

**bse**

BRANDING  
E-VOLUTION **22**

**Ad Context & Attention**

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## Diapositiva 1

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- 1 @rbarbini@integralads.com @amirelli@integralads.com I've updated the slides with the BE Branding E-Volution slide styling (as per their instruction on slide 2). Old slides are hidden for reference but can removed if you are happy with the new designs. Let me know if there is anything else I can help with.  
Lavinia Cristian; 23/09/2022
- 1 ok all good we'll remove the hidden slides, thanks  
Aaron Mirelli; 23/09/2022

## SPEAKERS



**Aaron Mirelli**  
Sales Manager

**IAS** Integral  
Ad Science



**Rocco Barbini**  
Senior Solutions Engineer

**IAS** Integral  
Ad Science



**Giovanni Teofilo Chiarelli**  
Head of Commercial Communication

**UnipolSai**  
ASSICURAZIONI

# Today's Agenda

- Let's put Attention in the context
- The Client POV
- How RTS shape the Attention



2009

Founding year

800+

Global employees

111

Countries live with IAS

Integral Ad Science (Nasdaq: IAS) is a global leader in **digital media quality**. IAS makes every impression count, ensuring that ads are viewable by real people, in safe and suitable environments, activating contextual targeting, and driving supply path optimization.

Our mission is to be the global benchmark for trust and transparency in digital media quality for the world's leading brands, publishers, and platforms. We do this through data-driven technologies with actionable real-time signals and insight.

# Metrics that drives Attention

<b>TIME-IN-VIEW</b>	The average amount of time spent on a page where an advertisement was present
<b>PLAY TIME</b>	When the user paused or unpaused the video ad unit
<b>VOLUME</b>	When the user increased the volume, decreased the volume, turned on mute, or turned off mute
<b>IN-VIEW RATE</b>	% of Impressions that had 50% of pixels in view for at least 1 second for display (2 seconds for video)
<b>BRAND SAFETY RATE</b>	% of Impressions that passed brand safety measurement (arbitration, keyword and contextual)
<b>SCROLL</b>	When the user scrolled on the page containing the ad unit, across potential methods of scrolling (for example: click and drag scroll bar, click the scroll bar arrows, page up/down, arrow up/down, scroll button/wheel, trackpad, etc.)
<b>FULL SCREEN</b>	The number of impressions where the ad unit was 100% in view for more than 0 seconds

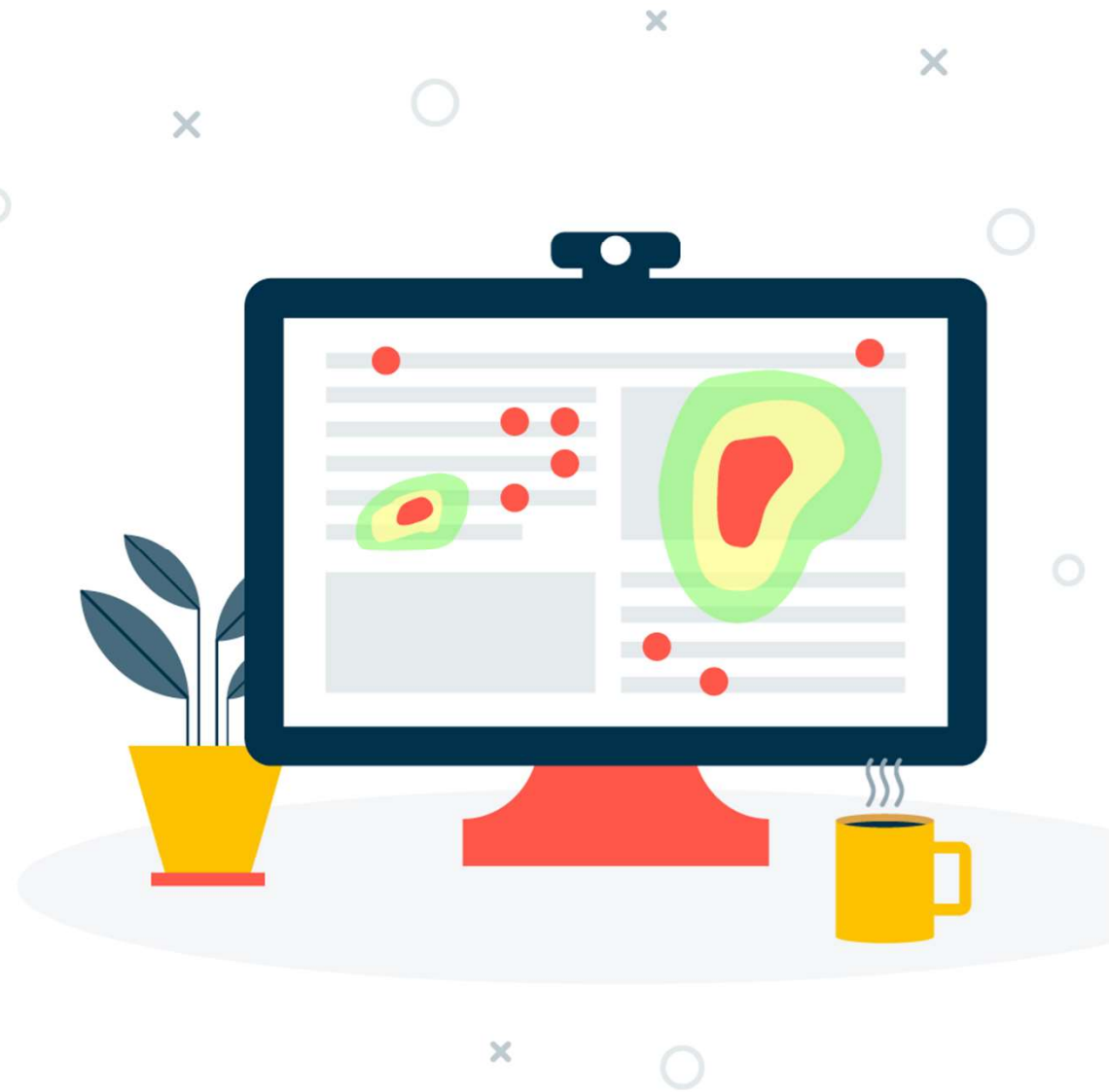
STUDY

# Ad Context & Attention

The impact of contextually relevant ads on attention and outcomes

**IAS** Integral  
Ad Science

**tobii**



# Ad Context & Attention

## Study objectives and design

### Field date

May 2022

### Participation

Total responses: 676

Brand: HP

### Ad exposure

60-second exposure to the HP display ad within in-context and out-of- context environments

Integral Ad Science (IAS) partnered with Tobii Pro Insight and HP to understand how display ads perform when in context versus out of context. By tracking consumers' attention to the visual stimuli, we were able to compare the effectiveness of one HP ad alongside two different content environments.

This report leverages the science behind eye tracking technology to shed light on one of the industry's hottest topics: does the contextual relevance of an ad impact consumer attention? And do brand outcomes such as purchase intent, recall, and favorability actually differ between in- and out-of-context display advertisements?

## In-Context Ad



## Out-of-Context Ad





Purchase intent was  
**higher among consumers**  
who viewed the in-  
context ad versus the out-  
of-context ad

**+14%**

increase in consumer purchase  
intent after seeing an in-context  
vs. out-of-context HP ad

Control n=311, In Context n=171, Out of Context n=194

Q. After viewing the advertisement, how likely would you be to purchase a product from HP?

# In-context ads generated **higher** **brand favorability**

+5%

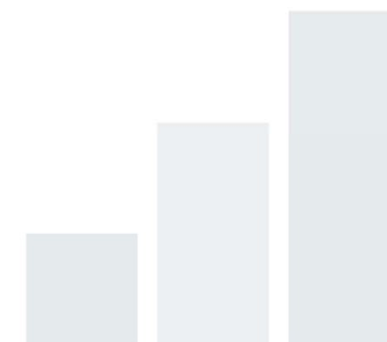
increase in consumer favorability  
toward HP after seeing an in-  
context vs. out-of-context ad

Control n=311, In Context n=171, Out of Context n=194  
Q. How would you describe your overall opinion of the HP brand?

**KEY FINDINGS**

# 1

## Media Quality Metrics play a strategic role in evaluating the Attention



## Diapositiva 12

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- 2 @amirelli@integralads.com I've added background images for the slides (25, 27, 29). Let me know if they are ok!  
\_Reassigned to Aaron Mirelli\_  
Lavinia Cristian; 23/09/2022
- 2 @lavinia it seems ok to me  
Aaron Mirelli; 23/09/2022
- 3 \_Marked as done\_  
Lavinia Cristian; 23/09/2022
- 3 \_Re-opened\_  
Ok  
Aaron Mirelli; 23/09/2022

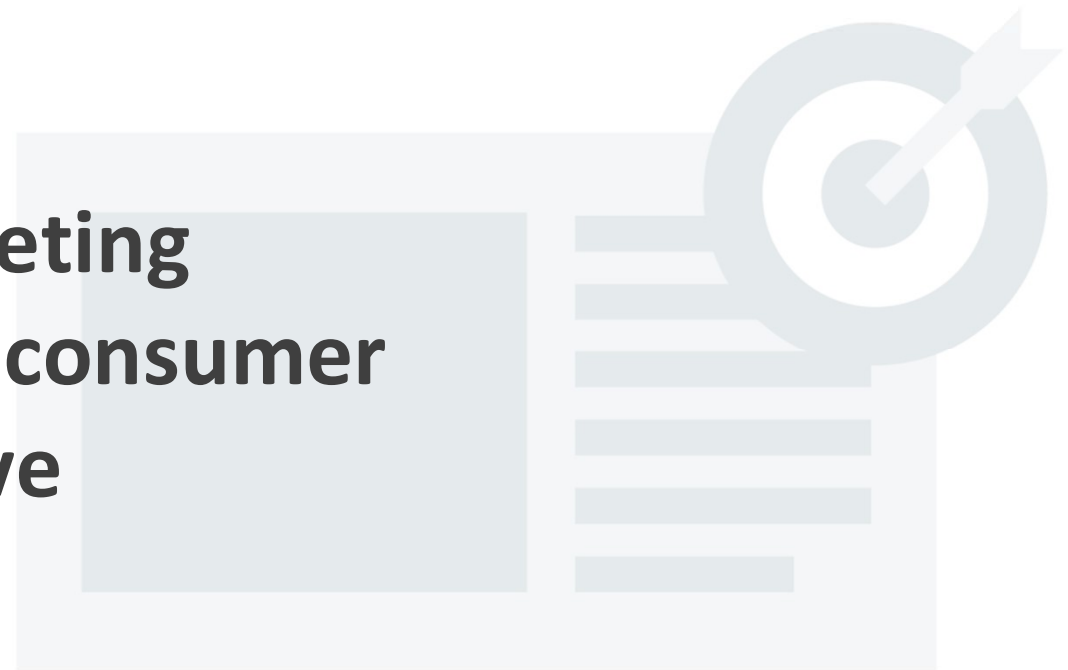
KEY FINDINGS

**2** In-context ads generate higher memorability, elevating brand recall and awareness among consumers

KEY FINDINGS

# 3

## Contextual targeting strategies yield consumer attention & drive outcomes



## GUEST SPEAKER



**Giovanni Teofilo Chiarelli**  
Head of Commercial Communication



# RTS & Attention

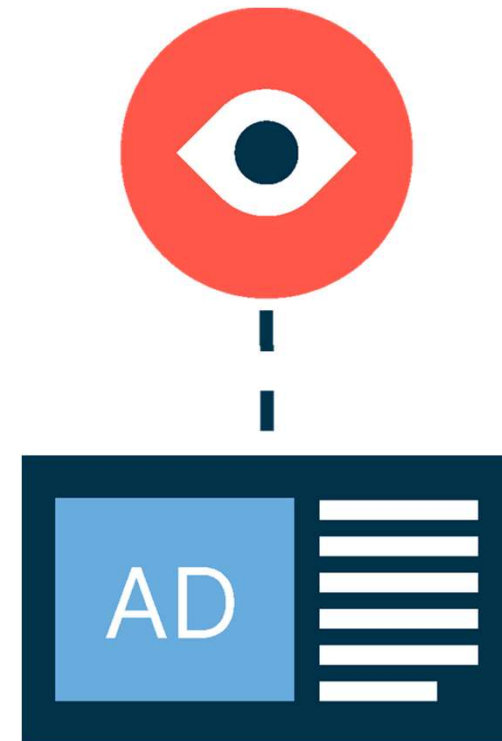


# Media Quality, Attention and Outcomes

At IAS, we believe that viewability can be used as a censuary proxy to attention. As such, you can leverage it to drive better outcomes for your campaigns:

- No attention without viewability
- Impression-based with in-browser technology
- Lightweight and not too intrusive for users

...but how can you action it in real-time?

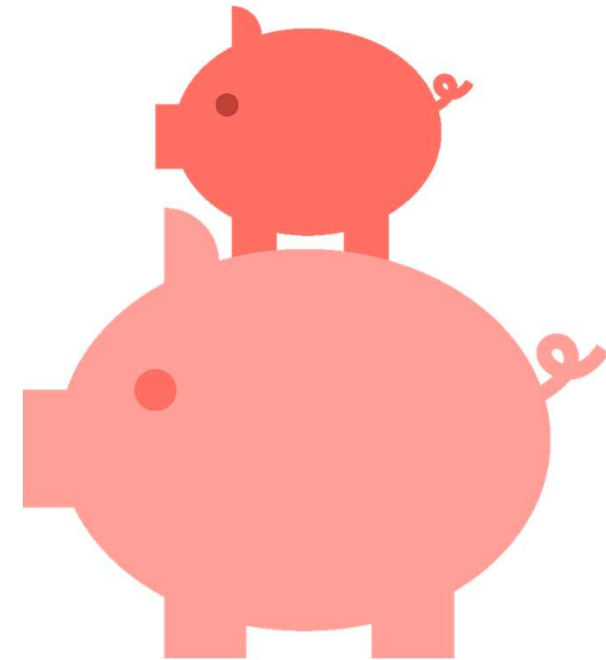


# IAS Real Time Data Signals

The IAS RTS product calls an endpoint of your choice as soon as an impression is viewable:

- Sent in real time from the client
- RTS supports custom viewabilities
- RTS supports adserver macros to enrich the signal

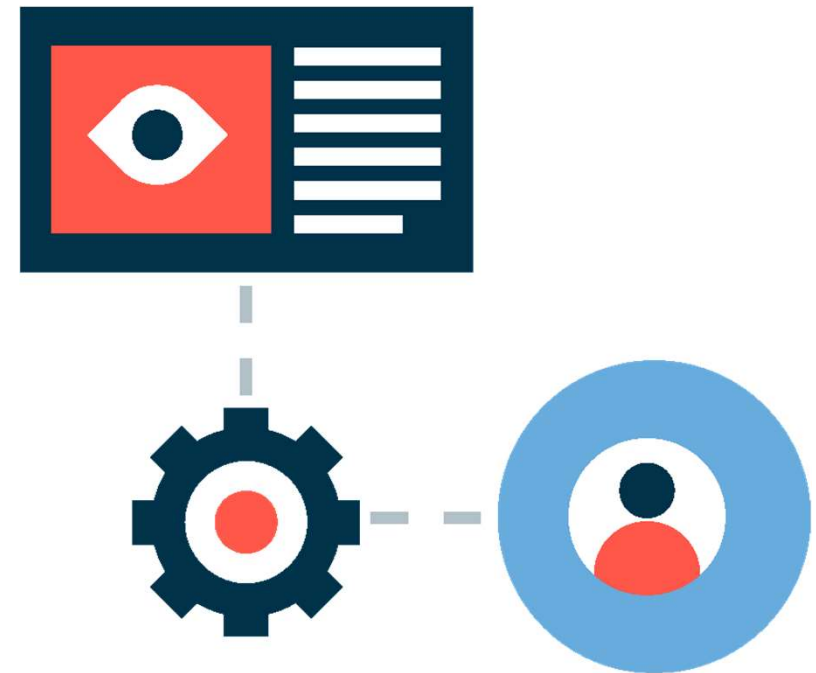
...so, how can you use it to drive outcomes?



## RTS as a real-time proxy for attention

Multiple use cases are immediately available, and can bring benefits to both branding and performance campaigns:

- Adjust bidding in real-time to go where users pay more attention.
- Trigger follow-up campaigns via your CDP after ads are viewed.
- Improve your attribution models to discard unviewed impressions.



## GUEST SPEAKER



**Giovanni Teofilo Chiarelli**  
Head of Commercial Communication



4

@rbarbini@integralads.com ti ricordo che questa slide la farai tu per non passarci troppe volte la parola

\_Assigned to Rocco Barbini\_

Aaron Mirelli; 26/09/2022

# Grazie!



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