

HOW TO GUIDE

Media verification with attentionPROVE®

Ready to start optimising in-flight campaigns for attention? Then you've come to the right place. attentionPROVE® will allow you to quickly, easily and effectively tag and monitor your cross-channel advertising campaigns and make changes based on performance and individual ad attention insights, not intuition.

We will give you a quick overview of how to create your campaigns, where you can find key campaign attention data and how to use that information to make impactful changes to your ad strategies.

Let's get started, shall we?

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Setting up your account

First thing's first. You'll need to have your organisation account setup. Chances are that if you're reading this guide, your company and user profile have been created already. If it hasn't, either touch base with your company admin or reach out to our Customer Success Team at hello@amplifiedintelligence.com.au

Creating your campaign

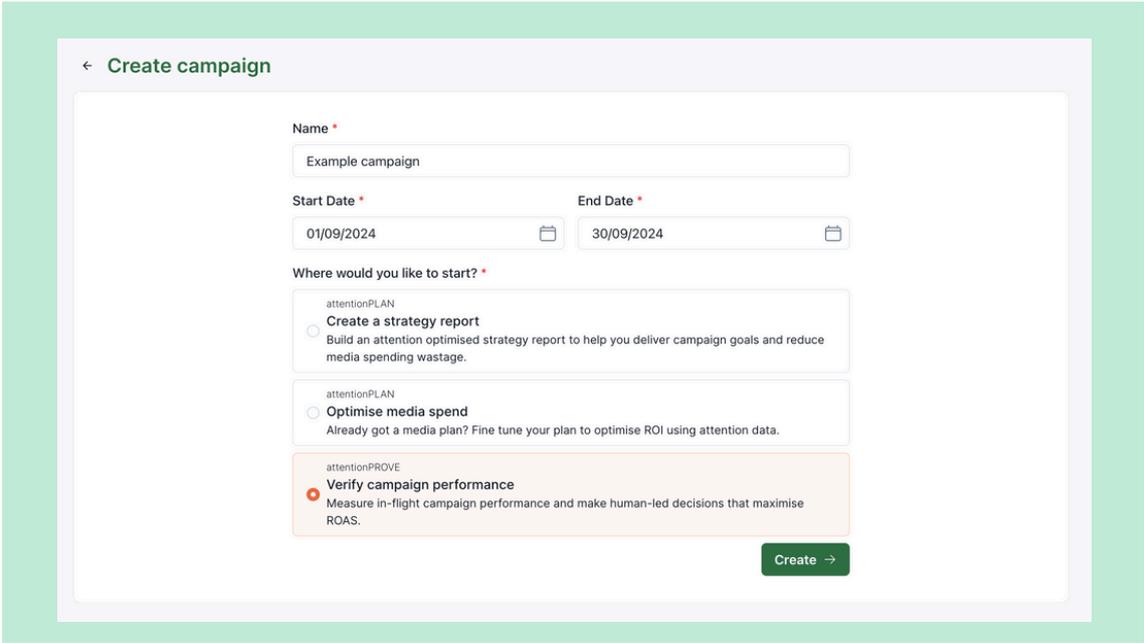
These steps assume that you have already activated attentionPROVE® and agreed to the CPM rate card or a monthly impression volume licence. If you have not, [contact our team here](#).

Once logged into your account, you will be presented with the campaign home screen. If you are an active attentionPLAN® user and have used your account to create media plans in the past, you will be presented with all of the saved campaigns to date and be able to enable attentionPROVE® for your desired campaign.

To create a brand new attentionPROVE® campaign, click the “Create campaign” button located in the top right hand corner of the homepage.



Add your campaign name along with the start and end date for the campaign.



The screenshot shows a web form titled "Create campaign" with a back arrow on the left. The form contains the following fields and options:

- Name ***: A text input field containing "Example campaign".
- Start Date ***: A date picker showing "01/09/2024".
- End Date ***: A date picker showing "30/09/2024".
- Where would you like to start? ***: A section with three radio button options:
 - attentionPLAN**: **Create a strategy report**. Build an attention optimised strategy report to help you deliver campaign goals and reduce media spending wastage.
 - attentionPLAN**: **Optimise media spend**. Already got a media plan? Fine tune your plan to optimise ROI using attention data.
 - attentionPROVE**: **Verify campaign performance**. Measure in-flight campaign performance and make human-led decisions that maximise ROAS. This option is selected with a red dot.
- Create →**: A green button at the bottom right of the form.

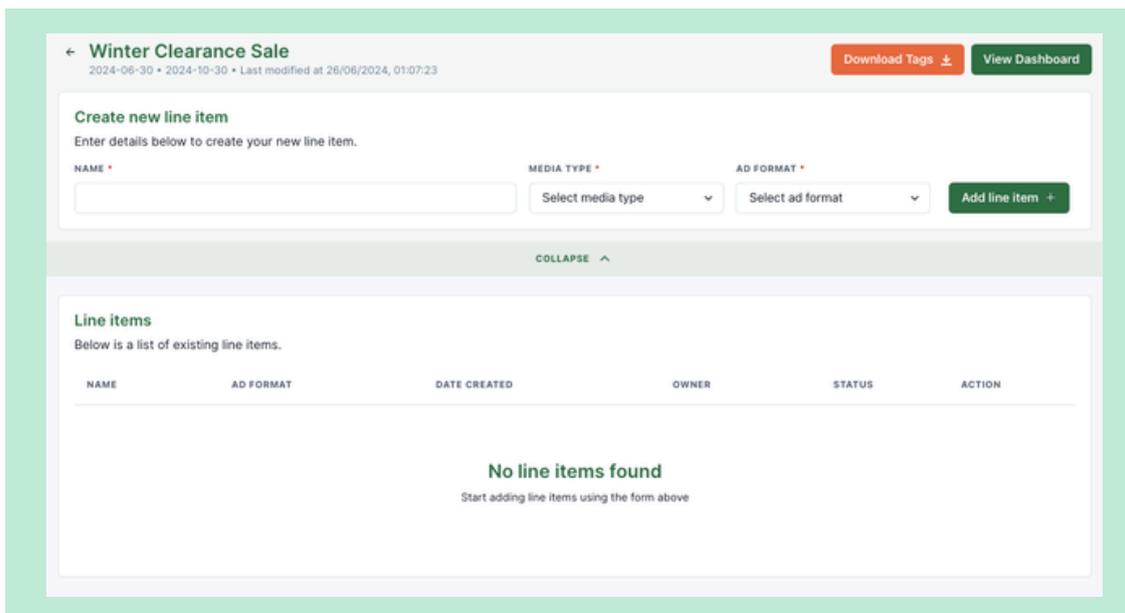
Select “Verify campaign performance” and “Create” to generate your campaign.

Adding line items to your campaign

Before creating your line items, make sure you consider the best way to structure your cross-channel campaign to maximise the view of format performance and the subsequent opportunity for you to optimise.

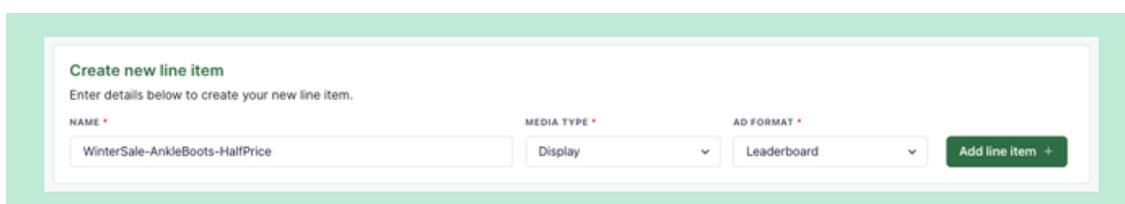
A few things to keep in mind;

- Consider creating individual tags for each ad to ensure that they are measuring and displayed in the dashboard based on their own performance and not an aggregate of all tags assigned to similar assets running across multiple channels
- If you are running the same ad across different age ranges and demographics, we recommend creating separate line items for maximum reporting clarity
- If you traffic 1 x tag for all of your VOD ads, your results will likely be aggregated together so you may not be able to discern the performance for individual platforms.
- attentionPROVE® can detect individual publisher channels for online video line items (excluding VOD), however it requires OMID support
- attentionPROVE® can support dynamic creative tags, however the use of dynamic tags is reserved for special cases, and situations where the user is able to accept a direct API integration. Speak to our team about this for more information



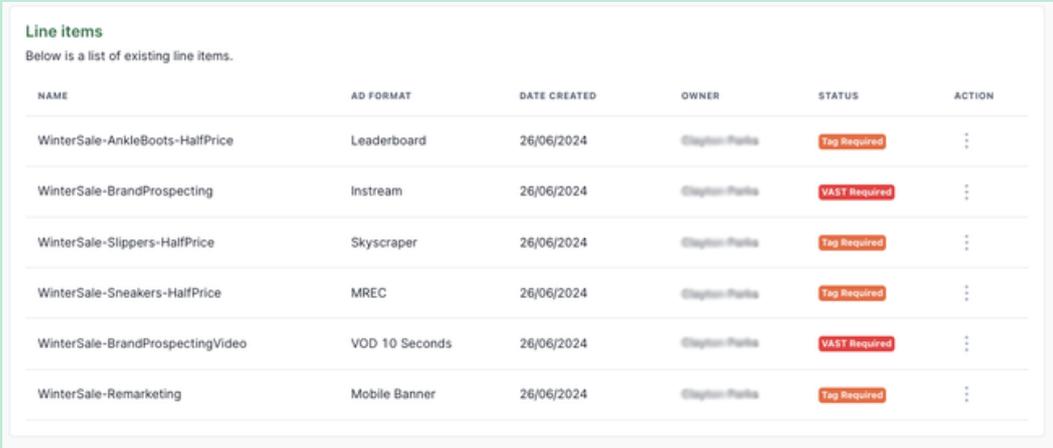
Now that we've got the formalities out of the way, let's get your line items created in a simple 1,2,3.

1. Enter the name of your line item to help you identify the ad unit you are measuring
2. Select the media type - either video or display
3. Select your ad format and press "Add line item +"



Adding line items to your campaign (cont.)

Once the line item is added, it will appear below the collapse line. Continue the above process until all line items are added.

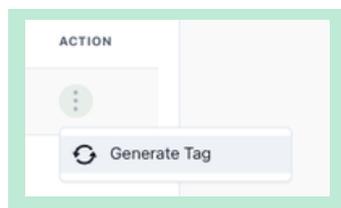


NAME	AD FORMAT	DATE CREATED	OWNER	STATUS	ACTION
WinterSale-AnkleBoots-HalfPrice	Leaderboard	26/06/2024	Clayton Parks	Tag Required	⋮
WinterSale-BrandProspecting	Instream	26/06/2024	Clayton Parks	VAST Required	⋮
WinterSale-Slippers-HalfPrice	Skyscraper	26/06/2024	Clayton Parks	Tag Required	⋮
WinterSale-Sneakers-HalfPrice	MREC	26/06/2024	Clayton Parks	Tag Required	⋮
WinterSale-BrandProspectingVideo	VOD 10 Seconds	26/06/2024	Clayton Parks	VAST Required	⋮
WinterSale-Remarketing	Mobile Banner	26/06/2024	Clayton Parks	Tag Required	⋮

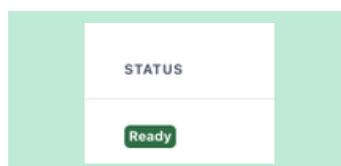
Once all line items are added to your campaign, you can generate your tags.

Display tag generation

Press on the 3 dots to the right of the line item and select Generate Tag.

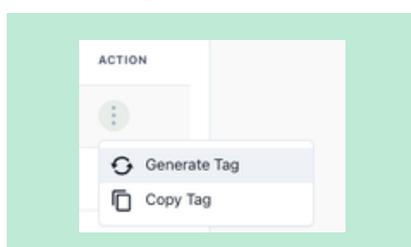


Once done, your line item and tag status will change to Ready, all set for you to implement.

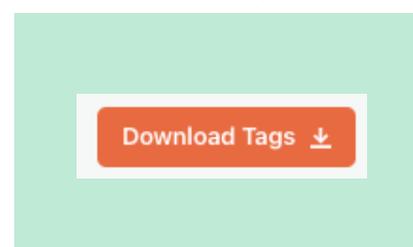


This will immediately generate a display tag which can be copied individually by clicking on the 3 dots to the right or, once all display tags are generated you can download a csv of all tags for easy transfer.

Copy tag per line item

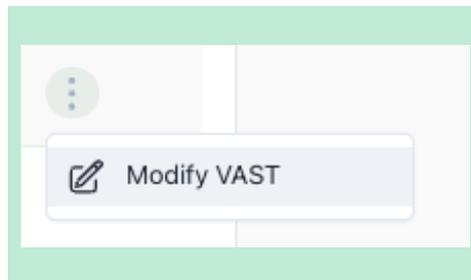


Or download all tags as a CSV

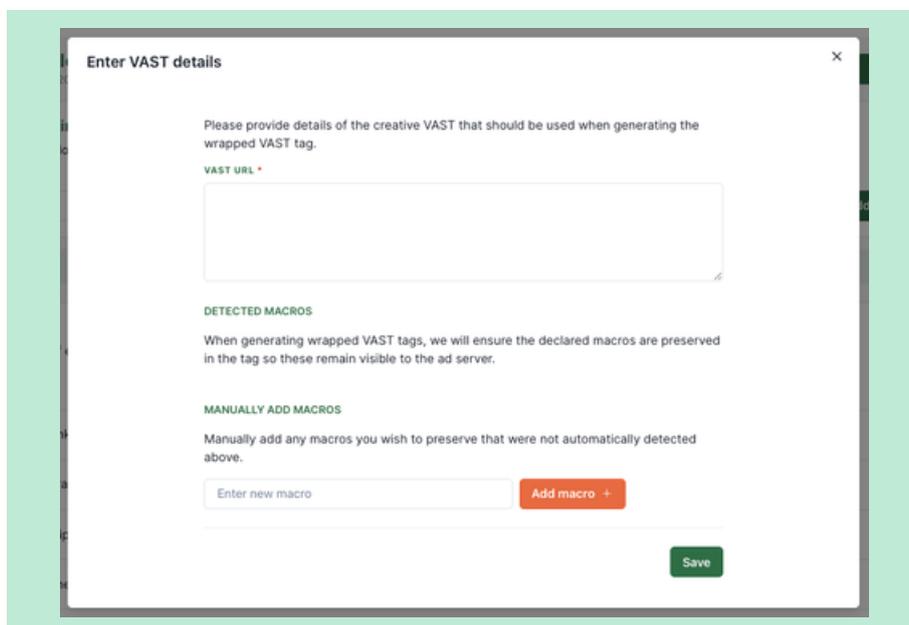


VAST tag generation

For video formats, you will need to generate a wrapped VAST tag. To do this, click on the three dots to the right of the line item and select “Modify VAST”



A pop-up will appear requesting your current VAST URL. Copy and paste this into the field provided.

A screenshot of a pop-up window titled "Enter VAST details" with a close button (X) in the top right corner. The window contains the following text and fields:

- Instruction: "Please provide details of the creative VAST that should be used when generating the wrapped VAST tag."
- Section: "VAST URL" with a red asterisk, followed by a large text input field.
- Section: "DETECTED MACROS" with a sub-instruction: "When generating wrapped VAST tags, we will ensure the declared macros are preserved in the tag so these remain visible to the ad server."
- Section: "MANUALLY ADD MACROS" with a sub-instruction: "Manually add any macros you wish to preserve that were not automatically detected above."
- Field: "Enter new macro" followed by an orange "Add macro +" button.
- Bottom right: A green "Save" button.

Once you have added your VAST URL, our system will highlight the detected MACROS surfaced within your URL. Please ensure that all MACROS have been detected, this is to ensure they remain visible to the ad server.

If any MACROS are missing you can add these via the manual add macros function at the bottom of the pop up.

To do this, simply copy and paste the MACRO into the provided field and hit “Add macro +”.

Once all MACROS are captured, press Save.

Enter VAST details [X]

Please provide details of the creative VAST that should be used when generating the wrapped VAST tag.

VAST URL *

`https://ad.doubleclick.net/ddm/pxadx/N1117737.3527739MEDIA/B30810965.378733425;[...];pr_consent=${GDPR_CONSENT_755};dc_mpos=[BREAKPOSITION];itd=`

DETECTED MACROS

When generating wrapped VAST tags, we will ensure the declared macros are preserved in the tag so these remain visible to the ad server.

`$(GDPR_CONSENT_755)` × `[BREAKPOSITION]` × `[...]` ×

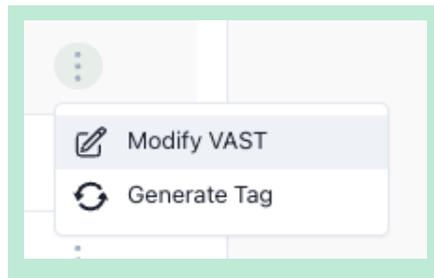
MANUALLY ADD MACROS

Manually add any macros you wish to preserve that were not automatically detected above.

Enter new macro **Add macro** +

Save

Now that the VAST URL is added, you can generate the tag.



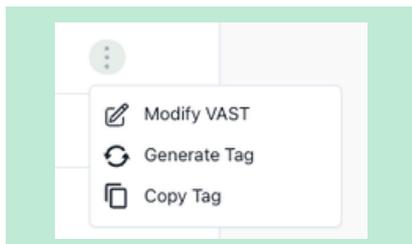
To do this, click on the three buttons to the right of the line item and press generate tag

Once the tag is ready, the status will update.

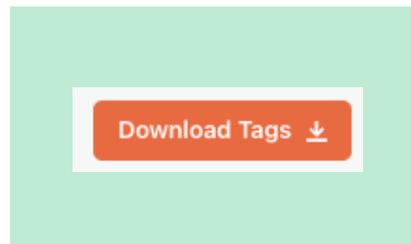
Continue this process until all video line items have tags successfully generated.

Once all VAST tags are generated you can either copy the tag via the three dots to the right hand side or, download a csv of all tags for easy transfer.

Copy tag per line item



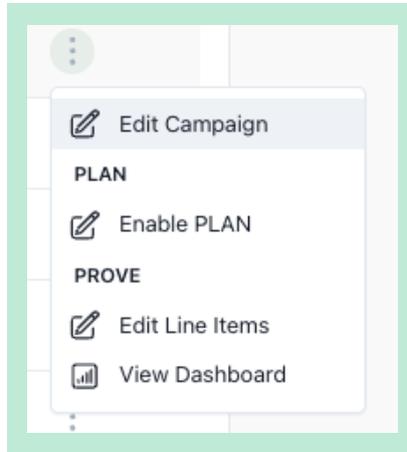
Or download all tags as a CSV



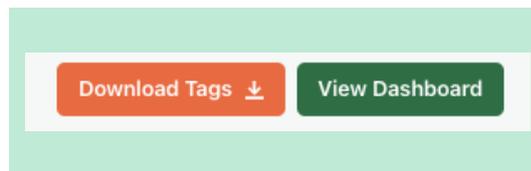
Viewing your campaign

You can access your campaign dashboard in a number of ways.

Directly from the homepage by clicking on the 3 dots to the right hand side of the campaign and selecting “view dashboard” under the PROVE heading.



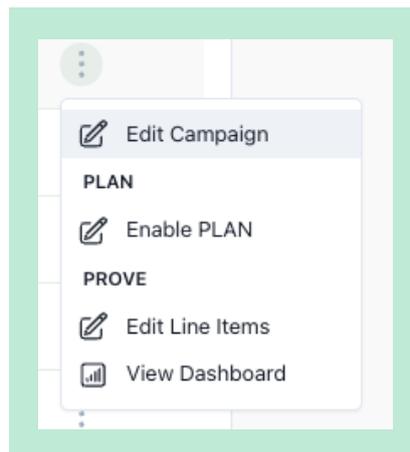
Or from the line item creation page you can select “view dashboard” in the top right corner of the page



Editing your campaign

If at any time you need to update, add or change your line items you can do this a few different ways.

Directly from the homepage by clicking on the 3 dots to the right hand side of the campaign and selecting “Edit Line Items” under the PROVE heading.



Alternatively whilst in Dashboard view, you can select “Edit line items” located in the top right corner of the screen.



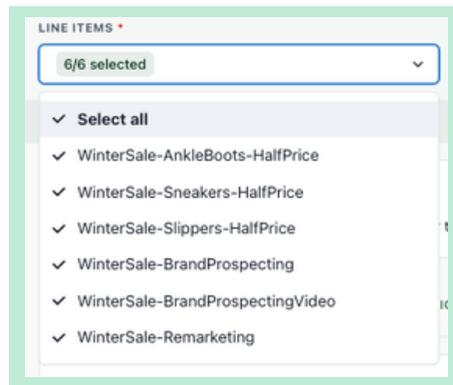
Reviewing your campaign dashboard

Now it's time to dive into the data to understand the attentive performance, and optimisation opportunity available, based on the live insights being generated from your campaign.

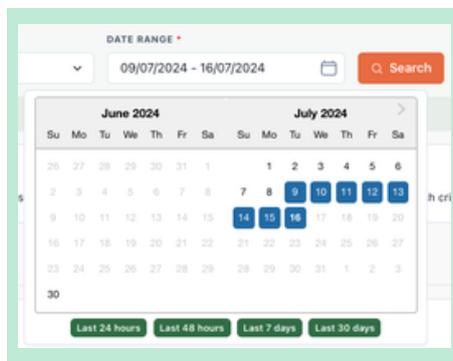
Filters

To find the information most important to you, you can filter your dashboard by either or both of line item(s) and date range.

To filter by line item, simply click on the drop down located at the top of the dashboard and select the particular line items you wish to see. The default filter will select all line items currently running.



To filter by date range, click on the calendar icon and select the date range.



Please note, any time you return to your dashboard your filters will automatically be set to default. Default includes all line items for the last 7 days.



Highlights

The Highlights section gives you a quick view of where the optimisation opportunities lie.

The “Best performing” list includes top 5 inventories with higher than average active and passive attention, sorted by the highest impression volume. This highlights the items that are potentially the most impactful for uplifting your campaign performance.

The “Low performing” list includes top 5 inventories with lower than average active and passive attention, sorted by the highest impression volume. This highlights the opportunities for improvement where there the most influence can be made.

The “High active attention” list includes top 5 items with the highest average active attention. The campaign might benefit from having more impressions of these inventories, especially if you are a small brand looking to build brand awareness. In some cases, the average attention might change as more volume comes in so it is recommended to check this list regularly to identify the best opportunities.

The “High passive attention” list includes top 5 items with the highest average passive attention. These inventories are recommended for bigger brands with distinctive assets looking for brand maintenance. In some cases, the average attention might change as more volume comes in so it is recommended to check this list regularly to identify the best opportunities.

Highlights	Hierarchy	Device	Publisher	Ad format	Line item
BEST PERFORMING ⓘ Recommended for all campaign objectives and all brand sizes.					
DEVICE	PUBLISHER	AD FORMAT			
Mobile	www.publisher3.com	MREC			
Mobile	www.publisher4.com	Instream			
Mobile	www.publisher5.com	Mobile Banner			
Tablet	www.publisher6.com	MREC			
Mobile	www.publisher7.com	Instream			
LOW PERFORMING ⓘ Items with less attention requires more frequency to work.					
DEVICE	PUBLISHER	AD FORMAT			
Mobile	www.publisher1.com	Mobile Banner			
Tablet	www.publisher2.com	MREC			
Mobile	www.publisher8.com	Mobile Banner			
Mobile	www.publisher9.com	Mobile Banner			
Mobile	www.publisher10.com	Mobile Banner			
HIGH ACTIVE ATTENTION ⓘ Recommended for all campaign objectives (especially sales activation) and brand sizes. Essential for brand growth in small brands.					
DEVICE	PUBLISHER	AD FORMAT			
Mobile	www.publisher4.com	Instream			
Tablet	www.publisher6.com	MREC			
Mobile	www.publisher15.com	Mobile Banner			
Mobile	www.publisher7.com	Instream			
Tablet	www.publisher3.com	Instream			
HIGH PASSIVE ATTENTION ⓘ Recommended for brand maintenance, message reinforcement and big brands.					
DEVICE	PUBLISHER	AD FORMAT			
Mobile	www.publisher16.com	Mobile Banner			
Mobile	www.publisher21.com	Mobile Banner			
Mobile	www.publisher15.com	Mobile Banner			
Mobile	www.publisher7.com	Instream			
Tablet	www.publisher6.com	MREC			

Hierarchy

The Hierarchy of Attention refers to the order in which different elements impact the range of attention you can achieve.

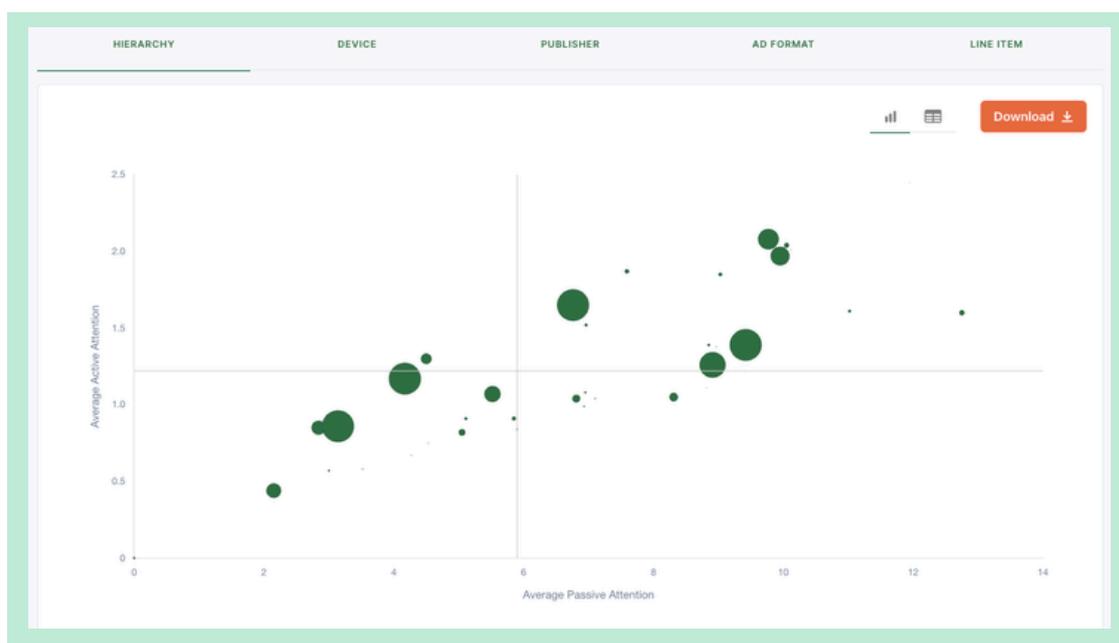
Elements such as the device used to view the ad and the platform and format that it's advertised on set the range of the possible attention. Where you play within this range is then determined by the context in which the ad is placed, who you are advertising to and the effectiveness of your creative.

When you look at the overall performance of a device, publisher or format in isolation it doesn't take the above effect into account and instead provides an overall aggregation of performance - hiding any underperforming, or overperforming, units.

The 'Hierarchy' tab in your dashboard provides a simple visualisation of individual unit performance, taking each variable into account. Each dot represents a specific format on a specific publisher, viewed on a specific device. The size of the dot indicates the volume of impressions served. These dots are then mapped against the average active and passive attention they are generating.

Quadrants for performance are then overlaid:

- Top left: High active, lower passive attention units. Any dots appearing in this quadrant are suitable for all campaign objectives and brand size.
- Top right: High active and high passive attention units. Any dots appearing in this quadrant are suitable for all campaign objectives and brand sizes, providing the best opportunity for an outcome.
- Bottom left: Low active, lower passive attention units. These units are considered to be under performing. We would only recommend using these assets for big brands who can rely on their distinctive assets to do the heavy lifting when active attention is low. Higher frequency recommended to generate brand outcomes.
- Bottom right: Low active, high passive attention units. These units are fantastic for big and challenger brand maintenance and message reinforcement. Small brands may see some benefit from these units but are unlikely to grow without higher active attention.



You can also view and download the hierarchy in table form.

We recommend making any optimisations or drawing conclusions on performance based on this output as it take into consideration all mediating factors and doesn't hide true performance in aggregation.

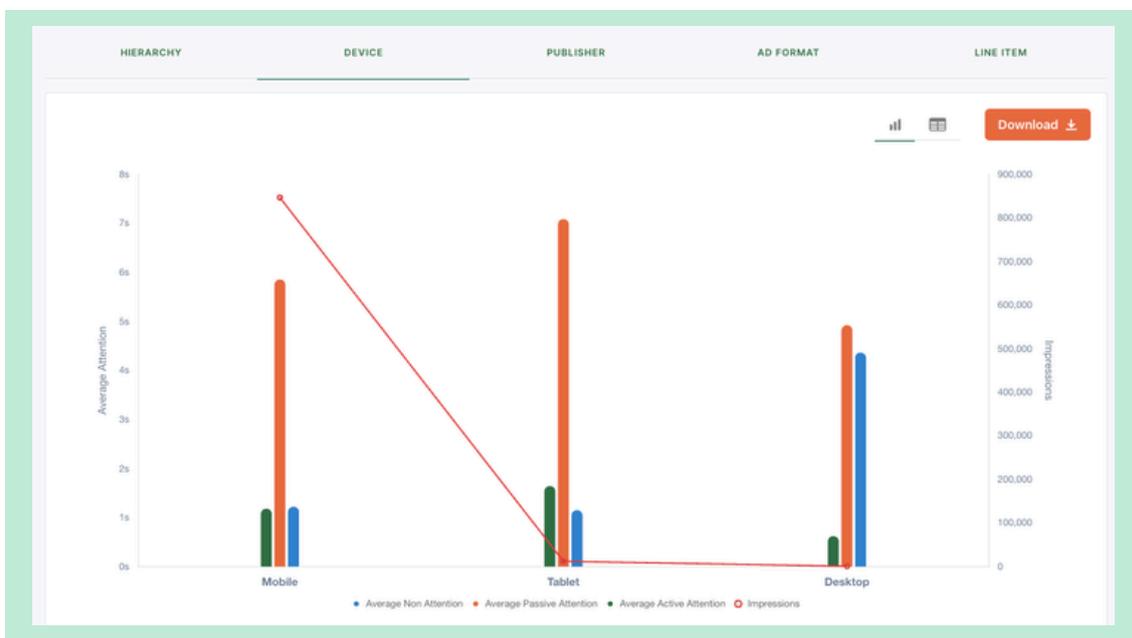
DEVICE	PUBLISHER	AD FORMAT	IMPRESSIONS	AVG ACTIVE	AVG PASSIVE	ACTIVE ATTENTION DECAY
Mobile	www.gumtree.com.au	Celtra Interscroller	182K	0.86s ▼	3.14s ▼	
Mobile	www.carsales.com.au	Celtra Interscroller	154K	1.17s ▼	4.17s ▼	
Mobile	www.buzzfeed.com	Celtra Interscroller	75K	1.65s ▲	6.76s ▲	
Mobile	www.planetf1.com	Celtra Interscroller	60K	1.39s ▲	9.42s ▲	
Mobile	www.football365.com	Celtra Interscroller	47K	1.26s ▲	8.91s ▲	
Mobile	www.sen.com.au	Celtra Interscroller	37K	2.08s ▲	9.77s ▲	

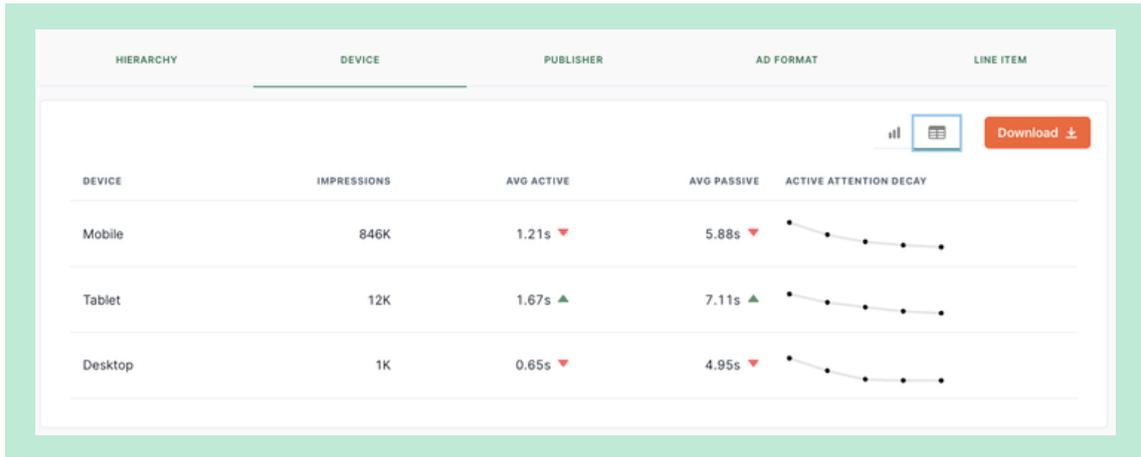
In addition to active and passive attention averages, the table view provides an indicator of whether each is performing above or below the overall average of the campaign (i.e. is attention performance good or poor). It also shows the Active Attention decay for each unit. This shows the proportion of impressions paying 1-5 seconds of active attention. Hover over each dot to see this proportion.

To ensure media buy efficiency, you want to optimise toward units that have higher attention and volume retention.

Device

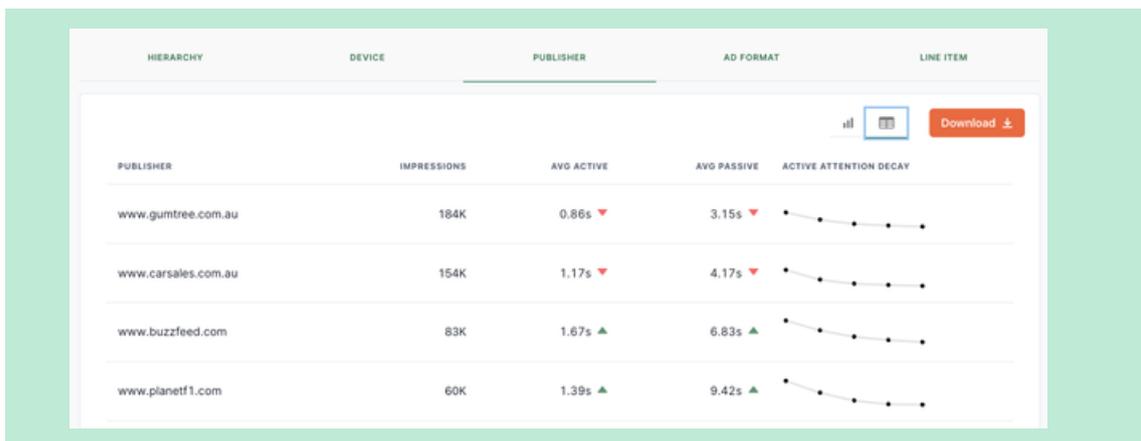
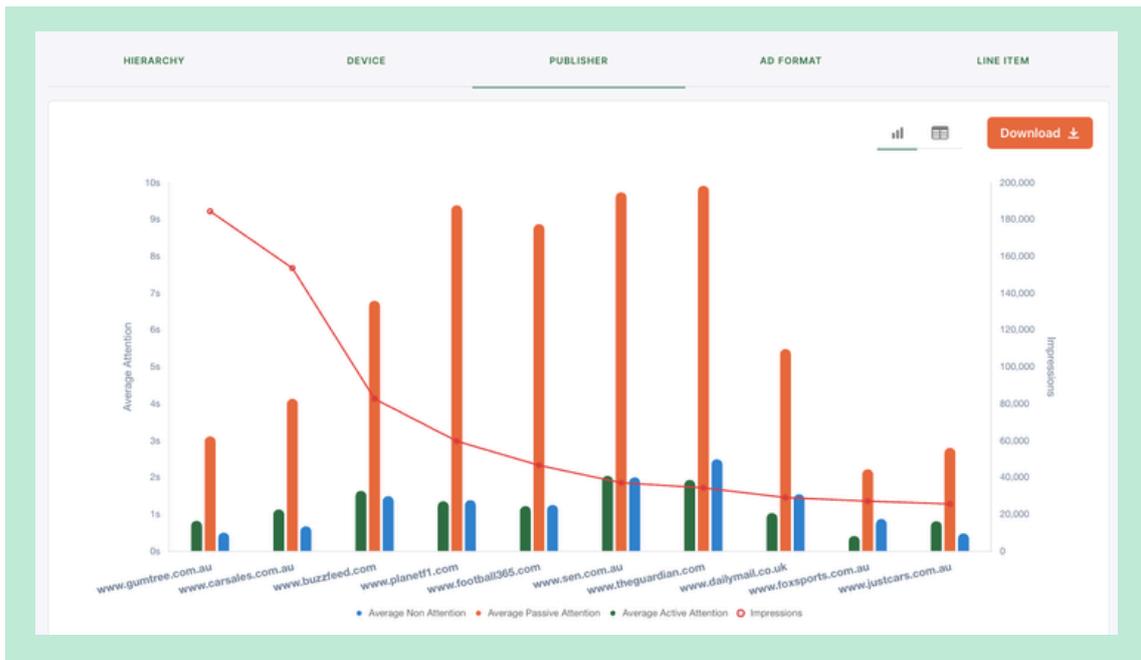
Gain insights into the average attention performance for your campaigns, including Active, Passive and Non-Attention by device type.





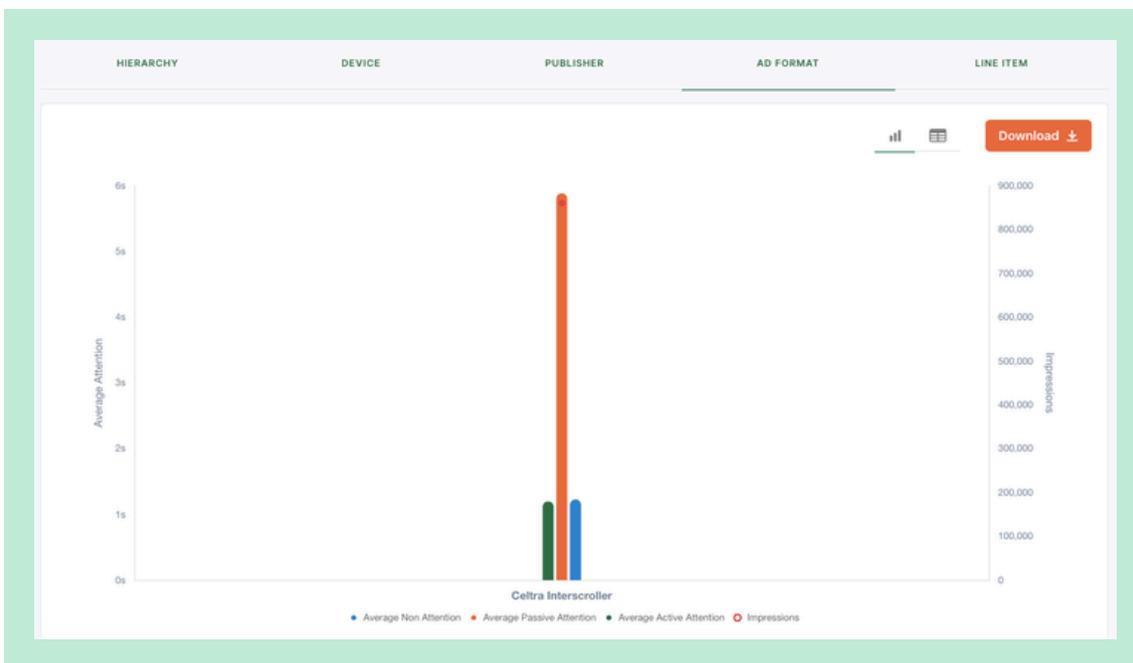
Publisher

Gain insights into the average attention performance for your campaigns, including Active, Passive and Non-Attention by publisher or domain.



Ad Format

Gain insights into the average attention performance for your campaigns, including Active, Passive and Non-Attention by ad format.



HIERARCHY	DEVICE	PUBLISHER	AD FORMAT	LINE ITEM
Download				
AD FORMAT	IMPRESSIONS	AVG ACTIVE	AVG PASSIVE	ACTIVE ATTENTION DECAY
Celtra Interscroller	860K	1.22s ▲	5.9s ▲	

HIERARCHY	DEVICE	PUBLISHER	AD FORMAT	LINE ITEM
Download				
LINE ITEM	IMPRESSIONS	AVG ACTIVE	AVG PASSIVE	ACTIVE ATTENTION DECAY
Celtra Interscroller 1	324K	1.28s ▲	6.42s ▲	
Celtra Interscroller 6	118K	1.1s ▼	5.15s ▼	
Celtra Interscroller 5	109K	1.04s ▼	4.55s ▼	
Celtra Interscroller 2	106K	1.28s ▲	6.44s ▲	
Celtra Interscroller 3	104K	1.3s ▲	6.44s ▲	

How to optimise and activate attention data

We help put the power in your hands with valuable, actionable insights into campaign performance that allow you to make the best decisions to deliver advertising success.

If there is anything you'd like to know about how to use attentionPROVE® and make sense of the data available, all you need to do is ask.

But in the meantime, here's a few quick pointers;

1. What represents good, bad or invalid attention performance?

Good or bad attention performance depends on a myriad of factors such as your campaign objectives, the size of your brand and the formats and domains you have chosen. A unit that generates only 1sec of Active Attention but 5sec of Passive Attention isn't necessarily bad performing but it is more suited for a big brand that can lean on their distinctive assets to make use of the Passive Attention available. Our hierarchy tab will help you to identify units that are performing in line with what your brand / campaign needs.

Attention decay is also a really great indicator of good / bad performance. You have paid for 100% of impressions to see your inventory however, in most cases <40% of impressions are paying more than 1 second of Active Attention - if you're a small brand, this isn't enough to help it grow.

Finally, the up/down arrows alongside each unit can be an indicator of under/over performing units in line with the average attention gained for your campaign. Anything with a green up arrow means its performing above benchmark and is likely a unit you should focus on, anything with a red down arrow means its performing below benchmark and is likely inefficient spend.

Attention metrics work best when combined with your existing campaign metrics. By optimising towards attention you may increase your existing KPIs, making your campaign more effective. Moving forward you can then use attention as a predictor for these KPIs.

2. How can I find opportunities to optimise or remove wasteful spending?

By utilising the decay curve you may reduce wasteful spending. The decay curve shows the proportion of impressions that gained 1 - 5 seconds Active Attention. Your current reach curves and targets assume that 100% of people are actively watching 100% of the time, it does not take into account the way humans actually engage with media. The decay curve helps equalise this showing the proportion of people you are truly paying for. Removing domains / formats that see significant wastage (i.e. high proportion of people not paying attention) will see campaign efficiency increase.

Data Dictionary

In order to best interpret your data and the attention-centric insights from your campaigns, we've put together a quick dictionary of the key insights and metrics displayed in your dashboard.

Attention definitions

Active Attention: Eyes on screen, eyes on ad

Passive Attention: Eyes on screen, but not directly on the ad (i.e. looking at the content surrounding the ad)

No Attention: Eyes not on screen, not on ad.

Dashboard dictionary

A quick cheat sheet to make sense of the data and dashboards for your campaign.

Impressions: The total rated impressions for the selected search criteria

Total Attention: The combined seconds generated by attention type (active, passive) across all impressions for the selected criteria

Average Attention: The average attention seconds generated per impression for the selected criteria

Attention vs. TiV (Time in View): How much attention was actually gained against the time it was in view.

Attention Hierarchy: The order in which different elements impact the range of attention you can achieve.

Active Attention Decay: The proportion of impressions actively viewing the unit at a given second. This ranges from 1 - 5 seconds.

Device:

- Mobile: User viewed this unit on a mobile device
- Tablet: User viewed this unit on a tablet device
- Desktop: User viewed this unit on a Desktop device
- CTV: User viewed this unit via connected TV

Publisher: The domain the unit was served on

Ad Format: The format of the unit

Line Item: The line items trafficked for the particular campaign - these line up to the attentionPROVE® tags generated via your dashboard

**IF YOU NEED ANY ASSISTANCE WITH YOUR CAMPAIGN
CONTACT OUR FRIENDLY CUSTOMER SUCCESS TEAM**

