

ATTENTION TIME

Optimise creatives, formats, placements and publishers to boost performance and campaign outcomes

Amobee has partnered with Playground xyz to empower agencies and advertisers with a deeper understanding of their campaigns. Attention Time unlocks new measurement metrics to drive performance and deliver unbeatable awareness.

Game-changing Technology

Trained and verified by real eye-tracking data, Playground xyz's Attention Intelligence Platform (AIP) is the world's first tech stack to measure and optimise towards Attention Time: how long an ad is actually looked at.

Supplementing Amobee's existing proprietary analytics suite, this collaborative report will grant advertisers additional insights to optimise creatives and media to drive better performance in a cookieless world.

Why Attention Time?

Attention Time is redefining how advertisers and marketers measure and optimise ads in real-time:

11%

Additional awareness for every extra second of Attention Time achieved

7%

Additional recall for every extra second of Attention Time achieved

7.5x

More important at driving awareness than viewability

5.9x

More important at driving recall than viewability

Source: Playground xyz and Kantar Research 2019

Attention Time Metrics

The Attention Time report includes the following metrics:

- Impression breakdown by level of attention
- Breakdown by creative
- Daily breakdown by impressions
- Age and gender split
- Attention level and top domains split by impressions and e-impressions

