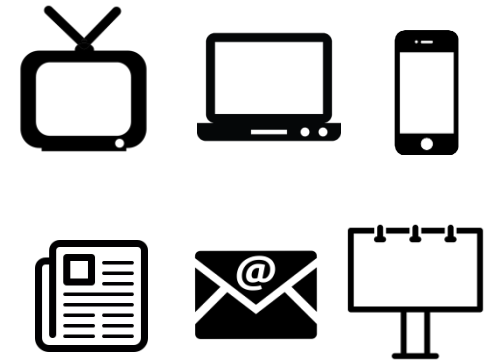


למדידת

Measure, Optimise & Buy
Attention

Attention technology

An attention currency for the attention economy



Eye tracking and attention predictions at speed and scale for desktop and mobile

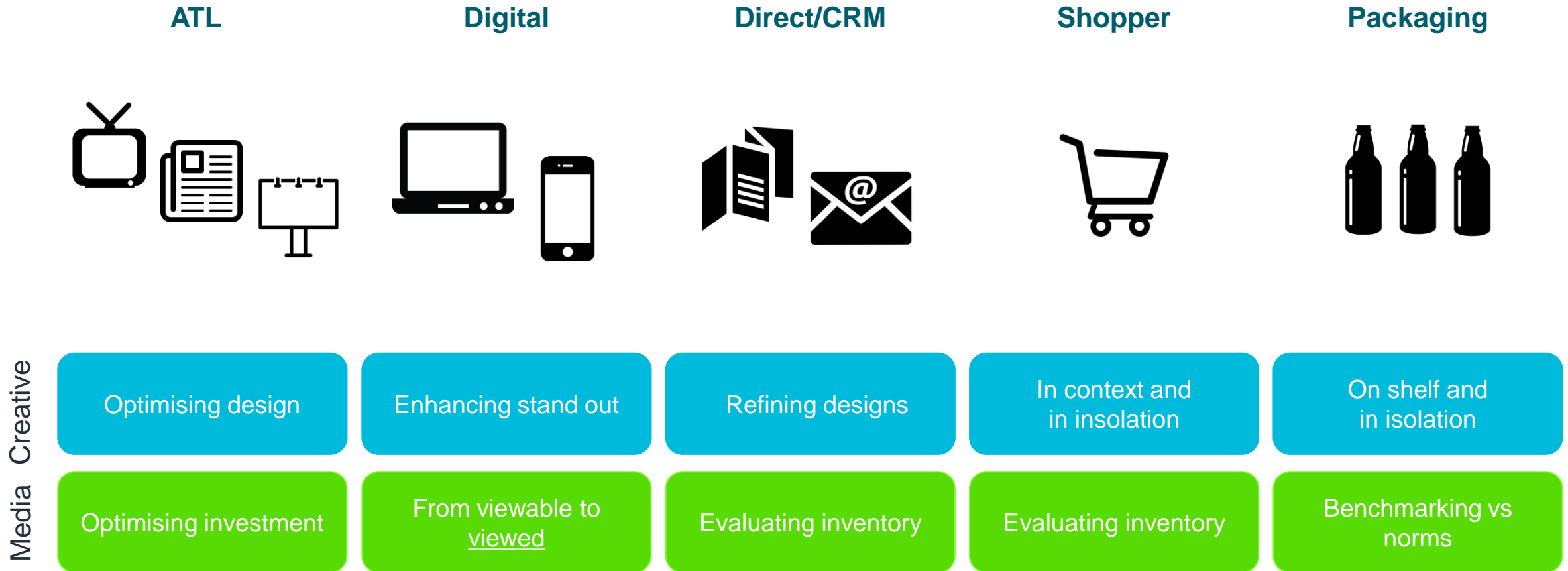
- Cross media pre-testing and tracking tools
- Programmatic integrations
- Link to sales



Recognition



Measuring attention across media



Attention scarcity



83%

viewable digital display ads not seen

£30bn

unseen advertising investment per year²

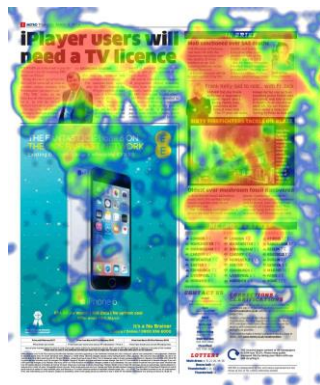
* Based on assumption of global desktop display market of £38bn in 2018 (eMarketer)

LUMEN

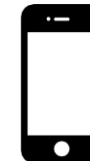
Attention norms across media



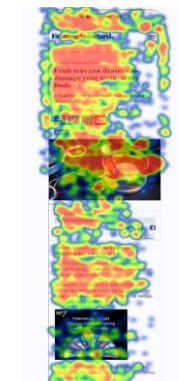
224k ad exposures in
Lumen press omnibus



225k impressions
on Lumen panel



5515 impressions
in Lumen studies



% Viewable

100%

50%

55%

**Av Viewable
Time (s)**

20"

18.3"

10.2"

**% Viewed (of
viewable)**

74%

17%

79%

**Av dwell time of
views (s)**

2.0"

1.5"

1.0"

**Dwell time per 000
(minutes)**

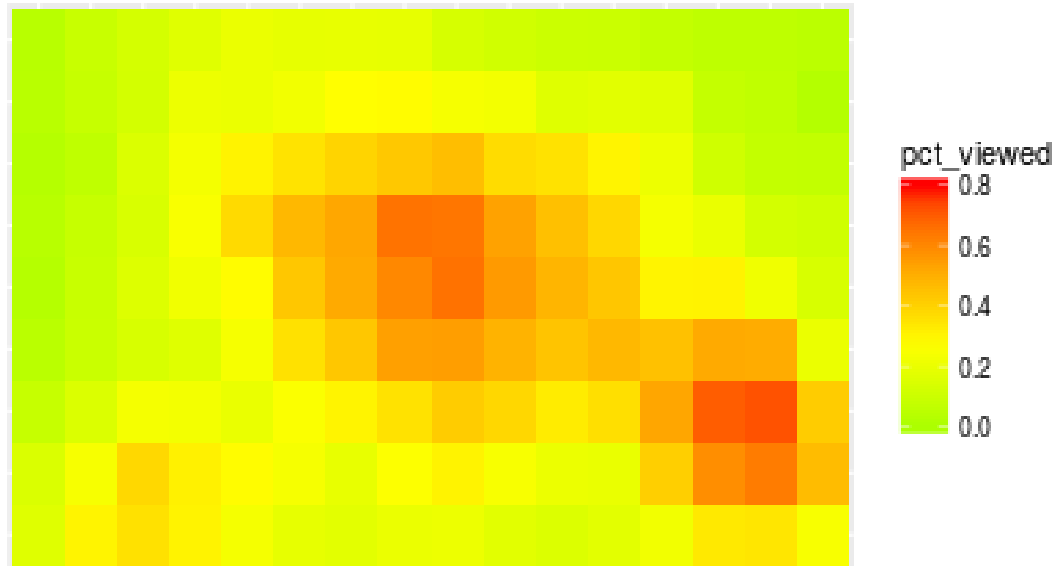
25'

2.1'

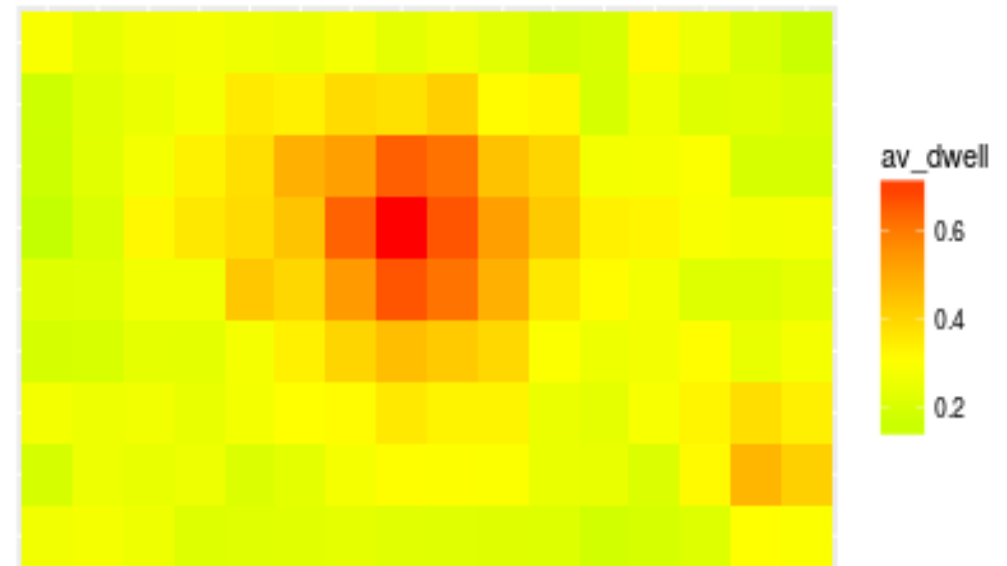
7.2'

Optimising creative for YouTube

Heatmap of % viewed to skippable pre-roll



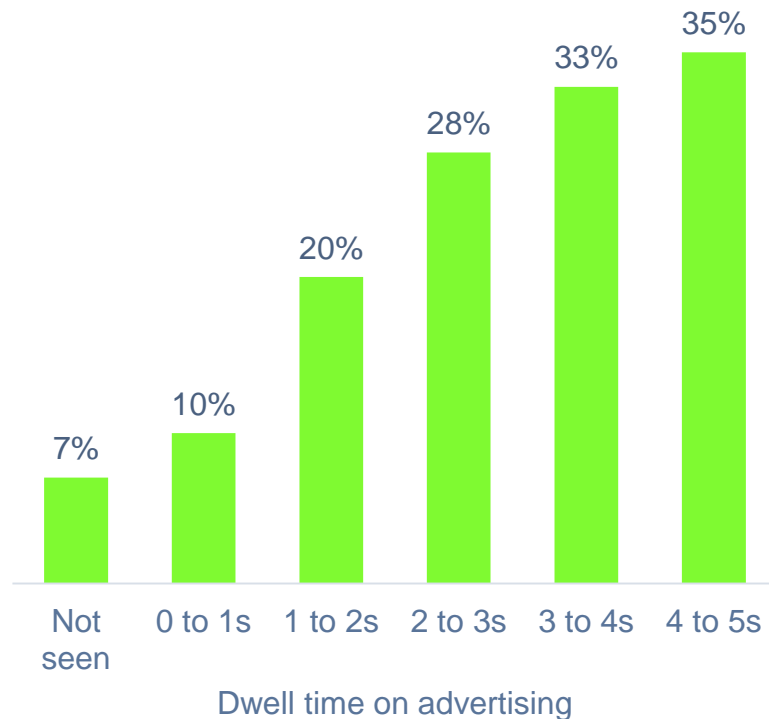
Heatmap of Av dwell time



Attention => memory and action

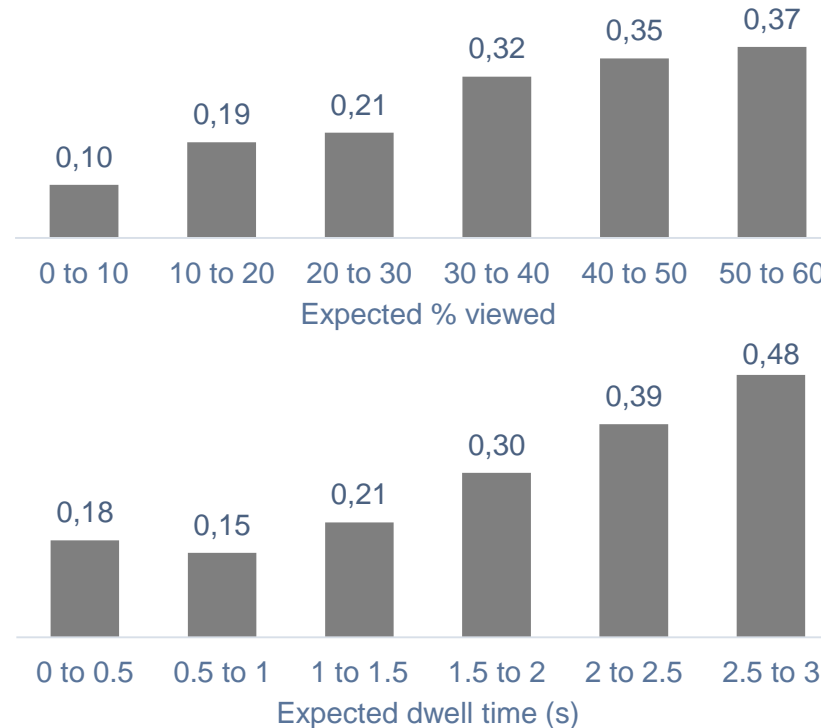
The longer an ad is looked at, the more likely it is to be remembered

Ad recall



Ads we predict more likely to be seen and receive longer dwell times are more likely to convert to sales

Conversions per 000 impressions



Recent project redirected digital display budget towards 'high attention' sites and formats in a test region

x 2.4

increase in sales conversions vs control region

campaign **//TECH AWARDS//**

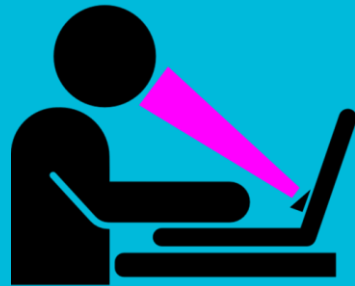
Most effective use of programmatic media

Measuring attention with eye-tracking

Yesterday



Glasses



Infrared
hardware

Today

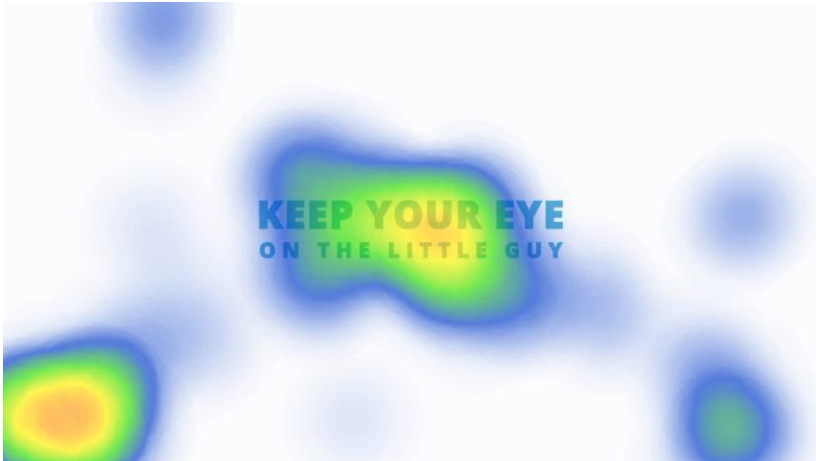


Devices' own webcam

The world's best webcam eye tracking



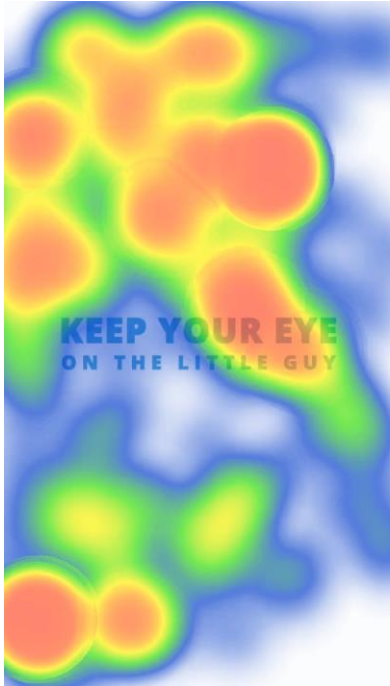
Desktop Infrared



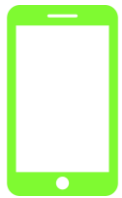
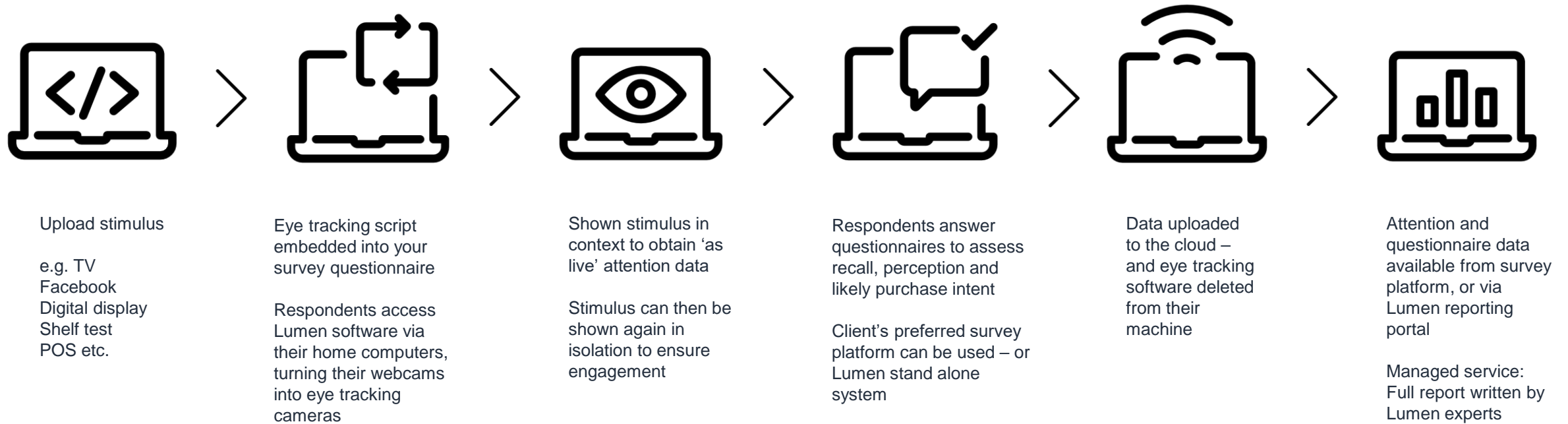
Lumen desktop webcam



Lumen mobile webcam



Respondent experience



Now available for mobile!

Why Lumen?

Accurate

The challenge

Accurate, precise and **stable** eye-tracking over significant periods of time

Our approach

We combine **3** separate eye-tracking technologies in **1**, making our eye-tracking the **best in the world**

LUMEN

vs.

Close competitor

67%
usable data

26%
usable data

15min
typical user session

1.5min
typical user session

Safe

The challenge

GDPR and collection of personal identifiable information is often a concern with eye-tracking research.

Our approach

Our research is fully consented and GDPR compliant. All eye tracking is done with the consent and cooperation of respondents.

Plus no personal identifiable information is stored as Lumen's eye tracking records gaze but not faces.



In context

The challenge

Ads are always seen in context. Understanding how ads stand out from the crowd, especially within **social media**, is essential for understanding the reality of attention

Our approach

Ad insertion technology allows us to test ads in context – even within a respondent's own social media feed



Mobile

The challenge

Mobile budgets are now bigger than desktop. Can eye tracking work on a smaller device?

Our approach

Accurate eye tracking of live ads on mobile sites using webcam eye tracking technology

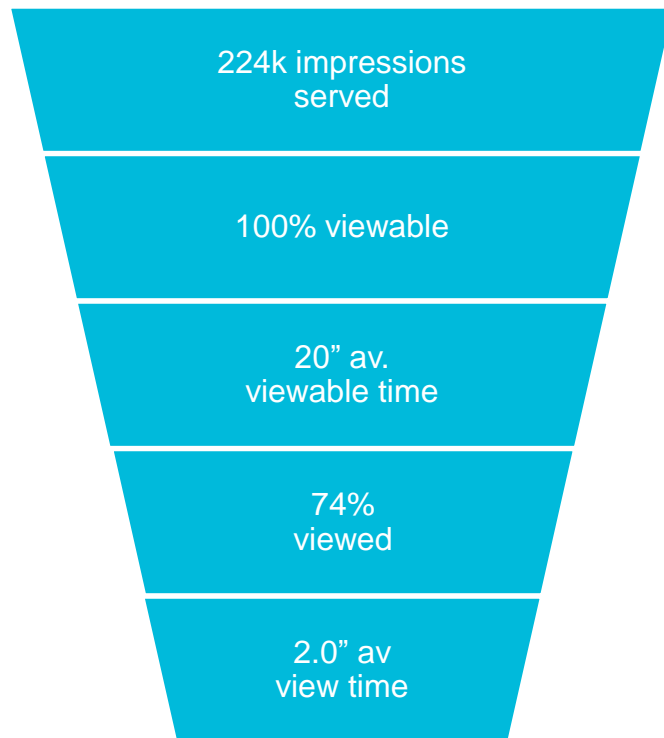
Innovative use of phone's gyroscope allow for set change in stability



Metrics and outputs

THE ATTENTION FUNNEL

Press



24.8 mins of attention per 000 impressions

VISUALISATIONS

Heatmap



View Order



Feature analysis



Research questions

Template development

What is the best design, layout and composition for my press advertising/emails/etc.?



AB Test

Which version gets more attention and best communicates in context?
Imagery, headlines, composition, logo, number of products, product categories, price and discount messages...



Benchmarking

How do I measure up against norms and competitors?



Creative guidelines

What are the rules of thumb?



Customer journey

How does attention work across my advertising, direct marketing, and letters, statements & bills? How does this differ for across segments?

Media valuation

How does attention to advertising on my publication/ad format compare to competitors and other channels? What could I do to optimise it? How much is branded content worth?



Media performance, mix and placement optimisation

Am I currently buying attention efficiently? What is the link between attention and online sales? Can you help me target my spend towards high impact placements?



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