

# Study: Nearly 80% of Marketers Want Deeper Customer Attention Data | Sponsored Content

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## ARTICLE |

**C**onsumers are spending more and more time on their smartphones—which has quickly turned mobile into one of the most important channels for marketers. But have you fallen into the habit of solely relying on traditional KPIs like viewability and clickthrough rates to measure success on mobile? If so, you're not alone. According to a new research study, less than half of marketers are confident in their ability to measure granular mobile ad metrics.

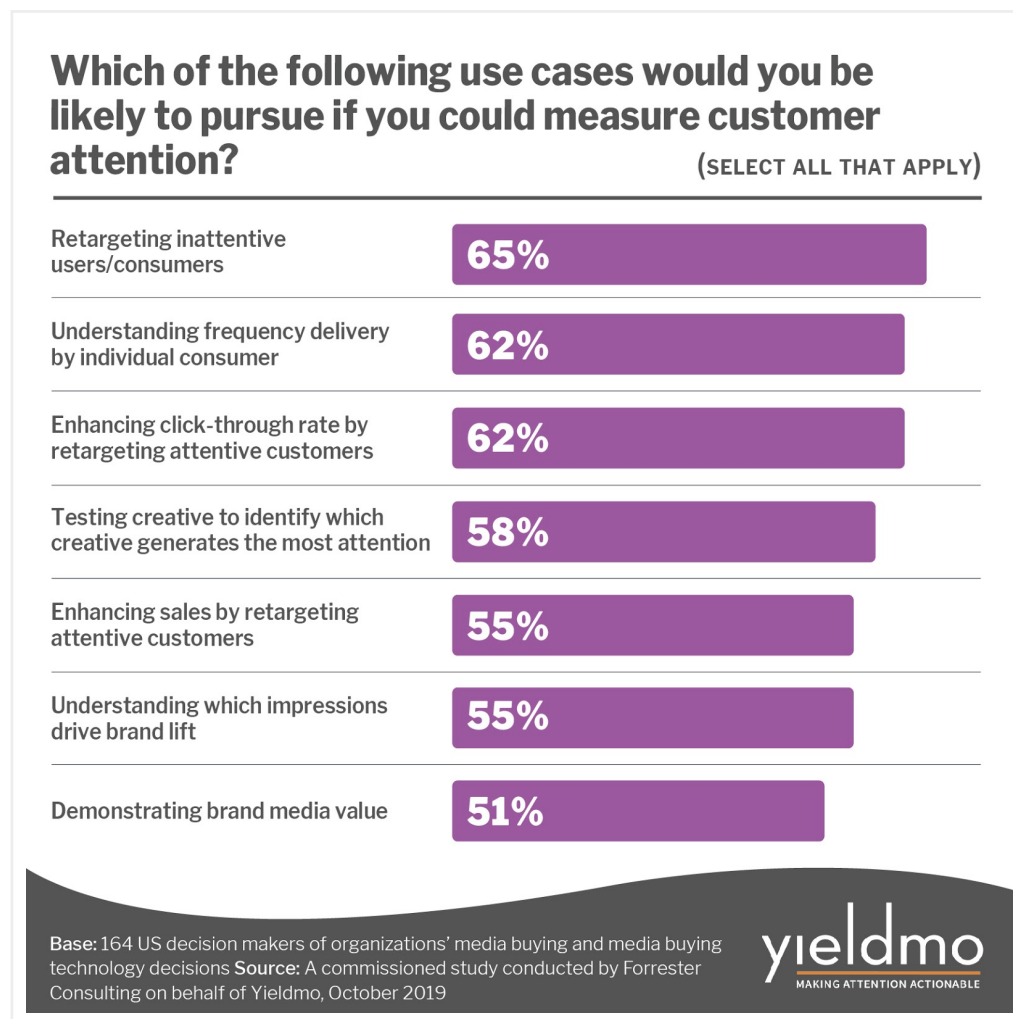
[Attention 2.0: Enhancing Ad Measurement Beyond Clicks & Viewability](#), a commissioned study conducted by Forrester Consulting, on behalf of Yieldmo, determined how customer attention metrics can improve mobile advertising outcomes. Surveying 164 brand marketers across the retail, automotive and CPG, 98% of respondents believe that deeper attention metrics would improve the performance of campaigns.

The challenge is the majority of organizations are not capable of capturing and understanding customer attention with mobile ads today. But marketers are indeed more eager than ever to find new approaches and technology to bolster measurement for mobile

advertising—nearly 80% of them are hungry for better customer attention data. Without meaningful behavioral insights, brands believe they are delivering lower customer satisfaction and poorly optimized advertising campaigns.

Here are a two key highlights from the research report:

**Brands see multiple ways attention metrics will improve mobile advertising.** Sixty-seven-percent of marketers plan to use attention metrics to improve retargeting, better gauge and calibrate ad frequency, and enhance click-through rate. More than 50% plan to use attention data to better test creatives, understand brand lift, drive more sales, and demonstrate brand media value.



**Sixty-three-percent of respondents said they plan to invest in customer attention metrics.** More than half of brand marketers indicated they are willing to significantly or slightly increase their investment in capturing customer attention metrics.

Stop letting old KPIs hinder you from delivering better campaigns.

[Download the complete report here.](#)