

The Power of Contextual in the Attention Economy

SEEDTAG | LUMEN





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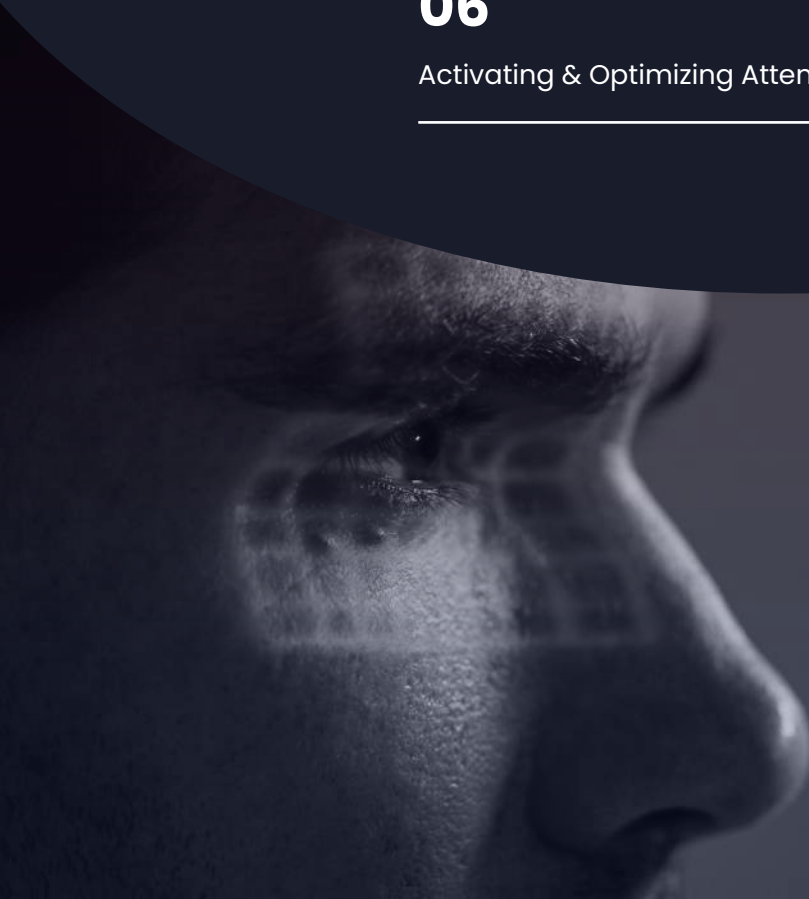
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Importance of attention

A precious but limited asset

Within today's fast-paced world, all the new technologies have made their way into our lives, **allowing brands to reach us almost anywhere and at any time.**

Although there are no official figures, **it is estimated that an average person is exposed to between 6,000 to 10,000 ads every day.** These ad messages are pulling our minds in all different directions, competing for our attention: sign up, buy this, learn more, watch this, subscribe now...

The question is: Does the human brain have the capacity to cope with such a daily overload of information?

Researcher Mihaly Csikszentmihalyi estimated that **our conscious mind has an information processing capacity of 120 bits per second.** To put it clearly: to understand one person speaking to us, we need to process 60 bits of information per second, which means **we can barely understand two people talking to us at the same time.**

Our information processing limit, combined with the thousands of impacts we receive daily, has made us rewire our minds so that we filter out any irrelevant information.

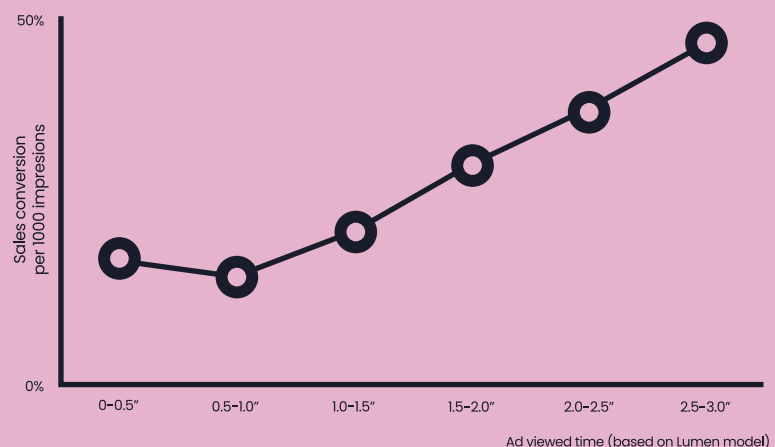
And, evidently, **advertising does not seem to be one of our top priorities when having to decide what to pay attention to,** which is reflected in the low dwell time averages, especially within the digital ecosystem.

Why do brands need to worry about the attention they are driving? **In an increasingly privacy-first world, brands are being pushed to offer effective ways around new restrictions to bring meaningful content to users – that's where contextual comes in.**

“More attention ultimately means more sales”

Contextual advertising allows brands to integrate ads across in-content placements driving higher attention and putting consumers' awareness at the forefront while respecting their privacy.

Attention is extremely valuable, not only helping brands engage with consumers, but it is also directly related to their sales figures. **Simply put: more attention ultimately means more sales.** If we look at the chart, a second of actual attention from the user prompts the sales conversion curve to peak and ultimately triggers an upward trend.



Sales conversion VS ad viewed time



Industry Approach & The Lumen Attention Funnel

The digital industry has been slow to react to the challenges that the scarcity of users' attention pose to brands, since the most common metrics still used as advertising currencies (impressions, viewability, reach, "opportunities to see"...) do not give any insights on the levels of attention generated by an ad. **While viewability is still the most common metric in assessing the quality of the media channel, it only tells us about the potential an impression has to be seen, but not the actual attention time and quality.**

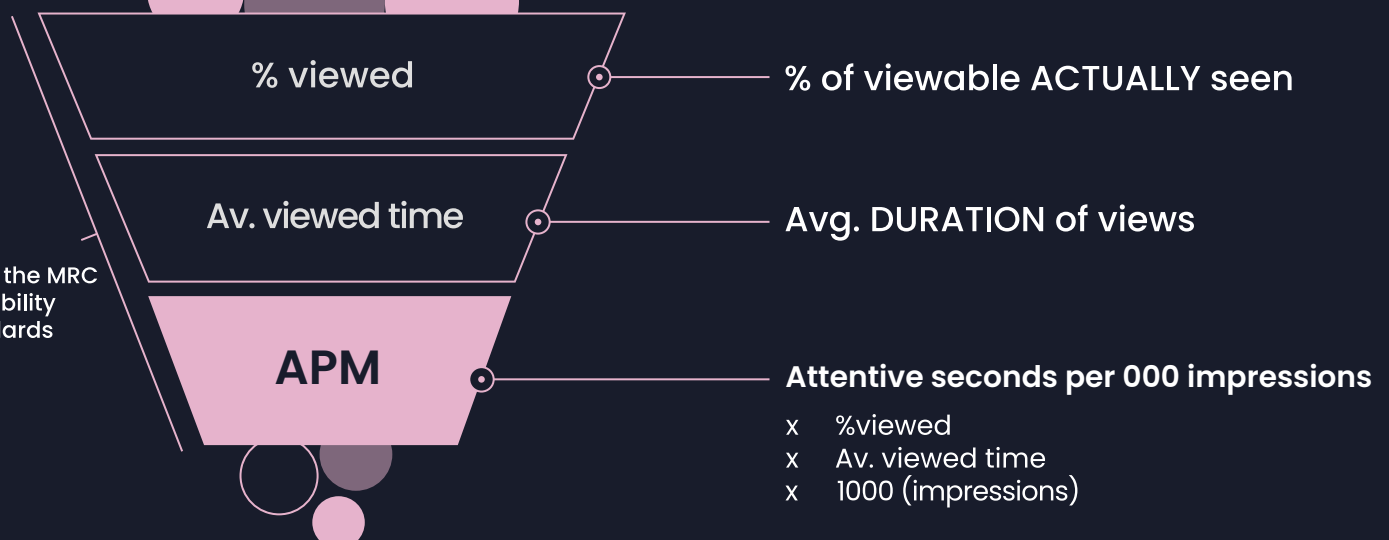
Attention measurement, if applied appropriately, could guide brands to optimize budgets, prioritizing platforms not only capturing attention, but retaining it effectively and for longer, avoiding impressions wastage.

Lumen has solved this issue by creating a single expression for attention, the attention per 000 formula (APM), which refers to the seconds of attention and ad is driven per each 1,000 delivered impressions.

This formula takes into account the % of impressions that were looked at and for how long.

"Viewability only tells us about the potential of an impression to be seen, but not the actual attention time and quality"

Based on the MRC viewability standards





Research & Methodology

At Seedtag, we have partnered with attention-measurement expert, Lumen, to dive deeper into our formats attention performance, being able to effectively assess the attention driven by our contextual solutions and putting these results into context, benchmarking them against main video and display digital channels

The research involved **1,200 UK respondents** aged 18+, who took part in the research using their personal mobile devices, to ensure the research was a **realistic representation of today's navigation patterns**.



01 · Sample Recruitment

Respondents then were placed into 12 evenly sized cohort groups and were exposed to 3 web pages including different ads embedded within (both Seedtag display and video solutions and display and video standard solutions).



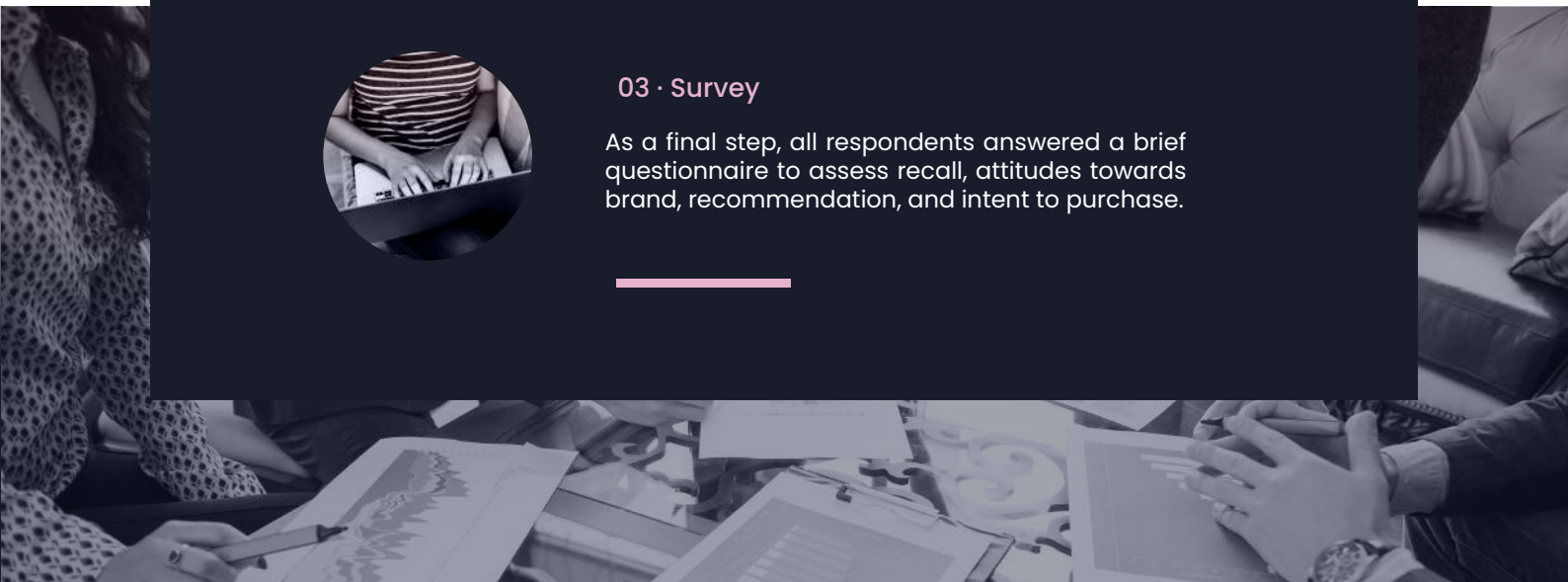
02 · Eye Tracking

These devices acted as an eye-tracking camera, allowing us to capture the passive navigation behaviour of users, calculating the actual attention levels driven by each of the ads.



03 · Survey

As a final step, all respondents answered a brief questionnaire to assess recall, attitudes towards brand, recommendation, and intent to purchase.

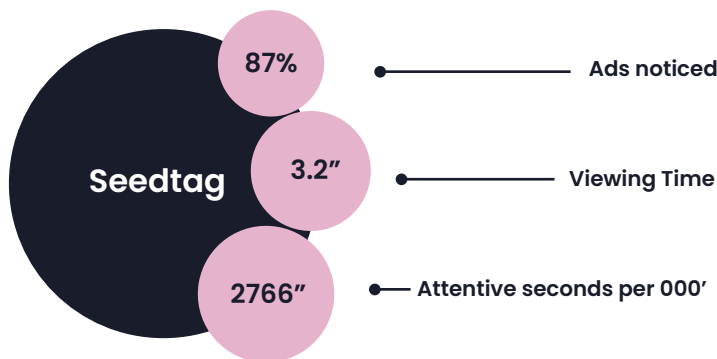




Key Findings

Seedtag vs. Other Channels

To complete the picture, **Lumen provided us with norms from comparable eye-tracking studies run across the main media channels.** These results were combined with Seedtag research data, providing an overview of the digital landscape, and allowing a deep understanding of the attention performance for social media, outstream video platforms, IAB standard, and similar rich media platforms. Seedtag's performance on all metrics was compared to these channels within the Lumen attention funnel:



Standard	Social	Outstream Video	Rich Media
61%	84%	80%	40%
1.4"	2.4"	1.8"	3.6"
837"	2024"	1448"	1437"

SEEDTAG RESULTS

87%

Of ads were viewed, more noticeability than IAB standard ad's 61%

2766"

Seconds per 000' delivered, 3.3x IAB standard ad's 837 APM

Nº2

Top two in attention held

+37%

Attention across social media channels

3.2"

Average viewing time for each ad or impression delivered, vs. outstream video's 1.8s



Contextual + Creativity: The Seedtag Formula

The fight for attention is not the only challenge brands face these days. As the digital industry heads to a cookie-less era, the importance of guaranteeing users' privacy and the need of providing relevant and impactful content is also top of mind.

It is often said that **context is king**. We apply this motto when designing all of our strategies, carefully thinking about what, where, and how we deliver our ads. Our contextual intelligence allows us to understand the content and determine the **optimal context and ad placement** to integrate brand messages, so these are aligned with consumers' **interests in real-time**. To ensure these ads match the content, we offer innovative creatives, designed to match each territory.

Research

In the research we compared Seedtag's solutions vs. standard formats. The power of contextual and creativity is demonstrated in the following attention results:

3.6x
Attention*

Standard Formats
delivered Out of
Context

769"
APM

Standard Formats
delivered In-Context

884"
APM

Seedtag Solutions
Contextually
delivered In-Content

2766"
APM

*When comparing Seedtag APM vs. IAB Standard out of context.



Activating & Optimizing Attention Measurement

The attention data collected within this study has allowed us to build a regression model in order to predict attention to Seedtag's tailored ads and measure the attention effectiveness of each campaign. These models use impression-level data to predict how likely an ad is to be seen, and for how long. How does it work?

01

Attention tagging

Client side javascript tag is appended to creatives, collecting impression-level data on domain, format, page geometry scroll speed, % viewable, time in view, etc.

02

Attention Predictive Model

We then apply an attention predictive model to the impression data, being able to estimate the attention generated by each impression.

03

Optimize toward attention

Attention data is accessed via the dashboard, providing breakdown by format, placement, and domain. We use these insights to maximize attention for your campaigns, and refine plans and execution. Attention estimates combined with CPM data help clients estimate the 'true cost of attention' across the web.

Contact your **sales representative** to learn more about **attention measurement and optimize your campaign's attention!**





About Seedtag

SEEDTAG

Seedtag is the leading Contextual Advertising Company that creates highly impactful and engaging solutions for relevant premium visual content, powering targeting and returns for top publishers and the finest brands. The company's contextual A.I. allows brands to engage with consumers within their universe of interest on a cookie-free basis.

Seedtag was founded in Madrid in 2014 by two ex-Googleers who wanted to get the most out of editorial images and to this day it is a global company that has more than 200 employees and an important international presence with offices in Spain, France, Italy, UK, Benelux, Germany, Mexico, Brazil and Colombia.

About Lumen

LUMEN

Leading attention technology

Lumen eye-tracking technology provides attention predictions and measurement at scale across all devices and platforms. Lumen also delivers programmatic integration and real-time measurement, allowing you to optimize your campaigns and ultimately linking attention to sales, by enhancing the attention driven by your campaigns, generating a meaningful impact on your sales figures.