



# Attention Is a ~~Buzzword~~ Business Driver

Are you ready to lead the charge with the adoption of attention metrics in your business?

At Amplified, we're here to help get you started.

Value Proposition

## Why Attention

# Without attention, brands can't grow.

## Why Attention for Advertisers

Advertisers that adopt attention measurement gain a **competitive edge** by proving real engagement, optimising media spend, and delivering stronger results. With **human-first data**, you can move beyond vanity metrics to **drive growth** and **deliver better outcomes for your ad dollar**.

## Coming up

- Why Attention Deserves Your Attention
- What Problem Is Attention Solving
- Use Cases
- Key Benefits
- How Attention Can Help Improve The Entire Campaign Lifecycle
- Product Suite
- The Amplified Advantage
- Customer Stories

# Why Attention Deserves Your Attention

In today's crowded media landscape, not all impressions are created equal. Reach, impressions, and clicks might tell you something, but they don't tell you what really matters: did anyone actually pay attention? Think of it like throwing flyers into the wind. Sure, they're out there, but are they landing where it counts? Attention is the metric that shows you whether your ad was seen by a real human and generated a real outcome.

## The challenge

Advertising has evolved, but the way we measure its effectiveness hasn't kept pace. Brands pour millions into media placements, yet rely on outdated metrics that can't differentiate between an ad genuinely seen and one that simply flashed by unnoticed. That means wasted budgets, overestimated success, and missed opportunities.

## Enter Attention Metrics

At Amplified Intelligence, we don't just measure if an ad *could* be seen, we measure if it *was* seen, how long, and with what level of engagement. Our proprietary tools, powered by real human data, help brands, agencies, and platforms make smarter decisions that drive real results.

### Quick fact

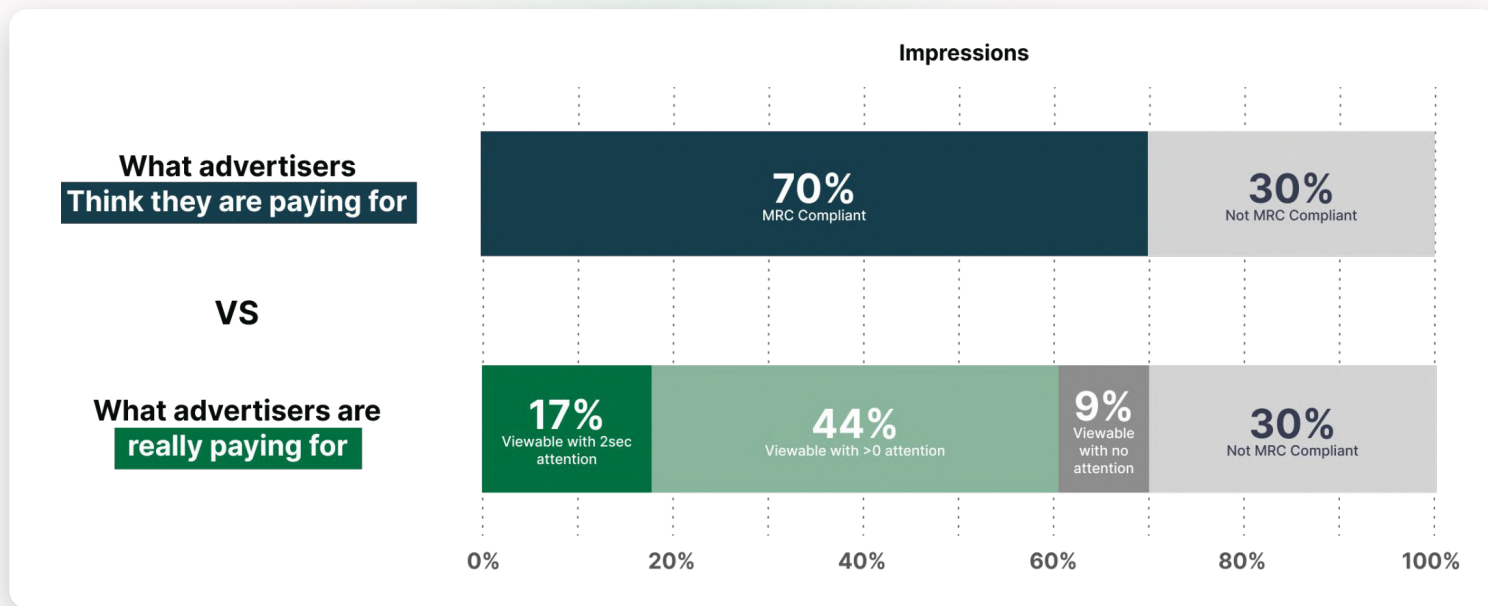
Attention decay reduces audience reach volumes by up to 70%.

The nuts and bolts of it

# What Problem Is Attention Solving?

# Viewability Metrics Critically Underperform

It's hard to believe, but 83% of inventory gets little to zero human attention.



# Without attention your ads can't perform

As much as 70% of media spend receives no human attention\*. So what is that really costing you?

## Not seen

By not planning for attention, there's no guarantee that your ads can even find your target market.

### Ads that are served but not seen

Non-attentive channels are the greatest drain on your campaign planning and budget, putting an over reliance on high attention ad inventory to do the heavy lifting.

### Investment that has little chance of delivering ROI

If your brand and brand messages can't find or capture attention, it's money down the drain.

### Misattribution to competitors

If you capture interest but you haven't optimised to attention, you can actually increase marketshare and improve revenue performance for your direct competitors.

### Not being considered at purchase occasion

Hurting yourself by removing your brand at the point at which your ideal customer is not even considering you when they're ready to buy.

### Wasted spending, negative brand impact

Poor performing channels, ineffective branding and buying non-human inventory all add up to meaning wasted resourcing and spending, not to mention detrimental short and long-term damage to your bottom line.

## Seen

Effective use and adoption of attention measurement means that you're giving your ads the best opportunity to be seen, and be effective, with your target audience.

### Ads that reach real humans

Planning and buying for attention means a greater likelihood that your channel mix is tailored to the most attention capable formats.

### Actual eyes on your ads

Increasing the chances that there are real humans actually seeing your ads.

### Brand and product awareness

Allowing your key brand assets to be recognised and remembered.

### Being considered at purchase occasion

Ensuring your products are being considered at the point at which customers are preparing to buy.

### Improve outcomes with the same budget

Drive your business forward by effectively using attention so that your investments and strategies are fine tuned to reach and engage with real audiences.





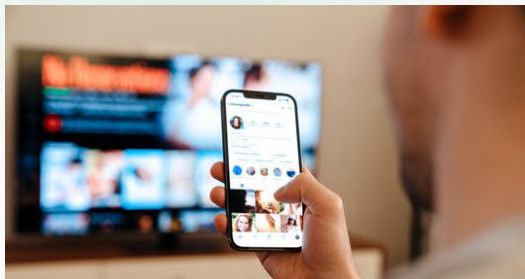
# But Attention Isn't A One-Size-Fits-All Metric

Active Attention (eyes-on-ad) matters the most to outcomes, but Passive Attention can play a vital role too, depending on what you are wanting to achieve.



## Active Attention

Mobile: Looking directly at the ad  
Desktop: Looking directly at the ad  
TV: Looking directly at the ad



## Passive Attention

Mobile: Eyes on screen, not on ad  
Desktop: Eyes on screen, not on ad  
TV: In the room but not looking at the TV



## Non Attention

Mobile: Eyes not on screen, not on ad  
Desktop: Eyes not on screen, not on ad  
TV: TV is on but person is not in the room

# Use Cases

## Attention is a lens that can show you

How humans interact with ads

How to derive better CPM \$ based on attentive capability of format

How to further validate the value of ad inventory

Where inefficiencies in reach lie

How to best structure creative

How to report on campaign performance based on human behaviour

How attention can work for different brands and markets

How different platforms produce different attention performance

How to track and equalise cost/success across marketing campaigns



# Key Benefits

## Maximise ROI

Make smarter media investments by identifying where your audience is truly paying attention, ensuring every dollar is working harder.

## Increase Revenue

Optimise your media spend by targeting high-attention channels and formats, leading to better conversions, more sales, and business growth.

## Improve Creative Effectiveness

Understand which elements of your campaigns capture and retain attention, and optimise them to drive better outcomes.

## Improve Campaign Efficiency

Reduce wasted spend by investing only in placements where your audience is paying attention, increasing the effectiveness of every dollar spent.

## Boost Business Outcomes

Link attention data directly to critical downstream metrics like sales, market share, and customer acquisition, proving a clear path to ROI.

## Unified Metric

A cross-platform metric that simplifies comparison between media channels and formats, making decision-making clearer and more efficient.

## Competitive Advantage

Gain an edge by using innovative metrics that factor human behaviour, ultimately helping you stay ahead of competitors that are still relying on outdated measures like reach and viewability.

Where and how attention can be utilised

# Attention Throughout The Campaign Lifecycle

# How attention can help improve the entire campaign lifecycle

Attention measurement can be used at crucial stages of strategy, planning, buying and optimisation - or better still, every step of the way.



# Product Suite

Activating attention to reduce wasted media spending.

## Creative Testing

### attentionTRACE

Test your branded creative and messaging using real human attention in real environments.

attentionTRACE collects brand specific attention and emotion data, which is coupled with benchmarking tools to help you discover how and where to tailor your activities for the best return on your investment.

Using sophisticated eye-tracking tech spanning TV, mobile and offline mediums, attentionTRACE allows brands, advertisers and media platforms to record the exact amount of attention real audiences are paying to their ads.

## Campaign Strategy

### attentionPLAN

attentionPLAN® is the perfect solution to help you accurately plan your advertising spend toward the most effective advertising inventory, maximising the return on your ad investments.

Discover precisely which platforms, formats and channels you should invest in to not only generate short or long-term uplift for your business, but reduce wasted spend.

Leverage the largest human attention dataset to effectively plan advertising campaigns toward capturing the most relevant and qualified attention across TV, web, social and streaming environments.

## Campaign Performance

### attentionPROVE

Gain unparalleled insight into the audience viewing behaviours of your ads, while being provided actionable, human attention-driven recommendations that help deliver greater return on ad investment.

attentionPROVE® is an attention measurement tag that allows you to see precise audience attention for your campaigns, allowing you to focus on targeting quality impressions, reduce waste, and ultimately boost your ROI.

Track differing attention behaviours toward display and video ads across major web, social and streaming platforms.

Selecting an attention partner

# The Amplified Advantage

Who is Amplified?

# The Global Authority In Attention

Amplified Intelligence has carried out 42 data collections, spanning 17 platforms and 14 countries. And are armed with more than **38 billion human data points** from over **1.3 million humans**. This data has been trusted to optimise more than **\$1.25 billion dollars** in customer's ad spends to help them drive meaningful outcomes for their campaigns.

## Largest Human Dataset

### Greater Insights

Amplified Intelligence is the market leader in attention measurement, boasting the largest human attention dataset, covering multiple platforms and formats, offering unparalleled breadth and depth of attention insights across the media landscape.

## Rigorous methodologies

### Delivering Results

Amplified Intelligence metrics are backed by rigorous academic research and peer-reviewed methodologies, ensuring that the data is reliable, credible, and trusted by industry leaders.

## Ethical Practices

### People-first

We are committed to transparency, providing clear insights into how data is collected, processed, and reported while adhering to global privacy standards and ethical guidelines, ensuring clients understand the full value of attention metrics.

# Proof and Credibility

## Industry-Trusted

Amplified Intelligence's data is used by top brands and agencies worldwide, backed by rigorous academic research and the largest attention dataset.

## Largest Omnichannel Attention Dataset

Amplified Intelligence boasts the largest omnichannel dataset, covering multiple platforms and formats, offering unparalleled breadth and depth of attention insights across the media landscape.

## Qualitative Measurement

Attention can be used in addition to your existing measurement practices, providing evidence about attentive performance in advertising that ultimately improves campaign outcomes and business results.

## Real Human Data from Live Environments

Attention metrics are based on real-time human behaviour, captured from real-world environments, ensuring accurate and actionable insights that reflect genuine engagement.

## Continuous Data Collection

Data is continuously collected, providing up-to-date insights and trends that reflect current audience behaviours, ensuring that your media strategies are always based on the latest information.

## Compliance with Privacy and Ethical Standards

Our data collection methods comply with global privacy standards and ethical guidelines, ensuring that attention metrics are gathered responsibly and transparently.

## Academic Rigour and Scientific Validation

Our metrics are backed by rigorous academic research and peer-reviewed methodologies, ensuring that the data is reliable, credible, and trusted by industry leaders.

## Transparency in Data Collection and Reporting

Amplified Intelligence is committed to transparency, offering clear insights into how data is collected, processed, and reported, ensuring clients understand the full value of the metrics.



# The Amplified Advantage

## Amplified's Differentiated Value

- ❑ **Natural Attention Environments:** Unlike competitors, Amplified measures real-world attention, avoiding biased results from controlled setups.
- ❑ **Full-Funnel Integration:** Aligns attention data across all campaign stages, from planning to execution and reporting.
- ❑ **Future-Ready:** Amplified adapts to emerging technologies and shifts in consumer behaviour, ensuring long-term value for clients.

## Industry Leadership and Recognition

- ❑ **First-to-Market Innovator:** Pioneered API attention data integrations with major agencies like Omnicom Media Group, delivering up to 11% efficiency gains.
- ❑ **Trusted by Global Brands:** Proven success across categories, including FMCG, automotive, and media.
- ❑ **Outcomes-Driven Insights:** Directly connects attention scores to measurable ROI, brand growth, and campaign success.

## End-to-End Attention Solutions

- ❑ **Creative Testing:** Utilise attentionTRACE for pre-testing creative performance against competitors to optimise ad formats, branding cues, and placement.
- ❑ **In-Flight Optimisation:** Leverage attentionPROVE for real-time attention performance tracking, enabling mid-campaign adjustments for better results.
- ❑ **Media Planning Revolutionised:** attentionPLAN® provides precise attention-based predictions for channel mixes and campaign strategies, reducing waste and boosting ROI.

## Integration and Scalability

- ❑ **API Integration:** Seamlessly integrates attention data into existing platforms for real-time decision-making and automated reporting.
- ❑ **Scalable for Growth:** Solutions scale with your needs, from single campaigns to enterprise-wide strategies.
- ❑ **Flexible Offerings:** Choose between SaaS platforms, managed services, or custom API solutions.

# The Amplified Advantage

## Scientific Rigour and Proven Data

- ❑ **World's Largest Attention Database:** Built on over a decade of research and real human gaze tracking data across devices and platforms.
- ❑ **Real Human Data:** Attention metrics derived from natural viewing environments, not lab-based simulations or forced interaction.
- ❑ **Validated Metrics:** Backed by robust methodologies and peer-reviewed studies, ensuring reliability and repeatability.

## Unique Attention Metrics Suite

- ❑ **Comprehensive Measurements:** Offers active attention, passive attention, non-attention, and attentive reach, to name a few.
- ❑ **Validated Metrics for Business Outcomes:** Includes metrics like brand uplift, attention decay curves, attention-adjusted CPMs, and more.
- ❑ **Award-Winning Team:** Recognised experts in the attention economy, driving meaningful change in how media is measured and optimised.

## Commercial and Strategic Benefits

- ❑ **Reduced Media Waste:** Reallocate budgets to high-attention channels, reducing inefficiencies by up to 20% per campaign.
- ❑ **Boosted Campaign ROI:** Proven track record of delivering superior results for both short-term and long-term objectives.
- ❑ **Enhanced Client Confidence:** Attention metrics provide tangible outcomes that resonate with stakeholders.

## Continuous Support and Education

- ❑ **Dedicated Training:** Ongoing onboarding and support for teams to upskill in attention measurement.
- ❑ **Always-On Insights:** Regular updates, tools, and education to keep teams informed and competitive.

## Ethical and Transparent Practices

- ❑ **GDPR-Compliant Data Collection:** Triple opt-in consent ensures privacy and compliance with global and local regulations.
- ❑ **Transparent Methodology:** Clear and accessible explanations of data sources, modelling, and results for client trust.

# The Amplified Advantage

We're the market leaders in attention metrics who are dedicated to helping our customers grow

At Amplified, we don't just measure attention - we redefine it.

While others rely on surface-level metrics and lab-based assumptions, our real-world, science-backed insights empower you to outperform, outsmart, and outlast the competition with campaigns that drive impact where it matters most.

	Amplified	Other vendors
World's largest attention dataset	✓	✗
Online and offline media	✓	✓
Natural environment testing	✓	✗
Lab environment testing	✗	✓
Granular reporting and insights	✓	✗
Global coverage	✓	✓
End-to-end attention solutions	✓	✗
Gaze tracking	✓	✓
Pose estimation	✓	✗
Facial detection	✓	✓
API Integrations	✓	✗
Multi-human measurements (attention, context, emotion)	✓	✗
Native platforms	✓	✗
Simulated portals	✗	✓
Transparent unit of measure	✓	✗
Granular attention metrics (active, passive, non-attention)	✓	✗
Meaningful brand outcomes and metrics (short and long-term)	✓	✓
Attention seconds by ad and format	✓	✗
Validated, peer-reviewed methodologies	✓	✗
Scalable for all campaign and media	✓	✗
Grounded in Academia	✓	✗
Ethical, compliant and transparent data processes	✓	✓

## Customer Stories

We deliver outcomes that matter to CEO's - outcomes that impact the **bottom line.**



Our attention-led optimisations increased click-through rate, site visitors, conversions and decreased cost per acquisition for one of Australia's leading banks.

**+4.46%**

Step 1 Clicks

**+6.90%**

Step 2 Visits

**+35.29%**

Step 3 Applications

**-33.49%**

Cost per Acquisition

**+19%**

Greater Efficiency

## Customer Stories

# We deliver outcomes that matter to CEO's - outcomes that impact the **bottom line.**



The first to ingest Amplified data into planning tools (2022).

Attention-informed planning made media spend 3-11% more effective by reallocating wasteful investments.

This enabled more precise budget allocation across the most cost-effective channels for delivering attention.

**25**  
**Brands**

Various Categories

**+3-11%**

Improved Efficiency.  
More sales/ lower  
COGs

**\$2.5m**

Estimated USD  
Saving Per Brand  
Per Year

## Customer Stories

# We deliver outcomes that matter to CEO's - outcomes that impact the **bottom line.**



SNAP Inc reported that their partner ecosystem had driven growth in Q1 via Customer API integrations. With special thanks to new Q1 2024 partners Amplified (+ 2 others)

**+21%**

Q1 Revenue YOY

**+300%**

Improvement to  
CAPI YOY

"Our partner ecosystem is driving our growth! Thankyou to all our partners but especially Amplified (+2 others)"

# Our Team



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Are You Ready?

**Let's Go!**