



Attention for Publishers

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 Platform

Platform owners and publishers that adopt attention measurement can prove the **true value of their inventory, differentiate in a competitive market**, and **command higher CPMs**. By providing advertisers with real human engagement data, they build trust, strengthen partnerships, and future-proof their measurement strategy.

Coming up

- Why Publishers 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 Showcase The Value Of Your Inventory
- Product Suite
- The Amplified Advantage

Why Publishers Need Attention Measurement

“But wait, demand for my inventory is higher than ever”

In a world where advertisers are demanding more proof of impact, traditional metrics like impressions and viewability aren't enough.

Brands and agencies want real engagement data, they need to know that ads on your platform aren't just being served but are actually seen and driving results. That's where attention measurement changes the game.

Why Publishers Need Attention Measurement

Your new competitive advantage

By integrating attention metrics into your offering, you can:

- **Prove the value of your inventory** – Show advertisers why your platform delivers quality attention, not just ad placements
- **Differentiate in a crowded market** – Go beyond basic KPIs and offer data-driven insights that set your platform apart
- **Maximise yield and pricing power** – High-attention placements command higher CPMs, attention metrics help you monetise better
- **Build trust with advertisers** – Provide transparency on true audience engagement, strengthening long-term partnerships
- **Adapt to the future of measurement** – Stay ahead of industry shifts with privacy-safe, human-first data.

Advertisers are prioritising attention, platforms that prove it will win.

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.



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.

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.

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

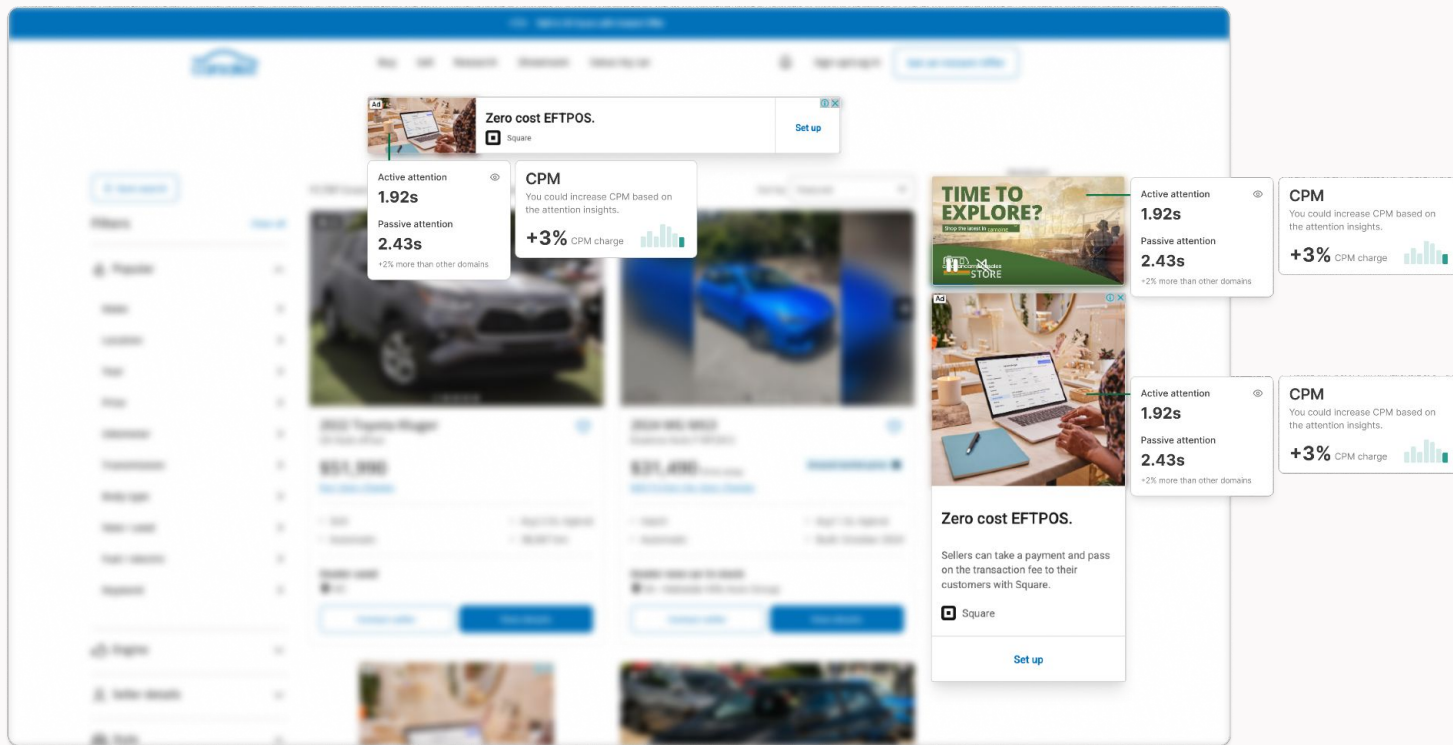
Existing models often measure channels in silos (e.g., digital vs. TV), whereas attention metrics unify these into a single standard, making it easier to compare performance and optimise media spend across formats.

Where and how attention can be utilised

How Attention Can Help Showcase The Value Of Your Inventory

How much attention is your inventory getting?

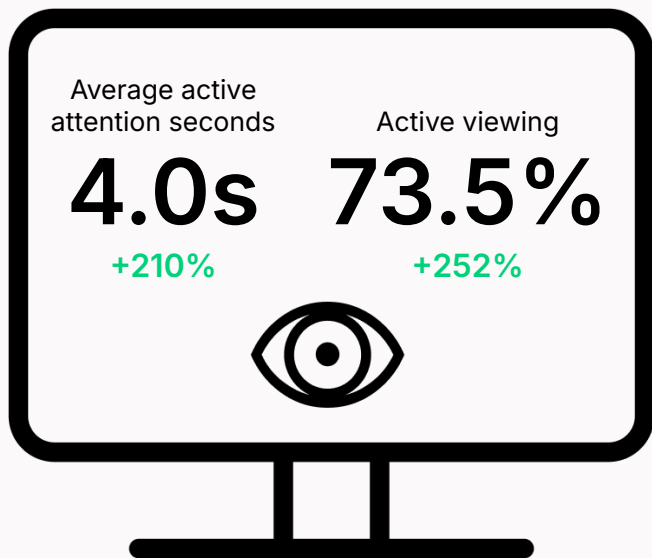
You could be underselling the value of your ads. And we are here to help.



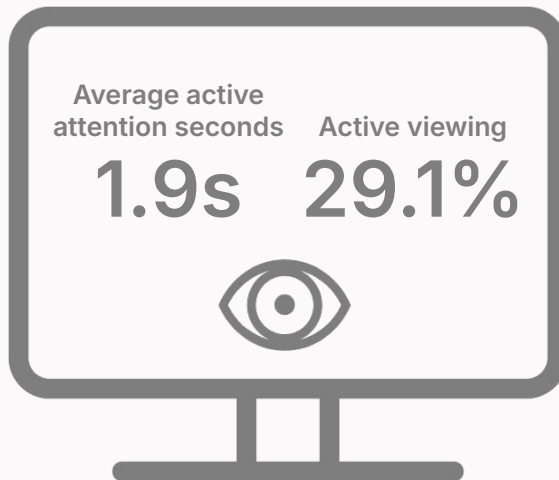
*Example attention data shown

Your attentive performance against competitors

Your user experience and ad inventory could be outperforming competitor platforms



You



Them

Product Suite

Activating attention to showcase your competitive advantage

Inventory Testing **attentionTRACE**

Validate the strength of your ad formats and placements using real human attention measured in real-world environments.

attentionTRACE captures platform-specific attention and emotion data, combined with benchmarking tools to help you optimise ad experiences, enhance engagement, and demonstrate the true effectiveness of your inventory to advertisers.

With advanced eye-tracking technology across TV, mobile, and offline environments, attentionTRACE gives publishers and platforms precise insights into how audiences engage with ads - ensuring you can maximise performance, command higher CPMs, and build stronger advertiser confidence.

Live verification **attentionPROVE**

Understand exactly how your ad inventory performs mid-campaign, allowing advertisers to optimise performance, increase their trust, and drive greater returns.

attentionPROVE® provides real-time attention measurement, helping publishers and platforms validate inventory and ad effectiveness, identify high-performing inventory, and prove the value of quality impressions.

With precise tracking of audience attention across display, video, social, and streaming, you can help them reduce media waste, enhance targeting, and command stronger CPMs with data-backed confidence.

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 | ✓ | ✓ |



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Are You Ready?

Let's Go!