




# Pay Attention

...to Amplified Intelligence results



# 3 Levels of Attention


Amplified Intelligence approach to measure attention



**Active Attention**  
Looking directly at the ad



**Passive Attention**  
In the room but not looking at the ad



**Non-Attention**

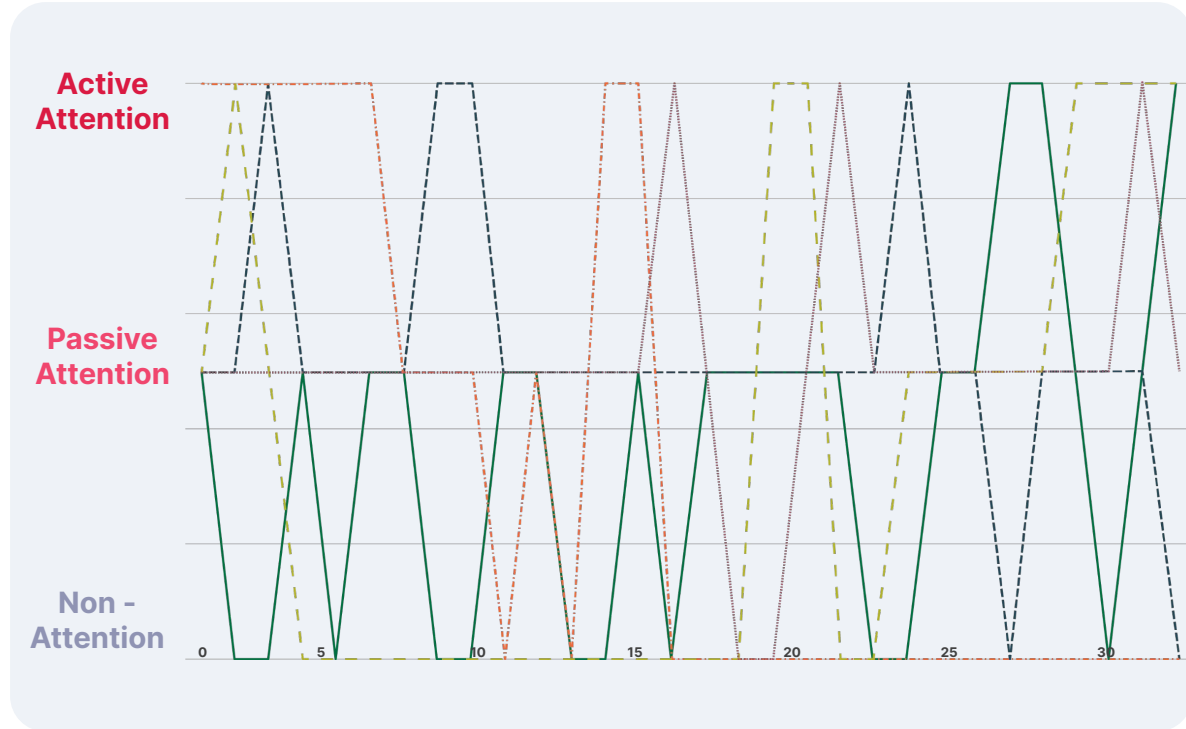
**Active Attention (eyes-on-ad) matters the most to business outcomes**

# 3 Levels of Attention

Amplified Intelligence approach to measure attention

We **switch in and out** of focus when we consume media

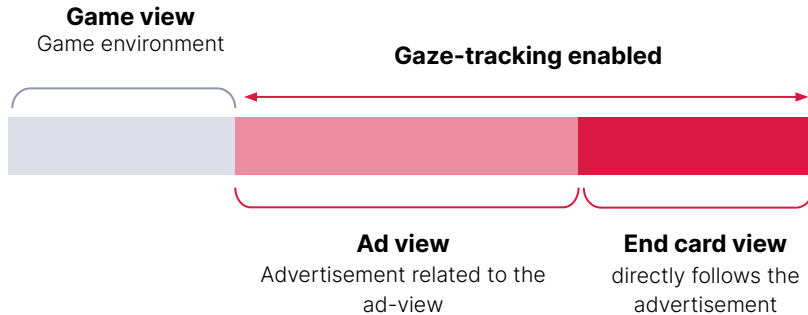
This switching is distraction away from watching ads



# Research & Methodology

This study was undertaken by Amplified Intelligence to determine:

1. **Attention data** across Digital Turbine ad formats - video and end card
2. DT ads **attention level benchmarked** against AttentionPLAN™ database
3. DT ads **impact on brand choice**



A 10-minute study of **160 UK respondents, age 18+**



During **gameplay session of Word Puzzle Game** a variety of brand ads were served



At the end of the session the user completes the brand choice survey to **calculate Short Term Advertising Strength**



Amplified Intelligence's **eye-gaze tech** detects and measures user's Attention

# Short Term Advertising Strength

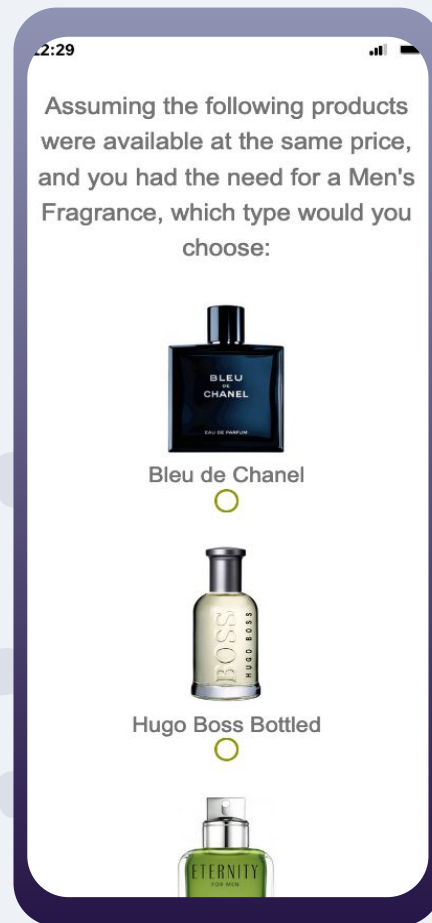
Real measure of a difference  
Attention to ads makes for  
your brand

## STAS index benchmark is 100.

Anything over 100 means the ad  
has performed better than 'normal'

**Example:** STAS=110 means it's 10%  
more likely for audience to choose  
your brand after seeing an ad

**To calculate STAS**, the user  
browses virtual store and  
completes the brand choice survey  
at the end of the Attention study by  
Amplified Intelligence



# Attention to Video Only

- Little decay in %** of active seconds to ad length:  
 Digital Turbine maintains attention through the ad into the end card, allowing for long creatives
- The Full Screen, Audio on format **maintains attention**

Ad-Length	Active Attention	Passive Attention	Active Seconds to Ad Length
15"	6.1	3.9	40.6%
20"	8.3	5.3	41.5%
30"	11.9	7.2	39.6%
<b>Total</b>	<b>8.6</b>	<b>5.4</b>	<b>38%</b>

# Attention to End Card

- End Cards provide **an attention injection** to the video
- **More active attention** on the end card than the Video only



Ad	Active Attention	Passive Attention
Brand A	15.4	8.7
Brand B	13.2	4.8
Brand C	14.9	6.6
Brand D	16.2	8.9
Brand E	9.4	4.6
Brand F	7.0	3.6
<b>Total</b>	<b>13.6</b>	<b>7.2</b>

# Two Waves of Attention

And the impact on Short Term Advertising Strength

**STAS = 160**

The combination of strong Video and End Card performance delivers exceptional **Short Term Advertising Strength**

DT ads drive **60% increase for a brand choice**

**Not every platform has this luxury**

Ad Length	Active Attention (Video)	Active Attention (End Card)	Total Active Attention	STAS
20"	7.7	16.2	23.9	202
15"	6.1	15.4	21.5	108
30"	12.0	7.0	19.0	211
30"	7.5	9.4	16.9	161
20"	10.5	13.2	23.7	210
20"	10.1	14.9	25.0	109
<b>Total</b>	<b>8.6</b>	<b>13.6</b>	<b>22.2</b>	<b>160</b>



# 22 Seconds of Attention

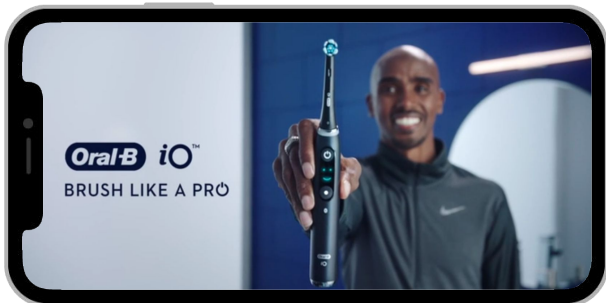
This is how much total attention brands get with Digital Turbine

# 14x

Mobile Web

# 8.8x

Social



Seconds

25

20

15

10

5

0

22.2

1.6

2.5

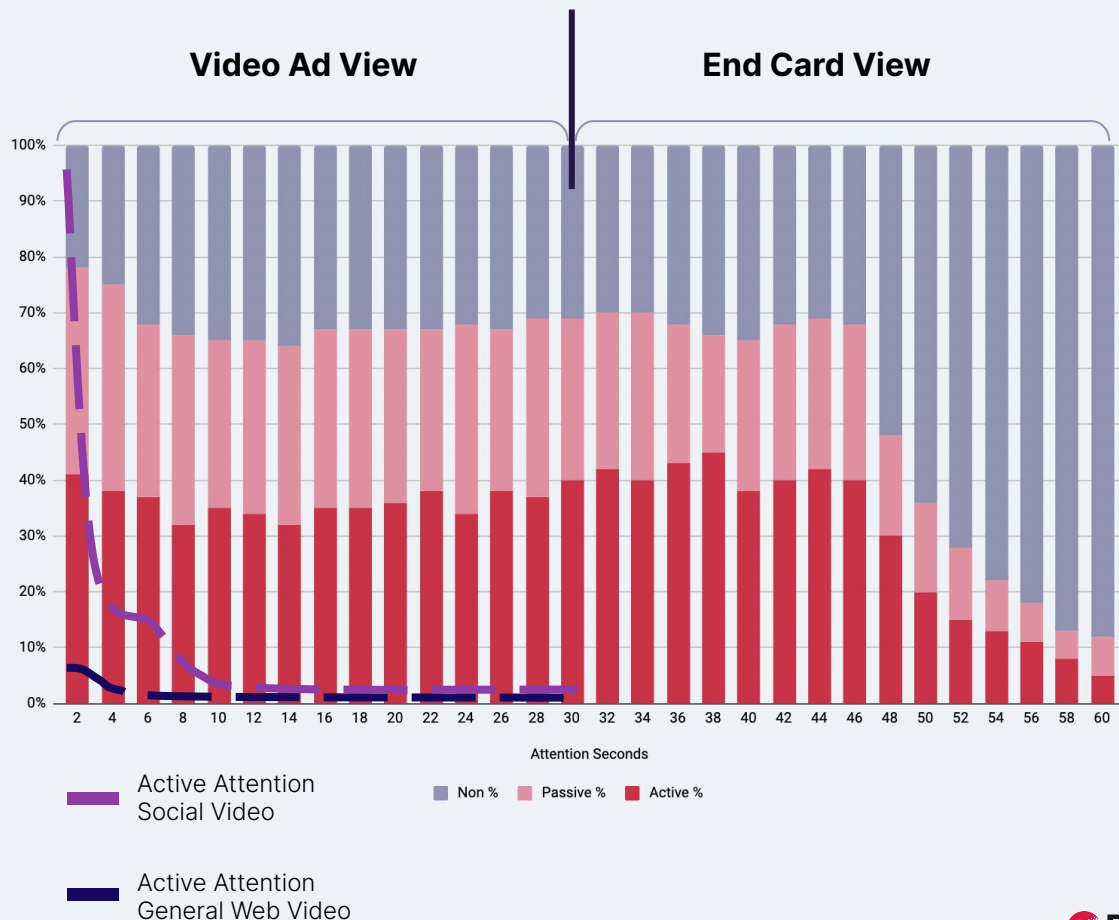
 Digital Turbine

Mobile Web  
Video

Social  
Video

## Two Waves of Attention

- Every ad served by Digital Turbine delivers **strong and consistent attention to the story and the brand**
- End Card serves as an **Attention boost** to the video ad
- **TV/Cinema** similarities



**Learn more on**

**[www.digitalturbine.com](http://www.digitalturbine.com)**