How to Measure Consumer Attention

A step-by-step guide to measuring attention across display, mobile, video, and branded content with Oracle Moat Analytics.
# Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>About this guide</td>
<td>4</td>
</tr>
<tr>
<td>Desktop display</td>
<td>6</td>
</tr>
<tr>
<td>Mobile</td>
<td>7</td>
</tr>
<tr>
<td>Video/digital streaming services</td>
<td>8</td>
</tr>
<tr>
<td>Branded content</td>
<td>9</td>
</tr>
<tr>
<td>Key takeaways</td>
<td>10</td>
</tr>
</tbody>
</table>
Across the myriad campaigns, ad formats, channels, and devices that marketers have in play at any given moment, getting a comprehensive understanding of performance is the only way to build a strong, results-driven digital advertising strategy. However, this is only possible when marketers commit to measuring performance beyond baseline verification.

Going beyond verification means quantifying consumer attention, which is no easy feat. But with the proper measurement insights and strategies, brands and agencies can evaluate campaigns based on attention signals that span ad formats, environments, and platforms. This then affords marketers the ability to reflect on performance over time and across channels, product lines, creative strategies, industry benchmarks, and more—providing them with the information and insights to take action and develop stronger campaigns for the future.

But if best practices say to measure performance beyond baseline verification metrics, how do you do it? This guide addresses this question with an easy-to-follow formula for measuring consumer attention across display, mobile, video, and sponsored content, using a selection of Oracle Moat’s attention metrics. Wherever you are in your measurement journey, this guide will help you elevate your digital strategy to the next level, where you can reap the rewards of deep, meaningful insights and a transparent understanding of the key drivers of performance.
About this guide

It’s important to note that there is rarely a stand-alone metric that determines if an ad or campaign is successful; a combination of metrics is required, as this provides a holistic view of performance. The ensuing guide demonstrates how this works by using a variety of attention-based metrics for each advertising format.

How to assess your campaigns using benchmarks

To understand whether performance metrics indicate campaign effectiveness, compare each metric with the latest industry benchmarks. This provides a baseline to track performance against. You can get the most recent quarterly benchmarks here.

In addition to the industry benchmarks, set your own benchmarks based on your business goals. This means comparing performance month-over-month, year-over-year, across campaigns, geographical regions, and publisher networks, and so on. This will mean that you gain a true understanding of advertising performance while also helping you track progress over time—leading to a sophisticated understanding of your campaigns and the best areas for increased investment.

Measuring metrics that matter to you

For each format, we’ve used a specific selection of metrics that are available in the Oracle Moat dashboard, but please note that there are many ways to measure attention. A large part of effective measurement is choosing the metrics that matter to your marketing and business objectives. These will change based on the business you’re in and the specific campaigns you have running, so it’s important that you understand all the metrics and performance signals that are available to you within the Oracle Moat Analytics dashboard.

Contact your client partner to dive deeper into all the metrics that are available in the Oracle Moat dashboard and to learn how they can be used to measure attention. If you are new to Oracle Moat, click here to request a demo.
Who should use this guide?

Publishers and platforms

Never has demonstrating the value of your partnership and the quality of your audience been more important. Use the forthcoming metrics to illustrate to advertisers that your audiences are engaged, and your inventory will deliver results.

Agency marketers

Instill confidence in clients by delivering more detailed campaign results with deep insights that reveal how people engaged with ads, what ads performed best, and why. Use these metrics across all campaigns to gain a holistic view of performance.

Brand marketers

Understand how the campaigns that your agency or internal teams are running are performing with more granularity. Gain a holistic view of your digital campaigns with results that are comprehensive, easy to digest, and indicative of performance.
For display advertising, measurement is split into two primary groups:

- The amount of time spent with the content on the page, and
- How people engage with the advertising on that page.

To determine the time spent with the content, we can use **Active page dwell time**, which tracks the average time spent with the content in the foreground tab of the web browser—the most reputable and accurate way to measure time spent with content. For the engagement with advertising, we need to understand how long ads are in view, whether people interacted with them, and for how long. To do this, we use the following **three metrics:**

**In-view time**
This is a baseline attention metric that measures the average amount of time people spend with an ad once 50 percent of pixels are in view for at least one continuous second.

**Interaction rate**
Beyond viewing the ad, this metric analyzes engagement by revealing the percentage of impressions where people enter the frame of an ad for at least 0.5 seconds.

**Interaction time**
We also want to know how interested a person is when viewing the ad, so this metric is used to measure how long, on average, interaction lasts.

### Example:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Above Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active page dwell time</td>
<td>55.3 sec</td>
<td>13%</td>
</tr>
<tr>
<td>In-view time</td>
<td>32.2 sec</td>
<td>14%</td>
</tr>
<tr>
<td>Interaction rate</td>
<td>3.8%</td>
<td></td>
</tr>
<tr>
<td>Interaction time</td>
<td>7.7 sec</td>
<td></td>
</tr>
</tbody>
</table>

**Active page dwell time**
Time spent with content in the foreground tab

**In-view time**
Time spent with advertising at minimum 50 pixels for at least one continuous second

**Interaction rate**
% of impressions where a user enters the frame of an ad and remains active for 0.5 seconds

**Interaction time**
Time spent interacting with advertising

---

**How to Measure Consumer Attention: Oracle Moat**
Mobile

Audience attention is most fragmented in mobile environments; therefore, a brand message has to work hard to make an impact. To measure attention in mobile, we follow a similar formula for display in that we need to analyze the time spent with the content on the page, in addition to the length of time the advertising was in view. However, with mobile, we can also measure the rate of impressions that were touched by a user and use that as a proxy for interaction and engagement. Touch rate is the same metric on desktop and mobile except it’s measured as clicks and hovers on desktop, whereas on mobile it refers to when impressions are touched on mobile devices.

For measuring attention on mobile, we use the following metrics:

**Active page dwell time**

The same as on desktop, this metric tracks the average time spent with the content in the foreground tab of the web browser.

**In-view time**

This is a baseline attention metric that measures the average amount of time people spend with an ad once 50 percent of pixels are in view for at least one continuous second.

**Touch rate**

As on desktop, we can also measure whether people interact with ads on mobile devices. This metric measures the percentage of impressions touched on a mobile device.

**Example:**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Above Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active page dwell time</td>
<td>55.3 sec</td>
<td>13% above</td>
</tr>
<tr>
<td>In-view time</td>
<td>32.2 sec</td>
<td>14% above</td>
</tr>
<tr>
<td>Touch rate</td>
<td>14.2%</td>
<td>20% above</td>
</tr>
</tbody>
</table>
Video/digital streaming services

To effectively assess the quality of the video ad exposures, a mix of sight, sound, and motion signals are paramount. Therefore, we need to look at the following four metrics.

**Percent of video played in-view**
This metric is one of the stronger indicators of attention, measuring the percentage of video that users watched while the ad was in view.

**Completion quality**
Playing a video until completion doesn't tell the whole story, so this metric analyzes the percentage of video completions that were in view with audio enabled.

**Audible rate**
This accounts for the percentage of impressions where the ad was audible for any period of time.

**Completion rate**
This shows the percentage of impressions where the video played to completion.

**Example:**

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Value</th>
<th>Benchmark</th>
<th>Above Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of video played in-view</td>
<td>85%</td>
<td>67.4%</td>
<td>128% above benchmark</td>
</tr>
<tr>
<td>Completion quality</td>
<td>8%</td>
<td>29.6 sec</td>
<td>128% above benchmark</td>
</tr>
<tr>
<td>Completion rate</td>
<td>88.1%</td>
<td>69.4 sec</td>
<td>3% above benchmark</td>
</tr>
<tr>
<td>Audible rate</td>
<td>38.0 sec</td>
<td>3%</td>
<td>132% above benchmark</td>
</tr>
</tbody>
</table>

*How to Measure Consumer Attention: Oracle Moat*
Branded content

Branded content is on the rise, with a growing number of publishers launching in-house studios to facilitate and produce sponsored editorial. This aims to serve advertisers who are trying to create stronger connections with customers and fans by using innovative and nontraditional ad formats. In terms of measuring branded content, the responsibility is on the publisher to showcase the quality and engagement of the content across their sponsored posts. Equally, agency and brand marketers must see measurable results that indicate whether their investment nets the desired results.

For branded content, the measurement focus is on engagement with content, which we can measure by looking at the following metrics:

**Scroll rate**
This is the percentage of views where users scrolled, thereby indicating they’re interested in the content on the page.

**Scroll depth**
Another indicator of interest, this metric analyzes the percentage of total page length that the users scrolled. The more of the page users scroll through, the more engaged they are.

**Active page dwell time**
The amount of time a user spends with content in the foreground tab of their browser.

### Example:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Benchmark</th>
<th>Above Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Scroll rate</strong></td>
<td>85%</td>
<td>16%</td>
<td>69%</td>
</tr>
<tr>
<td><strong>Scroll depth</strong></td>
<td>79.8%</td>
<td>22%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Active page dwell time</strong></td>
<td>79.1 sec</td>
<td>8%</td>
<td>71%</td>
</tr>
</tbody>
</table>

*How to Measure Consumer Attention: Oracle Moat*
Key takeaways

1. Measurement insights help you with campaign pacing and budget allocation, allowing you to be more precise and effective with your ad spend.

2. Measure every impression. Always-on measurement leads to the best results, so you don’t have siloed campaigns, creative, channels, or formats. Instead, take a holistic view of performance to determine the extent to which your advertising is driving business.

3. Through better measurement, and a focus on attention beyond verification, you will not only understand what is successful, but you’ll also be able to identify gaps and optimize toward areas that drive impact.

4. There are multiple ways and any number of metrics you can use to measure consumer attention. The metrics you use will be unique to your business and campaign objectives.

Speak to an Oracle Moat representative to find out how to implement a sophisticated measurement strategy that propels your business toward better outcomes.