Attention for Brands

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 Your Brand

Brands that adopt attention measurement make every media dollar work harder by ensuring their **ads are truly seen**, remembered, and driving impact. With real human attention data, they move beyond vanity metrics to **optimise spend, improve engagement**, and **hold media partners accountable**.

Coming up

- Why Brands Need Attention Measurement
- What Problem Is Attention Solving
- Use Cases
- Key Benefits
- Filling Gaps In Modern Media Measurement
- Differentiation From Existing Measurement Models
- How Attention Can Help Improve The Entire Campaign Lifecycle
- Product Suite
- The Amplified Advantage

Why Brands Need Attention Measurement

"But wait, my campaigns are already getting great results"

Even great results can be better. Attention measurement doesn't replace what's working, it enhances it, helping you refine media choices, eliminate waste, and prove impact with greater precision. If you love good results, you'll love even better ones.

In a world where media budgets are under more scrutiny than ever, traditional metrics just don't tell the full story. Viewability and impressions might look good on a report, but they don't guarantee your ads are actually being seen, or making an impact. That's where attention measurement changes the game.

Why Brands Need Attention Measurement

Your new competitive advantage

By making attention metrics part of your strategy, you can:

- **Spend smarter, not just bigger** – Stop wasting budget on placements that don't hold real human attention
- **Prove impact, not just presence** – Go beyond reach and viewability to see where your media is truly working
- **Get more from every impression** – Attention fuels better recall, stronger engagement, and real brand outcomes
- **Hold your media partners accountable** – Make sure you're investing in quality impressions, not just numbers on a dashboard
- **Reduce misattribution toward competitors** - Prevent the chance of increasing market share and improve revenue performance for your direct competitors by placing your brand in-front of your key audiences
- **Future-proof your marketing** – Adapt to a post-cookie world with privacy-safe, human-first measurement.

Your media spend should do more than just show up, it should show results. Attention measurement ensures it does exactly that.

The nuts and bolts of it

What problem is attention solving?

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.

Your Ad

👁 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.

*Nelson-Field, K., & Riebe, E. (2017). The case for a more robust online viewability metric. Admap, September 2017. WARC.

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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.

Improve Campaign Efficiency

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

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.

Increase Revenue

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

Boost Business Outcomes

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

Improve Creative Effectiveness

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

Unified Metric

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

Filling Gaps in Modern Media Measurement

Quality Over Quantity

Traditional metrics like reach, impressions, and click-through rates (CTR) focus on quantitative data without revealing the quality of engagement. Attention metrics bridge this gap by measuring not just if an ad was seen, but how much attention it actually received, providing a more accurate assessment of campaign effectiveness.

True Audience Engagement

Many current measurement models rely on proxies such as views or clicks, which don't indicate if the audience truly engaged with the content. Attention metrics measure real human attention (active and passive), helping advertisers understand how engaged the audience is with the content they are exposed to and associated impacts on purchase intent.

Cross-Platform Comparisons

Existing metrics often vary across platforms, making it difficult to compare performance between digital, TV, and other channels. Attention metrics provide a unified, cross-platform measure that allows for consistent comparisons of media effectiveness, addressing the lack of standardised evaluation across different formats and platforms.

Focus on Outcomes

Attention metrics directly relate to downstream business outcomes like brand recall, market share, and sales performance. They help advertisers tie media investments to real-world business results, addressing the limitations of reach or impressions that don't correlate as clearly with conversions or sales.

Differentiation from Existing Measurement Models

Real Human Data vs. Proxies

Unlike traditional models that rely on proxies (e.g., viewability or click rates), attention metrics capture actual human engagement. They focus on how long an ad is looked at and how engaged the viewer is, offering a more precise understanding of content and branding effectiveness.

Predictive Power

Attention metrics, based on large-scale human data, offer better predictive models for campaign success than traditional models. The ability to measure and optimise creative and media placements based on actual attention predicts outcomes like purchase intent and brand growth more reliably.

Holistic View of Engagement

Traditional metrics such as CTRs or impressions measure isolated interactions. Attention provides a more holistic view of consumer engagement, accounting for factors like time spent engaging with content, depth of interaction, and overall impact, rather than simple exposure.

Improved Accountability

Attention metrics hold agencies and media platforms accountable for the actual performance of a campaign. By shifting the focus from sheer volume to engagement quality, attention metrics challenge platforms and agencies to deliver real value, not just inflated numbers.

Unified Metric Across Channels

Existing models often measure channels in silos (e.g., digital vs. TV), whereas attention metrics unify these into a single standard, making it easier to compare performance and optimise media spend across formats.

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.

1.
Campaign strategy

Your campaign strategy defines the objectives, target audience, messaging, and tactics to achieve specific goals.

Using attention effectively during this phase, you're giving yourself the best opportunity to place ads and funds in the places that humans are actually paying attention, enhancing the possibility of achieving brand and campaign goals.

Campaign brief

- You can now understand the audiences viewing behaviours specific to your brand or campaign.
- Adopting modern strategies shows that you are using the latest tech and techniques
- Ensures you are planning with humans in mind, not just rinse and repeating the same old tactics.

Campaign strategy

- Understand what attention is optimal to meet your objective.
- while factoring in your audiences viewing behaviour before you buy.

Campaign budget

- Attention in budget planning means you can redirect your spends, rather than making savings, to evaluate a truer cost per impression and prioritise higher ROI ad inventory, based on human data.

Creative strategy

- Using attention during creative strategy gives you the data to best work within the platforms and formats, to achieve the desired outcomes.

Result of using attention in campaign strategy

74% increase in performance

Campaigns that ran on higher attention platforms reported a 74% increase in the number of very large business effects achieved after the campaign ran (i.e. profitability, customer acquisition etc).

view case study

Result of using attention in media buying and creative development

11% more effective media spend

3-11% increased efficiency and avg. saving of $2.5m USD annually.

view case study

Decide platforms & formats

- You can assign priorities to the formats capable of delivering optimum attention.

Media buying

- Attention allows you to focus and allocate spend toward higher attentive channels.
- Reducing the risk of wasted spend and have confidence in the formats

Develop creative

- Make sure the ads you develop are branded effectively to capture the most amount of attention and improve outcomes.
- Develop creative that fits the channel, factoring in the UX and ad format with effective storytelling - catering to audiences attention volume over the duration of the ad.

2.
Media buying and developing creative

Media buying and creative development, when combined with attention measurement, involve strategically purchasing ad placements and creating compelling content while analysing audience attention levels to optimise message delivery, boost engagement, and enhance overall campaign performance.

3.
Measurement

In-flight media measurement, enhanced with attention measurement, involves real-time monitoring of campaign performance and audience attention levels to optimise ad placements, refine spends, and maximise both engagement and overall campaign effectiveness.

Campaign implementation

- Ensure that your campaign has been built using human measurement standards and best practices to increase the chance of meeting objectives.
- Apply measurement tags to record live campaign performance.

Reporting (in-flight)

- Monitor campaign performance through an attention lens, so that you're getting more granular insight into campaign and ad format performance.

Optimisation

- Make campaign adjustments based on attention-led insights.

Reporting (post campaign)

- Benchmark attentive performance
- Evaluate channel performance based on how audiences truly view their media.
- Plan future campaigns with attention learnings

Result of using attention in campaign measurement

+ 30% uplift in conversions

In-flight optimisation delivered increased active attention, CTR and conversion while reducing CAC by 30%

view case study

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 a 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

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	✅	✅

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Are You Ready?

Let's Go!