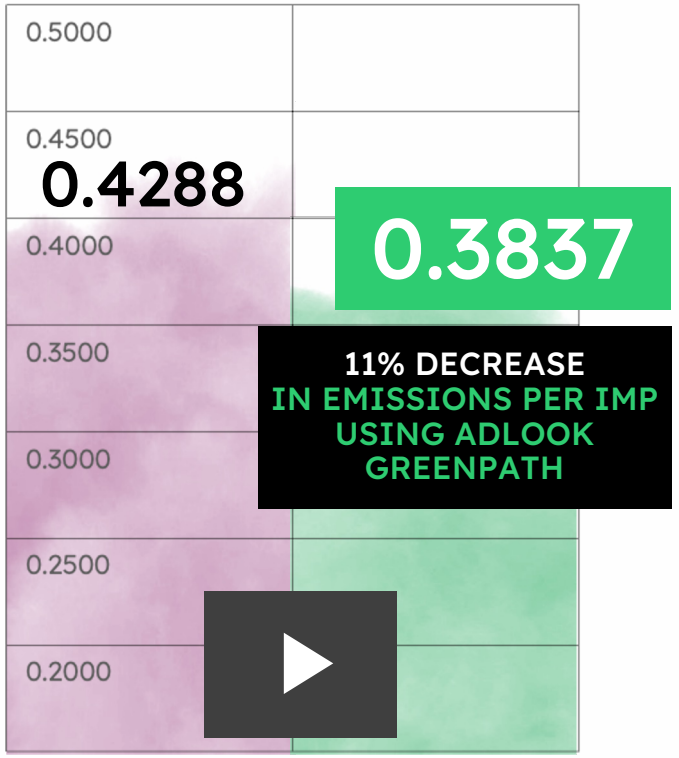
Total emissions when using Adlook GreenPath*: pre-bid optimization vs. no pre-bid optimization

• No AU pre-bid • AU pre-bid with Adlook GreenPath

Total emissions per impression – Display



Total emissions per impression – Video



Adlook simulated data
*GreenPath integrates Scope3 emission data pre-bid, in real time for every impression served

Breakthrough Insight #8

Pre-bid optimization wins when it comes to the bottom line

When you integrate attention inputs pre-bid, you pay less

Adlook

Average cost per CPM for campaigns with pre-bid optimization vs. no pre-bid optimization

# of Impressions:
Display, AU Prebid: 8,152,942
Display, No AU Prebid: 7,400,306
Video, AU Prebid: 1,558,565
Video, No AU Prebid: 1,356,605

MAGNA MEDIA TRIALS Adlook

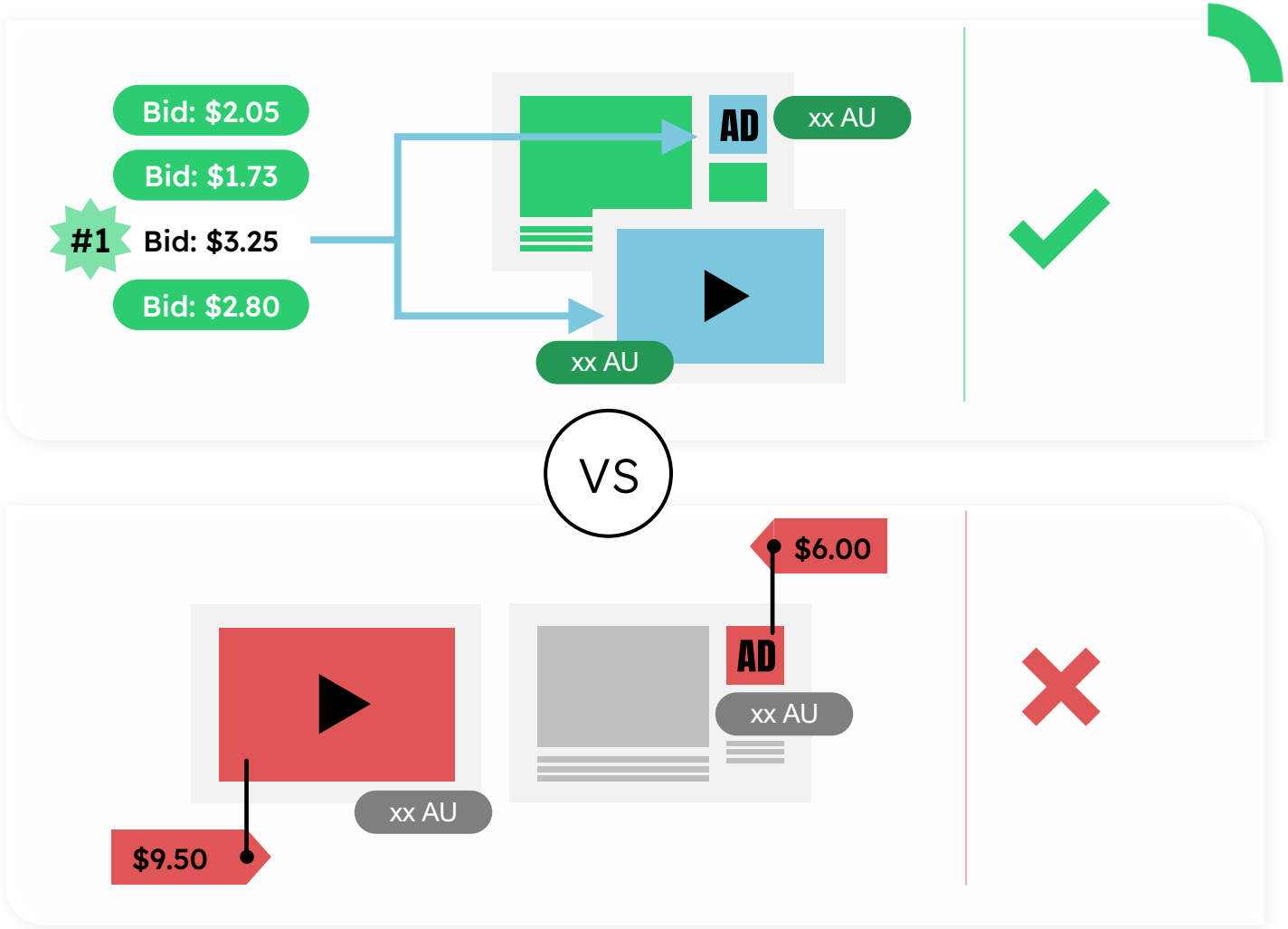
Adlook

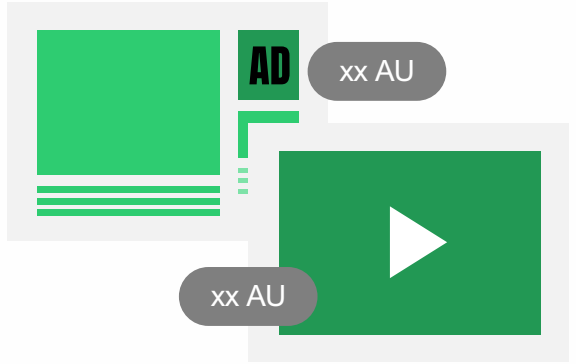
- **Drive performance efficiently**

  Brand performance excels when optimizing AUs pre-bid, and does so at an efficient rate

- **Create better-performing media with pre-bid optimization**

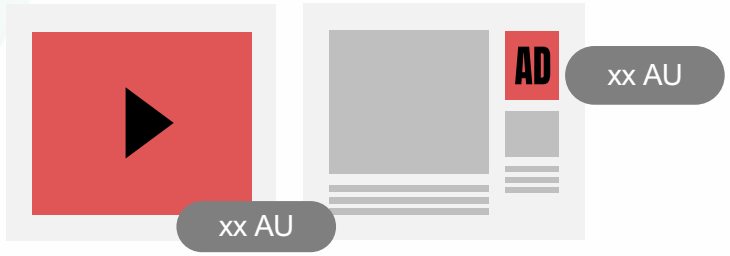
  Leveraging pre-bid optimization works as a multiplier for obtaining effective, sustainable performance





SUSTAINABLE BRAND GROWTH = (Attention x Emission)

Adlook Deep Learning



Adlook

How to act

The right tech + the right metrics = responsible, sustainable brand growth

Go Deep: Find out how Adlook deep learning coupled with meaningful metrics drives consistent, responsible and sustainable brand growth

Thank you
MAGNA MEDIA TRIALS
Adlook