MIKE FOLLETT

Managing Director - Lumen
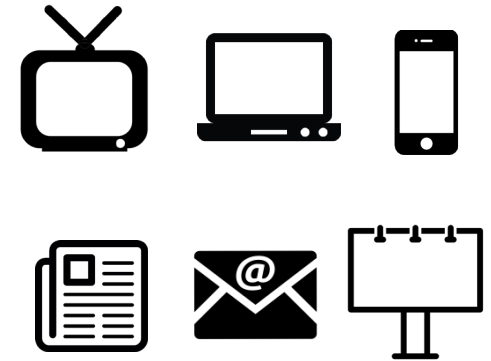
Attention, optimised

The reality of attention to advertising

Spark North 26th Feb 2020

Attention optimised

An attention currency for the attention economy

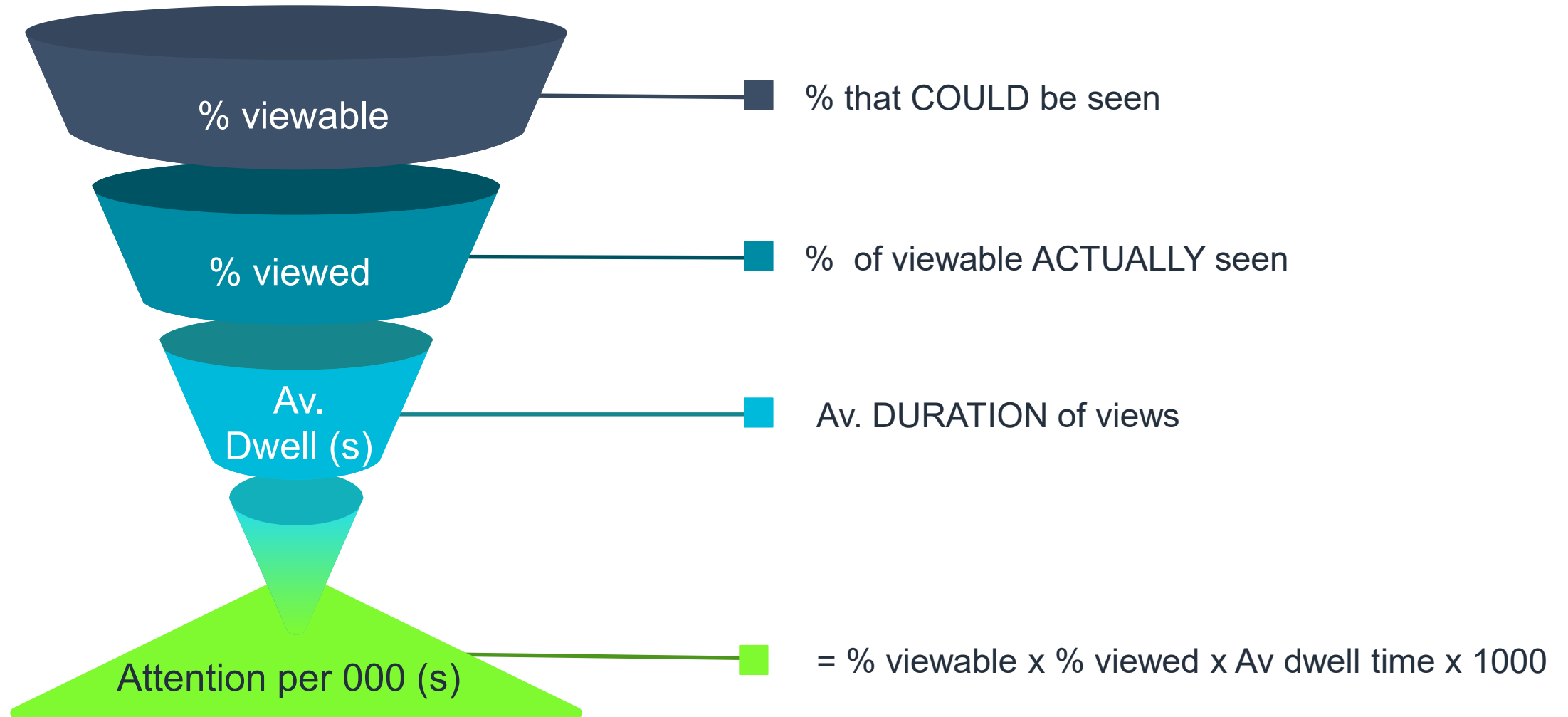Eye tracking and attention predictions at speed and scale for desktop and mobile

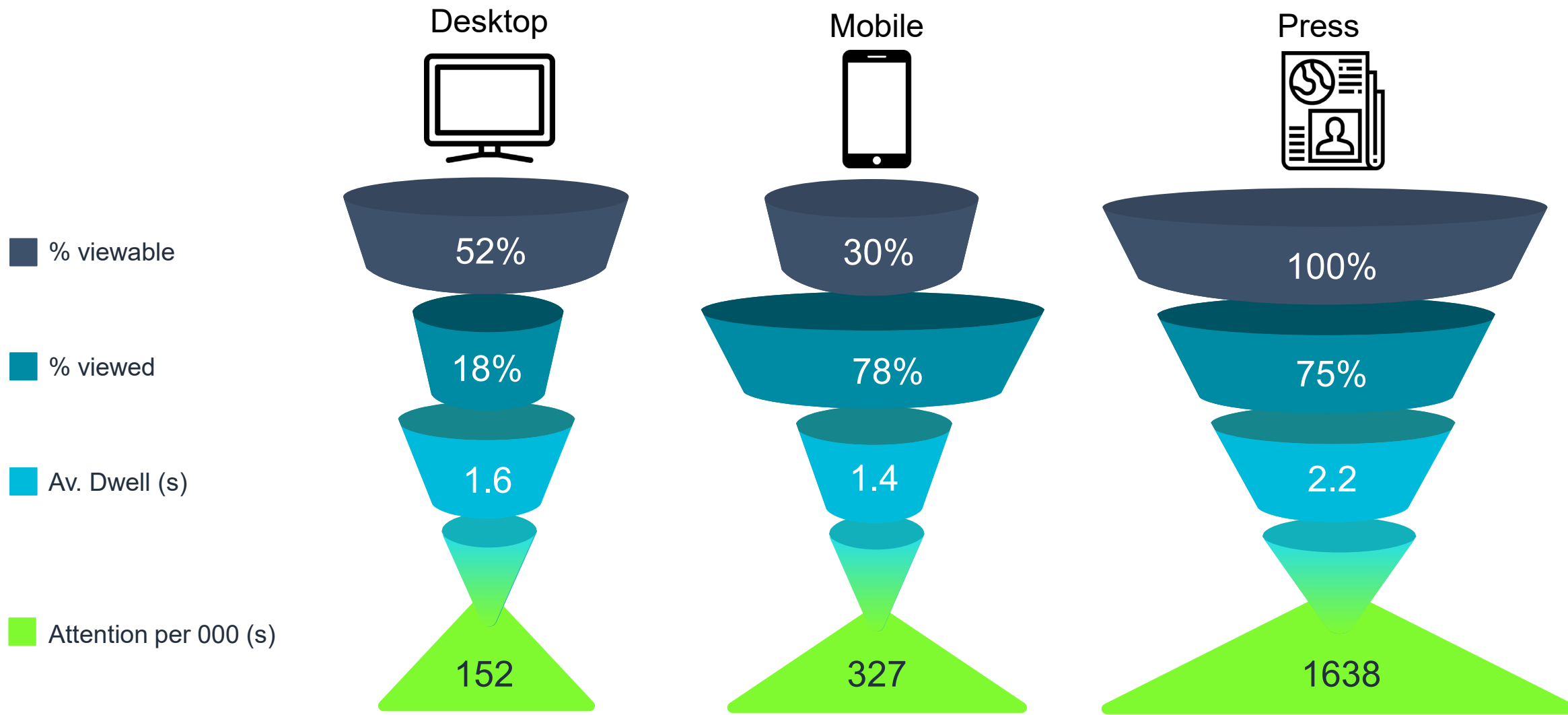- Cross media pre-testing and tracking tools
- Programmatic integrations

What i-spy can teach us about eye tracking

The attention funnel
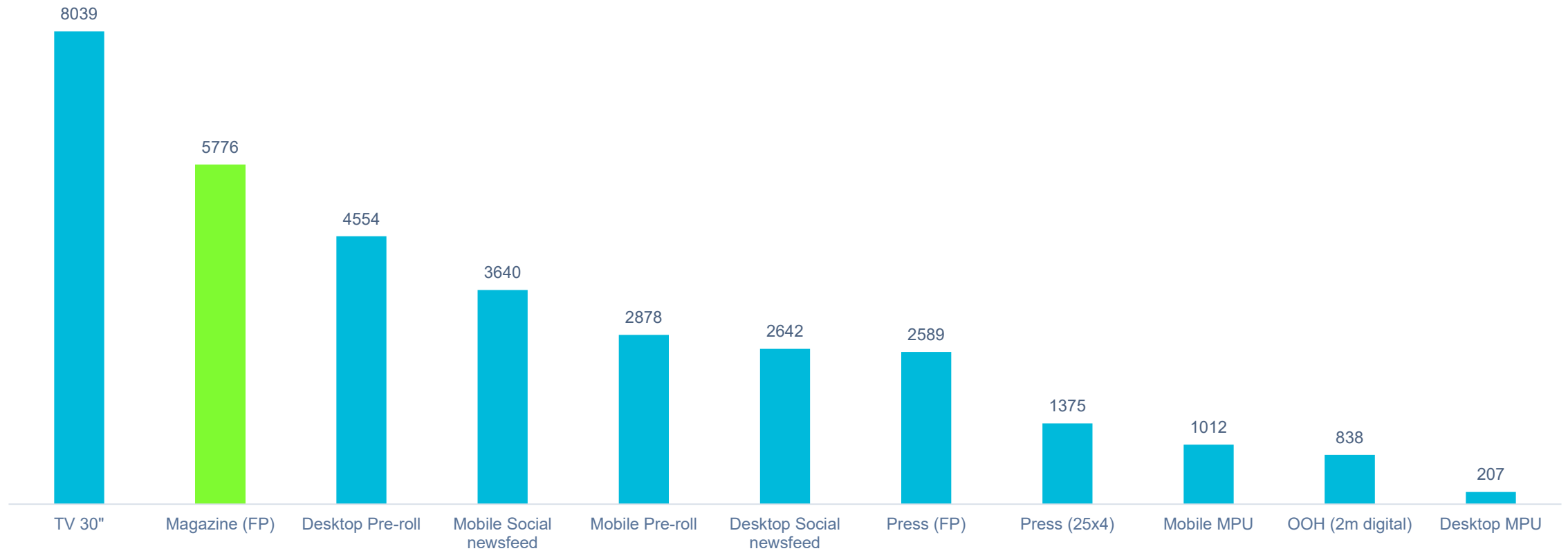

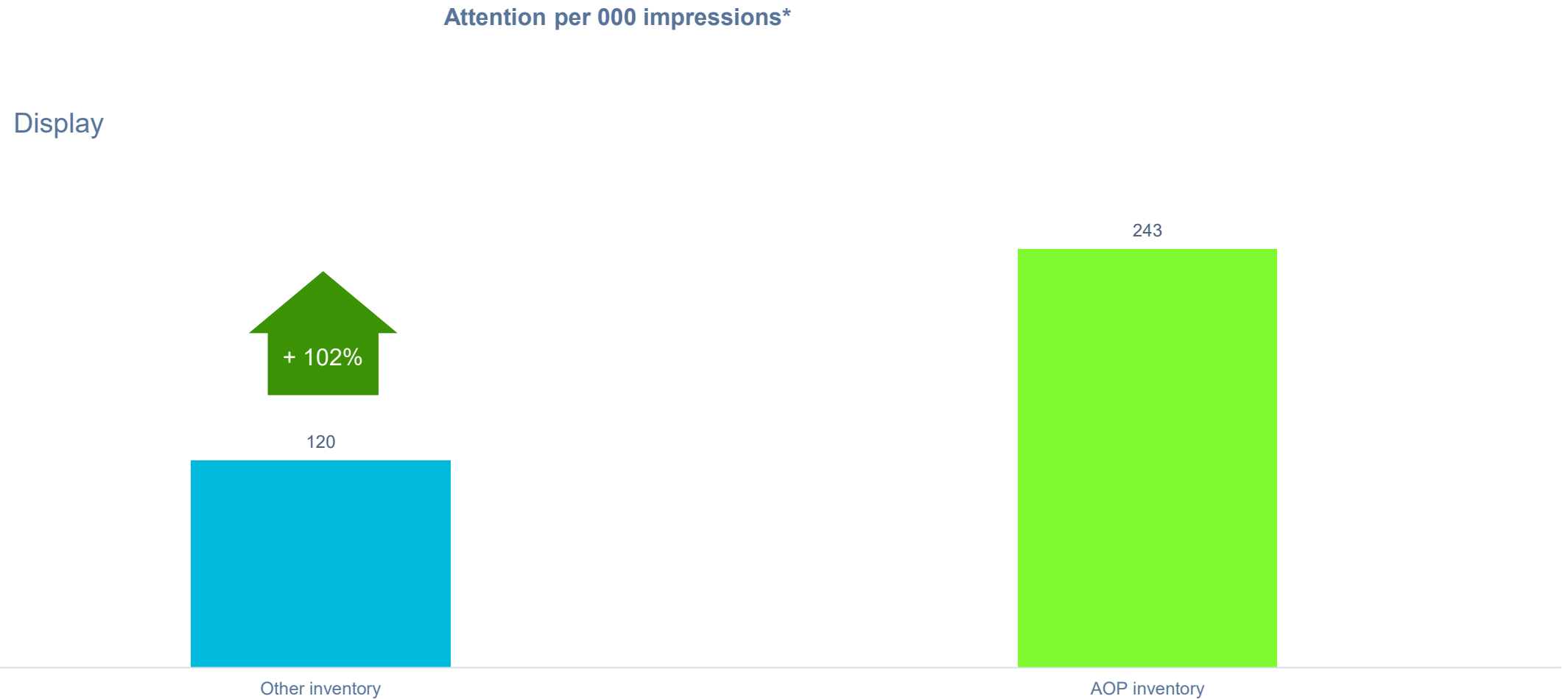**% viewable** — % that COULD be seen

% viewed — % of viewable ACTUALLY seen

Av. Dwell (s) — Av. DURATION of views

Attention per 000 (s) — = % viewable x % viewed x Av dwell time x 1000

LUMEN

Attention funnels by media

Magazines generate significant amounts of attentive seconds

Attention per 000 viewable impressions

TV 30"	8039
Magazine (FP)	5776
Desktop Pre-roll	4554
Mobile Social newsfeed	3640
Mobile Pre-roll	2878
Desktop Social newsfeed	2642
Press (FP)	2589
Press (25x4)	1375
Mobile MPU	1012
OOH (2m digital)	838
Desktop MPU	207

LUMEN

Within desktop display advertising, ads on AOP sites get twice the attention than ads on the rest of the web

Attention per 000 impressions*

Display

+ 102%

120   Other inventory

243   AOP inventory

LUMEN

Attentive seconds matter

Recall
- Press
- Internet display

Dwell time (s)	Press	Internet display
Not viewed	14%	17%
0 to 1	23%	34%
1 to 2	42%	46%
2+	49%	48%

Conversions per 000 impressions

Expected dwell time (s)	
0 to 0.5	0.18
0.5 to 1	0.15
1 to 1.5	0.21
1.5 to 2	0.30
2 to 2.5	0.39
2.5 to 3	0.48

LUMEN