

Measuring Attention Best Practices



Overview

By connecting digital campaigns to signals that indicate measurable impact, marketers can discover how attention becomes an instrumental outcome. Even further, attention signals have the potential to fill gaps and compliment other data sets used to evaluate success. To help our clients reach their unique potential to forge insights across every campaign, we have compiled best practices for tying campaign exposure to brand impact.

With attention metrics fueled by **Moat Analytics**, brand marketers can learn from, optimize toward, and strengthen campaign effectiveness in their effort to generate better business outcomes.

Measure Display Attention

Through Moat's suite of attention metrics, we offer multiple ways for marketers to determine the signals that indicate behavioral impact for your display campaigns. Because no two campaigns are alike, the key to understanding where you gained traction toward your intended outcome can be summarized with a three-step approach.

Step 1: Understand your level of *campaign exposure*

- Impressions Analyzed
- Exposure Time

Step 2: Understand how much of your campaign was *seen and interacted with*

- In-View Time
- Passthrough Rate
- Attention Quality
- Interaction Rate
- Interaction Time
- Touch Rate (mobile)

Step 3: Understand your individual *placement and creative performance*

- In-View Time Buckets at > 5 Sec/10 Sec/15 Sec/1 Min Rate

Measure Video Attention

Through Moat's suite of attention metrics, we offer multiple ways for marketers to determine the signals that indicate behavioral impact for your video campaigns. Because no two campaigns are alike, the key to understanding where you gained traction toward your intended outcome can be summarized with a three-step approach.

Step 1: Understand your level of *campaign exposure*

- Impressions Analyzed
- Exposure Time

Step 2: Understand how much of your campaign was *seen and heard*

- % of Video Played In-View
- Completion Rate
- Completion Quality
- Audible Rate
- Audible and Visible on Complete Rate (AVOC)
- Moat Video Score

Step 3: Understand your individual *placement and creative performance*

- In-View Time Trend (Total Campaign)
- Audible and Visible on 1st/2nd/3rd Quartile/on Complete

Understand Moat Video Score (MVS)

Moat Video Score is the averaged percent of video seen and heard, amplified by screen real estate. It consists of four key components:

Screen Real Estate

The size of the ad relative to the size of the screen. The larger the size of an ad relative to the screen where it appears, the fewer elements it competes with for a viewer's attention.

50% On-Screen Time

The average length of time that at least 50% of an ad has been on the screen. This component quantifies the opportunity for a user to see a video ad that was played.

Audible Time

The average length of time that the video was audible. Audibility is another indicator of whether the audience is paying attention — and the quality of that attention.

Averaged Ad Length

The ad length (in seconds) of the creative, as a weighted average by impression volume. When used with 50% On-Screen Time and Audible Time, this component quantifies the percentage of video seen and heard.

Note: Moat Video Score of 0-100 is informed by research that studied the effect of the score's individual parameters against brand equity metrics. An ad that plays the entire duration, was audible and visible throughout, and took up a user's entire screen would receive a score of 100. But the score would differ in other scenarios.

Awareness Versus Direct Response Campaigns

Both time spent and interaction metrics have the potential to unlock the key to which signals drive your campaign effectiveness, so apply the same steps across display and video metrics to assess campaign performance.

Awareness: Time spent acts as a proxy for brand awareness because more time with a brand message in-view means increased opportunity to imprint a message on consumers. Given that video ads are an ideal medium to deliver storytelling through sight, sound and motion, awareness KPIs are commonly associated with video campaigns.

Display Metrics:

- In-View Time

Video Metrics :

- % of Video Played In-View
- Audible Rate
- Completion Quality
- Audible and Visible on Complete Rate–AVOC
- Moat Video Score–MVS

Direct Response: Similarly, interaction signals whether a brand message inspires users to take action, which means your ads successfully deliver valuable engagement (i.e., a behavioral signal prior to a potential conversion on your creative landing page). Given that display ads are an ideal medium to deliver a call-to-action that drives a behavioral outcome, direct response KPIs are commonly associated with display campaigns—additionally emphasized across programmatic buying channels.

Display Metrics:

- Interaction Rate
- Interaction Time
- Touch Rate (mobile)
- Click Rate

Conclusion

Finding a repeatable, consistent formula for assessing ad effectiveness is possible once you establish how your unique campaign is received by your intended audience online. As markets continually shift and consumers change with them, the sharpest marketers know an evolving approach to measuring performance is the best strategy. With Moat, realizing your full campaign potential is possible.

Contact your Moat account manager for more information.