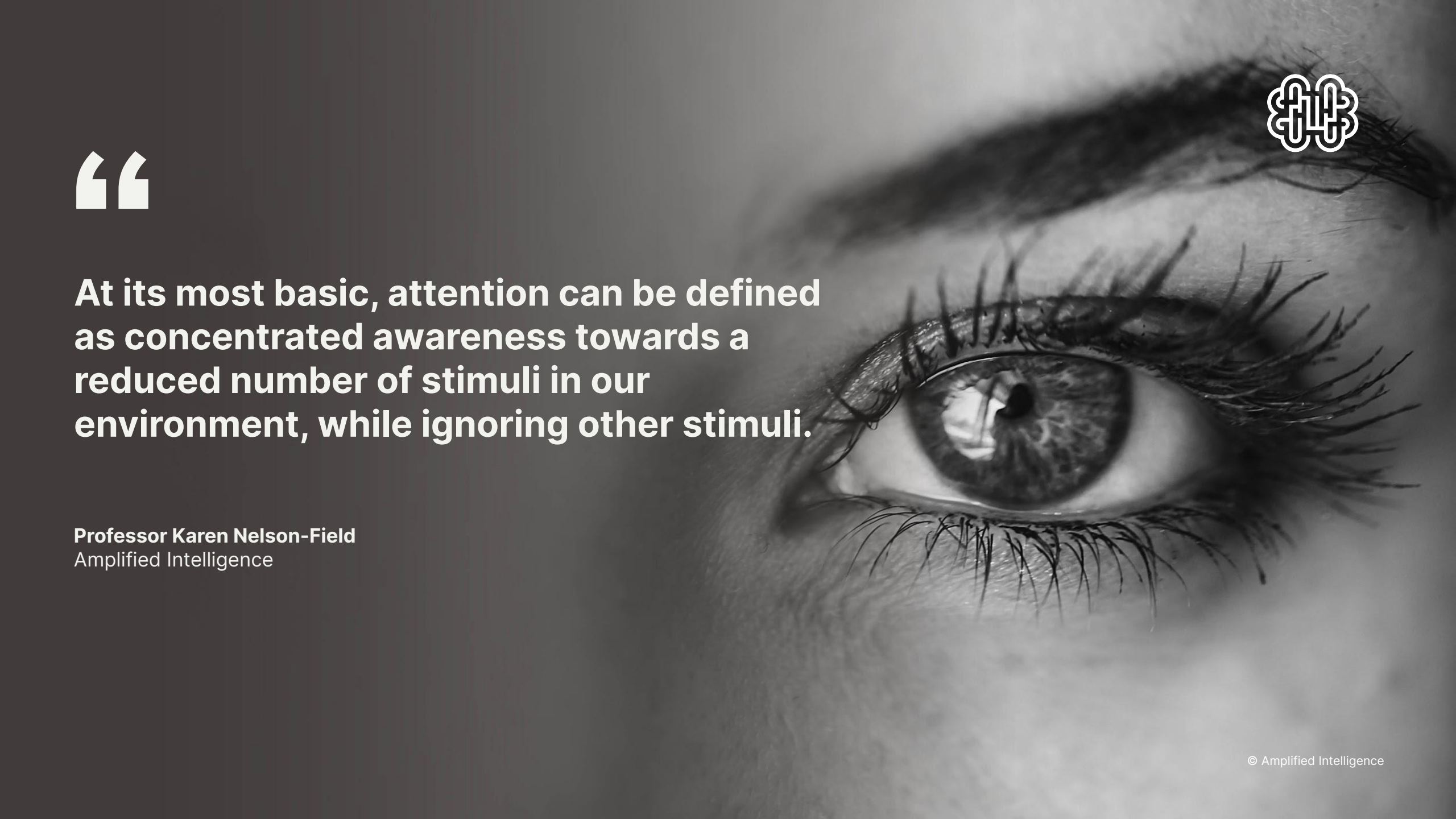
Amplified Intelligence

Reach Curves Gone Rogue

Prof. Karen Nelson-Field
2023

1. Let’s set the scene on what we are dealing with and why.



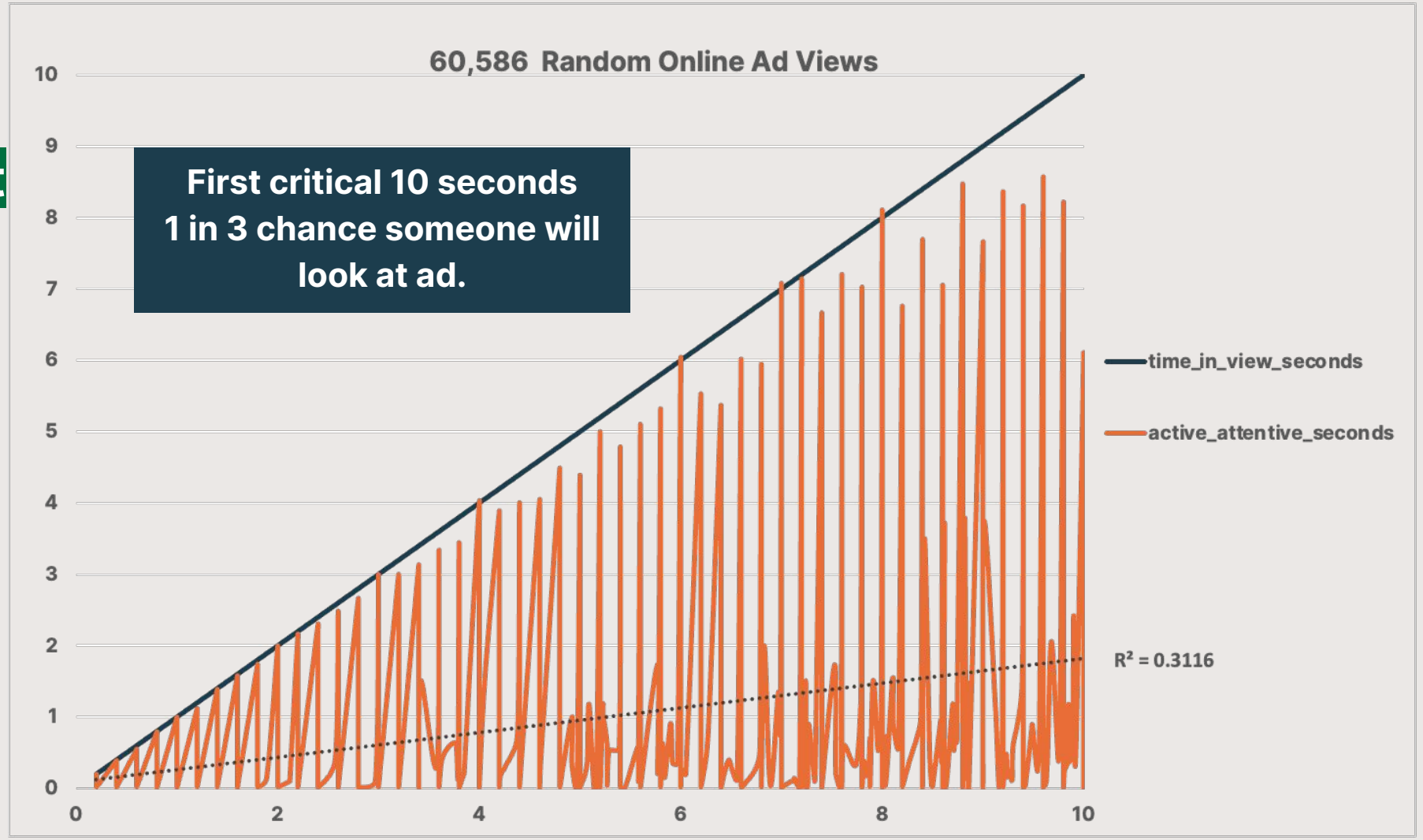
At its most basic, attention can be defined as concentrated awareness towards a reduced number of stimuli in our environment, while ignoring other stimuli.

Professor Karen Nelson-Field
Amplified Intelligence

Everything changed when we stopped measuring ‘outward’ and started measuring ‘inward’.

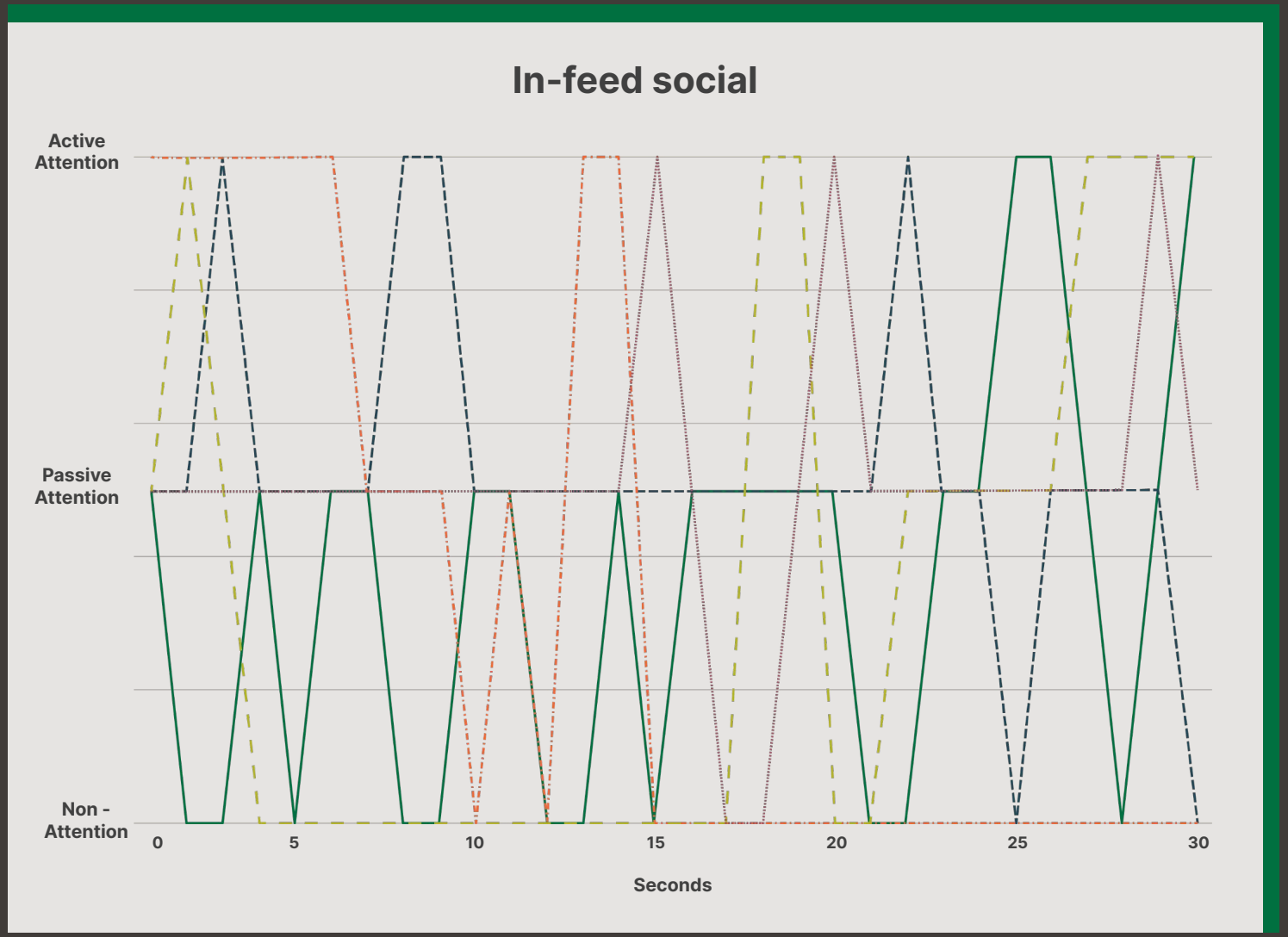
Time-in-View, became the most critical independent variable of modern measurement.

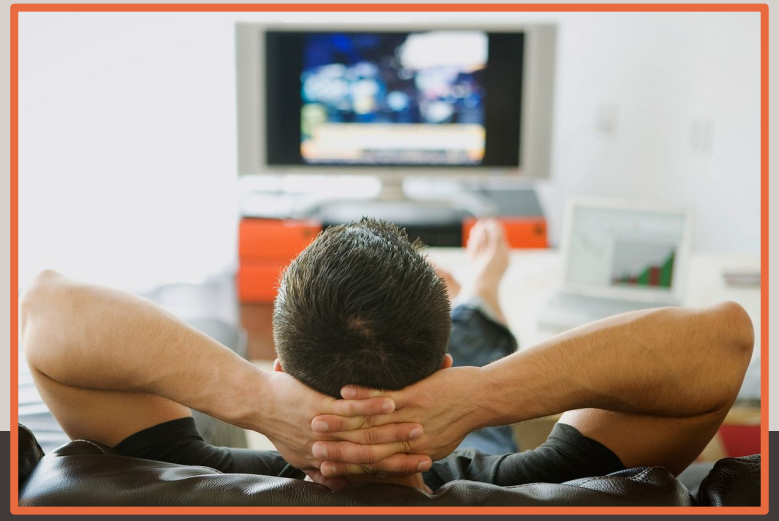
But it fundamentally fails.



This happens because humans naturally get distracted and don’t look at advertising in any sustained way.

These ‘Attention Gaps’ are <u>not</u> accounted for by Time-in-View.





Active Attention

Looking directly at the ad

Passive Attention

Looking nearby the ad, but not on the ad

Non-Attention

Not near or looking at the ad

The flow on effects continue to any model, relationship or success metric using time-on-screen or completion.

Measurement

noun

UK /ˈmeʒ.ə.mənt/ US /ˈmeʒ.ɚ.mənt/

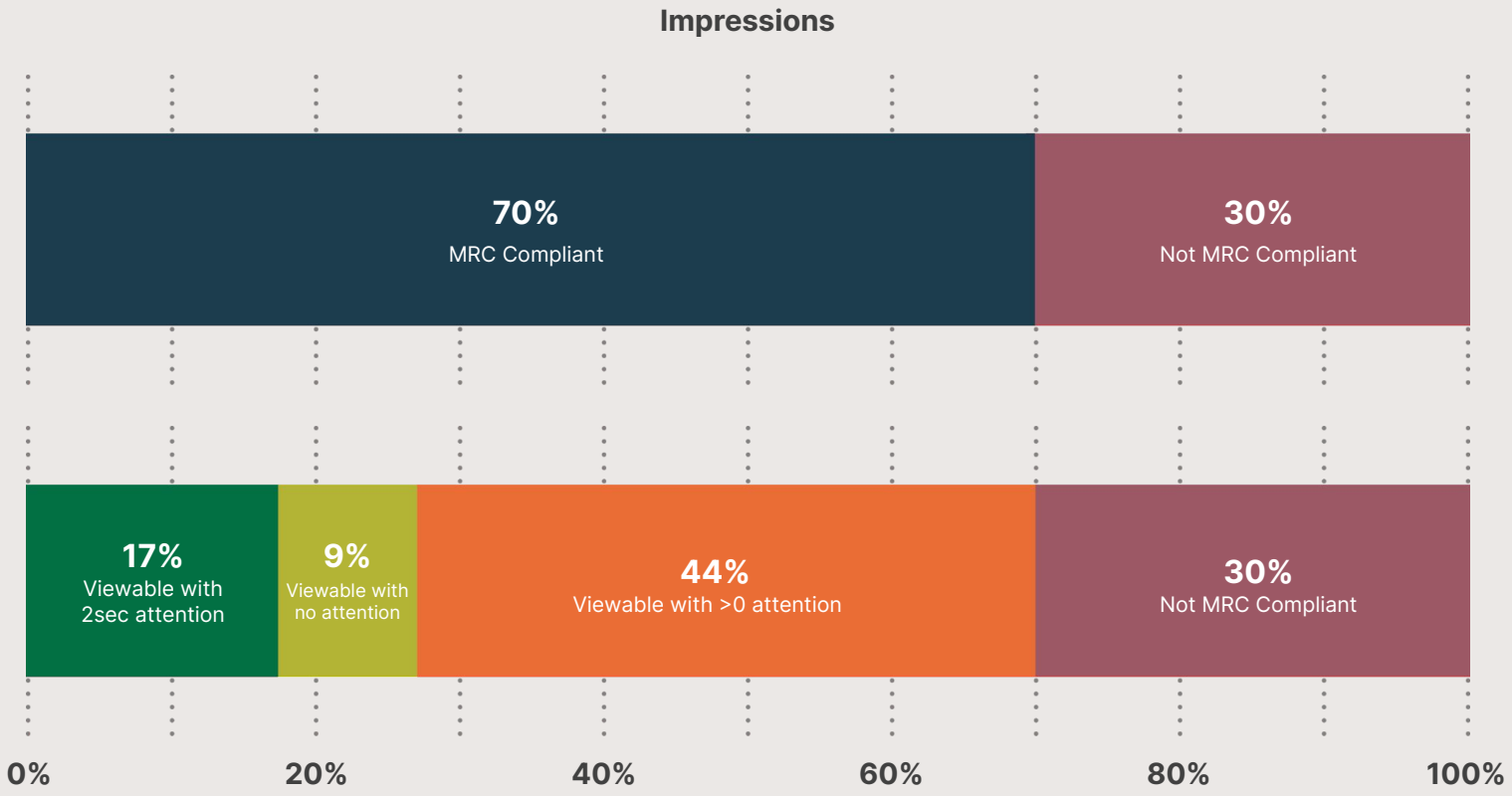
the quantification of attributes of an object or event, which can be used to compare with other objects or events.

This is why viewability measurement critically under performs.

What advertisers think they are paying for

VS

What advertisers are really paying for

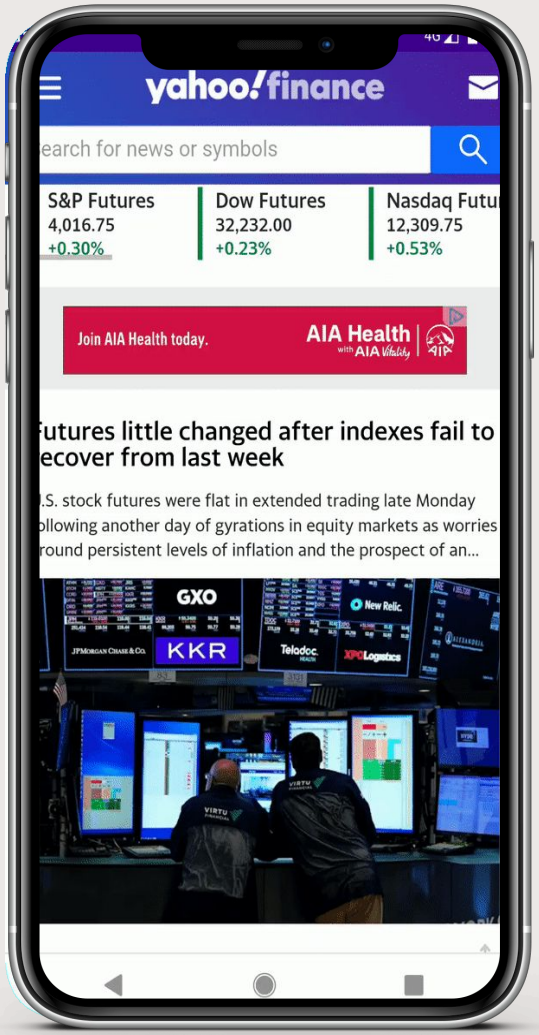


But it runs deeper.

While distraction is normal,
the shape of
attention/in-attention
Is why not all reach is equal.

Attention distributions are a
combination of both time and focus.

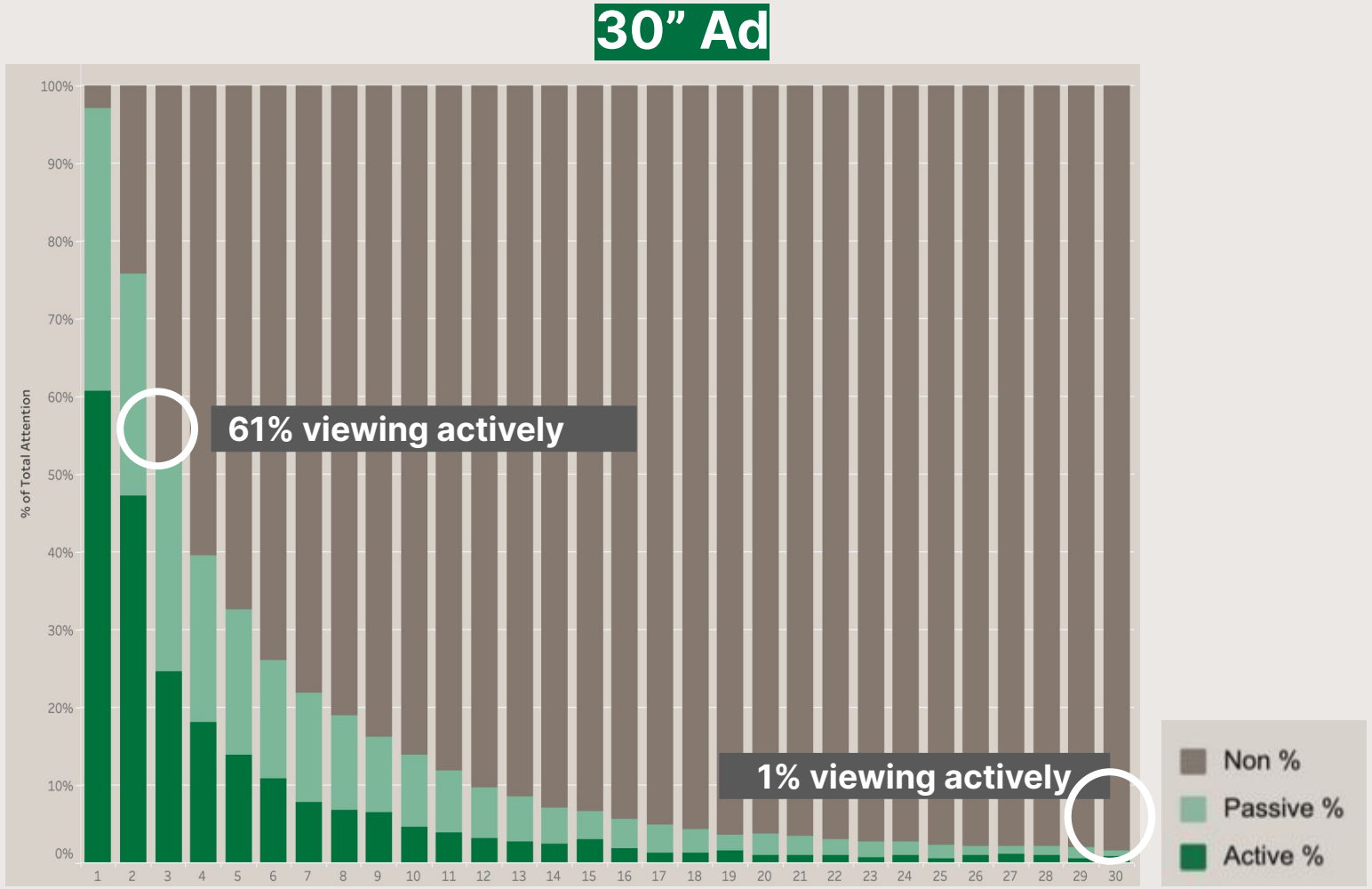
Attention decays FAST on some formats



And SLOWER on others.

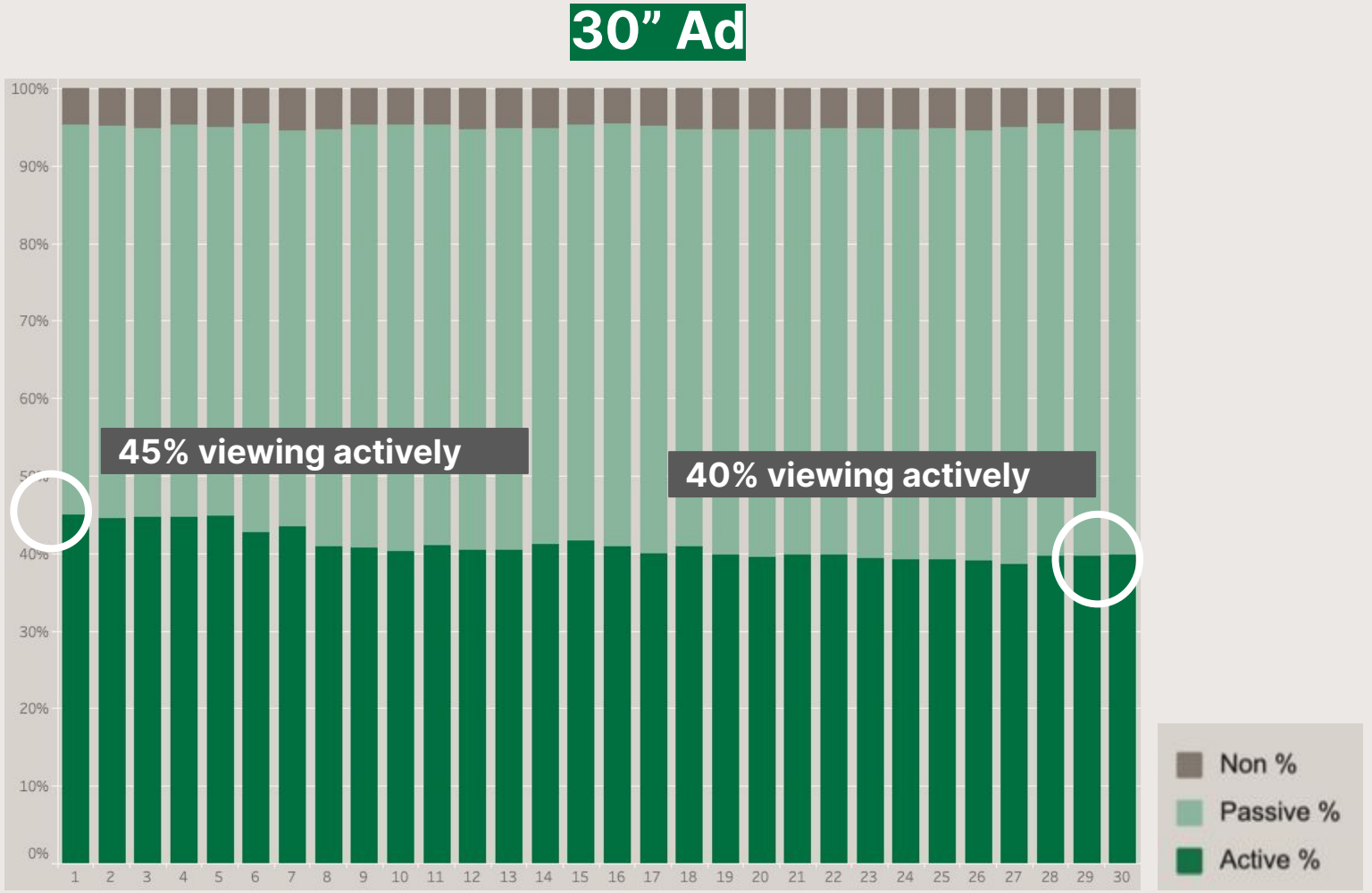
Fast decay looks like this.

Lots of active attention early, then a then a super fast and steep drop off.



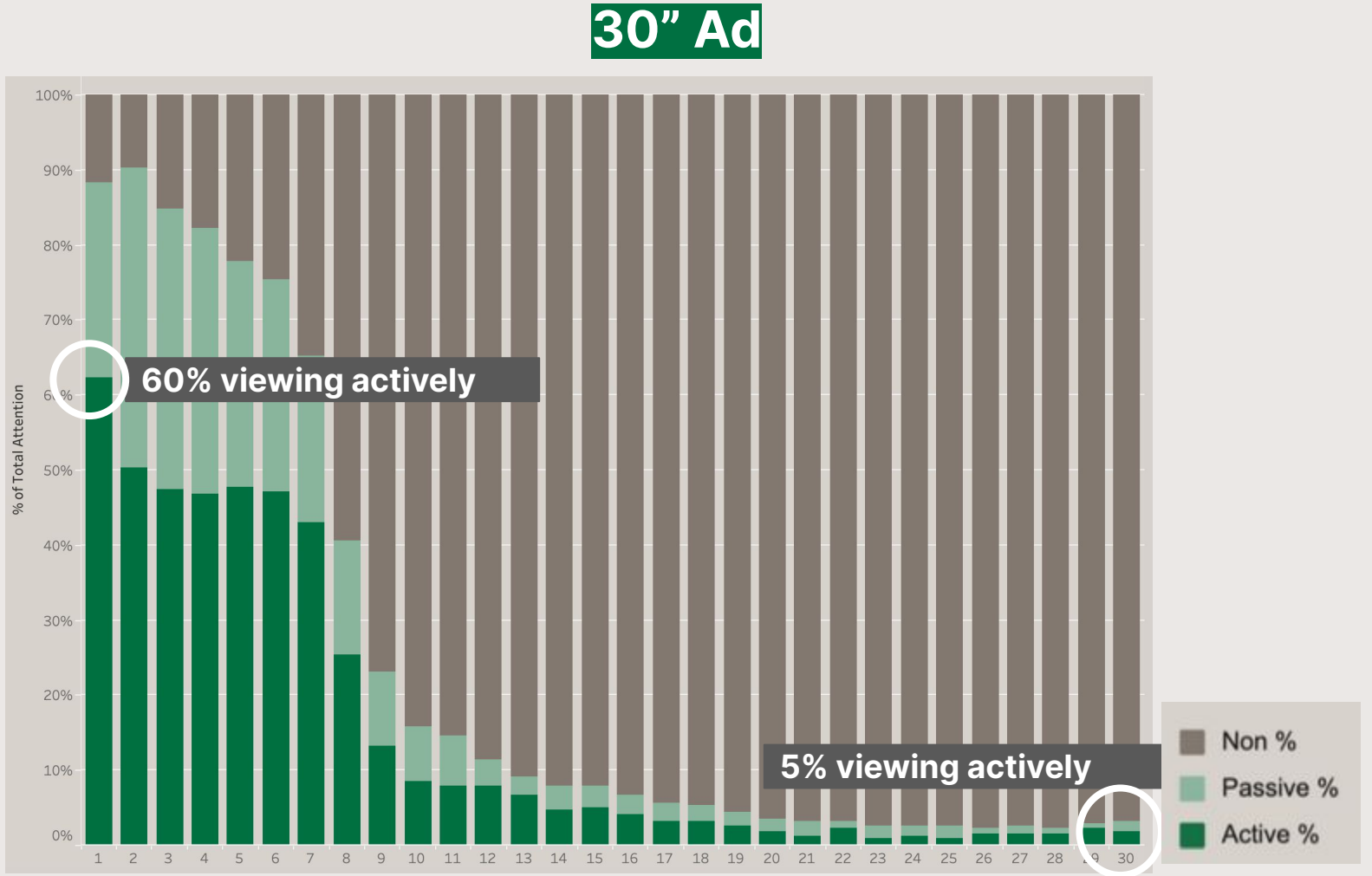
Slow decay looks like this.

Active and passive attention is largely stable across the entire course of the view.



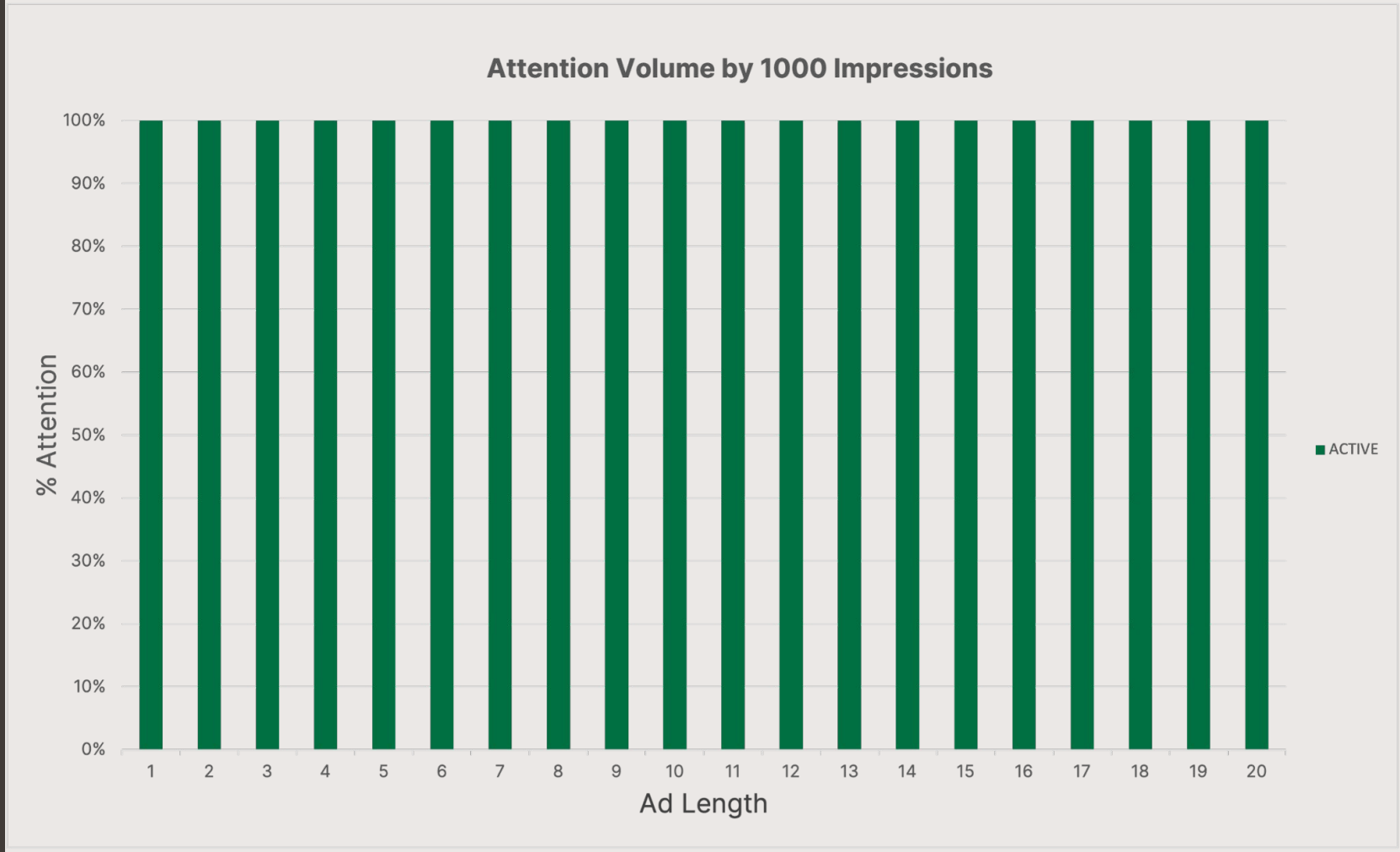
Then you have a hybrid decay, which is a bit of both.

Somewhat stable active attention early, then a then a super fast and steep drop off.



This has a massive impact on reach-based planning.

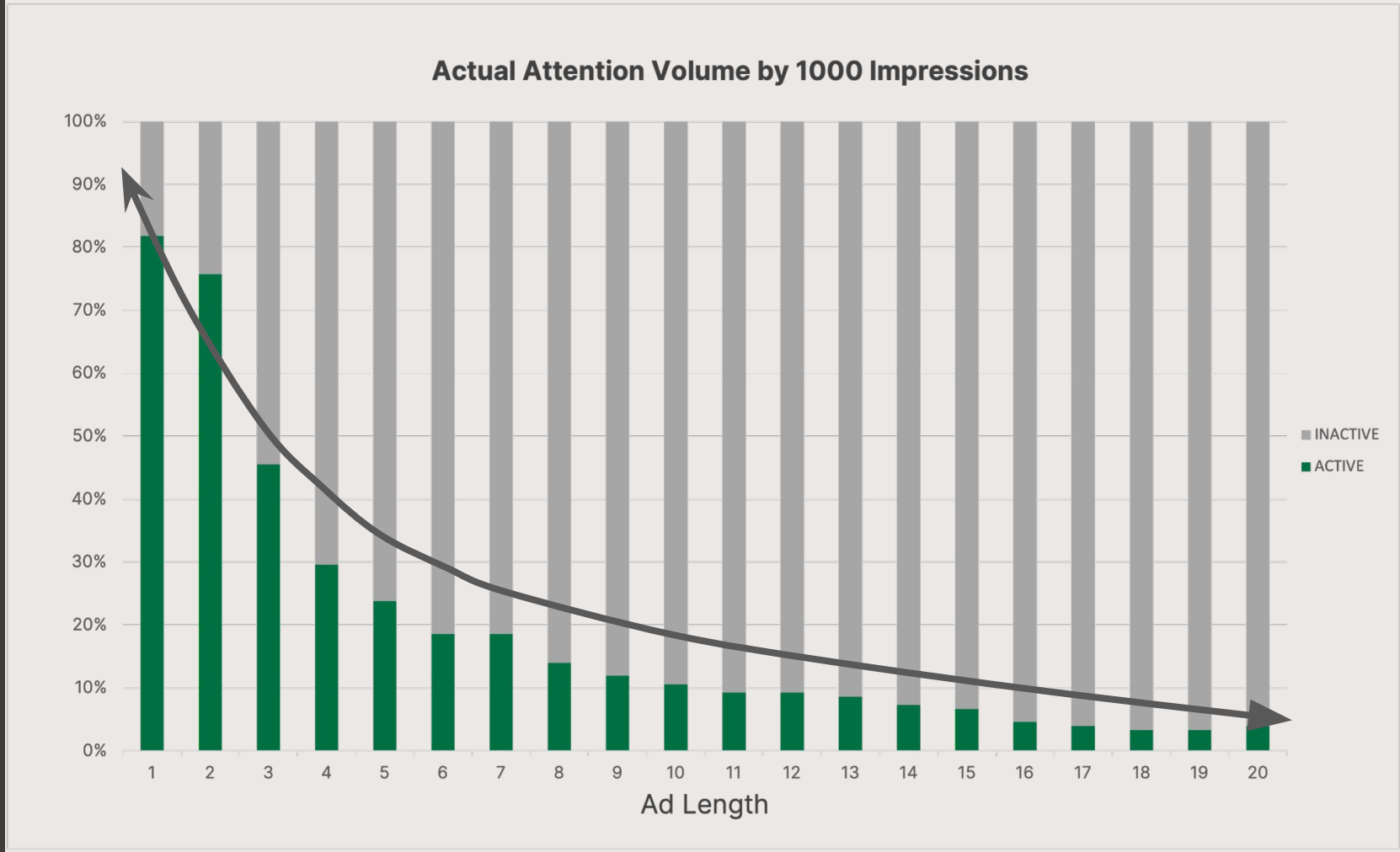
You think you are getting 100% Attention Volume per impression.



$$AV = \frac{\text{paid impressions X time-in-view sec}}{\text{human active attention\% per second}}$$

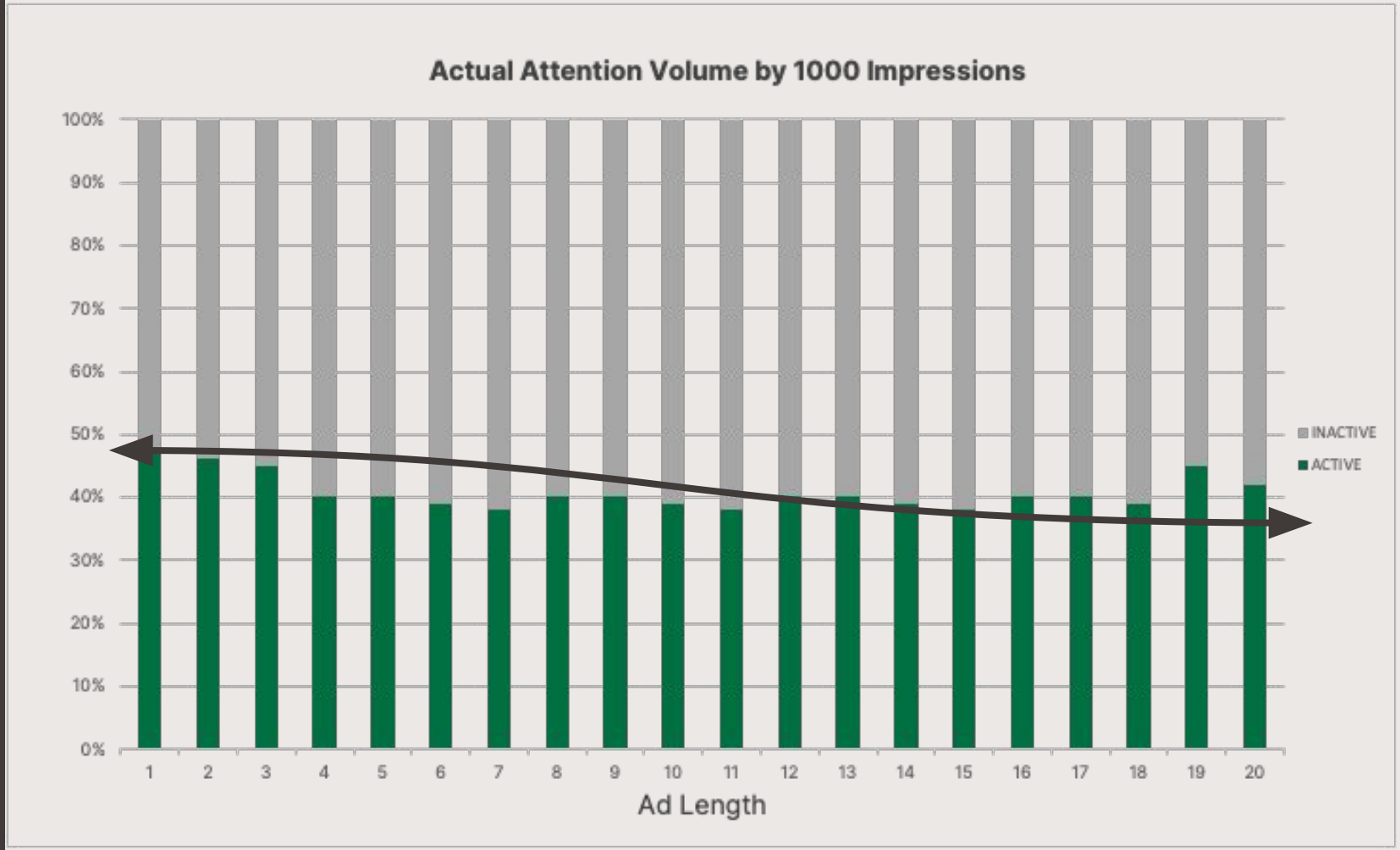
Fast Decay Example:

Only 20% reach looking at ad.



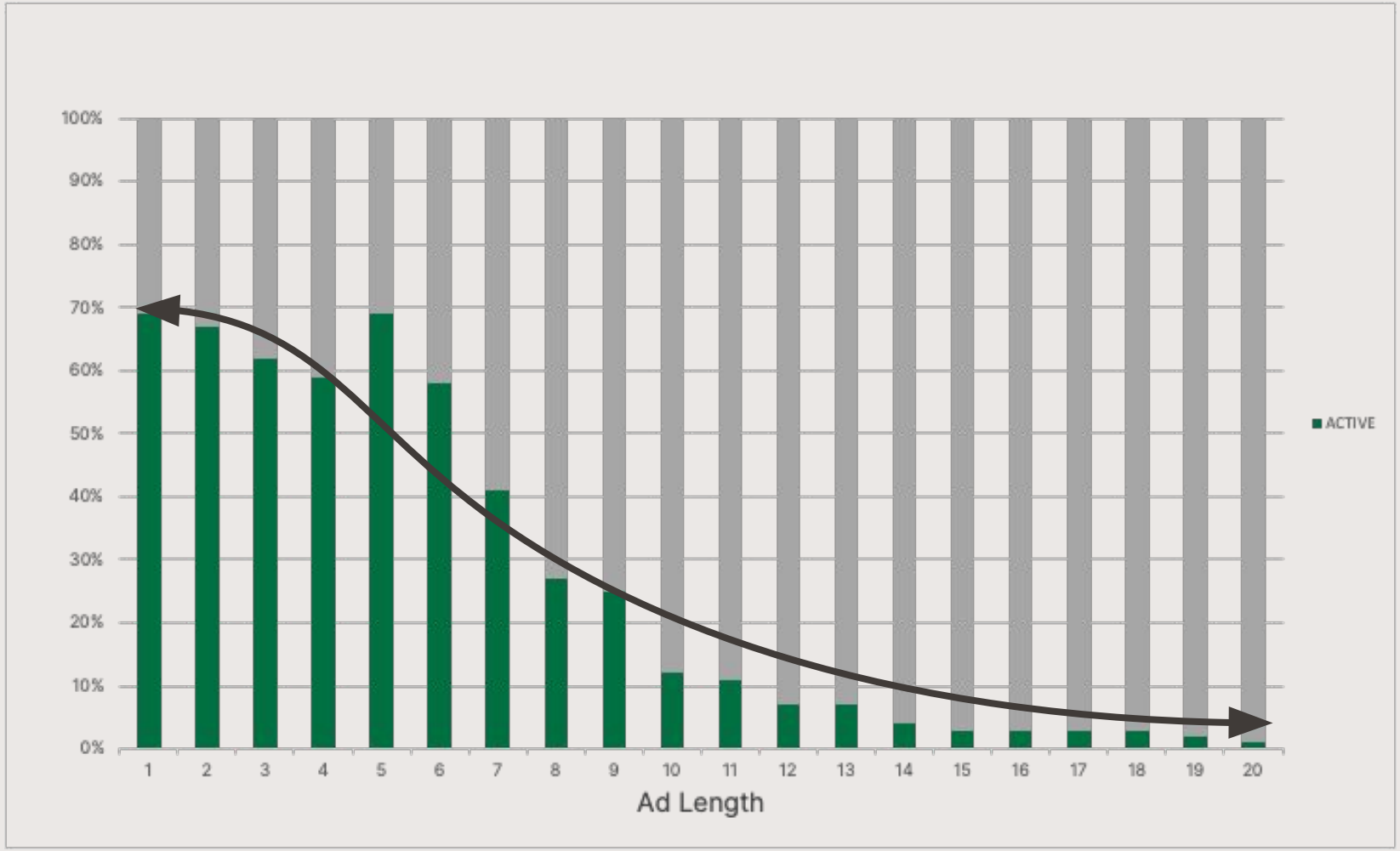
Slow Decay Example:

Only 40% reach looking at ad.



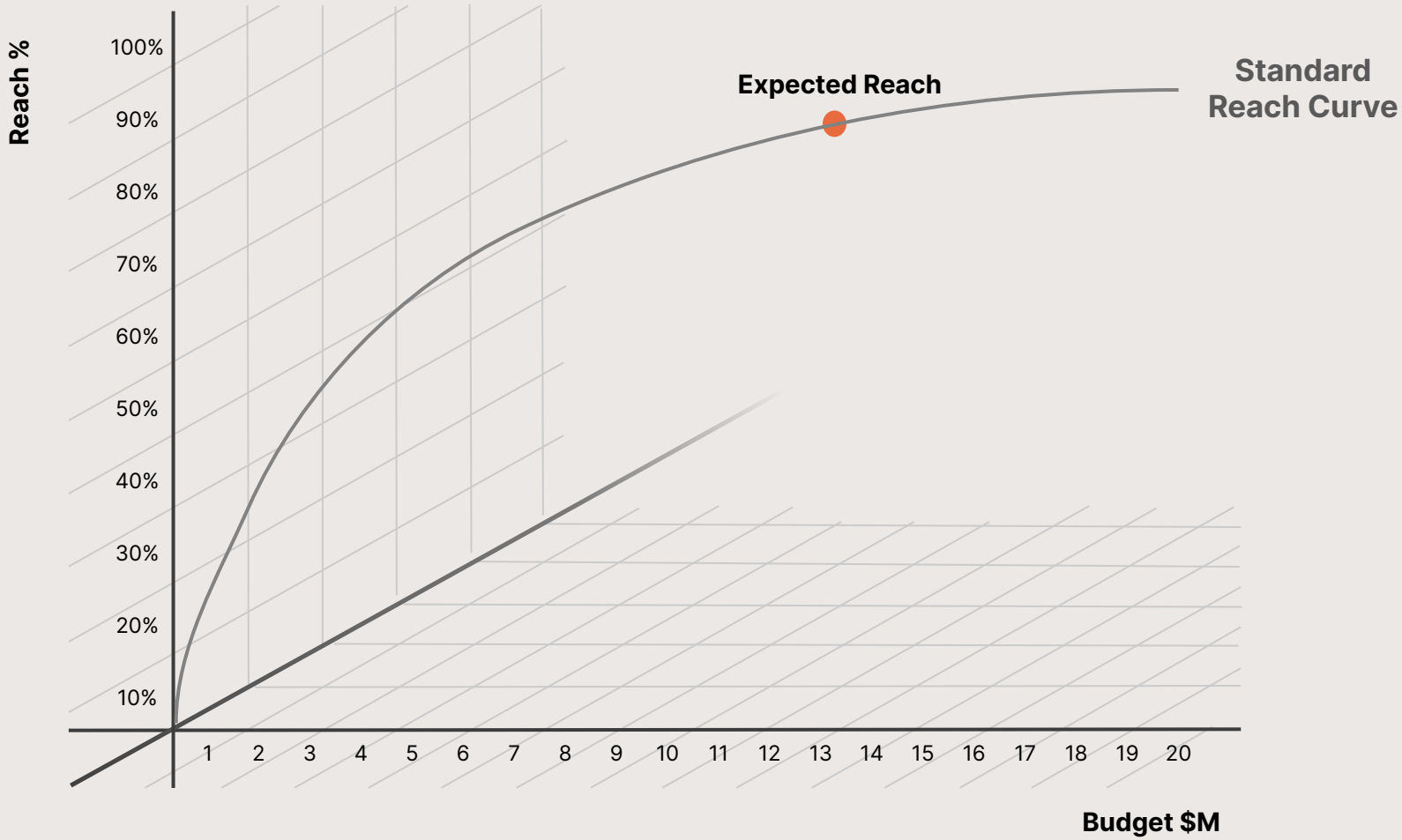
Hybrid Decay Example:

Only 30% reach looking at ad.

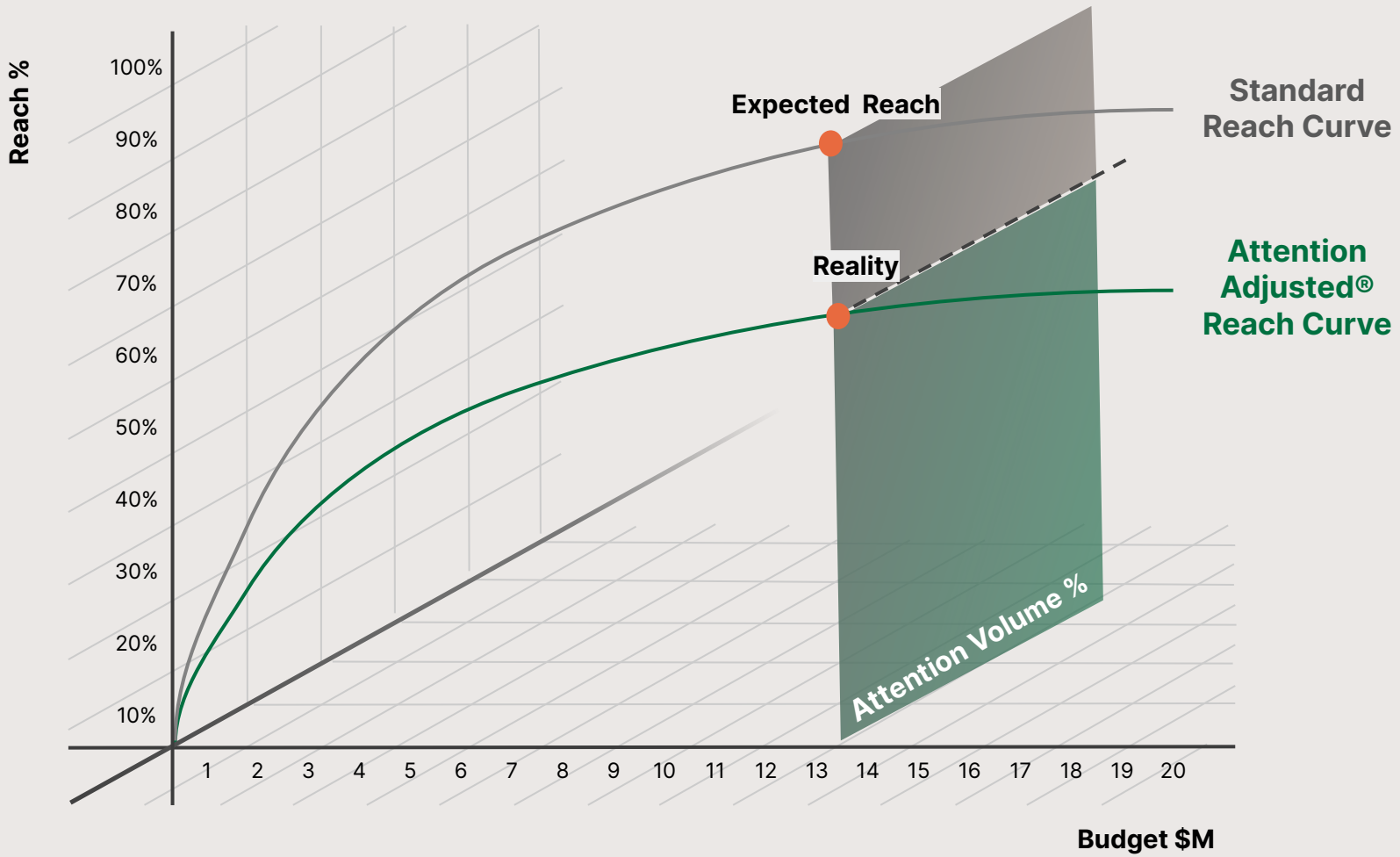


This is why reach curves no longer do what they were designed to do.

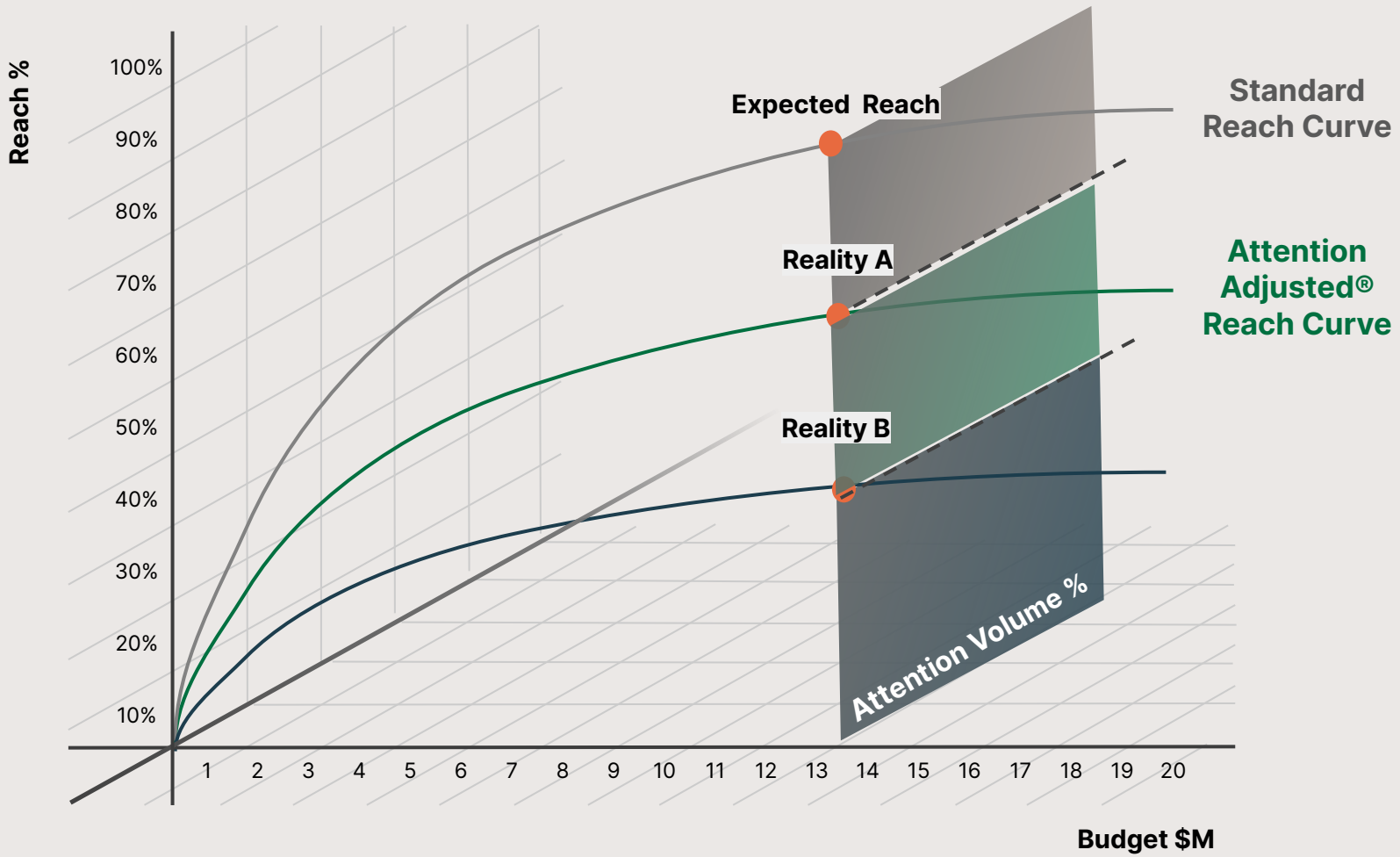
The relationship is based on 100% attention volume.



But a traditional reach curve is downweighted when accounting for attention volume.



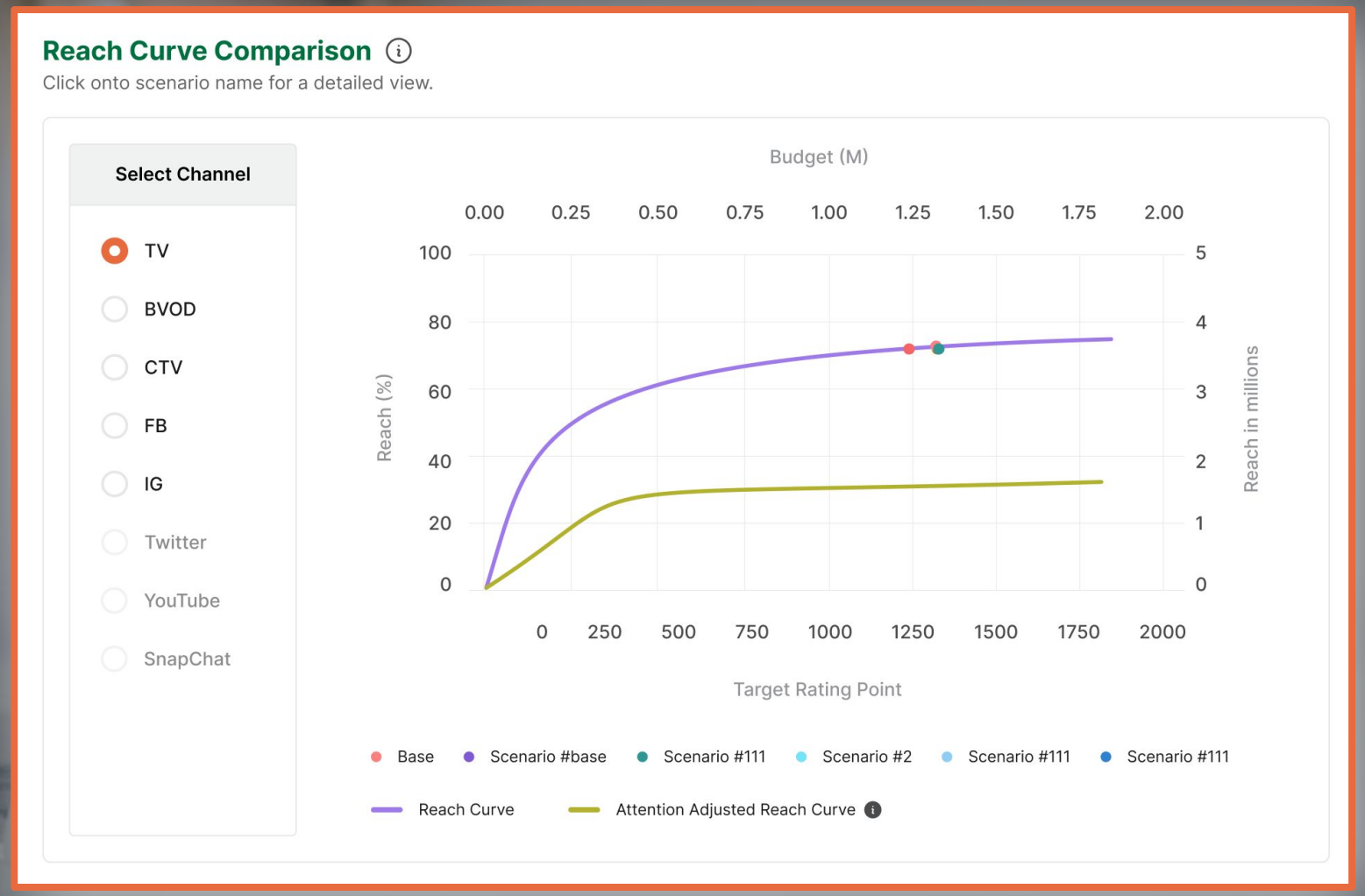
The lower the volume the more inaccurate the reach curve relationship.



In action.

There's an impasse between theoretical reach, reach-based planning and the reality.

Reach is valuable to brand growth, but error significantly reduces the ability for reach-based planning to even work.



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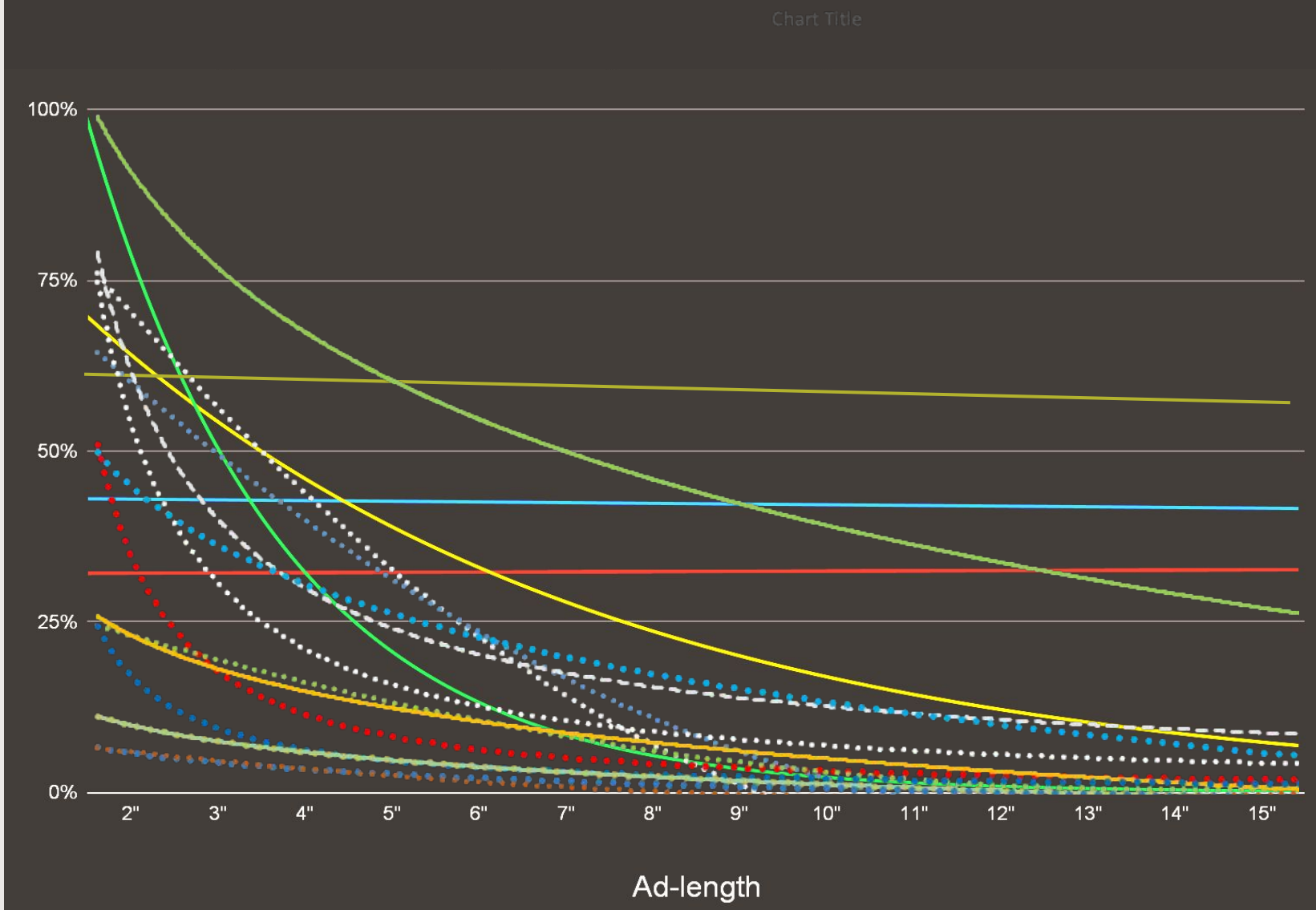
This decay differs greatly fast, slow or hybrid...

...by every single format on every single platform.

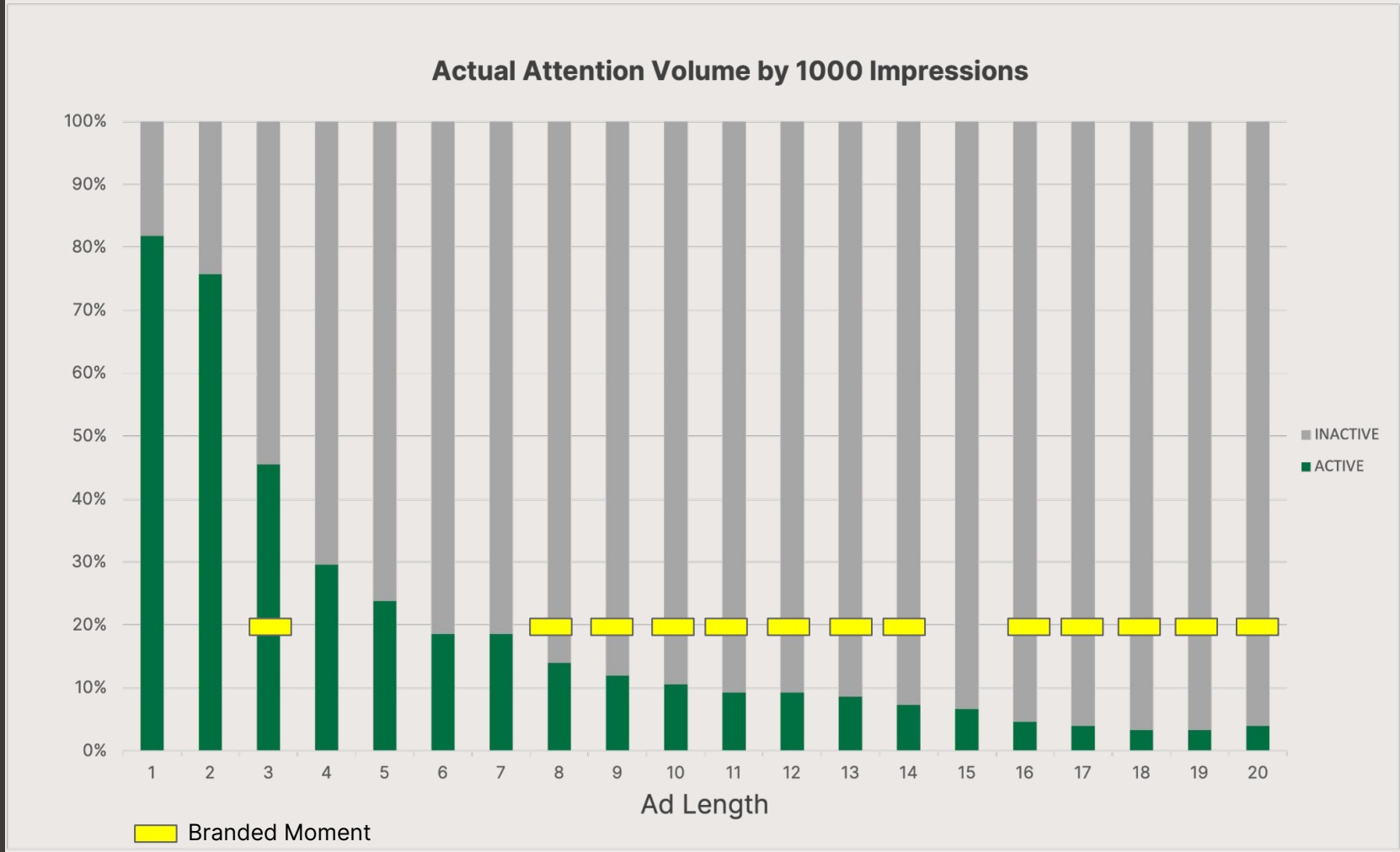


The shape of attention can also negatively impact brand exposure.

Recent study on the % of branded moments appearing when less than 20% of paid reach volume are watching:

Open Web - 80%.
Social - 60%.

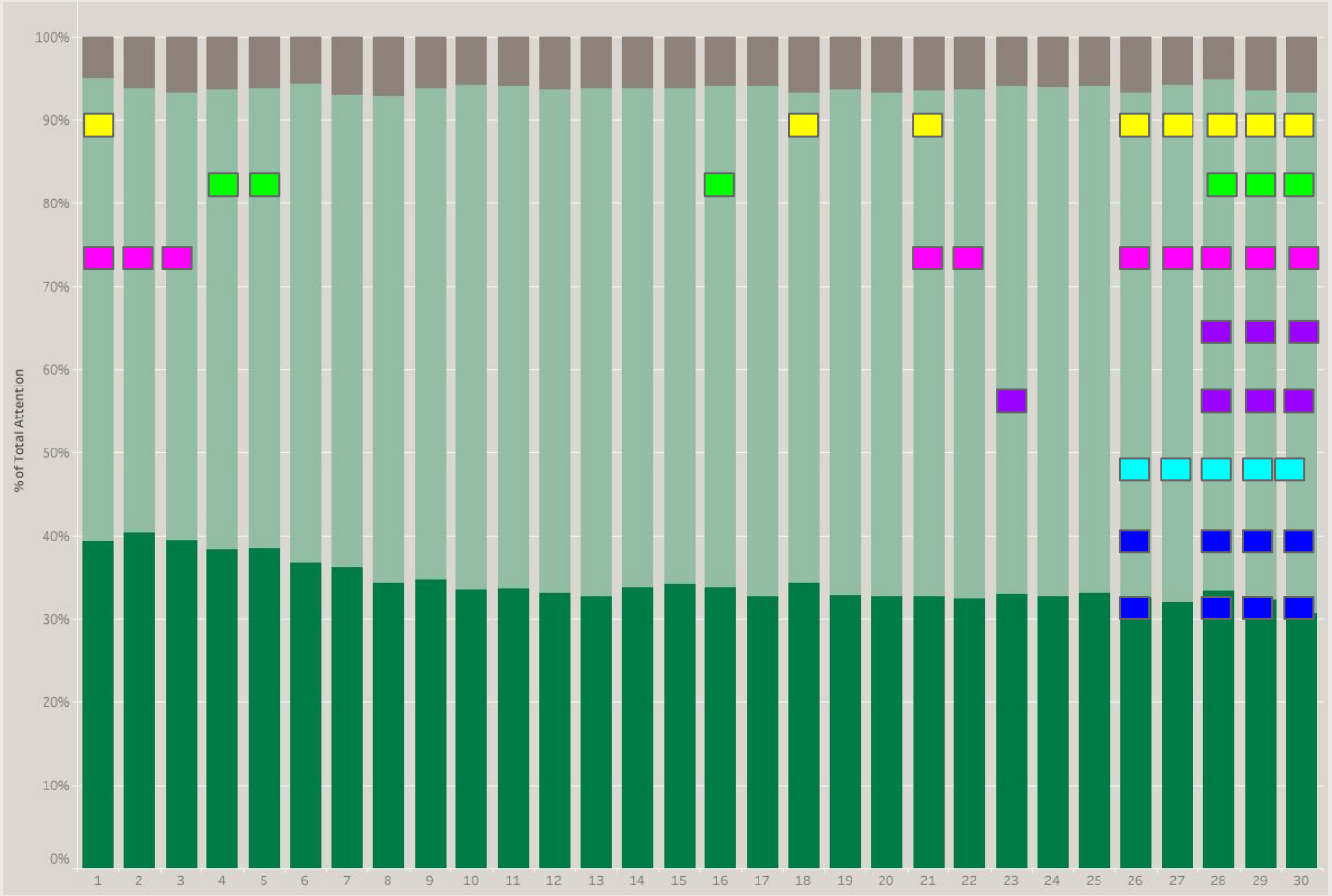
(100 brands representing more than 1000 branded moments from digital ads in 5 countries.)



Flatter distributions have less of an issue in being seen at all, but they still have a volume issue.

Example TV - 4%

(100 brands representing more than 1000 branded moments from digital ads in 5 countries.)



This directly impacts the ability of your brand to be thought of at the time of purchase.

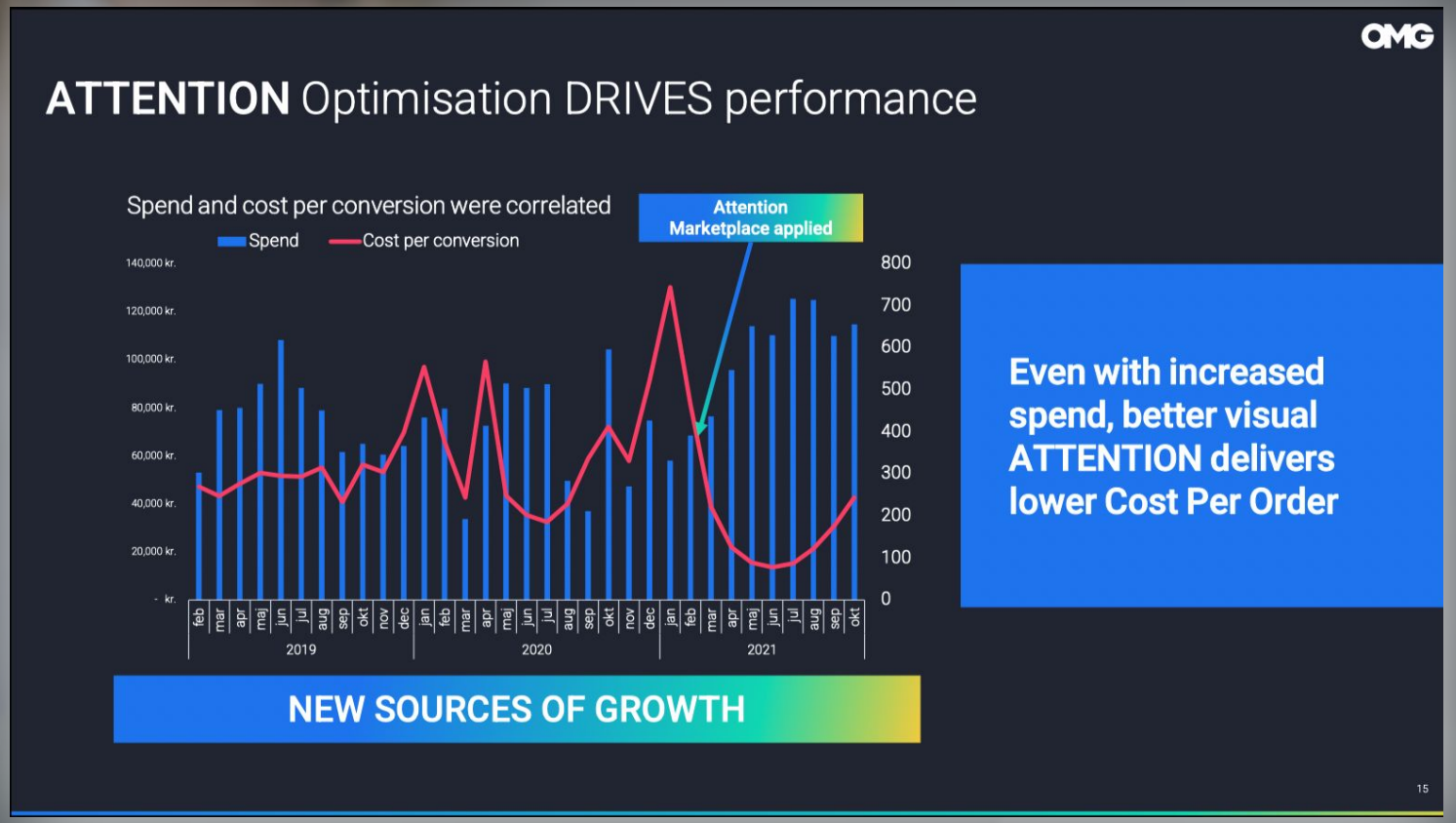
Lower attention platforms drive less MA for you, and more for your competitor.

In action.

Procurement get it wrong.
Low cost is not efficient.

Attention planning identified the less obvious placements that competitors don't bid for.

Result = Higher Sales at Lower Cost per Sale.



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2. A quick clarification

Attention data falls broadly into two buckets.

Person-level human data

Modeled impression-level data

Human via device cameras

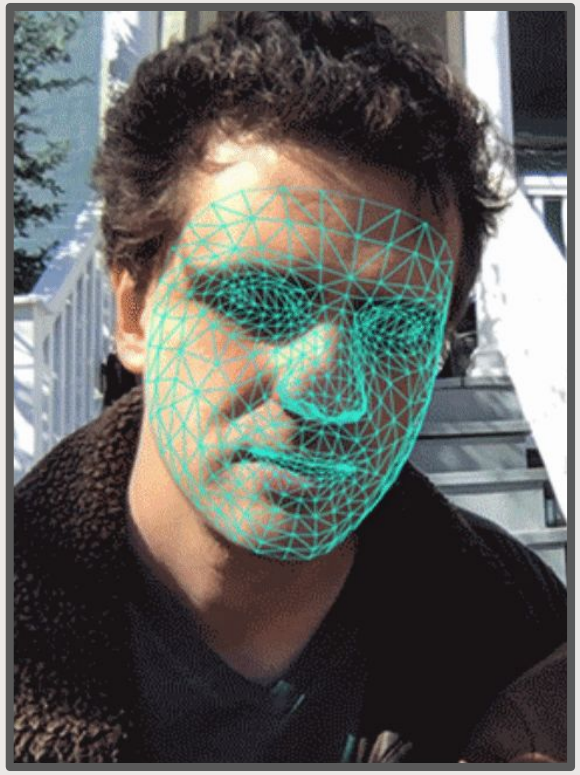
A **Observed by**

- Gaze Tracking - mobile/ PC
- Facial Detection - TV device
- Pose estimation - Outdoor

B **Human response**

- Active attention to ad
- Passive attention to ad
- No attention to ad

Observed Behaviour



Non-Human via pixel tags

A **Hygiene factors**

- Time-in-view
- Viewability
- Ad Pixels/Coverage

B **Engagement factors**

- Scroll speed
- Video play/pause
- Browser Tab activity
- Volume

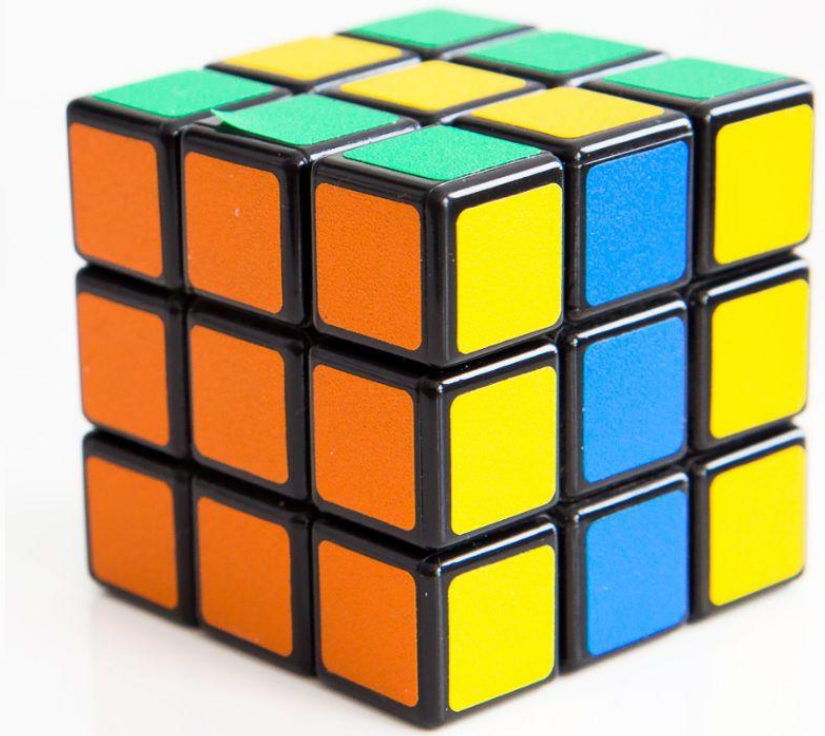
\+ Many more

Implied Behaviour

Each data set has its own limitations.

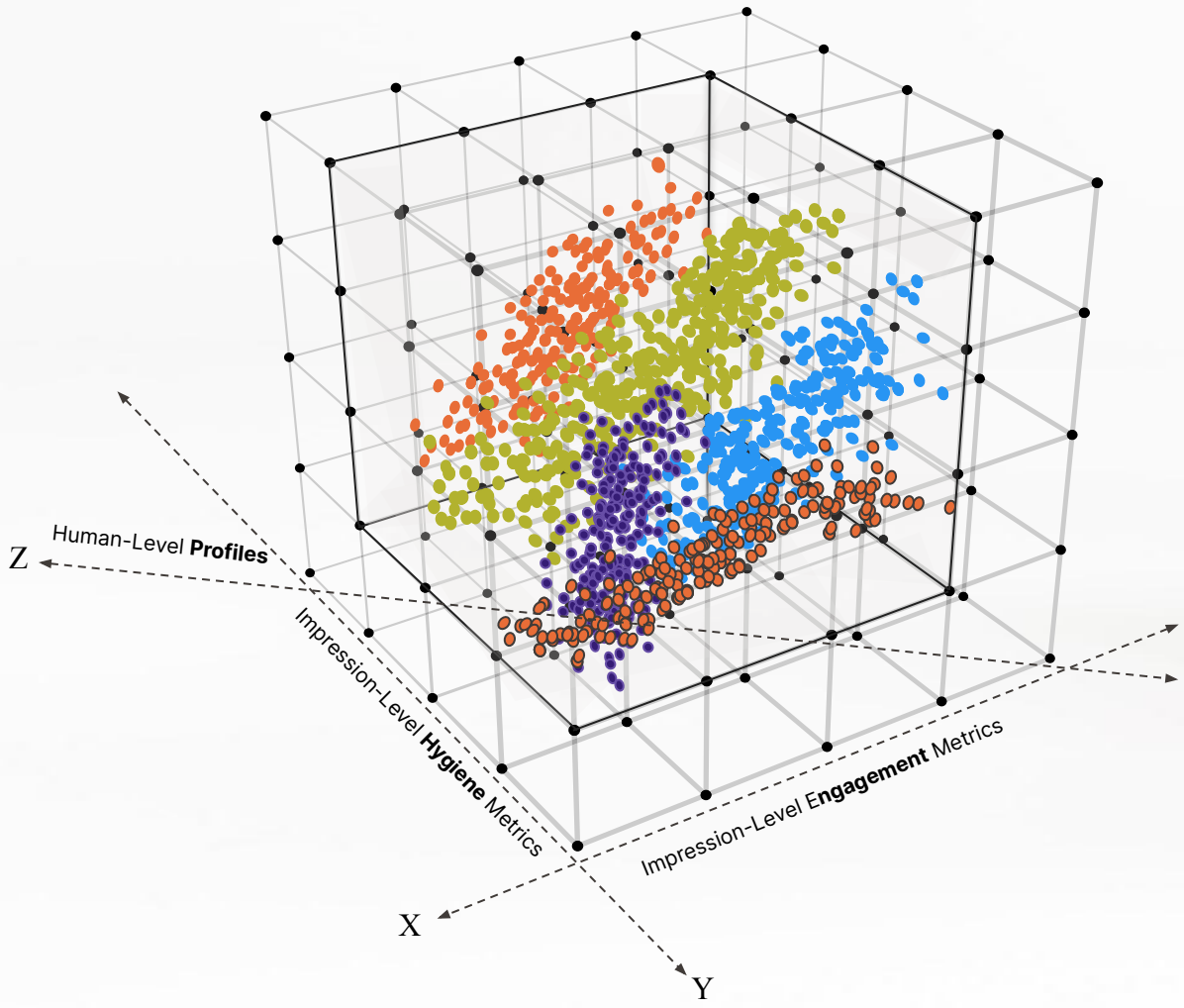
Footage of humans in real-time = ultimate attention accuracy, but has a scale issue.

Impression data is scalable, but its ability to predict human attention accurately is extremely limited.



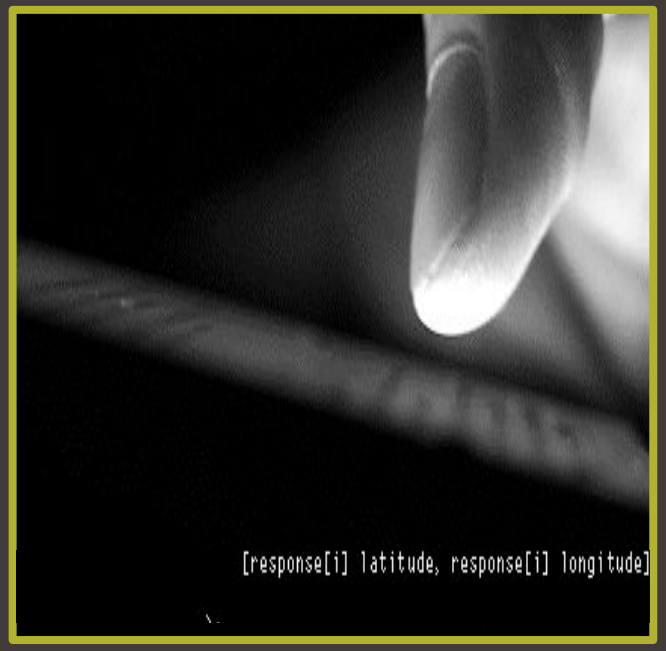
Remember, human nature is complex and is a multidimensional construct of time and focus.

Binary advanced attention or high/low attention units don't do depth so the solution is....



Observed Behaviour

+



Implied Behaviour

=

A combination of both drives accuracy, depth and scale.

3. What can marketers do?

—
Think beyond ‘nice to have’ marketing funnel metrics, and think about the impact on ‘meaty metrics’ in the business.

—
Think about how much attention you need relative to the objectives of the business.

—
Help procurement understand that they might need to pay more for attention formats, even though for the most part their remit is cost reduction. Efficiency is often not the least expensive.

—
Understand the use cases for creative benchmarking, planning, buying and verification.

—
Talk to your creative teams on how this impacts them.

Big Takeouts

Try Attention Adjusted Reach Curves for yourself.

Free, one-time access to attention curves with your own media plans. Open to WFA members and brand members of related National Associations

Fill in the form and we will be in touch to provide you access.