

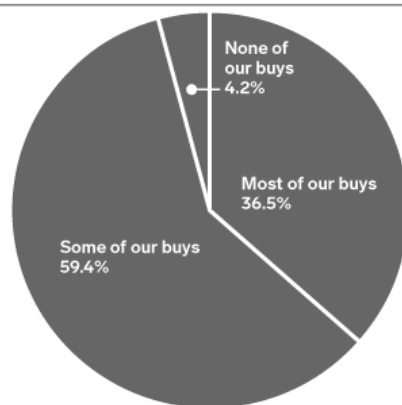
Majority of advertisers worldwide will adopt attention-based metrics in 2023

Article

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Portion of Their Buys That Attention-Based Metrics Will Be a Part of in 2023 According to Advertisers Worldwide, Feb 2023

% of respondents



Note: numbers may not add up to 100% due to rounding

Source: DoubleVerify, "Post-Cookie Questions: How Advertising Strategies and Sentiments Are Evolving," May 1, 2023

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eMarketer | InsiderIntelligence.com

Key stat: Nearly 96% of advertisers worldwide will include attention-based metrics in at least some of their media buys this year, according to May data from DoubleVerify.

Beyond the chart:

- Attention-based metrics act as a deeper performance indicator than viewability because they not only assess whether a consumer saw an ad, but also whether it grabbed their attention and resonated with them.
- Contextual signals like dwell time, scroll speed, cursor location, and completion rates are most commonly used to measure attention. Controversial proprietary biometric data is needed to take it to the next level.
- There are still major obstacles that stop attention-based metrics from replacing viewability, like their lack of standardization and unresolved questions around scalability and privacy compliance.

Use this chart:

- Determine metrics for ad measurement.
- Prioritize attention versus viewability.

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- **8/31 - Our Amazon power rankings**

Note: Respondents were asked, "How much are you planning on relying on attention-based metrics in your media strategy in 2023? Attention metrics will be part of:..." Data was provided to Insider Intelligence by DoubleVerify.

Methodology: Data is from a May 2023 DoubleVerify report titled "Post-Cookie Questions: How Advertising Strategies and Sentiments Are Evolving." 406 advertisers and 404 publishers worldwide were surveyed during February 2023.