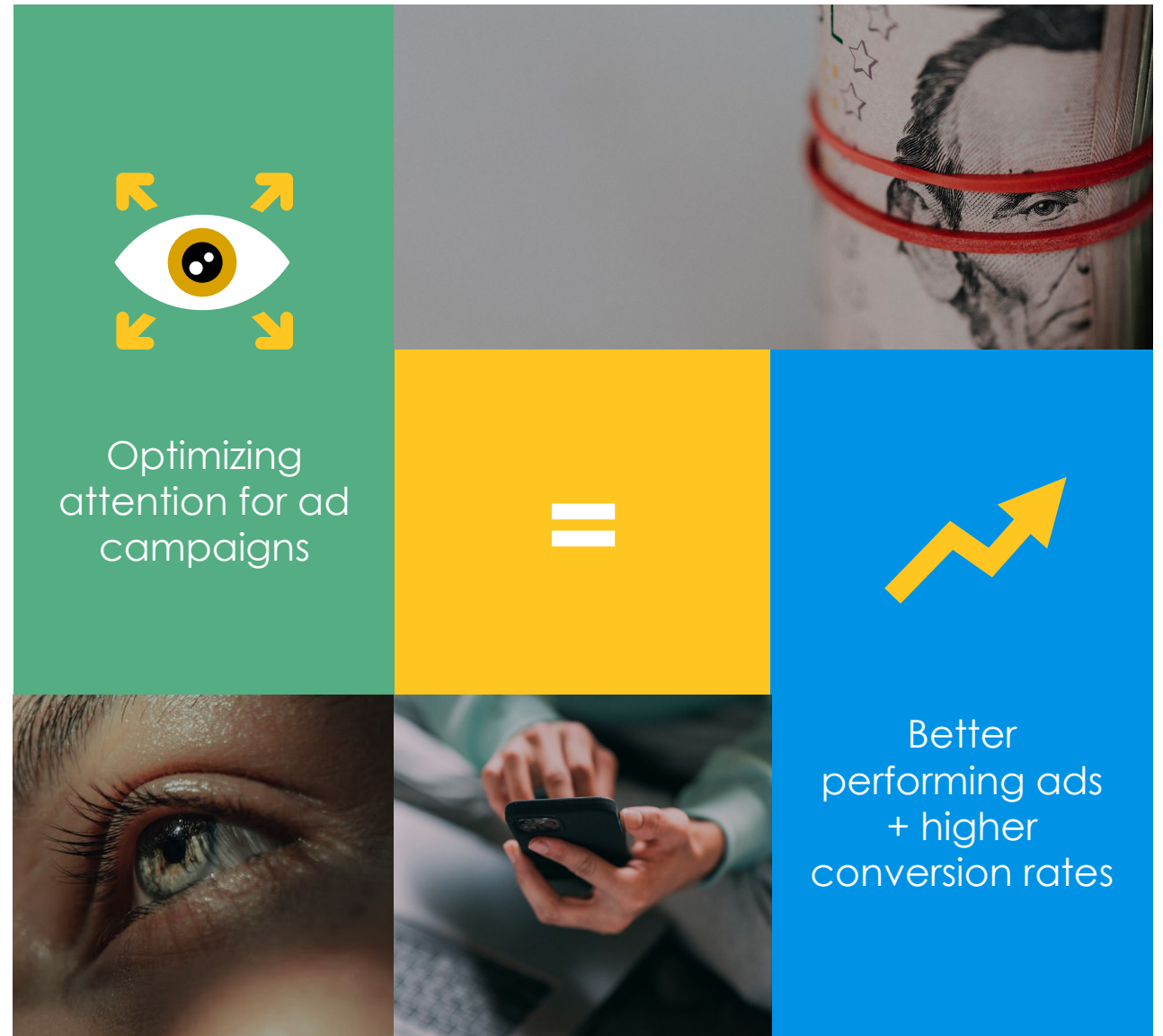




The Attention Advantage

Using deep learning to boost ad performance

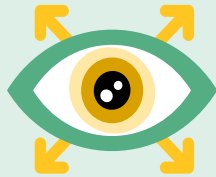
**It's common sense:
Advertisers should
be optimizing
toward attention**





**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

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



Engagement¹



Media KPIs²



Aided Ad Recall

The Brands

 **CVS**Health


OUTBACK
STEAKHOUSE®

A man with short brown hair and a beard, wearing a dark blue sweater over a white collared shirt, is sitting at a desk and working on a silver laptop. He is looking intently at the screen. The background features a vibrant, stylized mural with teal and green foliage and red circular accents. A pair of black headphones is visible on the desk to the right of the laptop.

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

Pre-bid

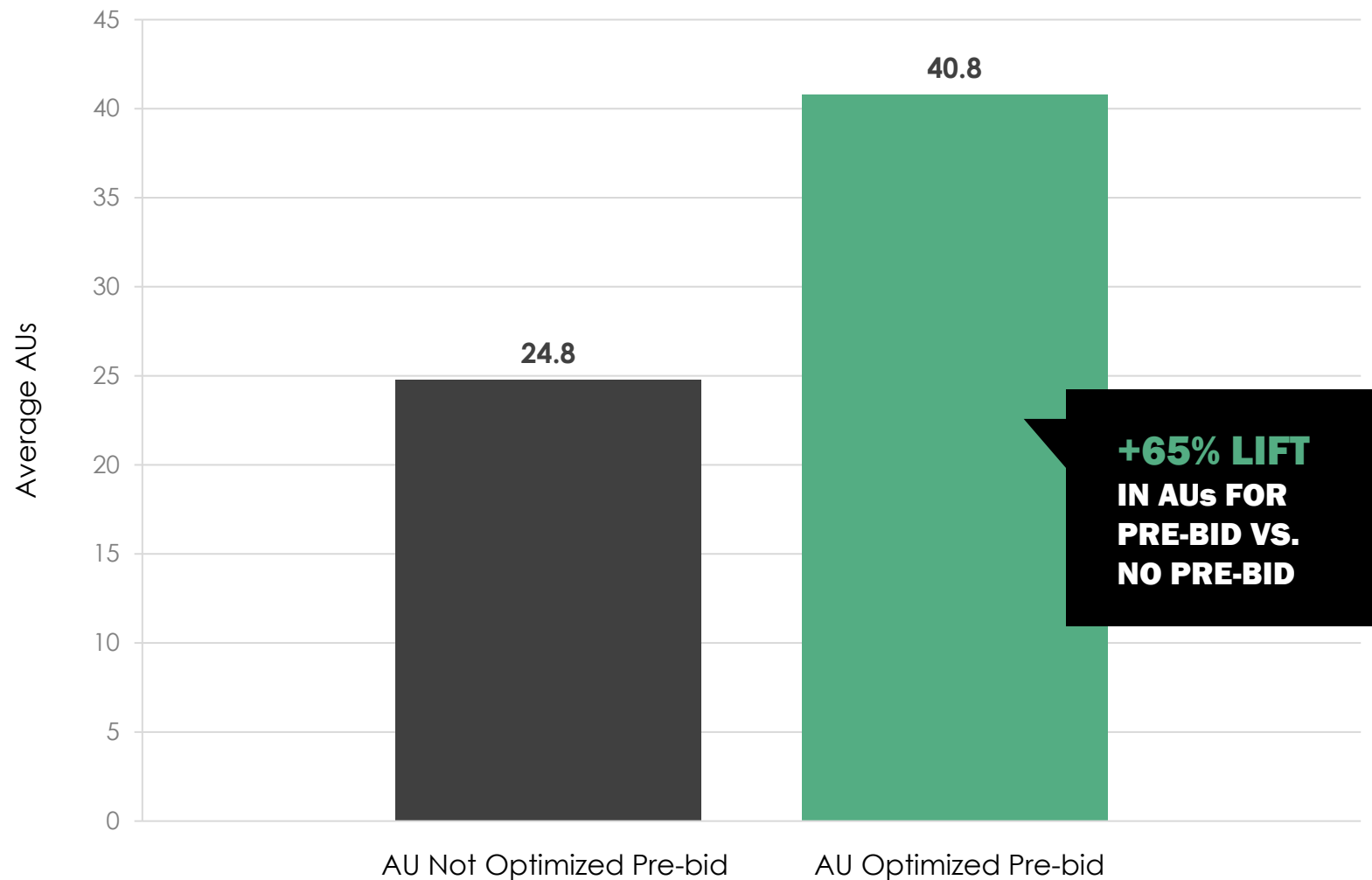
Happens after ad placements have been served, ultimately limiting the ability to fine-tune and optimize in real-time, but providing scaled solutions

Post-bid

Pre-bid campaign optimization increases the opportunity for attention

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

Video ads



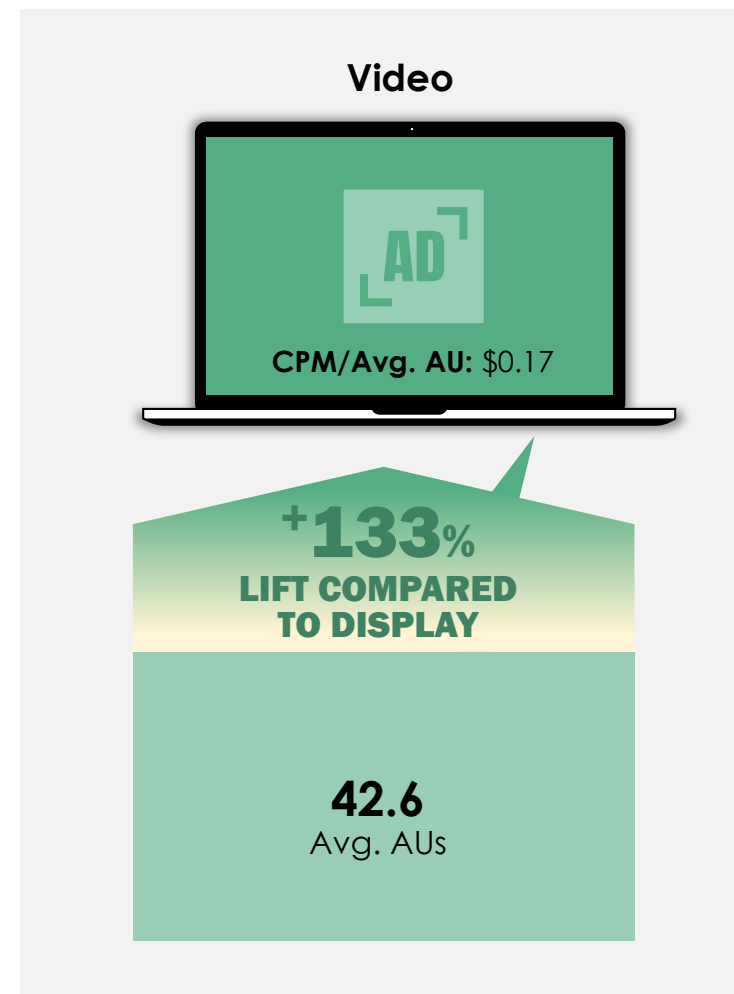
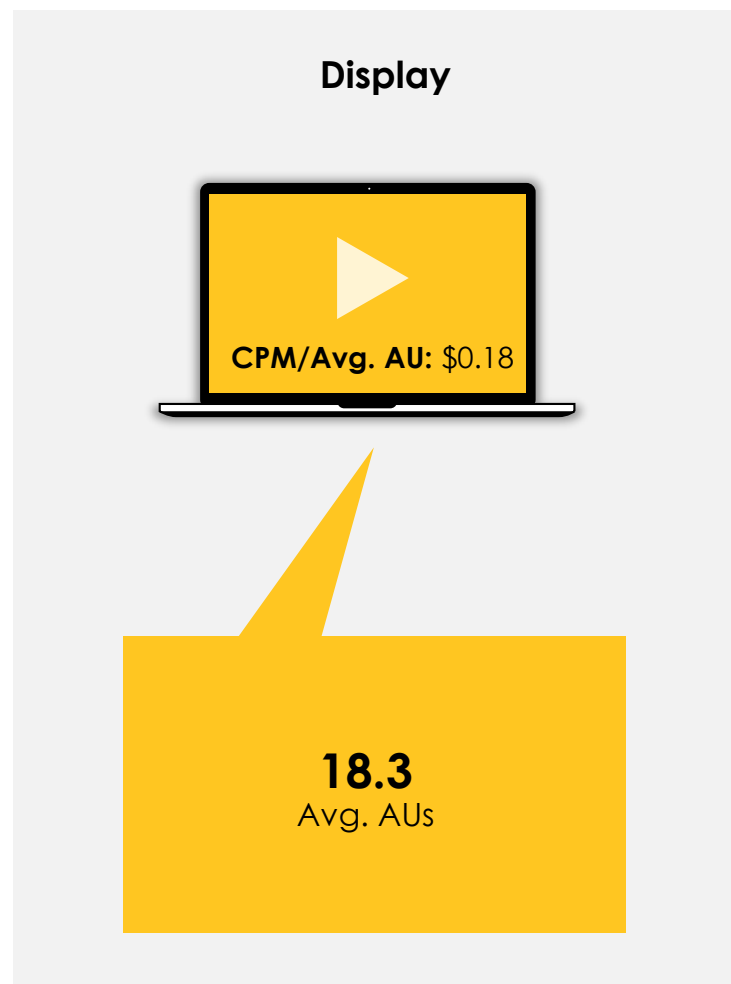
of Impressions:
Video, AU Prebid: 1,558,565
Video, No AU Prebid: 1,356,605
AU: Attention Unit

Breakthrough Insight #2

Video ads drive more efficient impact than display

Compared to display, less video AUs are needed to drive meaningful impact

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



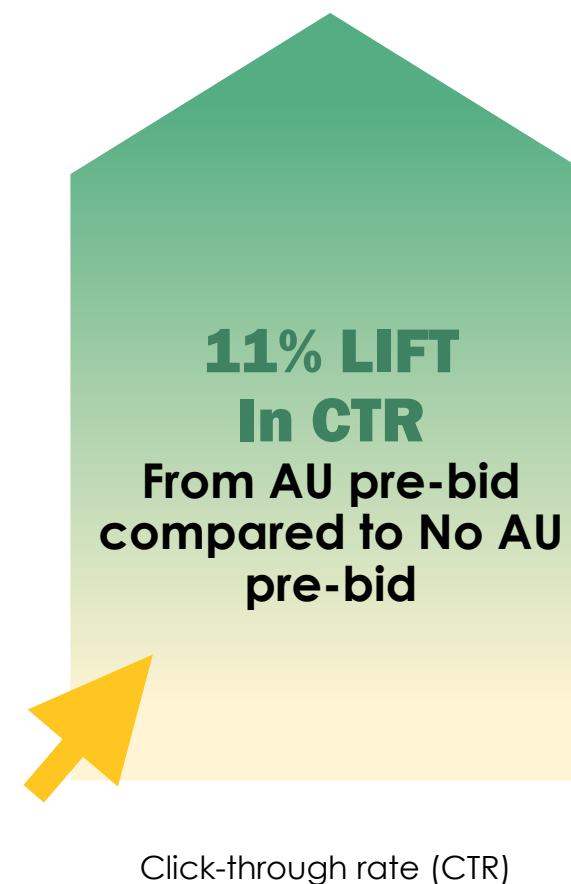
of Impressions:
Display, AU Prebid: 3,875,587
Video, AU Prebid: 1,841,824

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

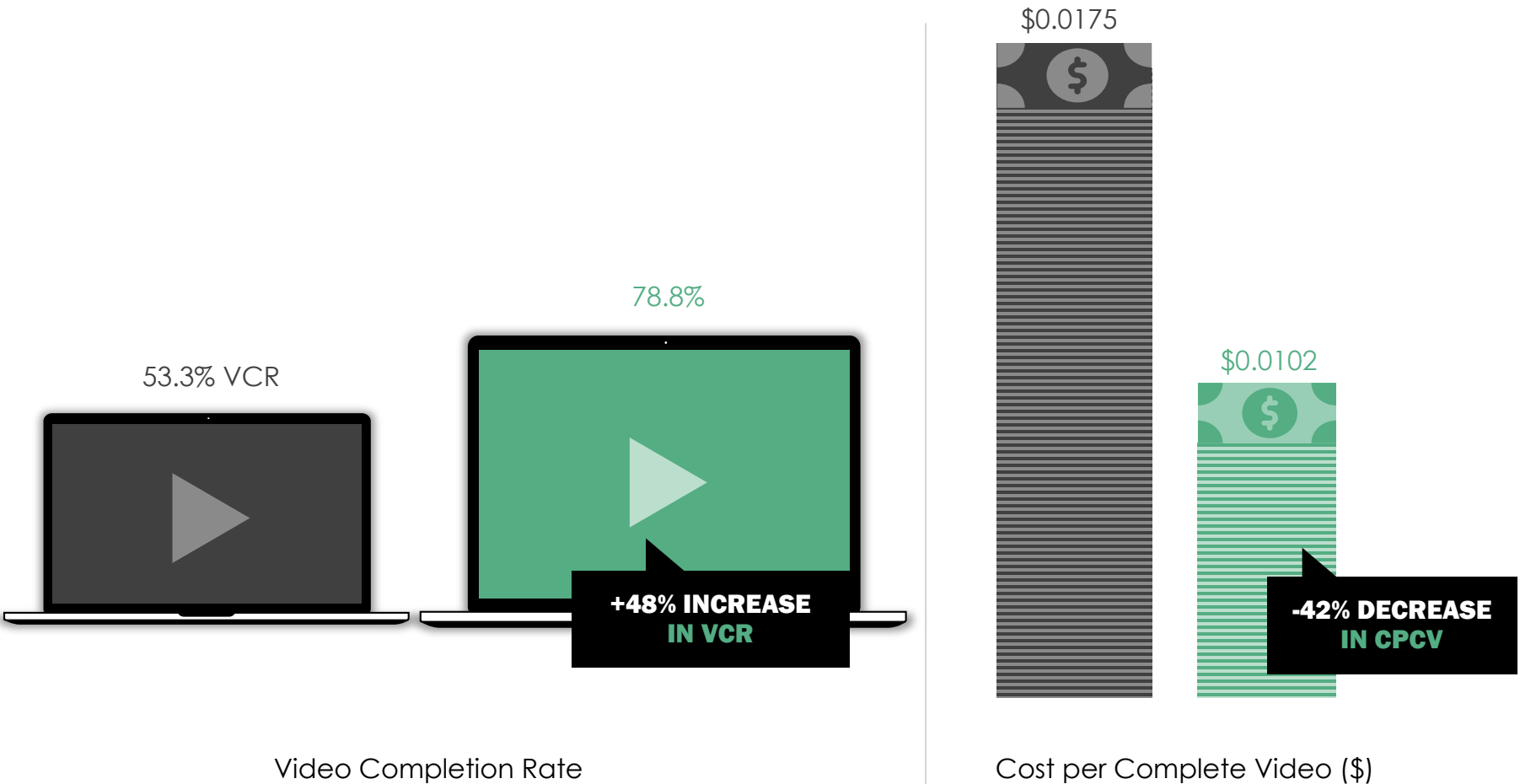


of Impressions:
Display, AU Prebid: 4,098,014
Display, No AU Prebid: 3,766,620

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

● No AU pre-bid ● AU pre-bid



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



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)

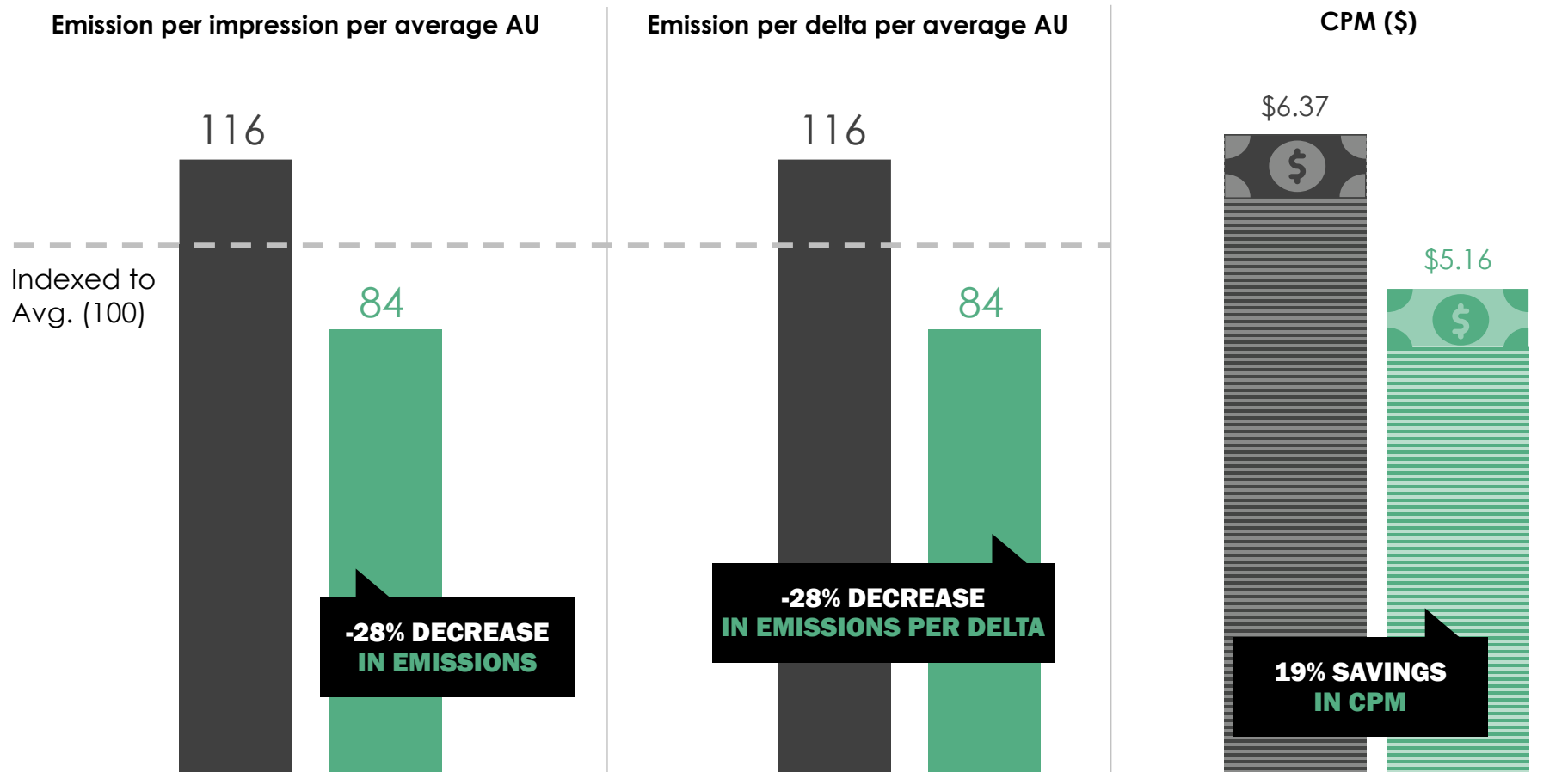


Utilizing pre-bid optimization not only makes your media work harder, but also serves a greater purpose

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

● No AU pre-bid ● AU pre-bid



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

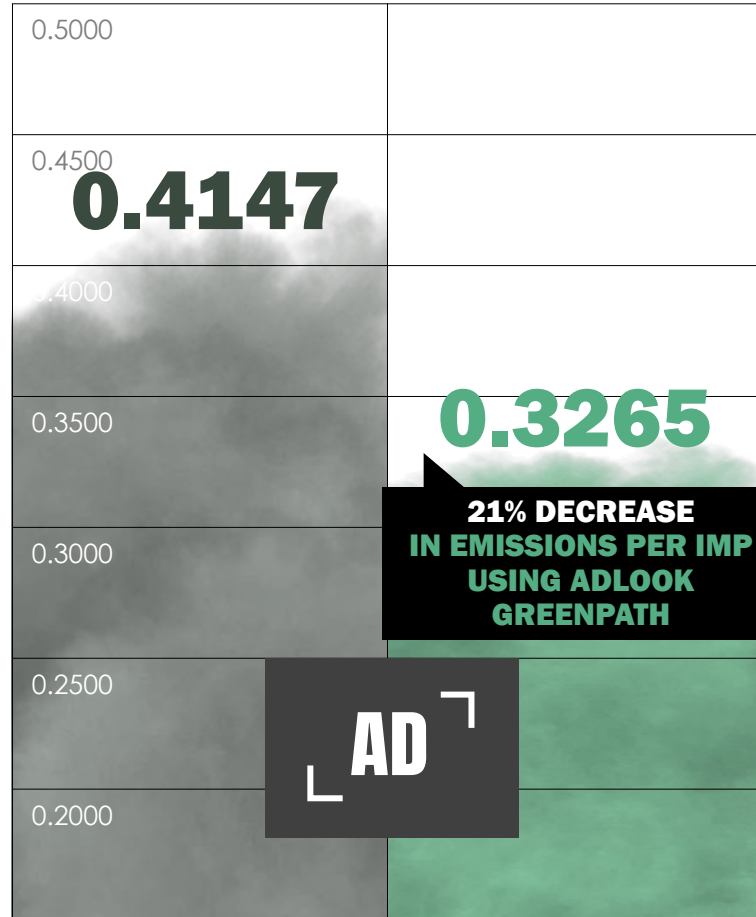
To ensure media responsibility, sustainability needs to be proactively actioned off in combination with attention

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

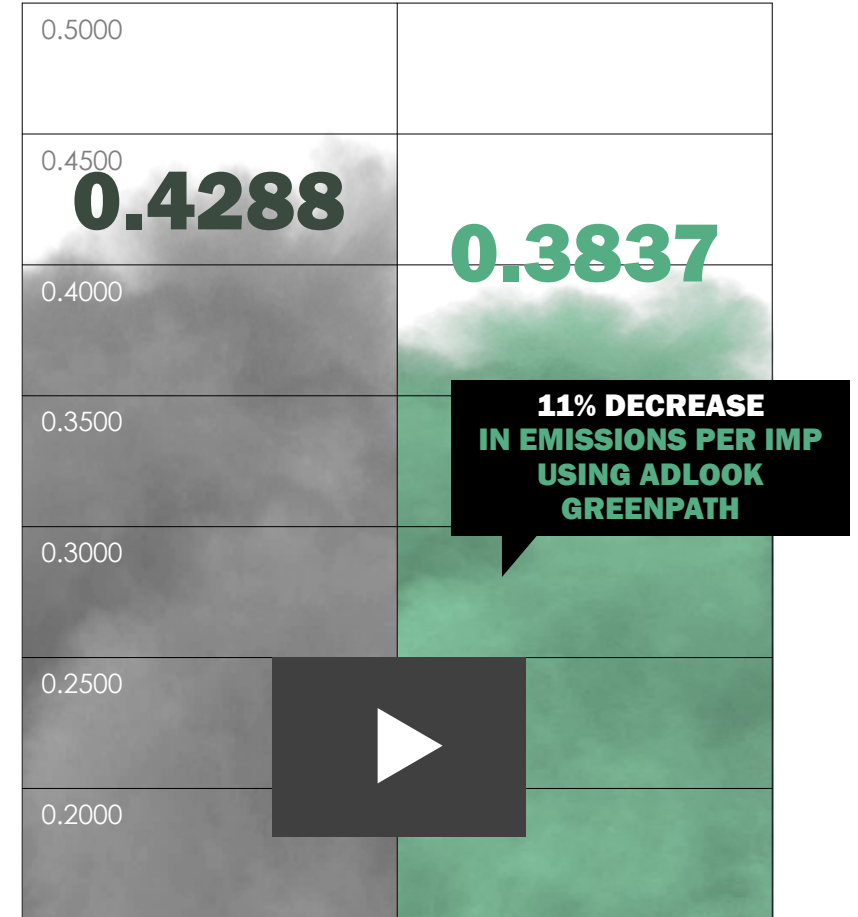
Total emissions when using GreenPath*: Pre-bid optimization vs. no pre-bid optimization

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

Total emissions per impression – Display



Total emissions per impression – Video

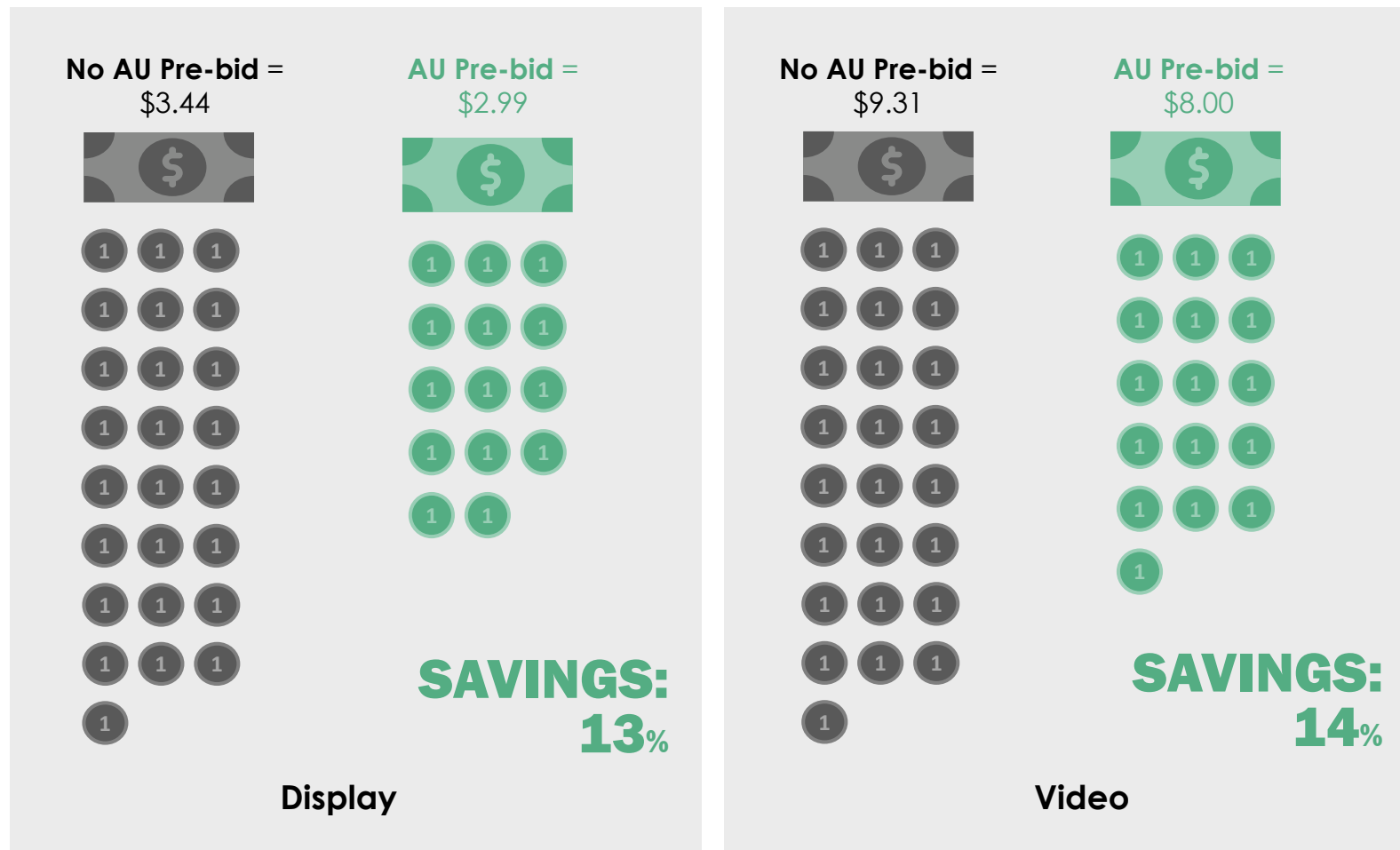


\$\$\$ Breakthrough Insight #8

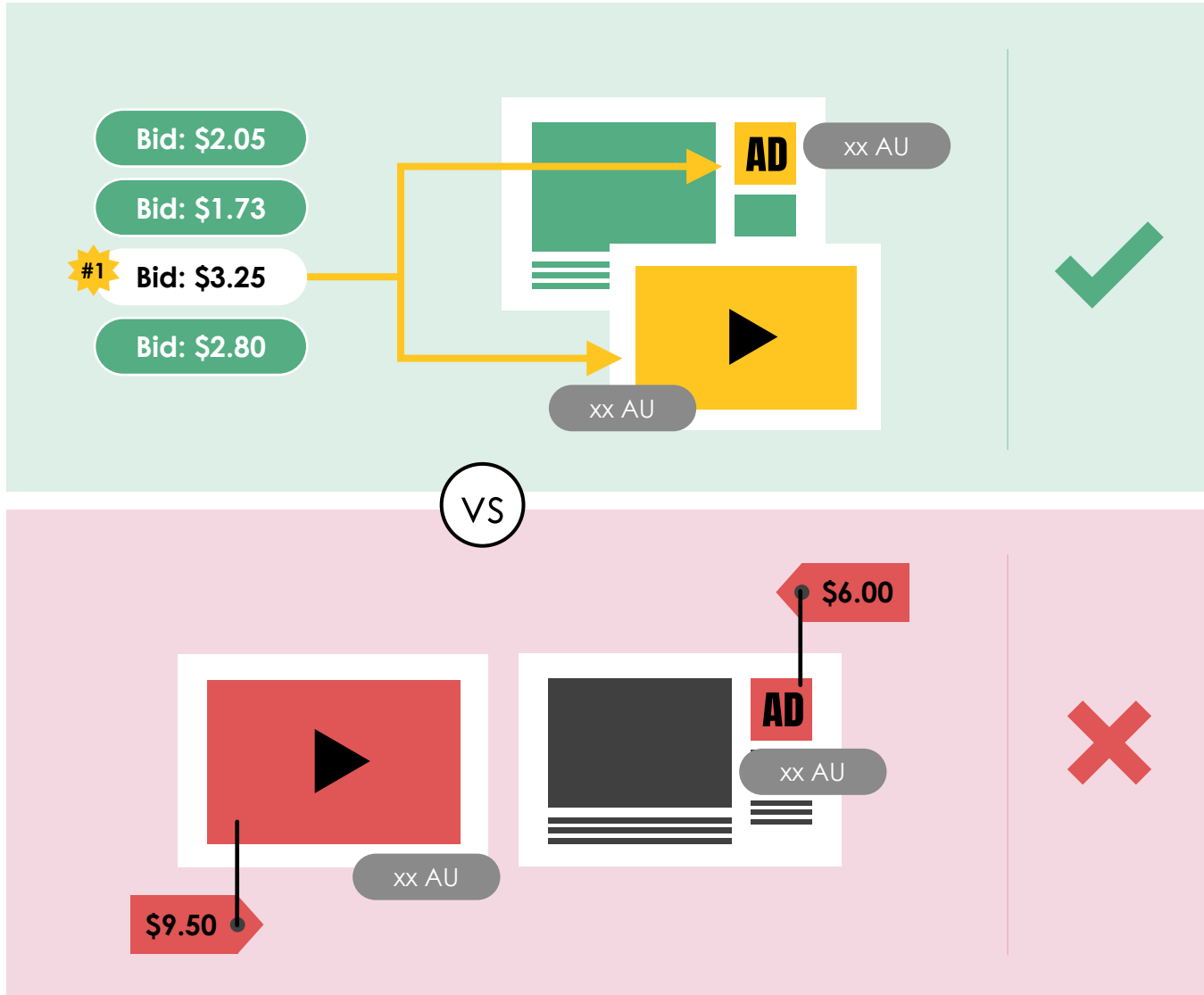
Pre-bid optimization wins when it comes to the bottom line

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

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

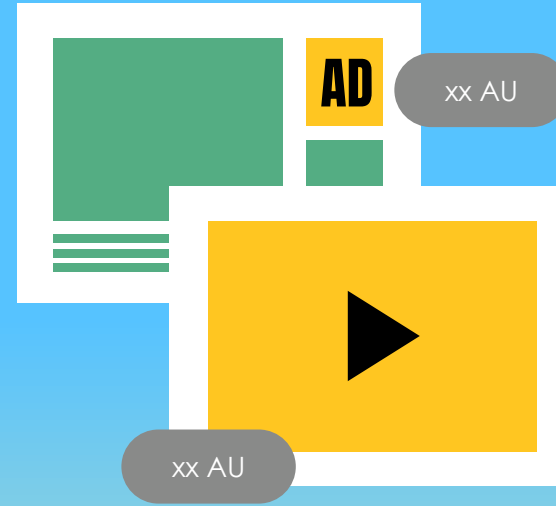


Drive performance efficiently

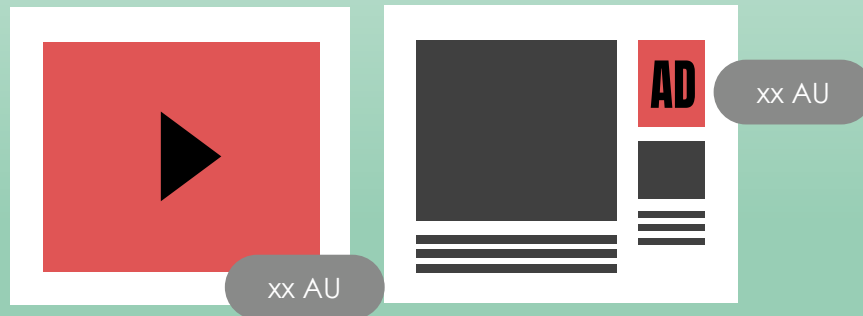
Brand performance excels when optimizing AUs pre-bid, and does so at an efficient rate

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

Enable better-performing media with pre-bid optimization



**SUSTAINABLE
BRAND GROWTH** = (Attention x Emission) ^{Deep Learning}



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

A person is seen from the back, sitting in the driver's seat of a car. They are holding a tablet with both hands. The tablet screen shows a webpage with the headline "These Are the 7 Biggest Fashion Trends Right Now" and several images of models. The car's interior, including the headrest and window, is visible. The background outside the window shows green foliage.

Thank you