IAS **Integral Ad Science**

Taking Action on Attention

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Viewability alone is not a viable proxy for attention.
Multiple metrics are critical to measuring the success of campaigns.

IAS has researched the most impactful media and ad quality metrics and how they affect attention.

Summary of IAS Research on Attention

Visibility:
Higher Time-in-View leads to significantly more conversions.

Situation:
Contextual alignment is a key factor that can influence better attention and outcomes.

Interaction
Is more influential for predicting conversions for Video while **Ad Density** is more important for Display ads.

171%

Lift in conversion rate for impressions with TIV greater than 15 secs.

+14%

Increase in purchase intent among consumers who viewed the in-context ad.

CONCLUSION:
A multiple signal approach makes the most sense when thinking about and modeling scores for Attention.

IAS Research – March-October 2022 - 3 studies that provided key insights into which metrics matter when it comes to outcomes.

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How IAS' Attention product help you?

Measurement - Clear understanding of high attention ad placements

- Attention score down to placement level
- **Get the breakdown**
  - Attention Score
  - Sub-indexes for visibility, situation, interaction
- Dashboard for quick insights
- Granular report for analysis

Optimization - Confident mid-flight media Optimizations toward attention

- KPI-focused methodology
- Mid-flight reporting for optimizations
- **Pre-bid DSP targeting segments**

Proposed capabilities for Quality Attention measurement and optimization, coming in multiple releases during 2023.

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CTV

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CTV ad verification: what people says

1

CTV is a close environment, so it's more protected and safe than the web and app world

CTV is the fastest growing area of digital adv and is characterized by CPMs higher than the average: two characteristics extremely appealing for fraudsters

2

As long as there is no standard, there is point in measuring

Measurement is challenging with no standards, still it is possible and easy.

Starting measuring is key to empower industry-wide initiatives like OM SDK for CTV
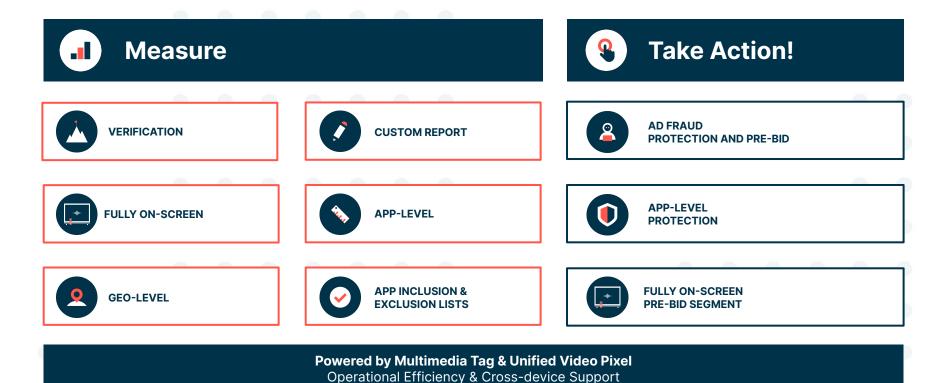
3

Third party tags break the CTV inventory

In an era of agnostic planning our tag technology has evolved with Multimedia Tag that adapts to the environment where delivery happens without creating issues

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IAS for CTV: what we can do today

Measure

VERIFICATION	CUSTOM REPORT
FULLY ON-SCREEN	**APP-LEVEL**
GEO-LEVEL	**APP INCLUSION & EXCLUSION LISTS**

Take Action!

AD FRAUD PROTECTION AND PRE-BID

APP-LEVEL PROTECTION

FULLY ON-SCREEN PRE-BID SEGMENT

Powered by Multimedia Tag & Unified Video Pixel
Operational Efficiency & Cross-device Support

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