US ad buyers, publishers use a combo of performance, attention metrics

Article

How US Ad Buyers* vs. Publishers Currently Measure Attention, Aug 2023

% of respondents

Monitor various performance metrics as a proxy to determine attention levels
- Ad buyers*: 57%
- Publishers: 43%

Use attention metrics developed in-house
- Ad buyers*: 41%
- Publishers: 33%

Use attention metrics provided by a third-party verification vendor
- Ad buyers*: 34%
- Publishers: 43%

■ Ad buyers* ■ Publishers

*Note: *brands and agencies*
Source: Integral Ad Science (IAS), "The Attention Payoff" in partnership with YouGov, Nov 20, 2023

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Key stat: 57% of US ad buyers use performance metrics to help determine attention levels, according to an August 2023 survey from Integral Ad Science and YouGov. Publishers are less reliant on performance metrics, with only 43% currently using them to measure attention.

Beyond the chart:

- Attention metrics are also in play, with some ad buyers and publishers using attention metrics developed in-house and some using metrics provided by a third-party verification vendor.

- Attention metrics enable advertisers to measure how long a person views an ad, what actions they took during that period of time, and how they felt or thought about it both while it was happening and after.

- Since there's no current standardization of attention metrics, marketers must use both performance and attention metrics to get the full picture of campaign performance.

Use this chart:

- Compare how ad buyers and publishers measure attention.
- Benchmark the ad industry's use of attention metrics.

More like this:

- How the 3 A's of advertising are intertwined
- Attention metrics are the next frontier of digital ad measurement

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- Why marketers are leaning into attention vs. viewability metrics
- Consumer attention and ad spend are mismatched. Where does that leave advertisers?

Note: Respondents were asked, "Please select the statement(s) that best describe(s) the use of attention measurement at your current company."

Methodology: Data is from the November 2023 Integral Ad Science (IAS) report titled "The Attention Payoff" in partnership with YouGov. 255 US marketing professionals were surveyed during August 2023. Respondents include brands, agencies and publishers and identified themselves as digital media experts.