Agenda

01   The Problem

02   The *Aha* Moment

03   Engaged Time (Attention)

04   Testing + Results

05   Next Steps

The Problem

Existing metrics (like viewability & viewable time) are not enough

ADVERTISER

✔ Measure*

✔ Compare

*With limitations

PUBLISHER

✔ Measure

X Compare

The Solution

40,000+
Websites

sovrn

Buyer

Buyer

Buyer

Buyer

Buyer

"

Every time you visit a webpage you emit signals of intent.

Every click, every swipe.

Q: How many possible unique interactions are there between the user and page?
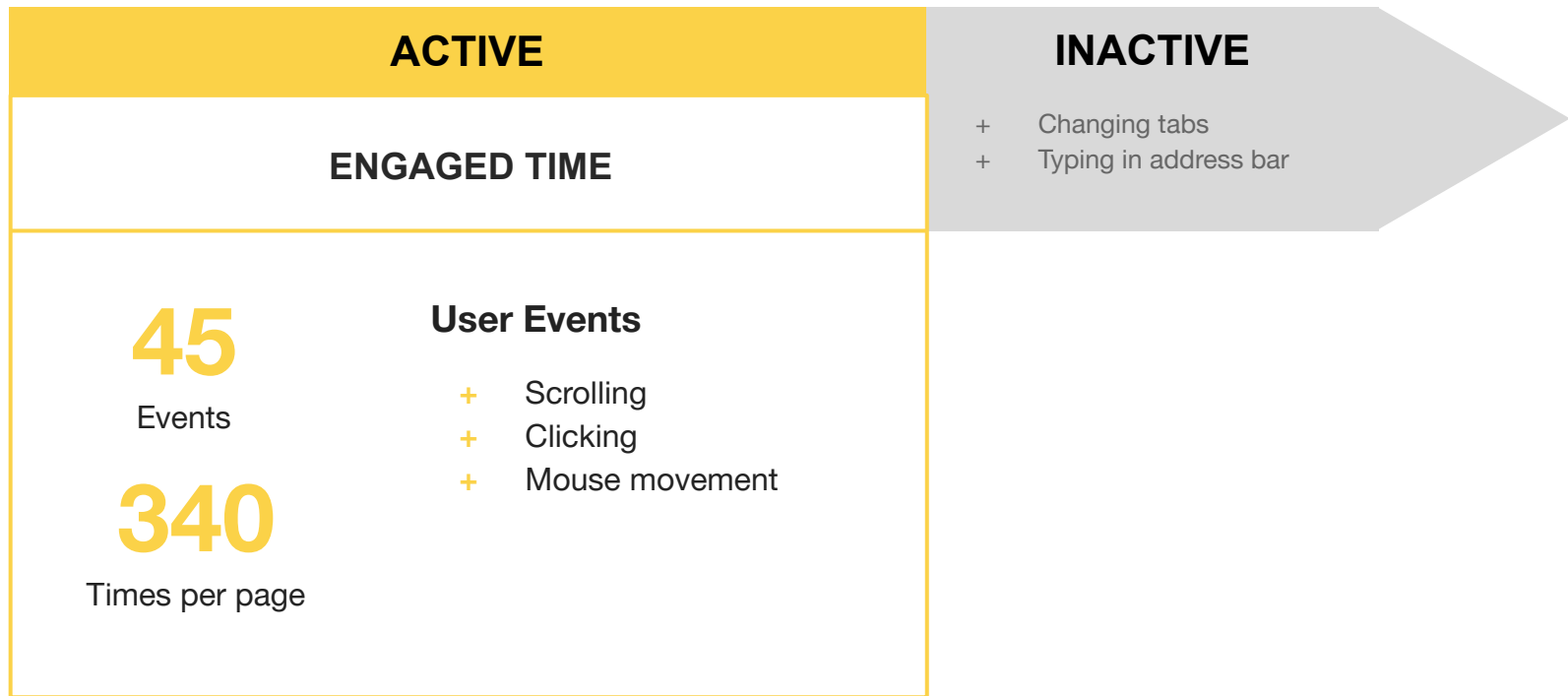
A: 53*

*45 of these cover all meaningful interaction with the page

Q: On average, how many of these user interactions occur per page view?
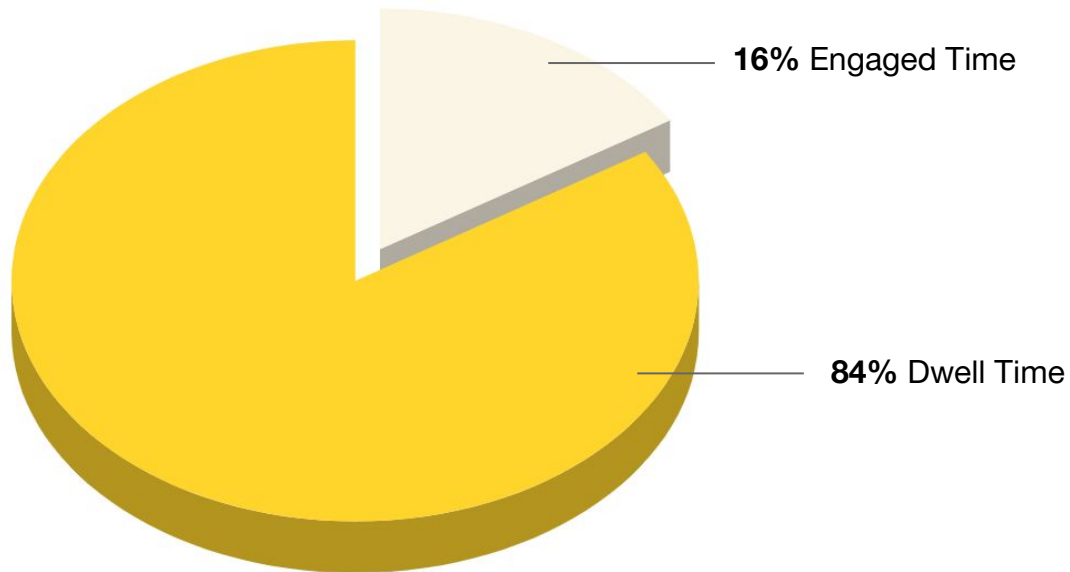
A: 340

Measuring Attention

ACTIVE	INACTIVE
ENGAGED TIME	+ Changing tabs + Typing in address bar

45

Events

340

Times per page

User Events

+ Scrolling
+ Clicking
+ Mouse movement

Testing the Hypothesis

Dwell Time < Engaged Time

16% Engaged Time

84% Dwell Time

84%
of time readers were
not engaged

Viewable Time < Engaged Time

VIEWABLE TIME

✔ 50%+ in view

X User Interactions

ENGAGED TIME

✔ 50%+ in view

✔ User Interactions

Results - Study 1

+ Compared the performance
  of buying ad inventory based
  on engaged time vs viewable
  time.

+ _CTR study_

2.7x

Increase in CTR

2.7x
Average

3.9x
Desktop

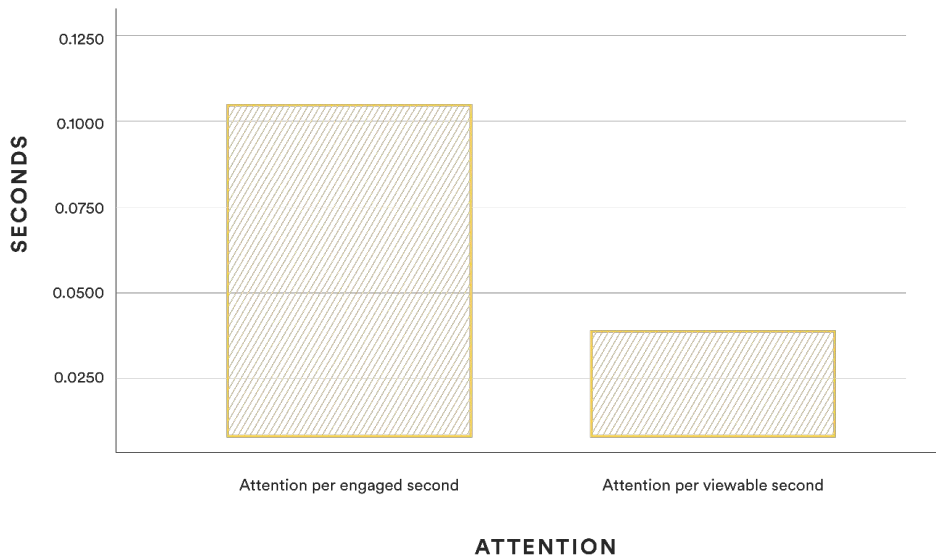**1.8x**
Tablet

1.5x
Mobile

Results - Study 2

+ Partnered with Avocet & Lumen to verify that engaged time is a good measure of "attention."
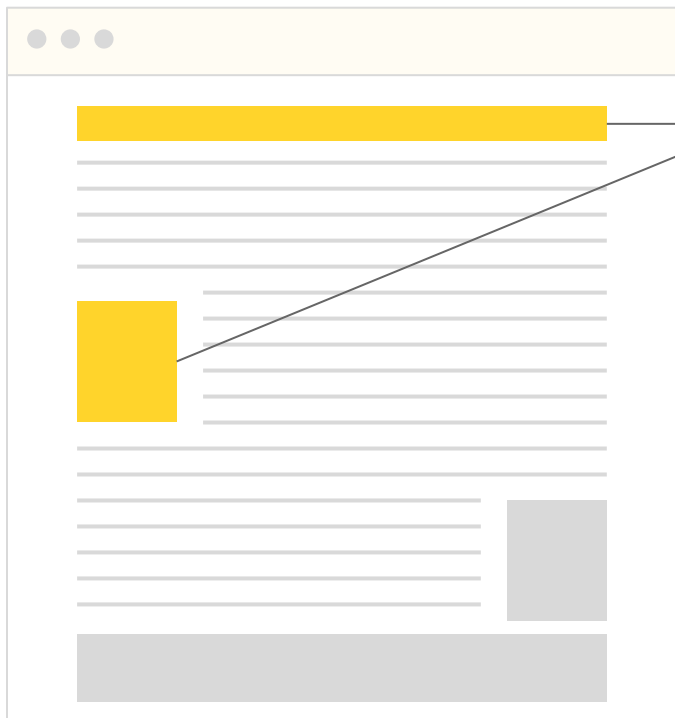
+ _Verified Attention_ Study

2.6x

Attention captured from Engaged time than viewable time

ENGAGED TIME DELIVERS 2.6 TIMES MORE ATTENTION THAN VIEWABLE TIME

Scalability

Predict Attention Score

+ Avg. engaged time
+ Higher ad engagement
+ Pass this info to buyers in real time

2x

CPM on Sovrn Exchange

Most Valuable ads