The Attention Advantage

Using deep learning to boost ad performance
It’s common sense: advertisers should be optimizing toward attention!
We conducted research to find out exactly what happens when brands optimize pre-bid
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.

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

<table>
<thead>
<tr>
<th># Impressions Measured:</th>
<th>24,185,829</th>
</tr>
</thead>
<tbody>
<tr>
<td># Survey Responses:</td>
<td>2,590</td>
</tr>
</tbody>
</table>

### Metrics Tested

- **Attention Units (AUs)**
- **Carbon emissions**
- **Engagement**
- **Media KPIs**
- **Aided Ad Recall**

### The Brands

- **CVS Health**
- **Outback Steakhouse**

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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
Pre-bid campaign optimization increases the opportunity for attention.

Breakthrough Insight #1

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

Video ads

- Average AUs for Video ads:
  - Pre-bid: 24.8
  - No Pre-bid: 40.8

+65% LIFT IN AUs FOR PRE-BID VS. NO PRE-BID

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

- **Display**
  - CPM/Avg. AU: $0.18
  - Avg. AUs: 18.3

- **Video**
  - CPM/Avg. AU: $0.17
  - Avg. AUs: 42.6

**Breakthrough Insight #2**

**10% LIFT**

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

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

- No AU pre-bid
- AU pre-bid

<table>
<thead>
<tr>
<th>CPM ($)</th>
<th>$2.81</th>
<th>$3.41</th>
</tr>
</thead>
</table>
| **11% LIFT**
| In CTR
| From AU pre-bid compared to No AU pre-bid
| **+18% SAVINGS**
| IN CPM

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

Breakthrough Insight #3
The same AU pre-bid optimization approach for display works for video as well.

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

- Video Completion Rate
  - No AU pre-bid: 53.3% VCR
  - AU pre-bid: 78.8% VCR (+48% increase in VCR)

- Cost per Complete Video ($)
  - No AU pre-bid: $0.0175
  - AU pre-bid: $0.0102 (-42% decrease in CPCV)
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)

- **With context:** +7.9%
- **No context:** +3.4%

**+131% DELTA LIFT**

In awareness for ads delivered in context
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

<table>
<thead>
<tr>
<th></th>
<th>No AU pre-bid</th>
<th>AU pre-bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emission per impression per average AU</td>
<td>116</td>
<td>84</td>
</tr>
<tr>
<td>Indexed to Avg. (100)</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td>Emission per delta per average AU</td>
<td>116</td>
<td>84</td>
</tr>
<tr>
<td>CPM ($)</td>
<td>$6.37</td>
<td>$5.16</td>
</tr>
</tbody>
</table>

-28% DECREASE IN EMISSIONS
-28% DECREASE IN EMISSIONS PER DELTA
19% SAVINGS IN CPM

**Breakthrough Insight #6**

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

- **Utilization:**
  - AU Prebid: 3,400,389
  - No AU Prebid: 1,356,605

- **Impact:**
  - CPM: $19% SAVINGS IN CPM
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.

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

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

<table>
<thead>
<tr>
<th>Total emissions per impression – Display</th>
<th>Total emissions per impression – Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5000</td>
<td>0.5000</td>
</tr>
<tr>
<td>0.4500</td>
<td>0.4500</td>
</tr>
<tr>
<td><strong>0.4147</strong></td>
<td><strong>0.4288</strong></td>
</tr>
<tr>
<td>0.4000</td>
<td>0.4000</td>
</tr>
<tr>
<td>0.3500</td>
<td>0.3500</td>
</tr>
<tr>
<td><strong>0.3265</strong></td>
<td><strong>0.3837</strong></td>
</tr>
<tr>
<td>0.3000</td>
<td>0.3000</td>
</tr>
<tr>
<td>0.2500</td>
<td>0.2500</td>
</tr>
<tr>
<td>0.2000</td>
<td>0.2000</td>
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</tbody>
</table>

- **21% DECREASE IN EMISSIONS PER IMP USING ADLOOK GREENPATH**
- **11% DECREASE IN EMISSIONS PER IMP USING ADLOOK GREENPATH**

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Adlook simulated data

*GreenPath integrates Scope3 emission data pre-bid, in real time for every impression served*
### Average cost per CPM for campaigns with pre-bid optimization vs. no pre-bid optimization

<table>
<thead>
<tr>
<th>Format</th>
<th>No AU Pre-bid</th>
<th>AU Pre-bid</th>
<th>SAVINGS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>$3.44</td>
<td>$2.99</td>
<td>13%</td>
</tr>
<tr>
<td>Video</td>
<td>$9.31</td>
<td>$8.00</td>
<td>14%</td>
</tr>
</tbody>
</table>

**SAVINGS**:
- Display: 13%
- Video: 14%

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

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

# 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
• **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)
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