



Reach Curves Gone Rogue

**A sad story about
failed relationships.**



1. Let's set the scene on what we are dealing with and why.



“

At its most basic, attention can be defined as concentrated awareness towards a reduced number of stimuli in our environment, while ignoring other stimuli.

Professor Karen Nelson-Field
Amplified Intelligence

Everything changed
when we stopped
measuring 'outward'
and started
measuring 'inward'.

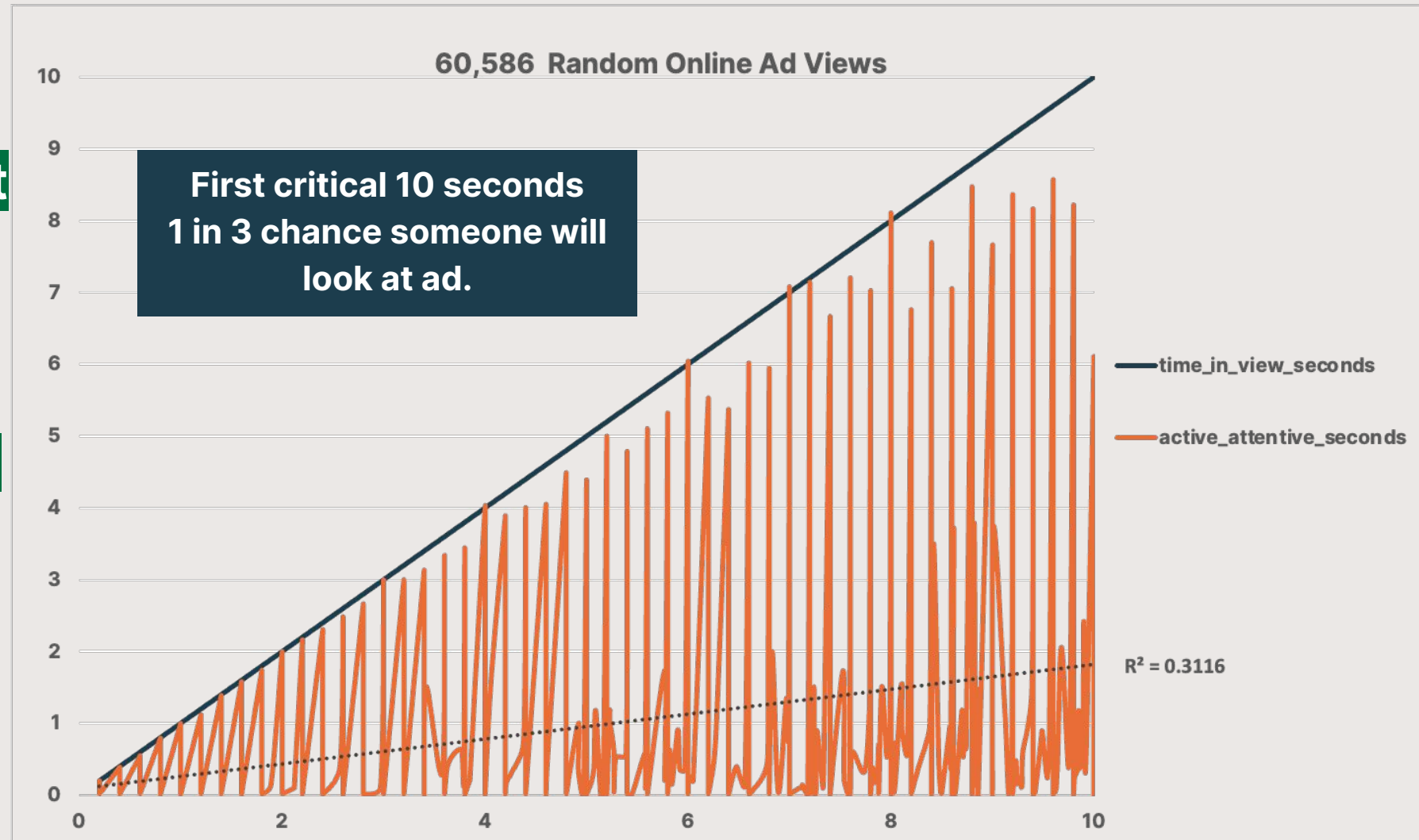


NO: ONE PERSON
ATTENTION LEVEL: ACTIVE
GENDER: FEMALE
AGE: ADULT
SECOND SCREENING: NO
CO-VIEWING: NO
TRANS: X3.37,Y13.71,Z131.28
ROT: X-175.57,Y0.04,Z-14.19
VEC: X2.44,Y0.77,Z-9.67,
INTERSECT: X25.76,Y3.49,Z0.00,

```
for i in people.data.users:
    response = client.api.statuses.user_
    print 'Got', len(response.data), 'tw
    if len(response.data) != 0:
        ldate = response.data[0]['creat
        ldate2 = datetime.strptime(ltdate
        today = datetime.now()
        howlong = (today - ldate2).days
        if howlong < daywindow:
            print i.screen_name, 'has tw
            totaltweets = len(response.
            for j in response.data:
                if j.entities.urls:
                    for k in j.entities.
                        newurl = k['expa
                        urlset.add(newu
        else:
            print i.screen_name, 'has no
```

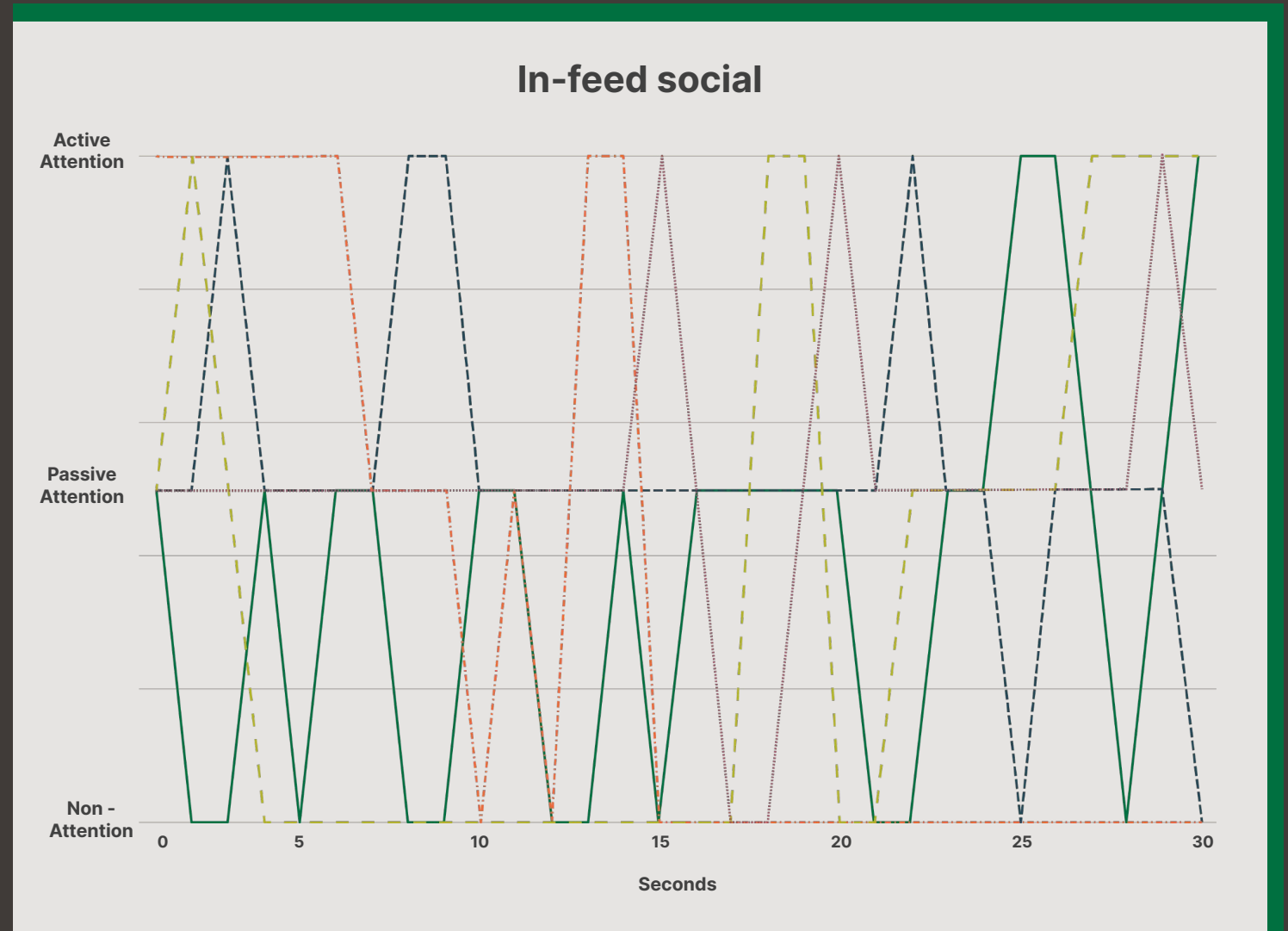
**Time-in-View,
became the most
critical independent
variable of modern
measurement.**

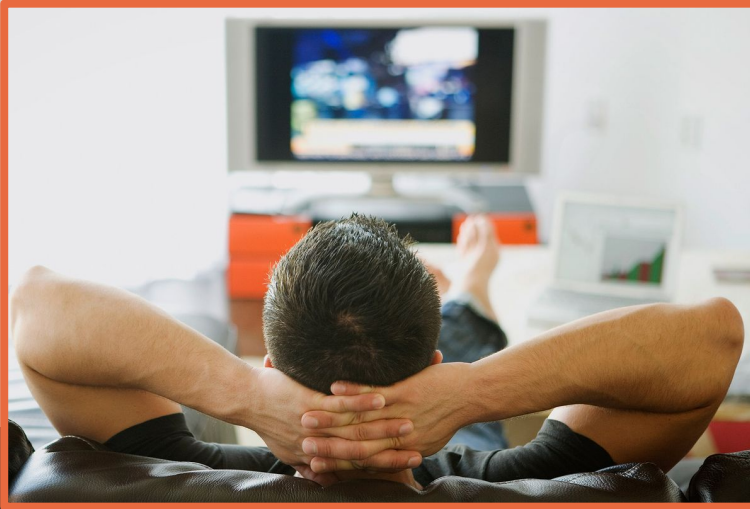
**But it fundamentally
fails.**



**This happens
because humans
naturally get
distracted and
don't look at
advertising in any
sustained way.**

**These 'Attention Gaps' are
not accounted for by
Time-in-View.**





Active Attention

Looking directly at the ad



Passive Attention

Looking nearby the ad, but
not on the ad



Non-Attention

Not near or looking at
the ad

**The flow on effects
continue to any model,
relationship or success
metric using
time-on-screen or
completion.**



Measurement

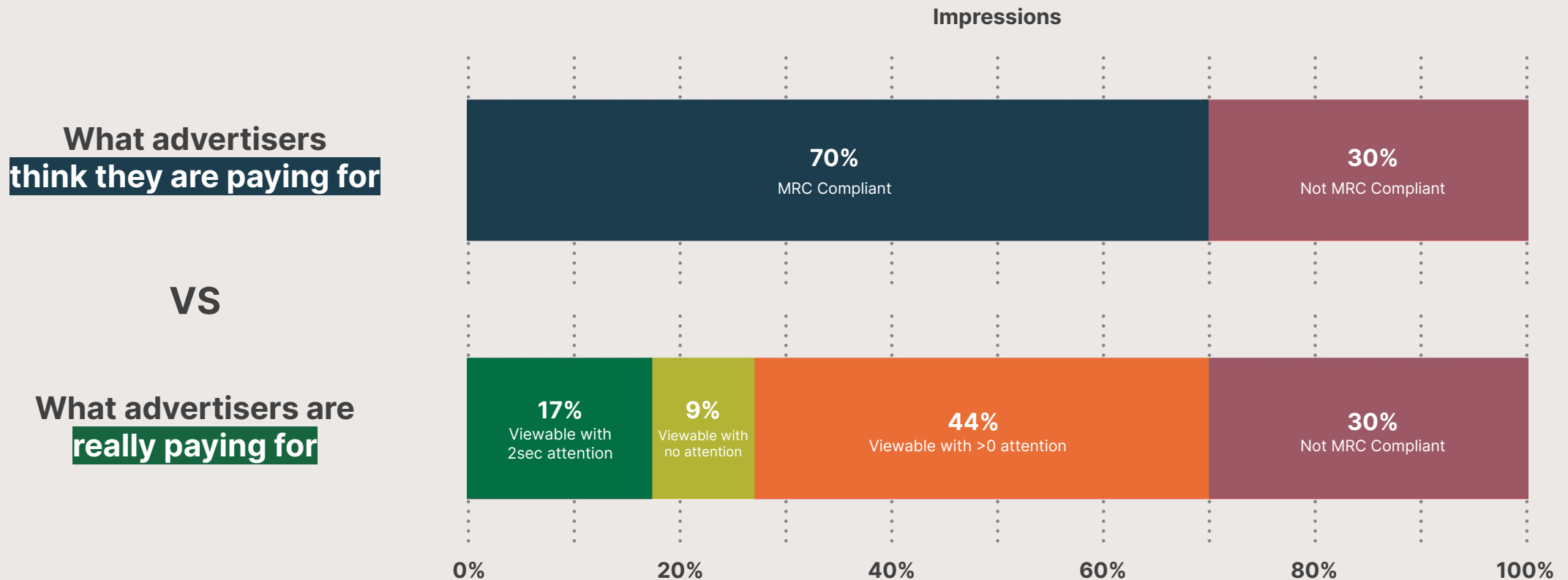
noun

UK /'meɜ.ə.mənt/ US /'meɜ.ə.mənt/

the quantification of attributes of an object or event, which can be used to compare with other objects or events.



This is why viewability measurement critically under performs.



But it runs deeper.

**While distraction is normal,
the shape of
attention/in-attention
Is why not all reach is equal.**

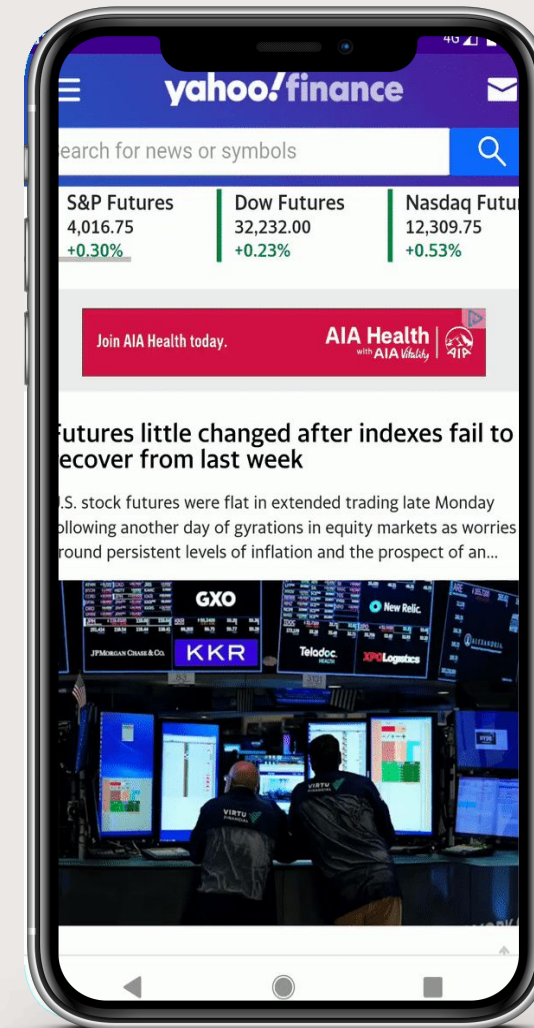
**Attention distributions are a
combination of both time and focus.**



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Attention decays **FAST** on some formats

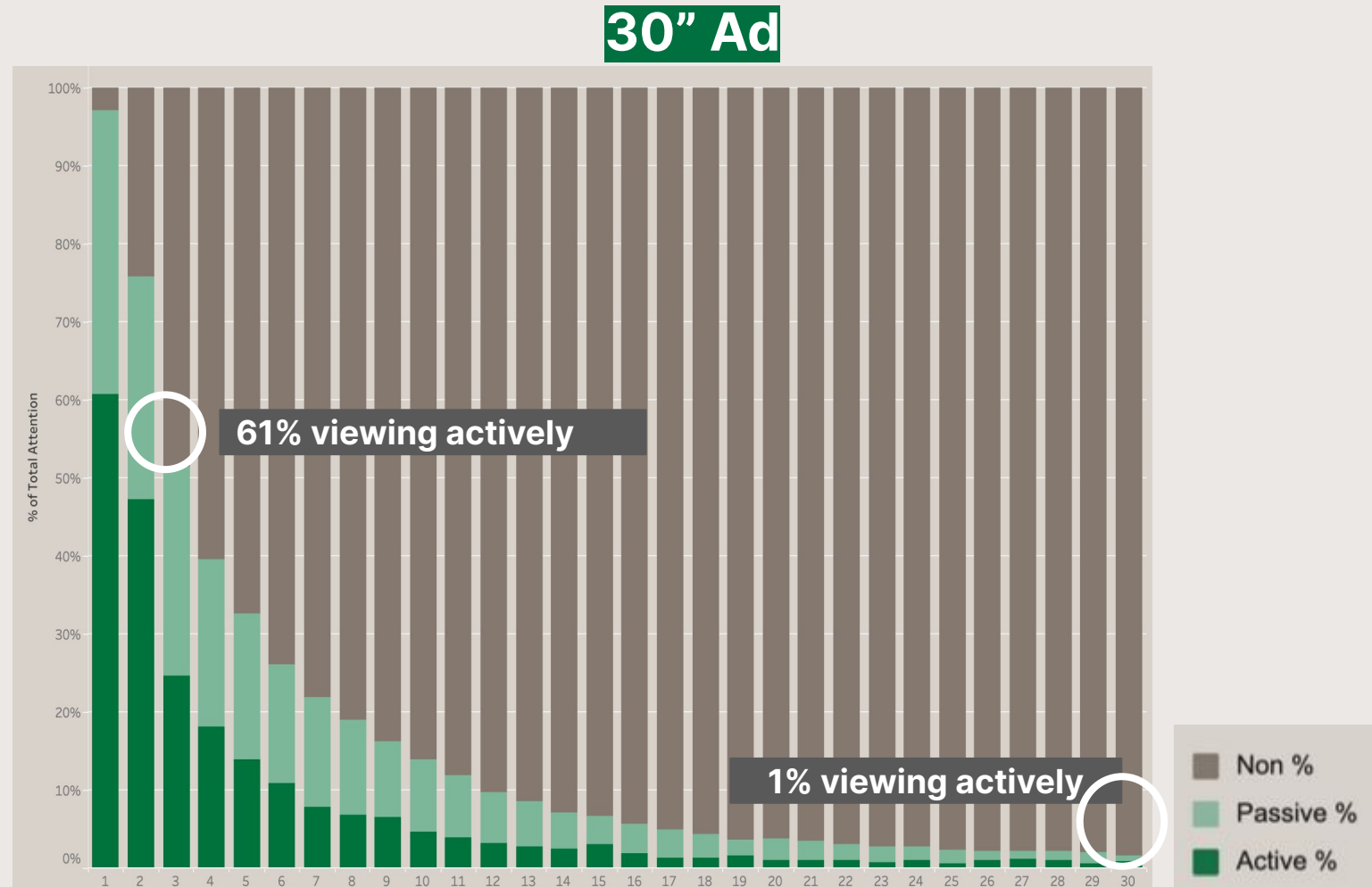


And **SLOWER** on
others.



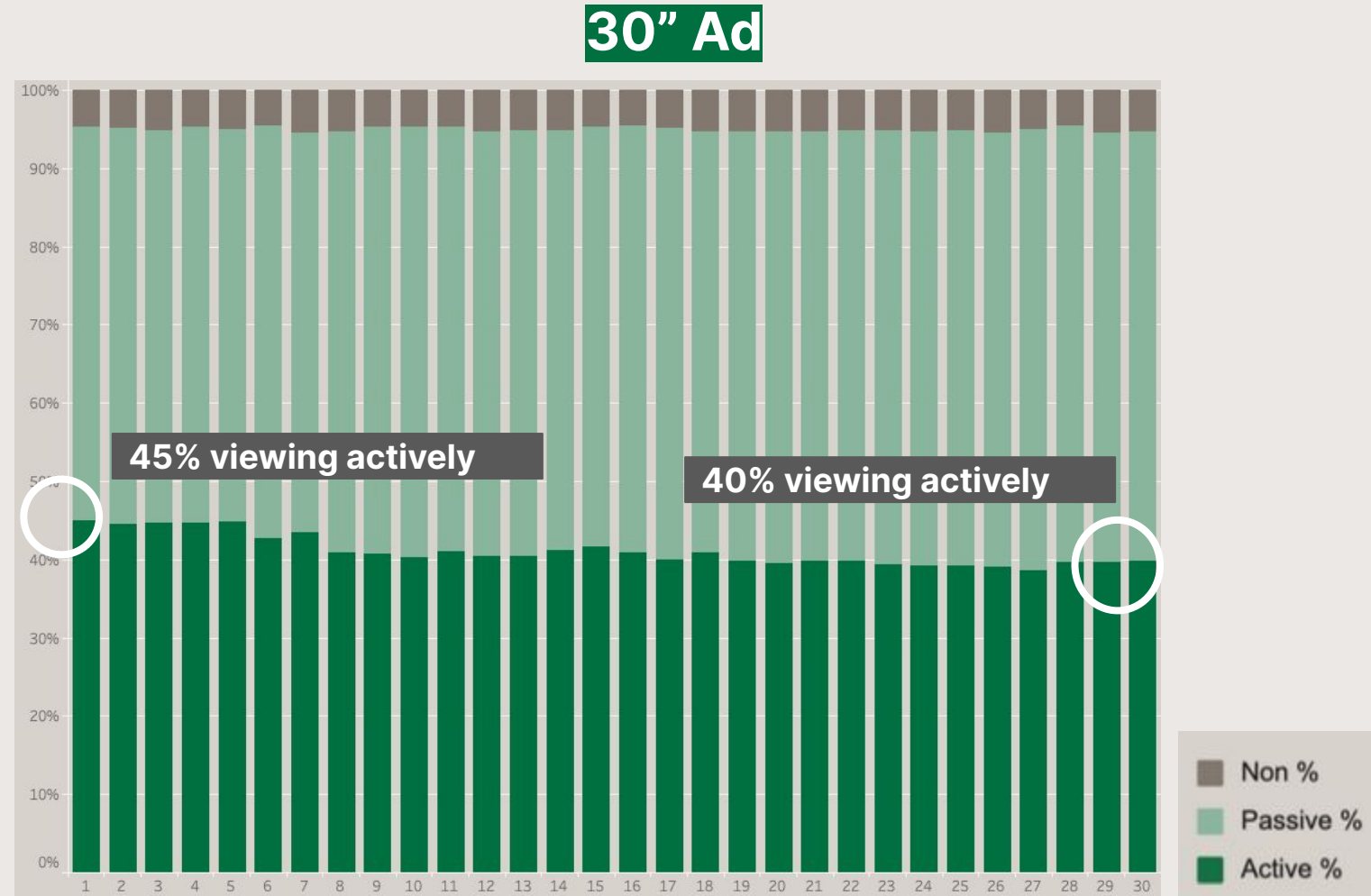
Fast decay looks like this.

Lots of active attention early, then a then a super fast and steep drop off.



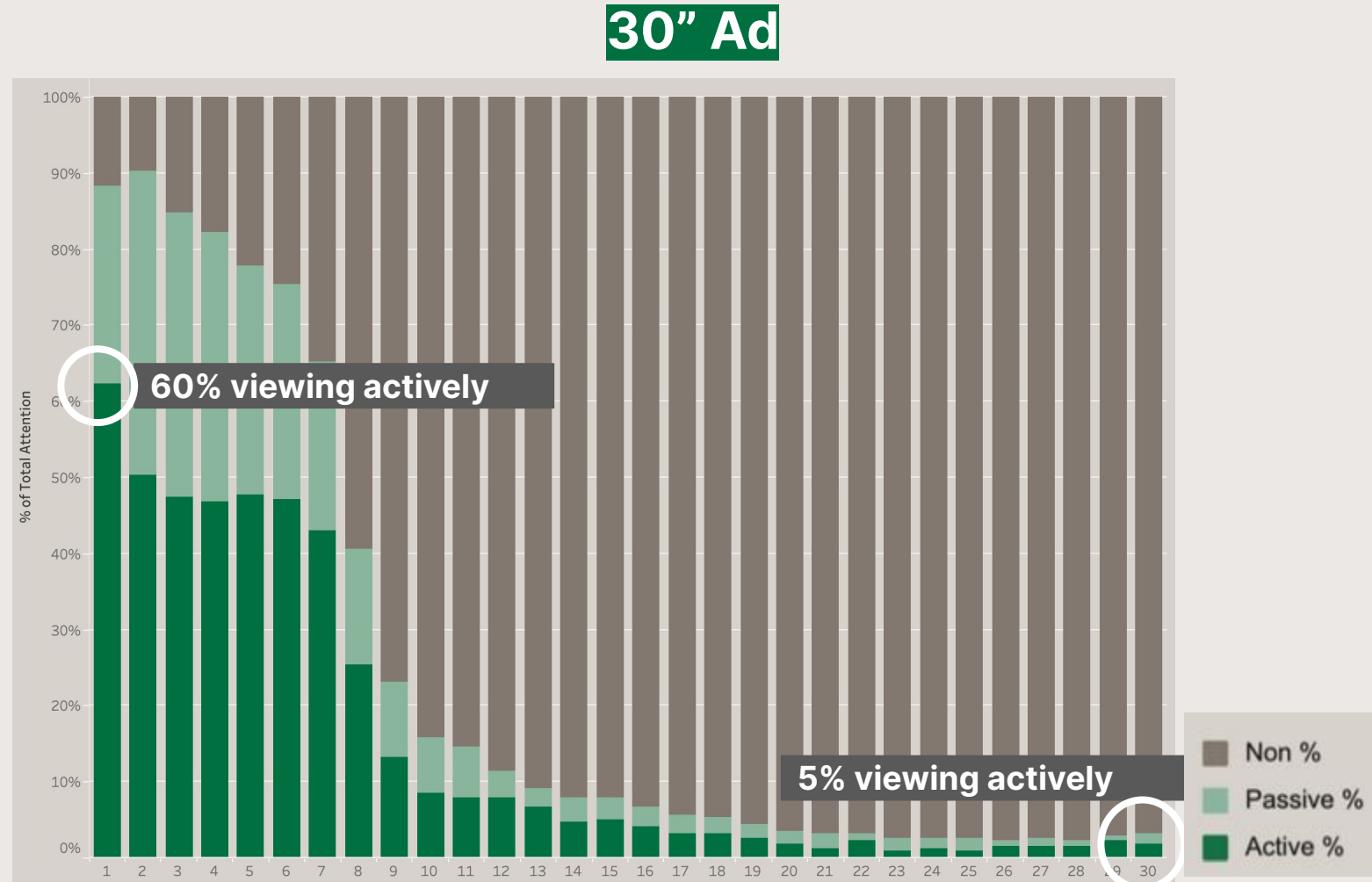
Slow decay looks like this.

Active and passive attention is largely stable across the entire course of the view.



Then you have a hybrid decay, which is a bit of both.

Somewhat stable active attention early, then a then a super fast and steep drop off.



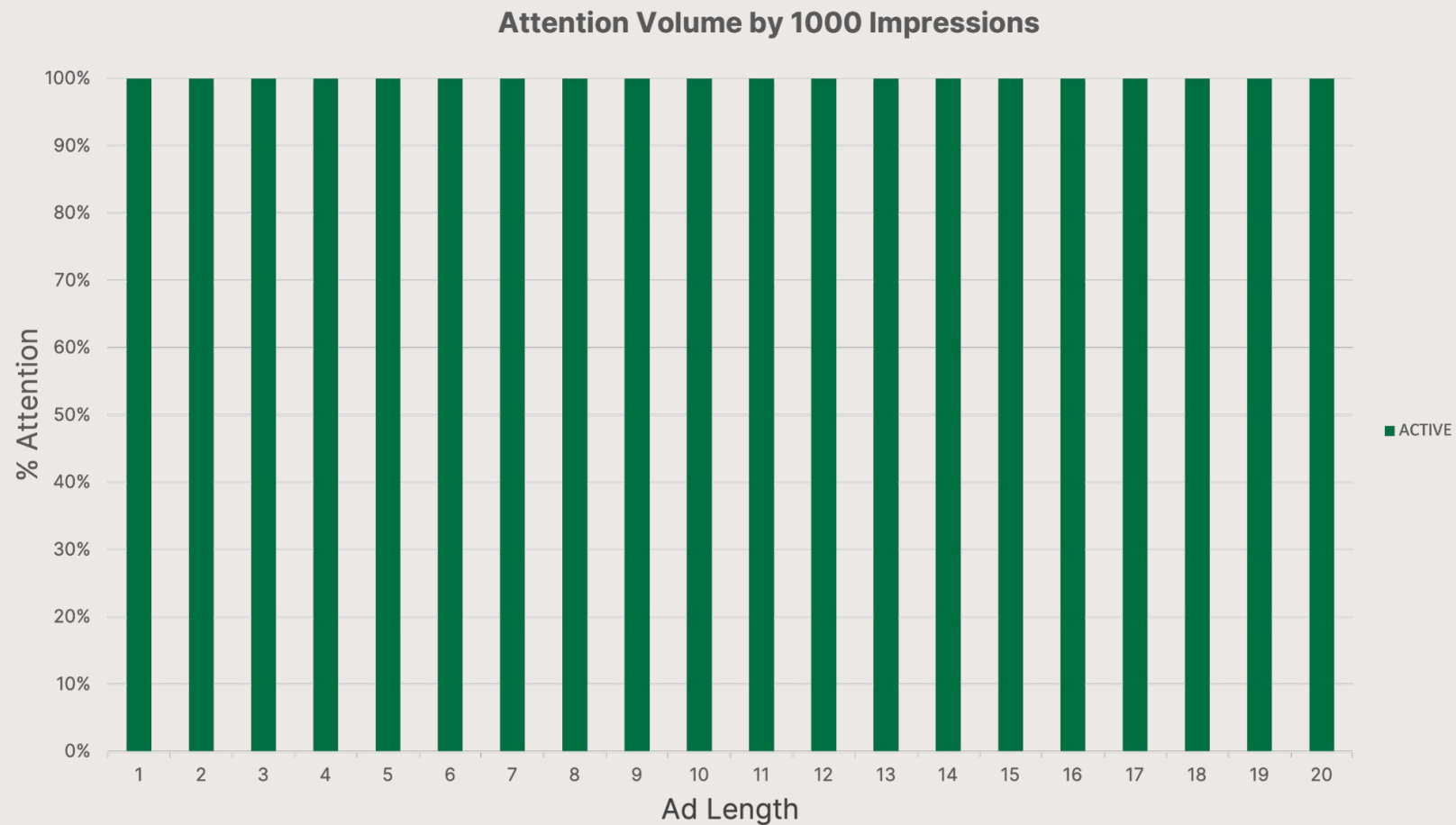
**This has a
massive impact
on reach-based
planning.**

**You think you are getting
100% Attention Volume
per impression.**

AV=

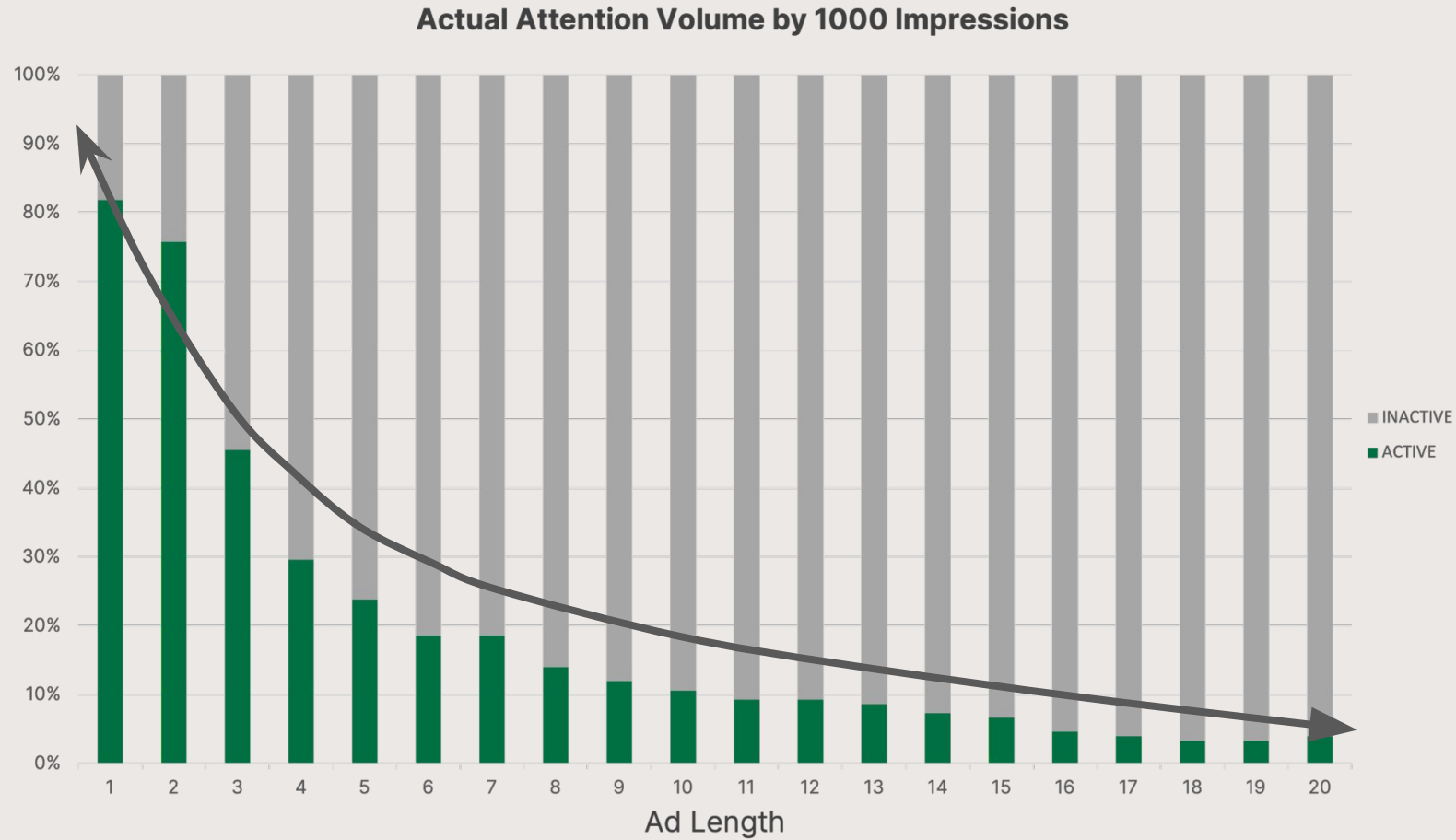
paid impressions X time-in-view sec

human active attention% per second



Fast Decay Example:

Only 20% reach
looking at ad.



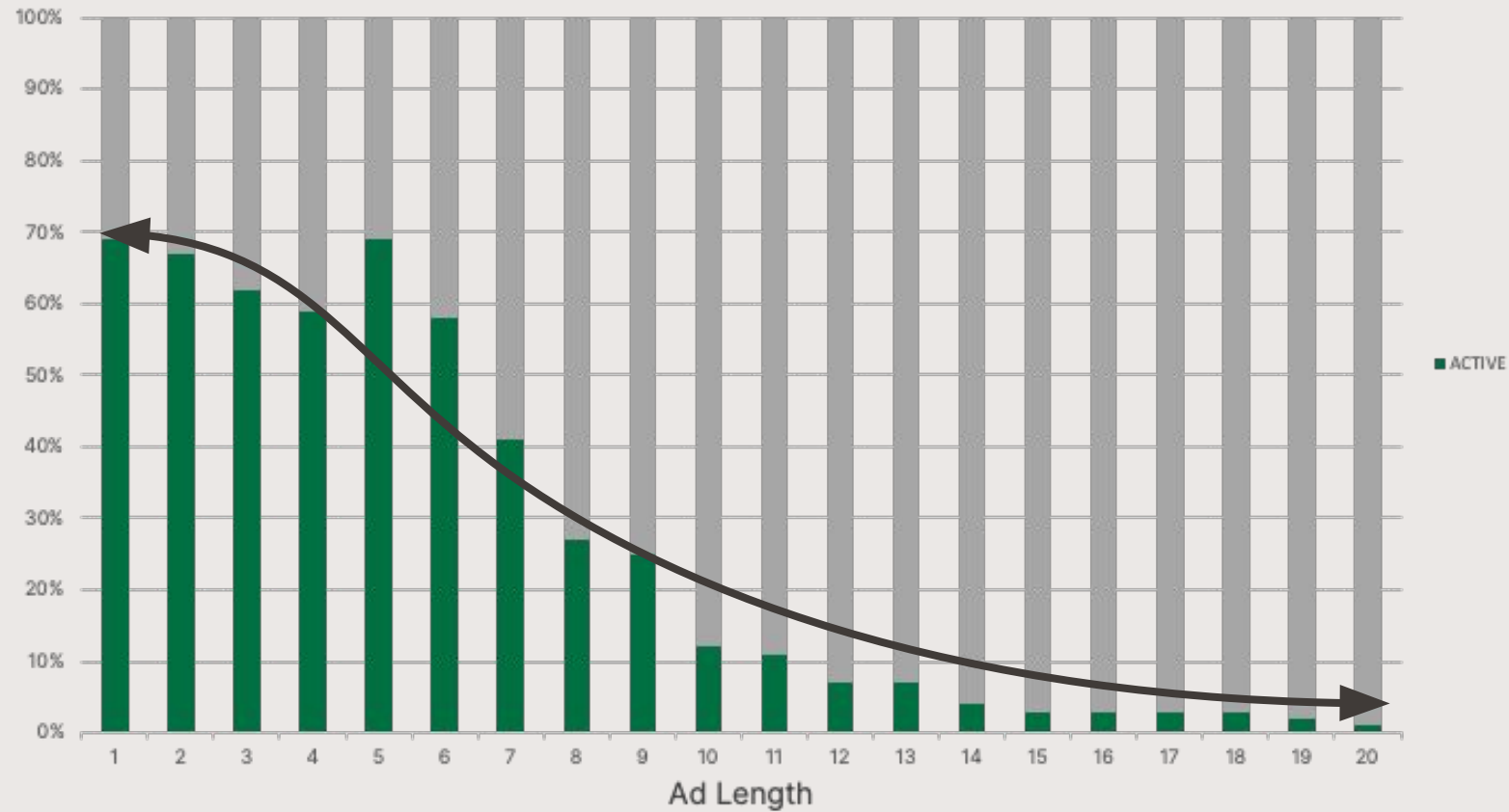
Slow Decay Example:

Only 40% reach
looking at ad.



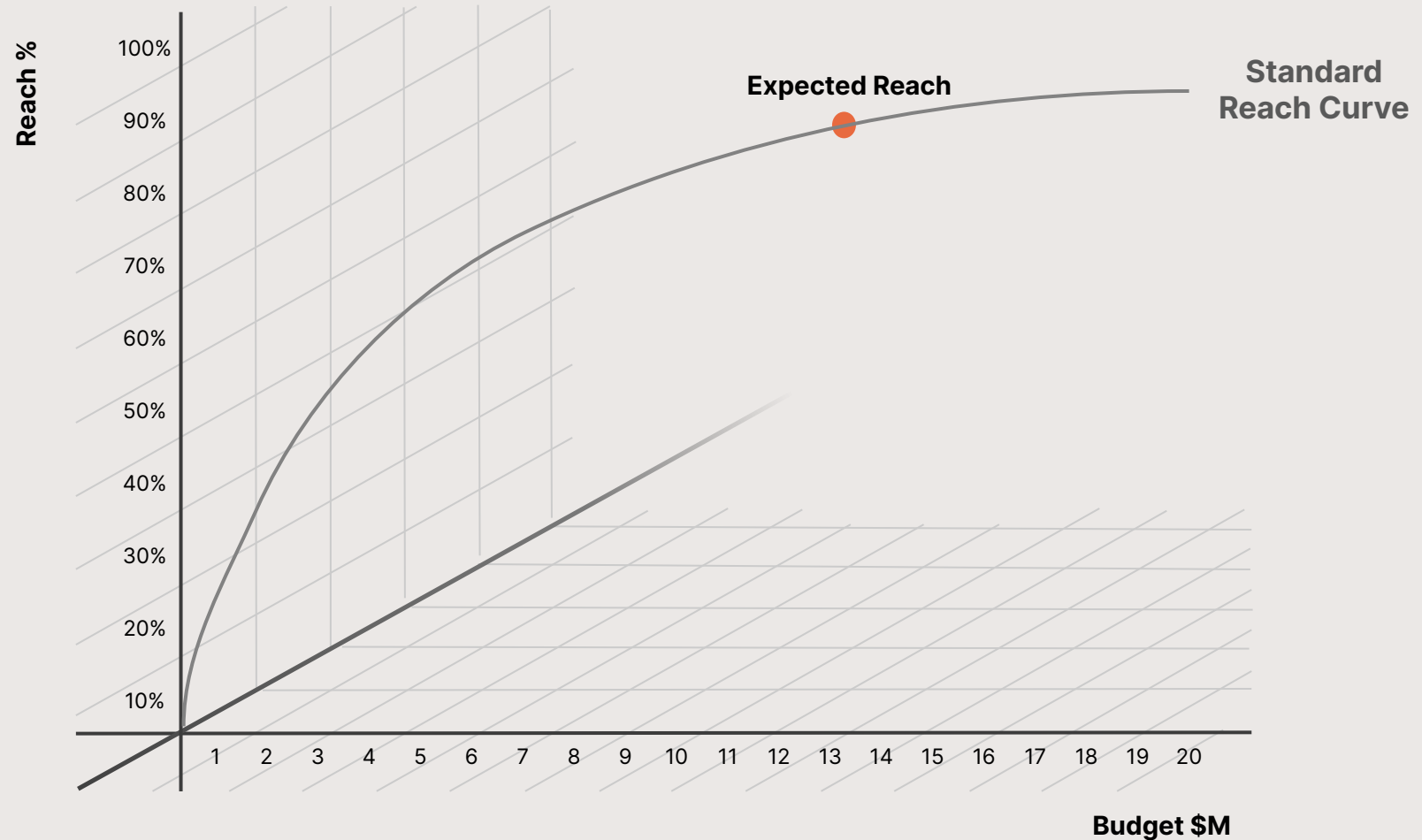
Hybrid Decay Example:

Only 30% reach
looking at ad.

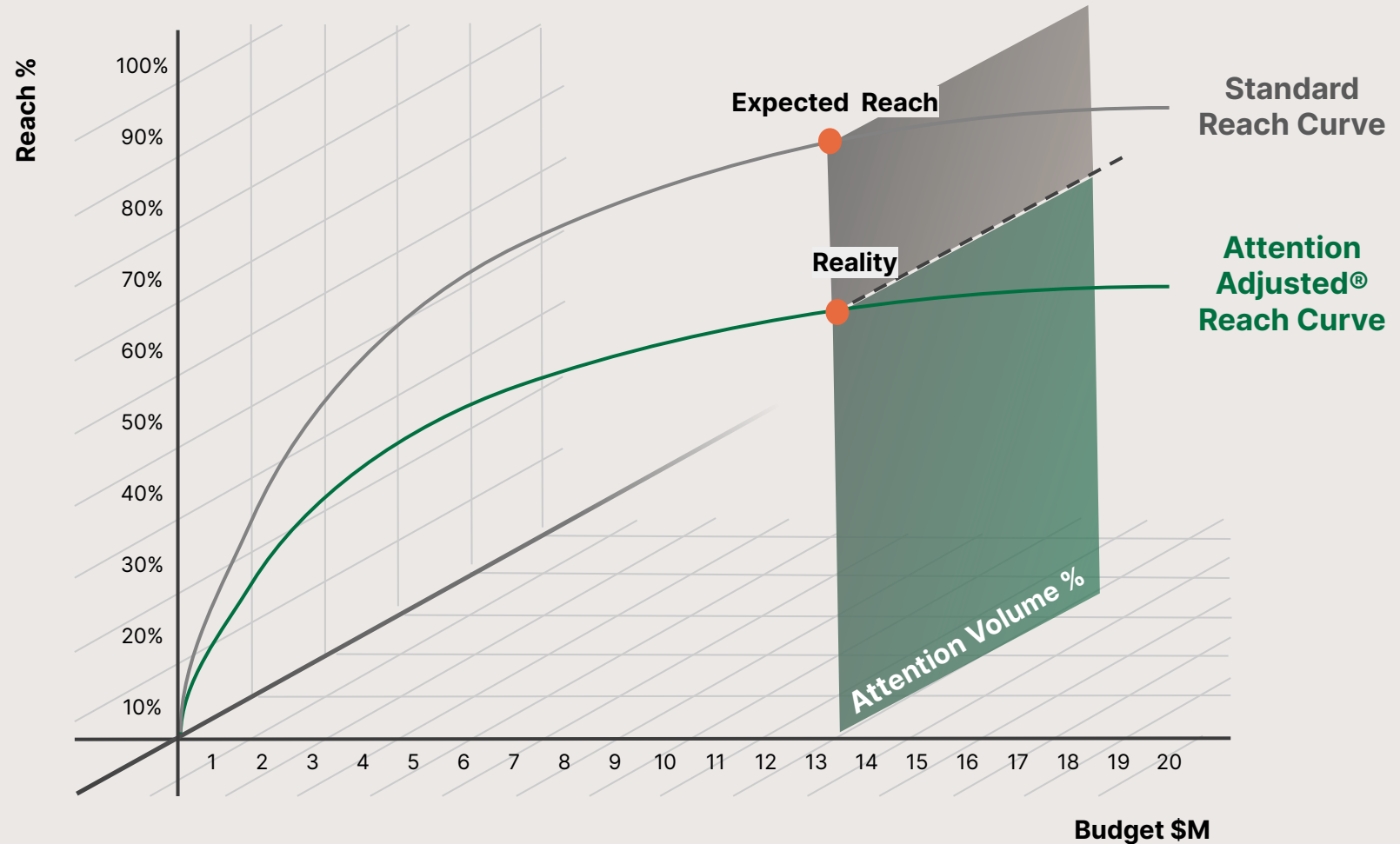


This is why reach curves no longer do what they were designed to do.

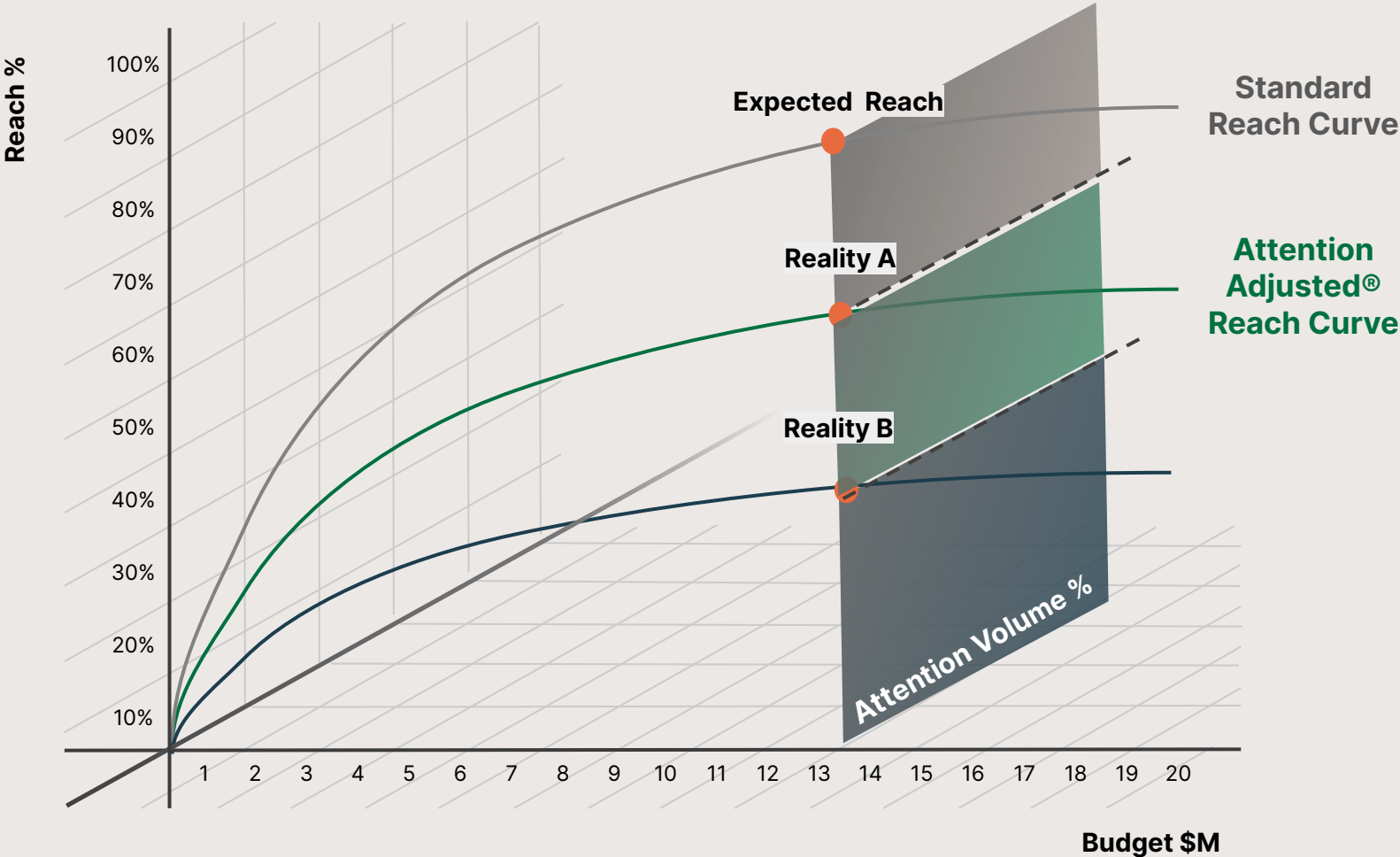
The relationship is based on 100% attention volume.



But a traditional reach curve is downweighted when accounting for attention volume.



The lower the volume the more inaccurate the reach curve relationship.



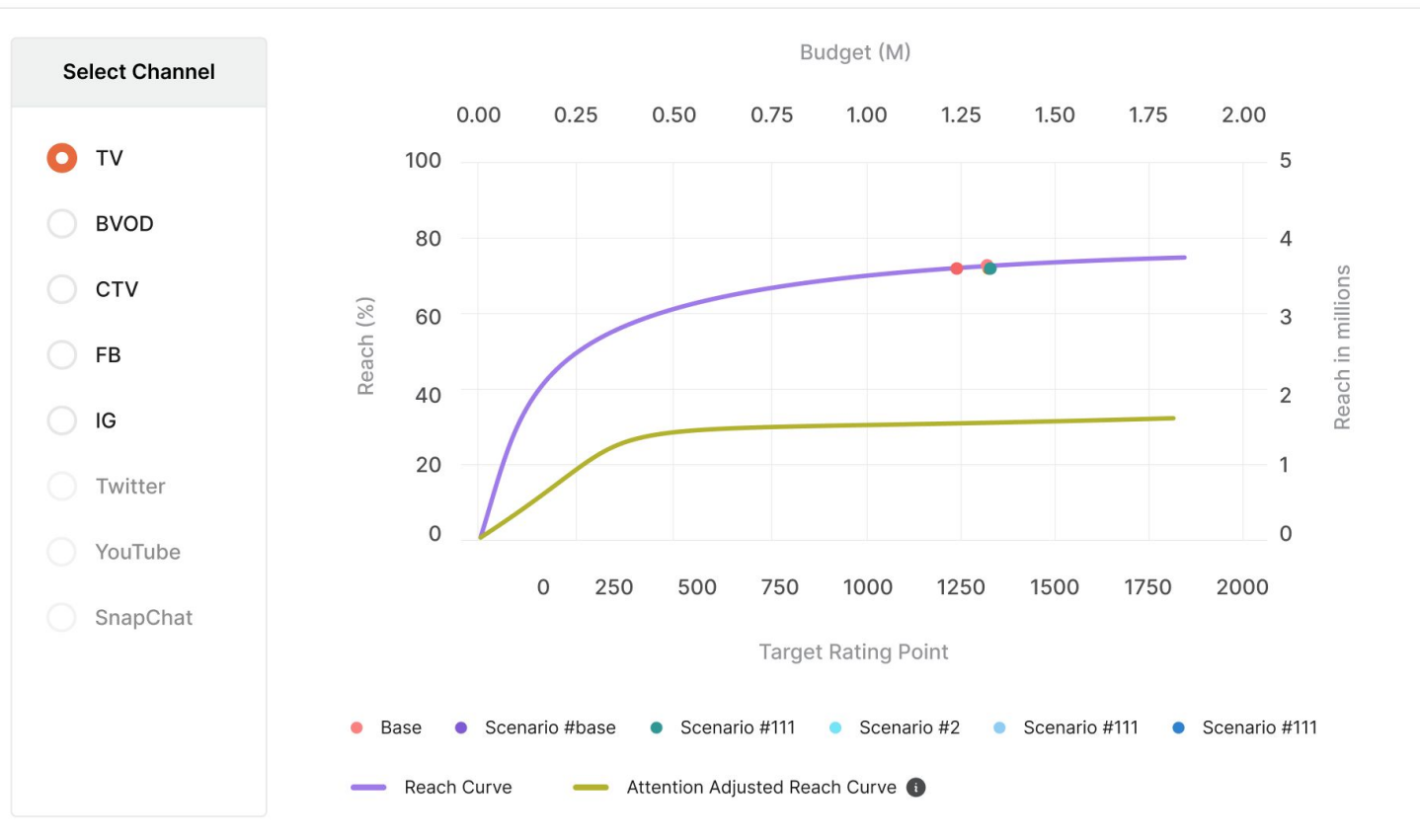
In action.

There's an impasse between theoretical reach, reach-based planning and the reality.

Reach is valuable to brand growth, but error significantly reduces the ability for reach-based planning to even work.

Reach Curve Comparison ⓘ

Click onto scenario name for a detailed view.

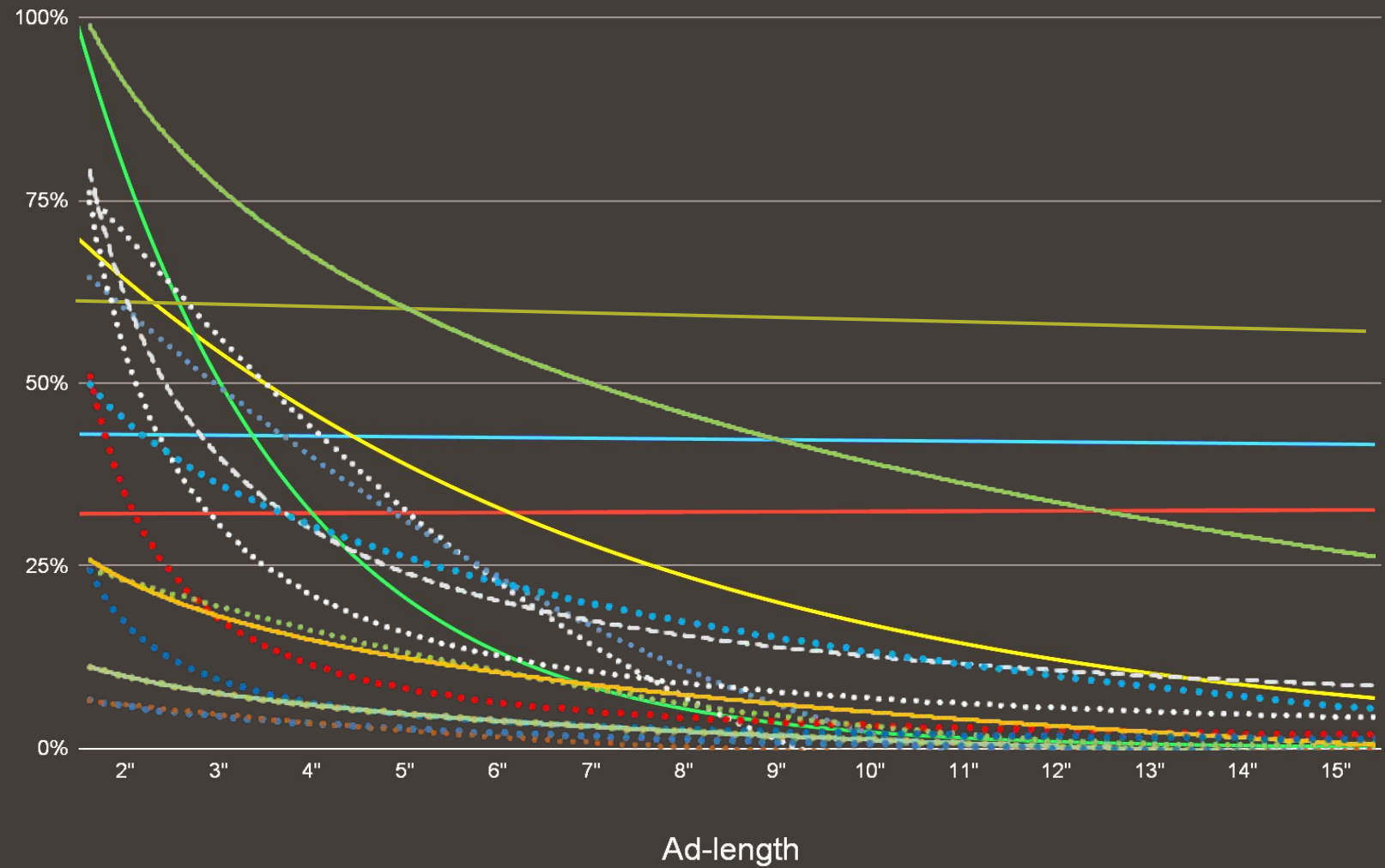


A black and white photograph of a group of zebras gathered around a waterhole. The zebras are in the foreground and middle ground, with their heads lowered to drink from the water. The background is slightly blurred, showing more zebras and the natural environment. The text is overlaid on the image, centered horizontally and vertically.

**Perhaps this would all be
manageable if this underlying 'error'
was equal across platforms/formats
but it's not.**

**This decay differs
greatly fast, slow
or hybrid...**

**...by every single
format on every
single platform.**

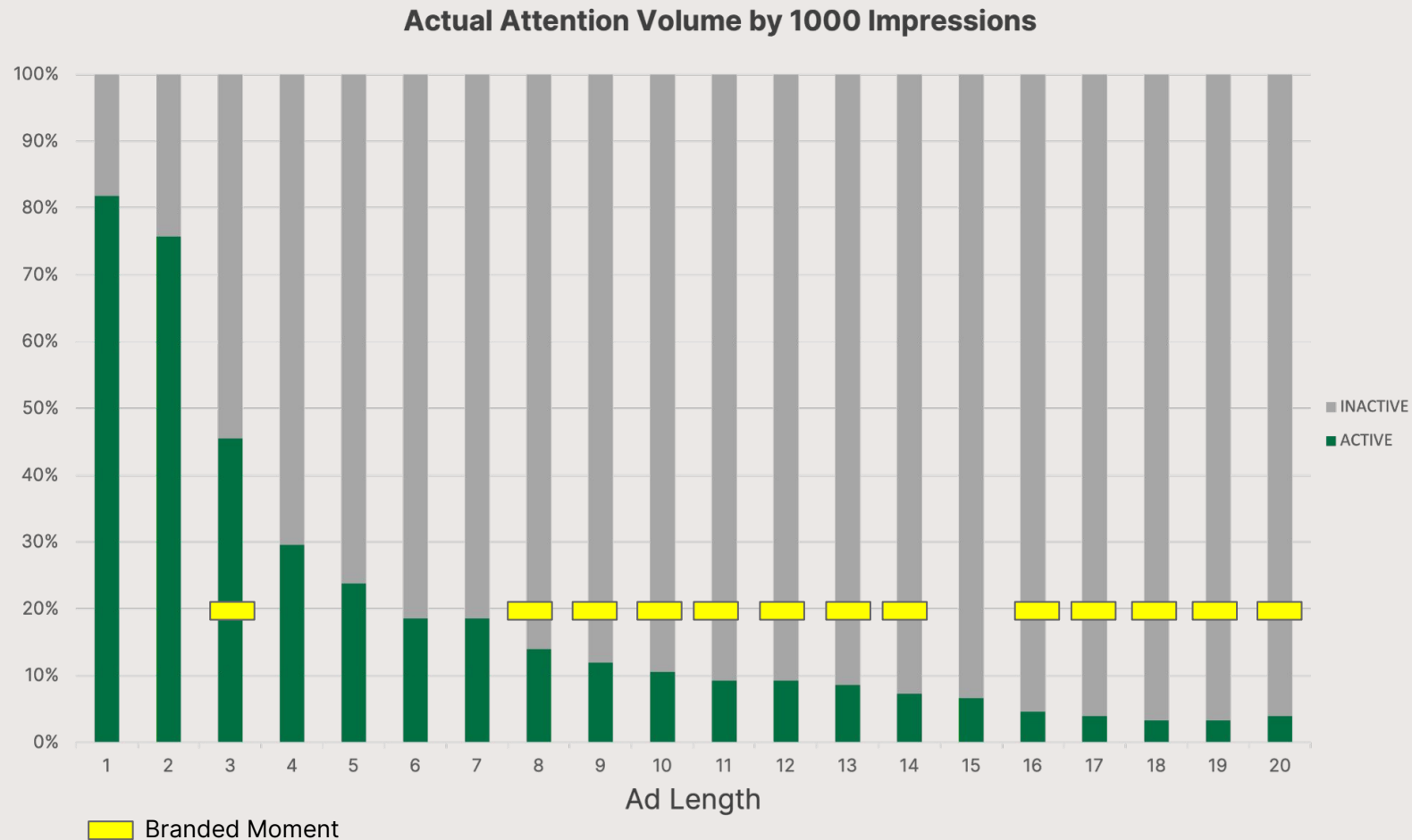


The shape of attention can also negatively impact brand exposure.

Recent study on the % of branded moments appearing when less than 20% of paid reach volume are watching:

Open Web - 80%.
Social - 60%.

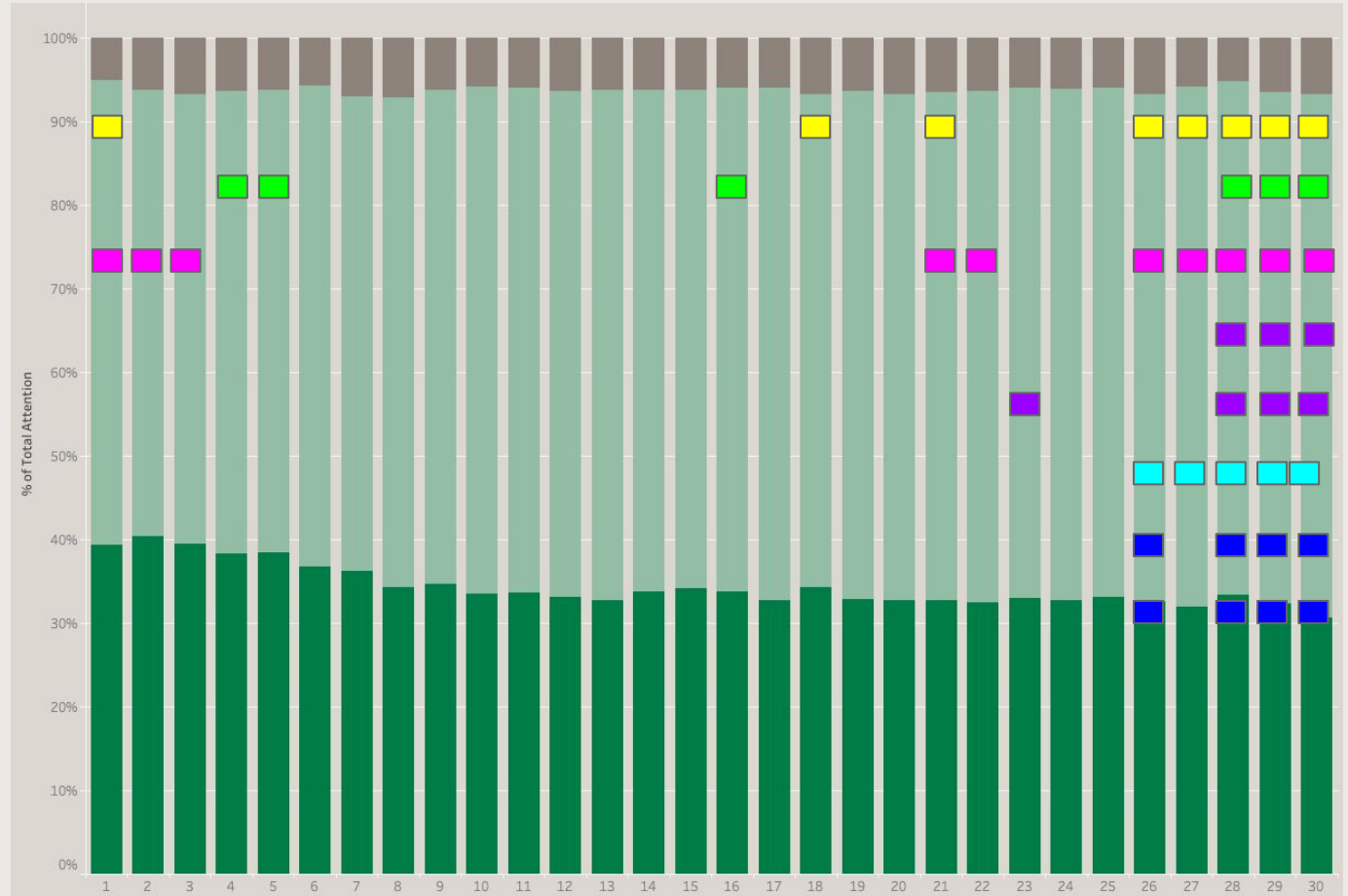
(100 brands representing more than 1000 branded moments from digital ads in 5 countries.)



Flatter
distributions have
less of an issue in
being seen at all,
but they still have a
volume issue.

Example TV - 4%

(100 brands representing more than 1000 branded
moments from digital ads in 5 countries.)





This directly impacts the ability of your brand to be thought of at the time of purchase.

Lower attention platforms drive less MA for you, and more for your competitor.

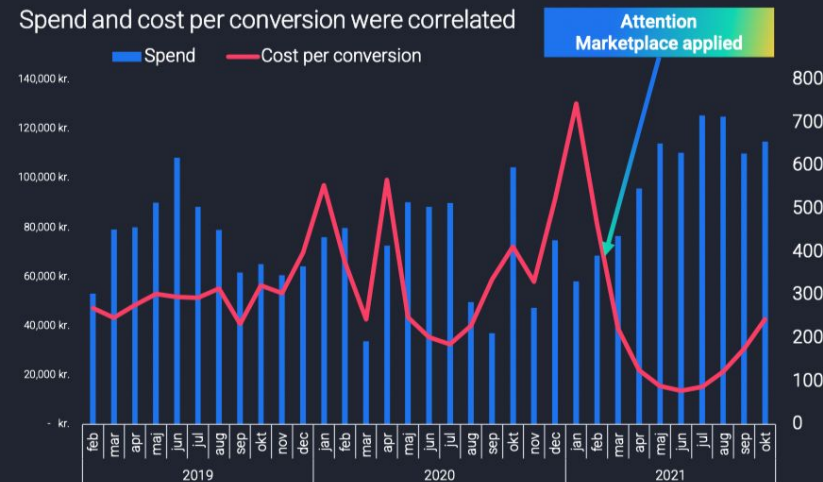
In action.

Procurement get it wrong. Low cost is not efficient.

Attention planning identified the less obvious placements that competitors don't bid for.

Result = Higher Sales at Lower Cost per Sale.

ATTENTION Optimisation DRIVES performance



NEW SOURCES OF GROWTH

Even with increased spend, better visual ATTENTION delivers lower Cost Per Order

2. A quick clarification

**Attention data
falls broadly
into two
buckets.**



**Person-level
human data**



**Modeled
impression-level data**

Human via device cameras

A

Observed by

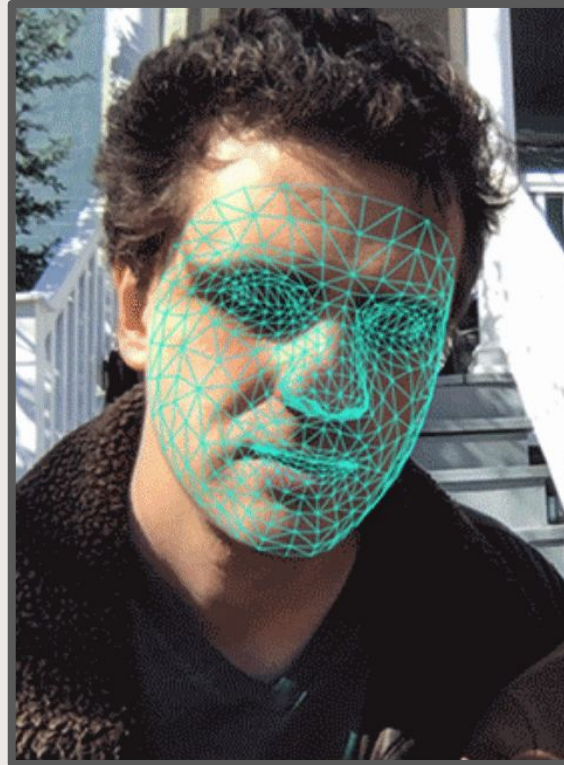
- Gaze Tracking - mobile/ PC
- Facial Detection - TV device
- Pose estimation - Outdoor

B

Human response

- Active attention to ad
- Passive attention to ad
- No attention to ad

Observed Behaviour



Non-Human via pixel tags

A

Hygiene factors

- Time-in-view
- Viewability
- Ad Pixels/Coverage

B

Engagement factors

- Scroll speed
- Video play/pause
- Browser Tab activity
- Volume
- + Many more

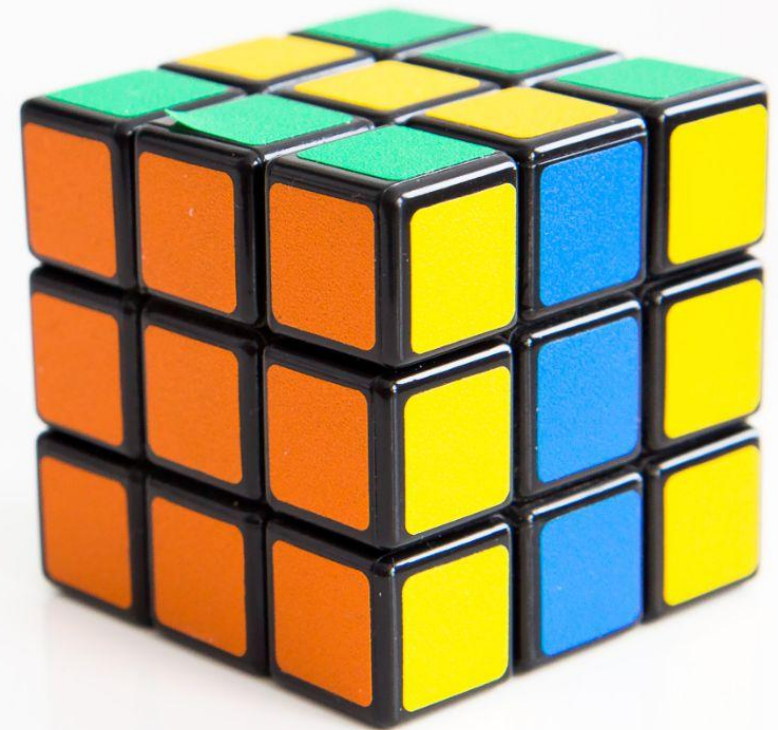
Implied Behaviour



Each data set has its own limitations.

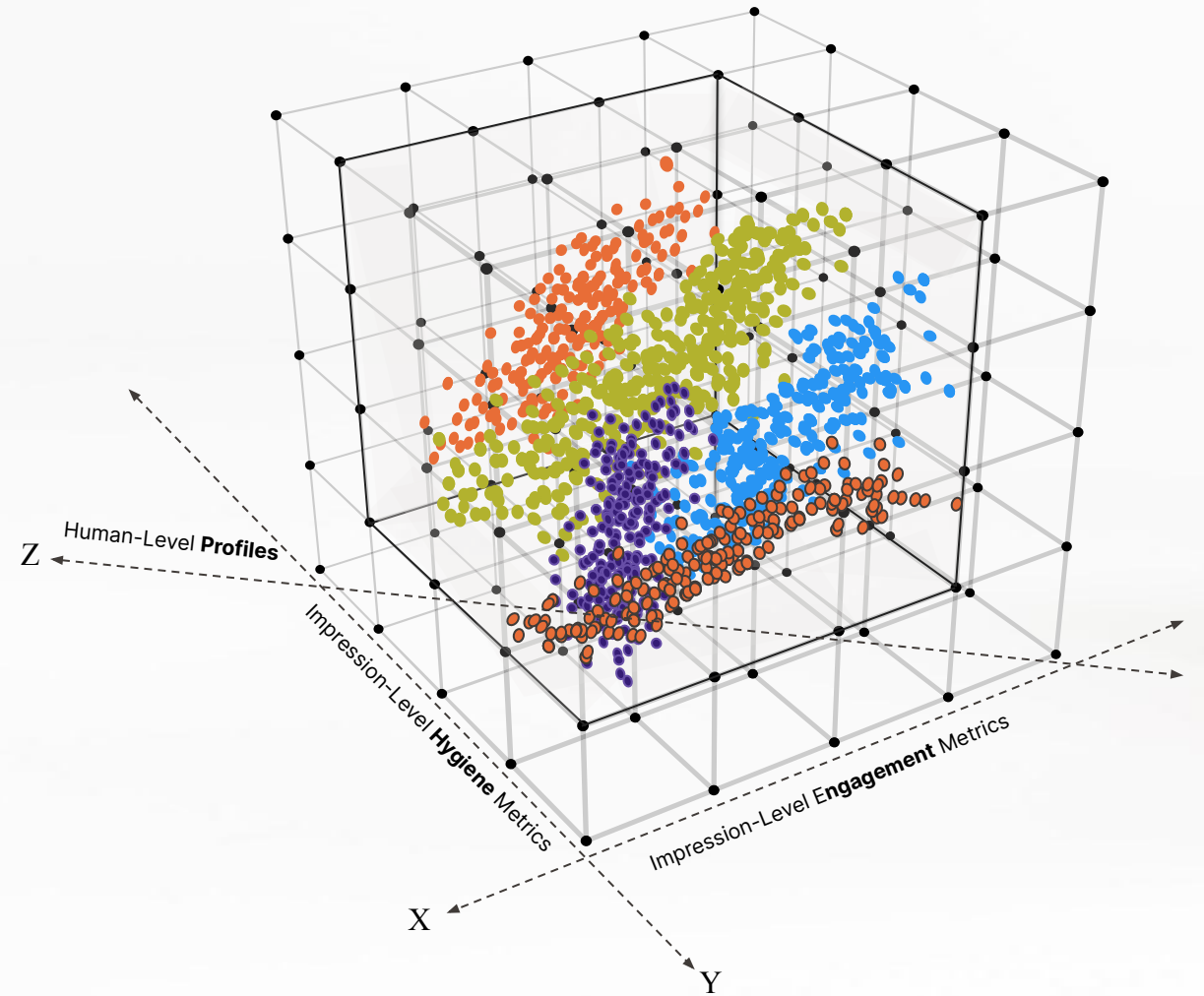
Footage of humans in real-time = ultimate attention accuracy, but has a **scale** issue.

Impression data is scalable, but its ability to predict human attention **accurately** is extremely limited.



**Remember, human nature
is complex and is a
multidimensional
construct of time and
focus.**

**Binary advanced attention or
high/low attention units don't do
depth so the solution is....**





Observed Behaviour

+



Implied Behaviour

=

**A combination
of both drives
accuracy,
depth
and scale.**

3. What can marketers do?

—
Think beyond 'nice to have' marketing funnel metrics, and think about the impact on 'meaty metrics' in the business.

—
Help procurement understand that they might need to pay more for attention formats, even though for the most part their remit is cost reduction. Efficiency is often not the least expensive.

—
Talk to your creative teams on how this impacts them.

—
Think about how much attention you need relative to the objectives of the business.

—
Understand the use cases for creative benchmarking, planning, buying and verification.

Big Takeouts

Try Attention Adjusted Reach Curves for yourself.

**Free, one-time access to attention curves
with your own media plans. Open to WFA
members and brand members of related
National Associations**

Fill in the form and we will be in touch to
provide you access.

