

WeTransfer Advertising

In partnership with Lumen Research

Making a Lasting

Impression

How creativity can supercharge attention and brand outcomes

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01

Executive summary

Attention metrics are becoming increasingly important as a way to measure the impact of ad impressions—offering a huge improvement over traditional viewability metrics. Rather than simply knowing whether an ad was displayed, attention metrics help us understand whether the ad was actually seen by the audience—crucial for driving outcomes that matter to brands, like brand awareness and choice.

Currently, the industry standard for a "viewable" ad is where at least 50% of the ad is visible on screen for a minimum of one second. But **this definition falls short in telling us whether the ad actually captured the viewer's attention** or evoked any emotional response. It simply confirms that the ad was in a position where it could be seen—not that it actually was.

At WeTransfer, **we believe that ads should be more than just something that appears on a webpage.** We think they should be engaging, attention-grabbing, and a joy to experience. Research shows that 70% of viewable impressions aren't actually noticed by the audience. Moreover, PwC found that focusing on attention rather than just viewability leads to higher engagement and conversion rates.

We've partnered with Lumen Research, a leading attention technology company, to measure the attention that audiences give to ads on the WeTransfer platform and to determine the impact on ad recall, purchase intent, and brand perception.



Our key findings include:

1

WeTransfer drives attention more effectively than other major platforms (e.g., TV, YouTube, Instagram, Display), leading to better brand outcomes and perceptions.

2

Video content is the most effective at boosting attention and brand uplift, with creatives featuring real people providing a significant attention boost.

3

Video and interactive creatives are the top drivers of brand recall.

4

Video and animated creatives are the leading drivers of purchase intent.

5

Video and image rotations are the most effective at increasing brand desirability.

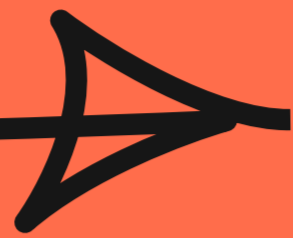
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Ads that evoke positive emotions more than double the likelihood of purchase intent.

In summary, focusing on attention rather than just viewability can significantly enhance the impact of your advertising campaigns—and WeTransfer is at the forefront of this shift.

02

**More attention leads
to better outcomes**



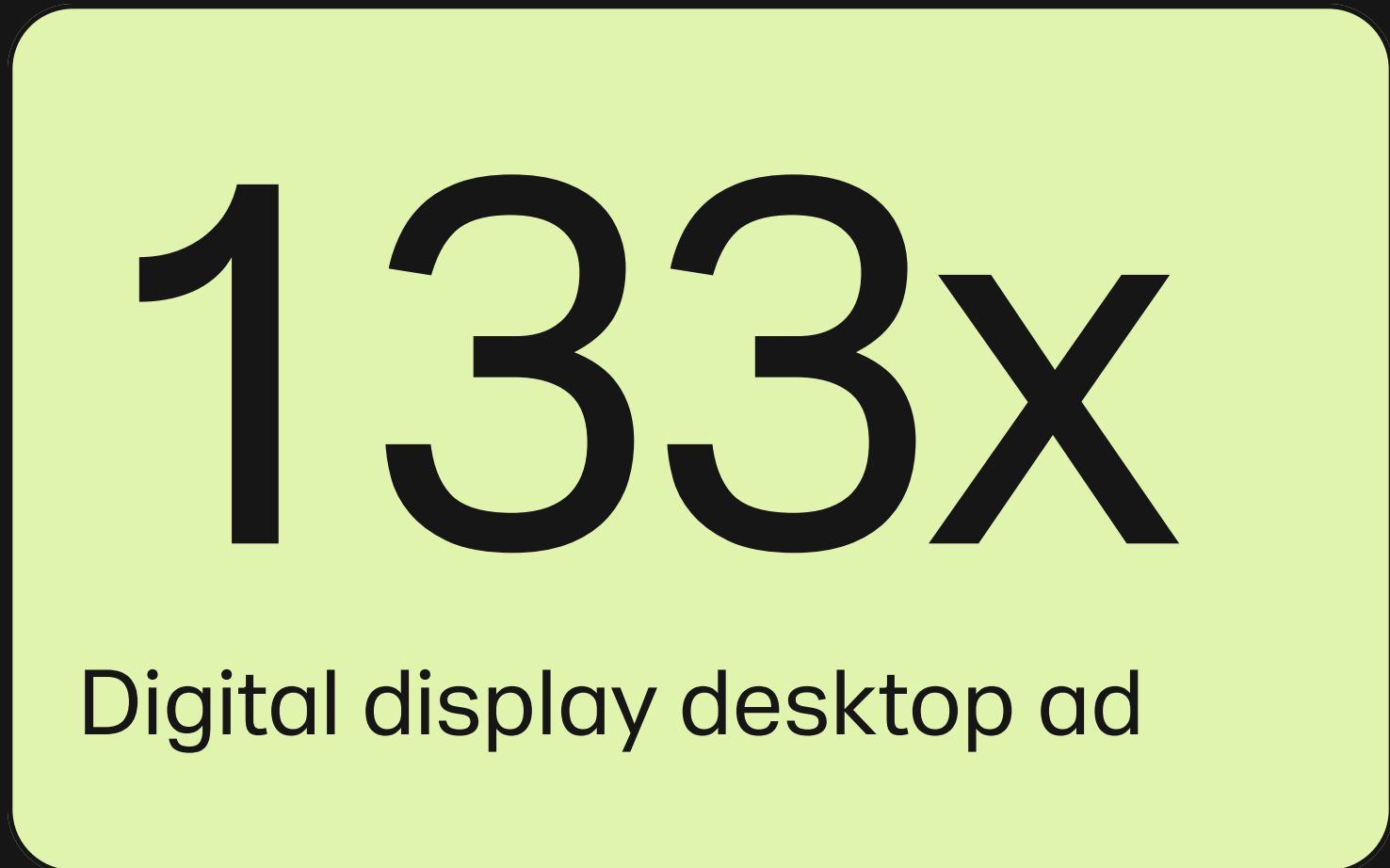
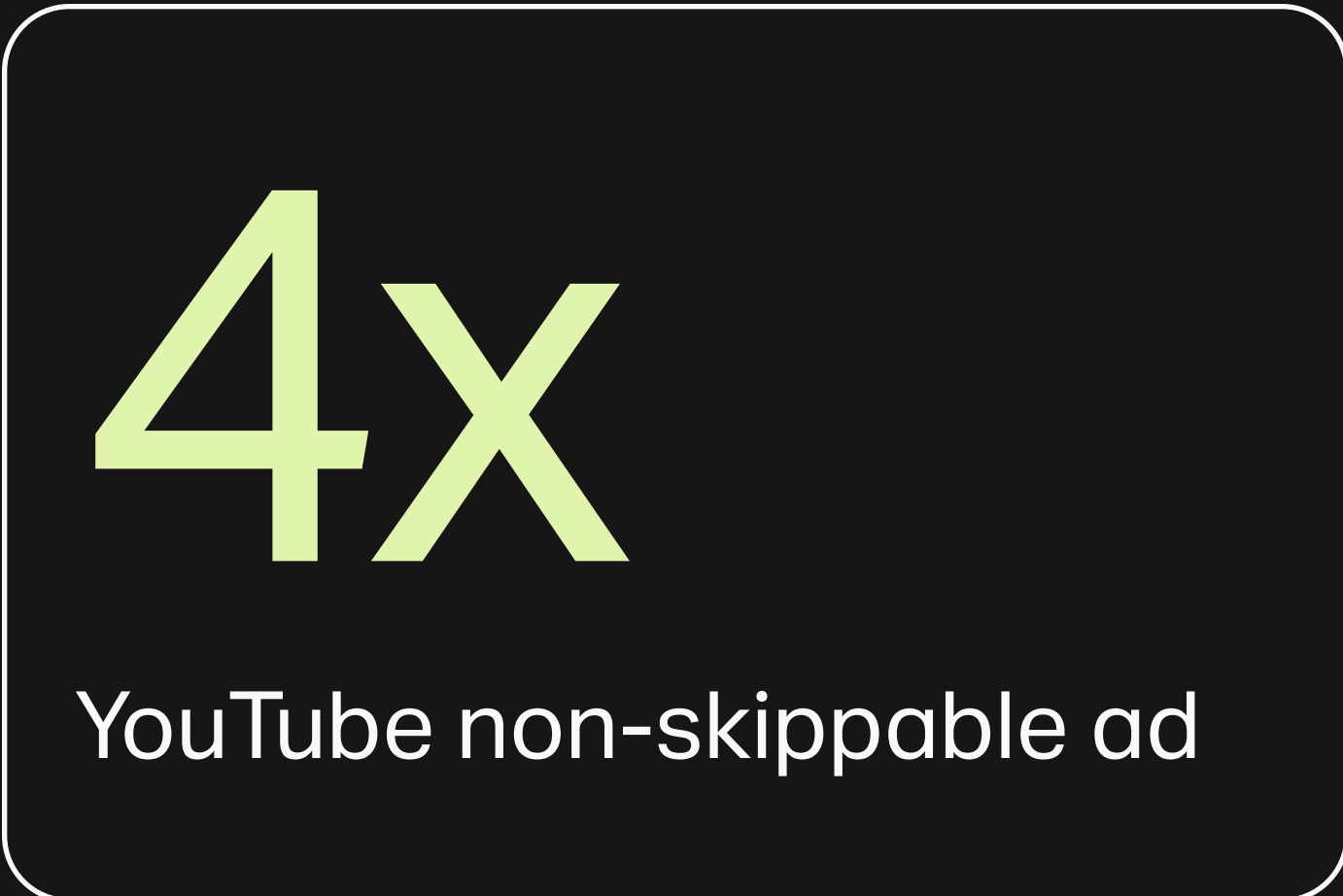
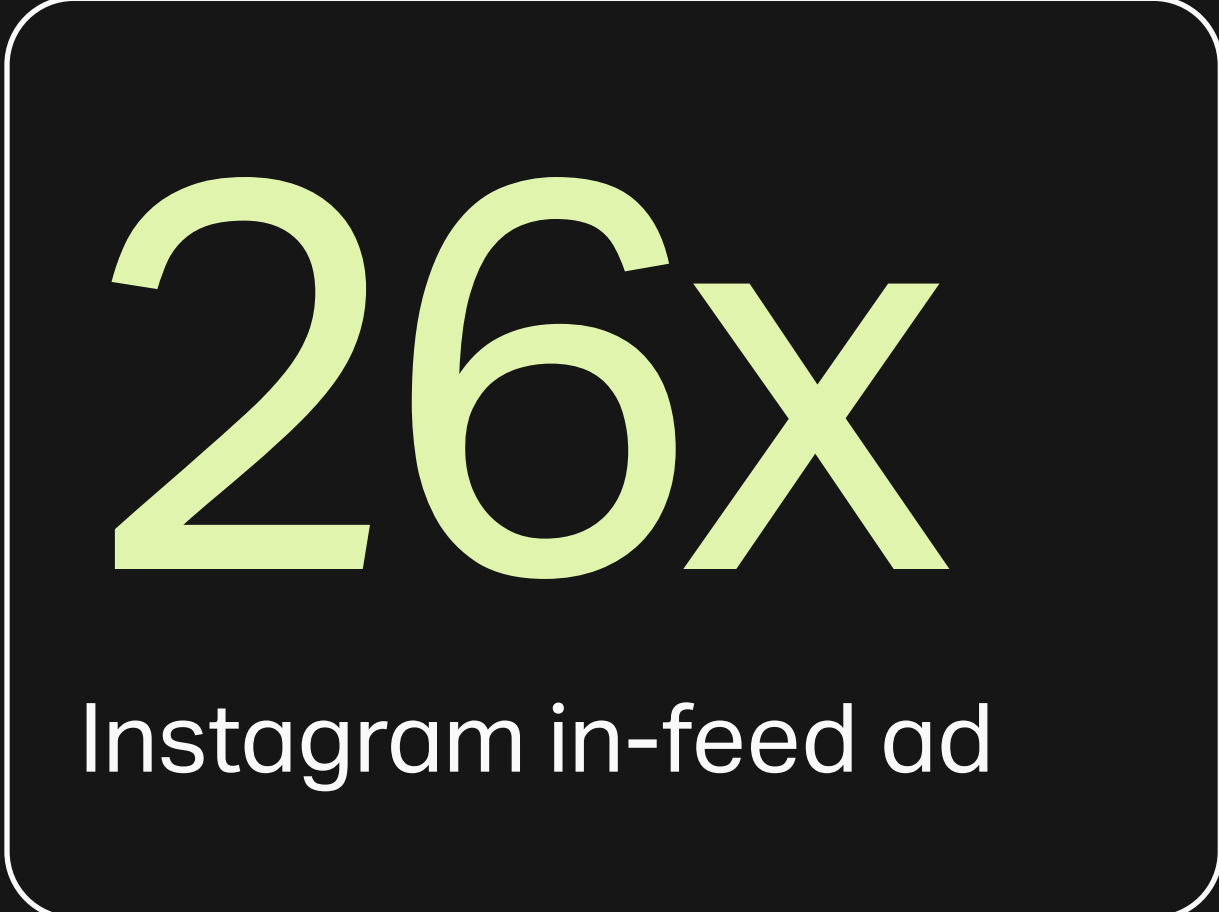
It's crucial to understand the attention and outcomes achieved in comparison to other options available to advertisers. As you can see from the following infographics, WeTransfer ads drive exponentially higher results than other platforms.



Results from Lumen Research x WeTransfer
Attention study (May 2023)

The top finding from our collaboration with Lumen Research is that WeTransfer offers a unique advantage when it comes to driving attention and outcomes. With a dynamic, full-page experience, advertisers are able to connect with audiences and ensure that the ad is completely viewable across the screen, whilst also remaining brand safe and suitable.

On average, ads on WeTransfer achieve 12,900 seconds of attention per 1000 impressions (215 minutes). This is 2.3x more attention than a 30" TV ad, and 133x more attention than a typical desktop display ad.







More attention leads directly to better outcomes.¹

Research conducted by Lumen Research found that WeTransfer ads provide 68% more brand recall than an equivalent YouTube ad and 32x better purchase intent than an Instagram feed ad.

Note: Blanks indicate the channel did not generate enough Attention to be compared to WeTransfer

¹ [Attention Spillovers from News to Ads: Evidence from an Eye-Tracking Experiment](#)

	Platform	WeTransfer Attention shifts Recall	WeTransfer Attention shifts Intent
	vs. TV 30s	+30% better	+44% better
	vs. YT non skippable	+68% better	+3.8x better
	vs. IG In-feed mobile	+9x better	+32x better
	vs. Desktop display	+69x better	-

It's crucial to understand the attention and outcomes achieved by running ads on WeTransfer. It's even more important to understand their value in comparison to other options available to advertisers.

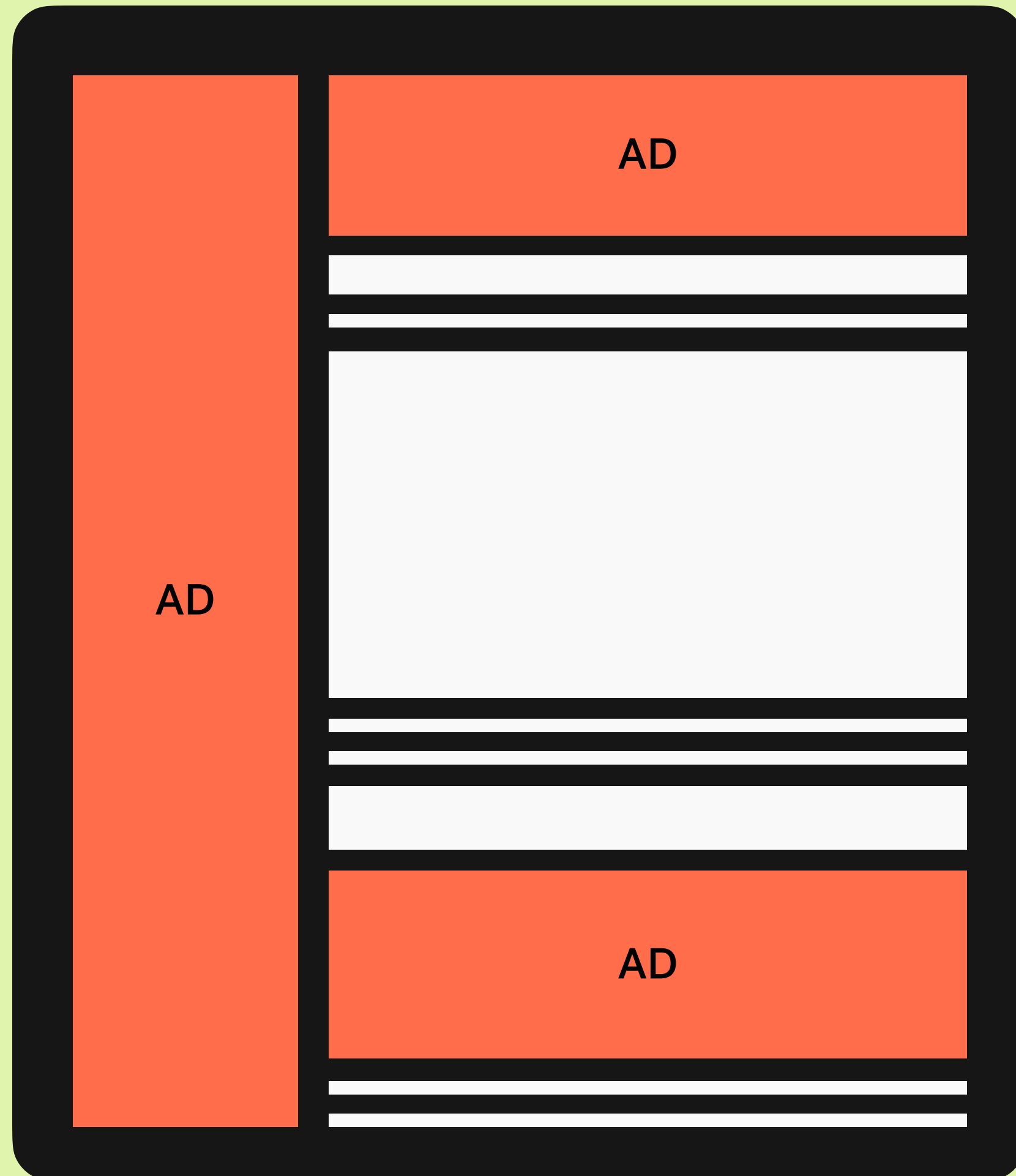
Note: Blanks indicate the channel did not generate enough Attention to be compared to WeTransfer

WeTransfer Attention shifts brand perceptions of...

Platform		Desirability	Relatability	Differentiation
	vs. TV 30s	+30% better	+53% better	+44% better
	vs. YT non skippable	+68% better	+11.5x better	+3.8x better
	vs. IG In-feed mobile	+9x better	-	+33x better
	vs. Desktop display	+69x better	-	-

03

Quality media, quality results



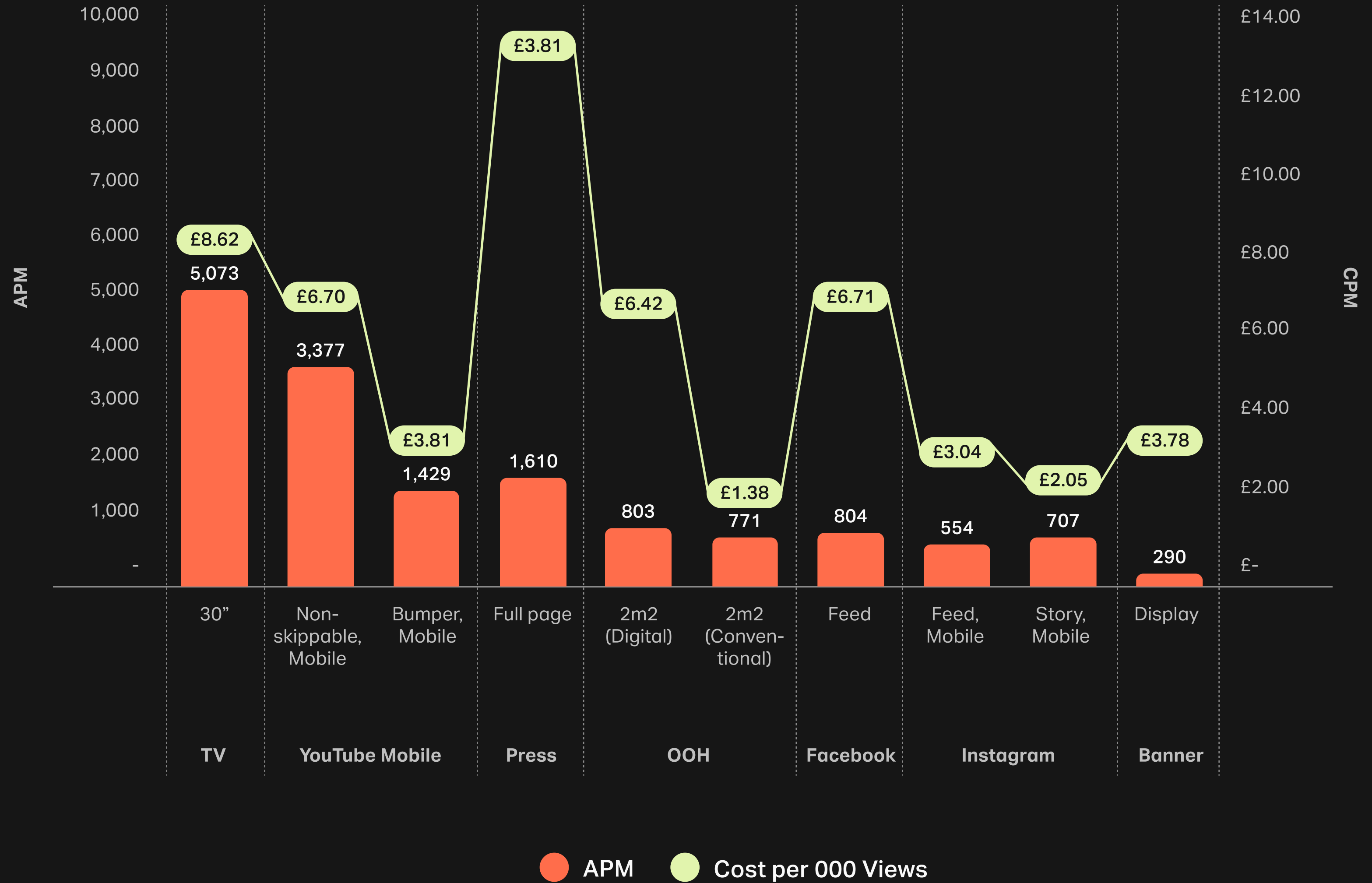
Made-for-Advertising (MFA) websites – clickbait websites with poor user experience and unoriginal content – have been gaining attention recently. In the US, the Association of National Advertisers estimated that \$100 billion a year is wasted on low-quality websites, amounting to almost a quarter (23%) of total programmatic ad spend.

When advertisers optimize for viewability, the campaign buys low-cost impressions that often end up on websites where they won't be seen—or worse, against unsafe and unsuitable content. When we look at the cost of attention, the picture changes.

Attentive seconds per 000 (APM) vs CPM

Optimising for CPM drives lower-attention formats. The lower CPM channels tends to driver lower levels of attention.

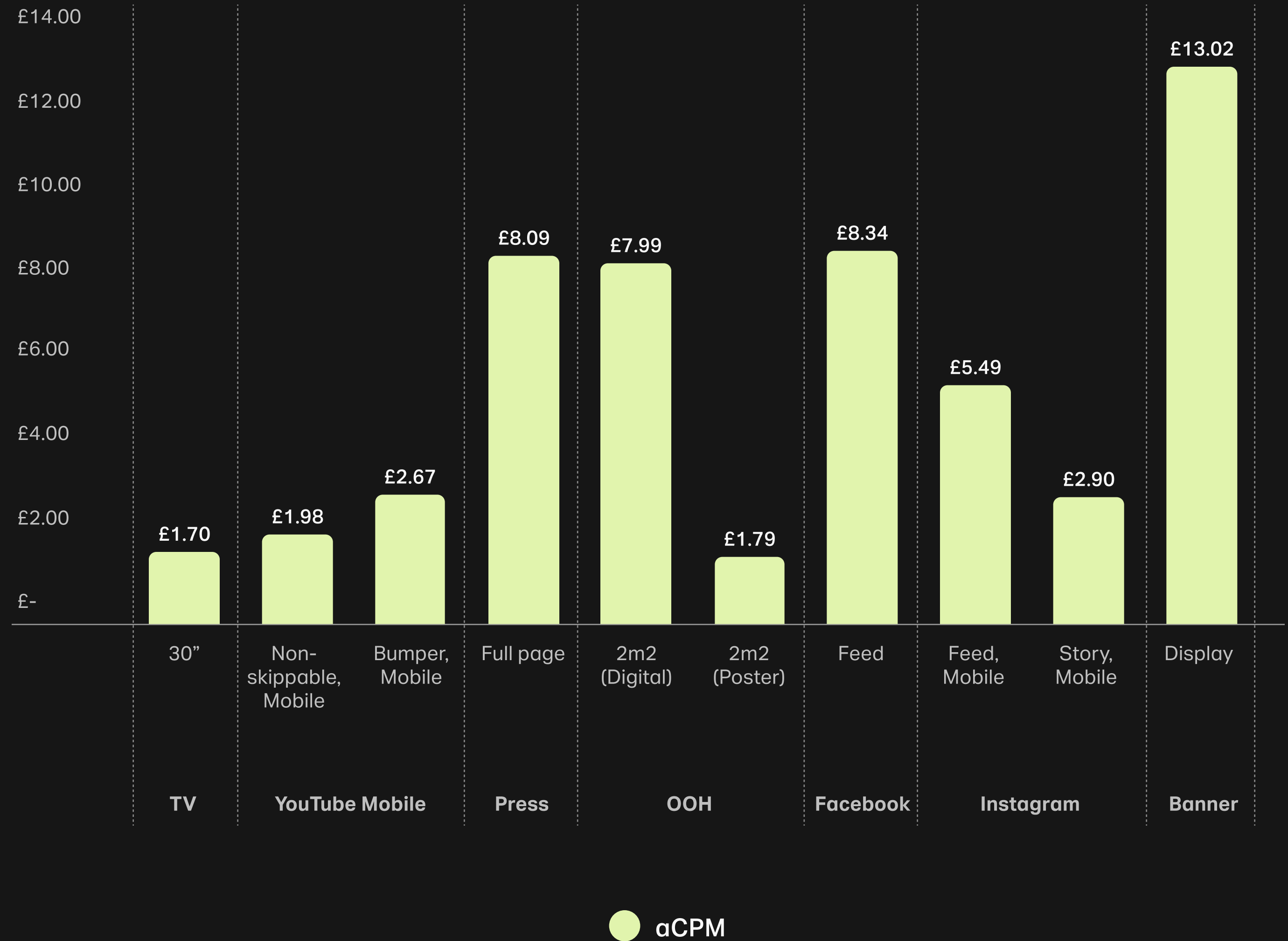
As you can see, lower attention mediums like social or display banners, also tend to have lower costs.



Cost per 000 attentive seconds

Optimising for APM drives higher-attention formats. The channels with higher levels of attention tend to have more cost-efficient attentive CPMs (aCPM).

For example, standard display banners are the most expensive method to drive the same levels of attention as other media channels.



When purely considering CPM – cost per thousand – certain formats look much more attractive. IAB formats, for example, are significantly cheaper than more premium placements. Yet, if we compare not only the cost, but also the level of attention gained, we can see that the CPM - the cost for 1000 seconds of attention - is significantly lower for the premium placements.

TLDR: the cost per 1000 impressions is a different way to understand the impact of media. WeTransfer ads drive higher attention than TV, so WeTransfer is an attention bargain.



WeTransfer's work with Lumen
Research highlights four pillars
to creating high-impact media that
moves outcomes on its platform.

It is important to note that these are guidelines.

Each brand is unique, and what works for each is heavily reliant on the context of the category, size, different assets, partnerships, and more.



Creative Excellence

The top-performing WeTransfer ads were able to generate 2.2x more attention than the bottom-performing ads.

Consistent Excellence

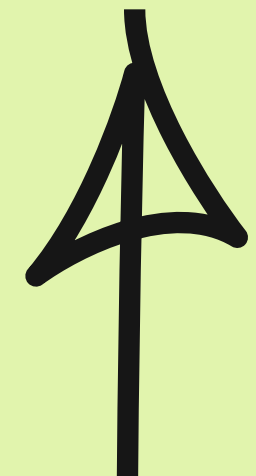
Even the “bottom-performing” ads gain a lot of attention compared to other channels. The lowest-performing ad got 35x more attentive seconds than digital display norms.

Outcome Excellence

All WeTransfer ads drive outcomes. Different creative styles work better for different objectives. Interactive ad formats drive high ad recall (77%) and purchase intent lift (17%), for example.

Attention Excellence

WeTransfer outperforms many other major media platforms in delivering high attention and strong outcomes.



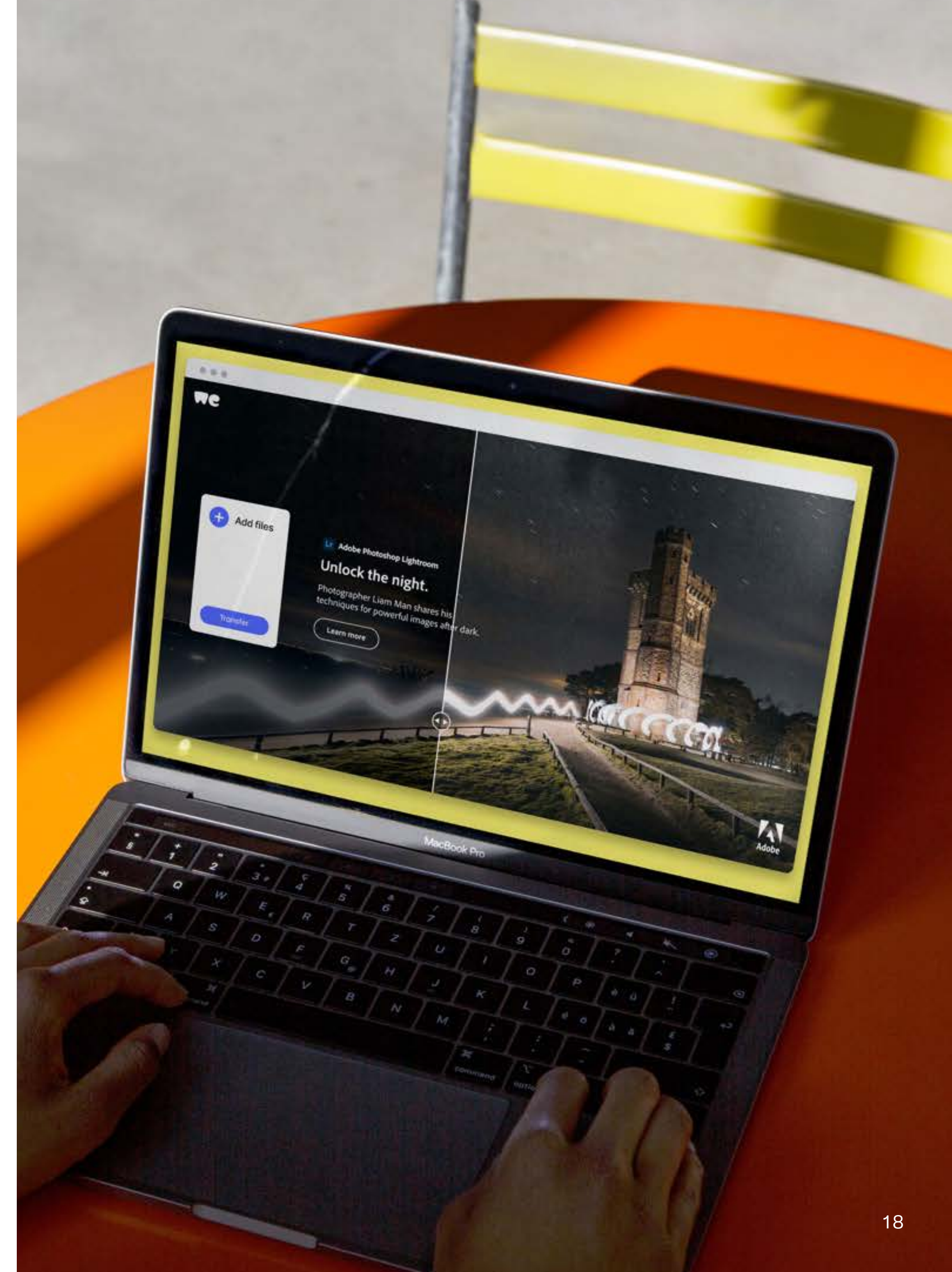
Attention research has consistently shown that **bigger ads that are seen for longer are worth more because they drive better outcomes**. Some platforms are showing this to be true in the wild. **WeTransfer is one such example**, bucking this trend and supplying a consistent level of attention and results to their advertising formats.

As a full-screen ad format with high dwell times, the question isn't "whether it gets attention", but "**how do I make the most of the attention that I'm getting?**"

Every channel has room for optimization—even WeTransfer. By **considering what you are trying to achieve, and then tweaking the creative** with this in mind, it is possible to extract even more value out of the advertising. But where to begin?

In order to understand what truly has an impact on objectives such as brand perceptions and purchase intent, **we have run a series of eye-tracking studies on different creative executions**—helping us to understand what truly engages our audience, and has the best chance at changing their behaviour.

By combining the findings from Lumen Research's eye-tracking tests, **we've developed best practices by creative type, across specific brand outcomes**.

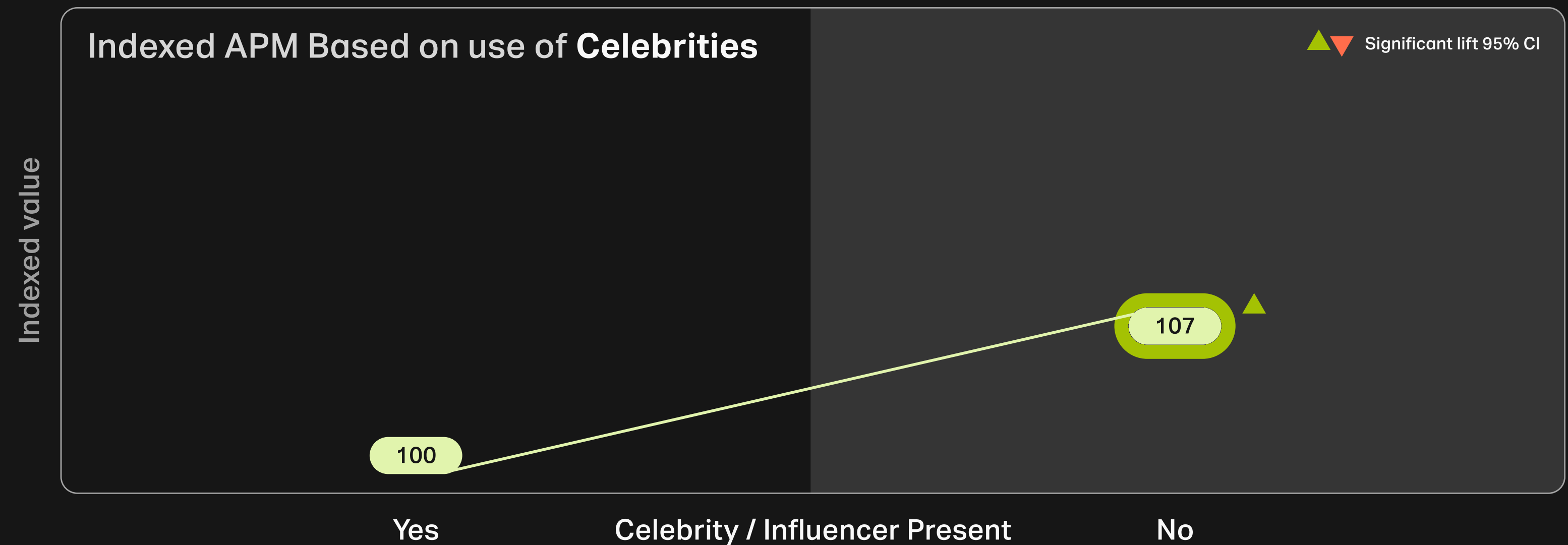
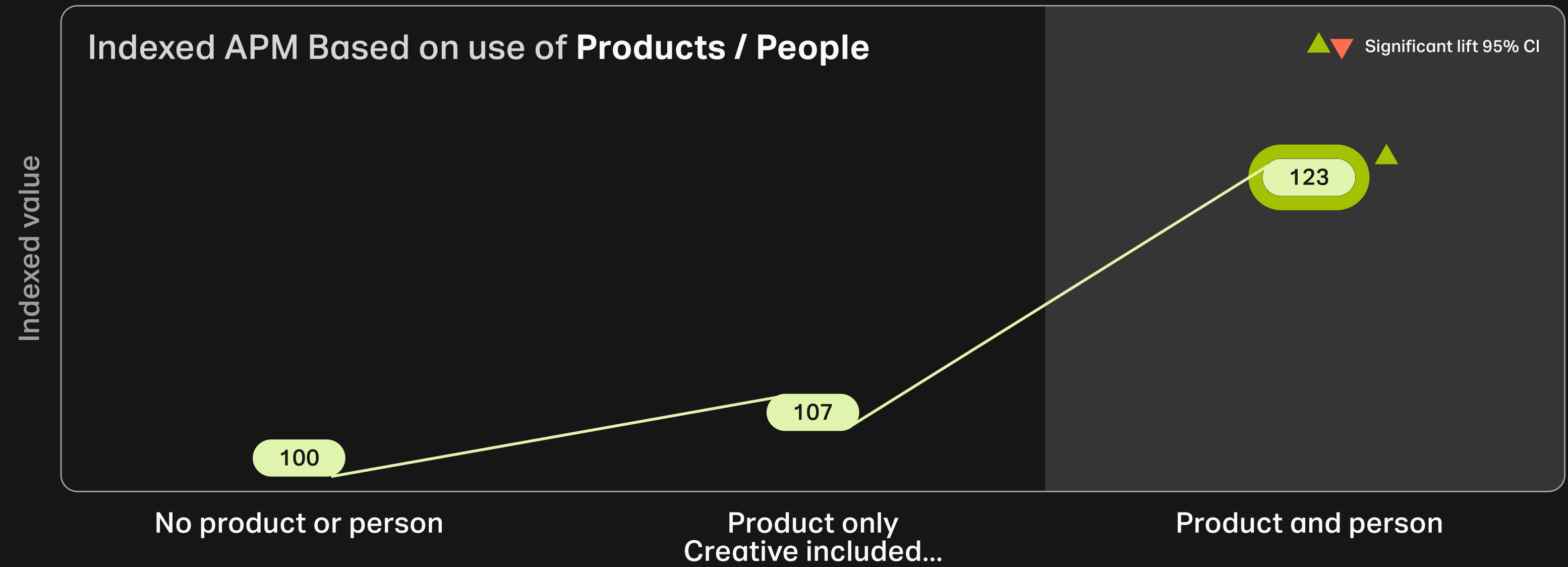


For overall outcomes, our data showed that some tactics work to drive higher attention and better outcomes no matter what:

Incorporate video: Moving images draw the eye and keep the user engaged. Video ads typically see +30% attention than non-video ads.

Include product and people: There is a 23% increase in attention when peoples' faces are included in the creative. This is especially true for celebrity faces, which increased attention by a further 7%.

The benefits of featuring people & product in your creatives



Positivity positively impacts outcomes and perceptions.

Those who said their ‘happiness’ or ‘surprise’ increased after exposure are more likely to deliver stronger impact vs. ‘negative/neutral’ emotions. In fact, Action Intent surges by more than 2x, while Relatability more than triples (+211%).

Brand Metric/Perception	Positive Emotion % Change	Positive Emotions (happy/surprise)	Negative/Neutral Emotions (sadness, annoyance, Anger, neutral)
Prompted Brand Recall	+10% ↑	68%	62%
Purchase Intent	+112% ↑	55%	26%
<i>“This brand is high quality”</i>	+58% ↑	41%	26%
<i>“This brand is desirable”</i>	+50% ↑	33%	22%
<i>“This brand has unique advertising”</i>	+138 ↑	31%	13%
<i>“This brand is for people like me”</i>	+211% ↑	28%	9%
<i>“This brand stands out from competitors”</i>	+115% ↑	28%	13%

Tips for driving specific objectives

Driving **intent** lift

- Focus on product visuals
- Mentions of brand/product values
 - Distinctive product visual
- Lesser-known brands (lower baseline awareness levels)

Driving **recall** lift

- Interactive features
- Prominent, visual branding
- Distinctive product visual
- Multiple brand mentions
 - Use of brand colours
 - High contrast logo
 - Negative space

I have a brand awareness campaign

- **Encourage interaction:** Some WeTransfer ads are interactive. There was up to a 50% improvement in both attention and ad recall when the respondent participated in these.
- **Always link back to your brand:** Making it easy to attribute the ad to the right brand plays a large role. Staying distinctive through prominent visual branding, prominent product shots, and high contrast logos all make attention work harder to maximise recall.
- **Preaching to the (un)converted:** Since non-buyers are the least likely to be aware of the brand, convincing them is valuable. Split Screen and CTP formats are a great way to showcase products and services, leading to up to +27% increased recall for non-buyers



I have a purchase intent campaign

- **The unexpected upside of being a small brand:** All brands get a lift to purchase intent, but WeTransfer gives smaller brands a chance to shine. These brands saw up to 15% lift versus the control group! Perhaps this is a form of 'borrowing' fame and trust from the platform.
- **Movement matters:** Animation and video formats lead to higher purchase intent. This is true across all WeTransfer formats. In fact, Video delivers up to +75% higher intent & Animated creatives deliver +50% higher intent vs. the platform avg

I have a brand perception campaign

- **Desirable, relatable, or distinctive?** Different formats boost different perceptions. Versus WeTransfer norms, video ads deliver +83% for desirability, animations provide +40% relatability, and video, animated, or static all drive between +17% to +33% 'brand standout'
- **'Fame by association' - Celebrities work particularly well:** Respondents are almost twice as likely to find the ads 'desirable' and 'high quality' when famous faces are involved
- **Reunited at last:** Previous buyers typically already have a positive disposition to the brand, and WeTransfer boosts this significantly. They are up to +246% more likely to report 'happiness' when reacting to the ad. Use WeTransfer to reinforce this emotion.

04

Best practices

For brands, planners, buyers and creatives.

The findings in this report can be used by anyone, but there are specific takeaways based on the individual's role in the advertising industry:

I manage a brand:

1. Think about what you want to achieve. Results will likely be positive, but there is plenty of scope for maximising.
2. Do you have partnerships with particular people or celebrities? If so, WeTransfer is a strong place to leverage this (or to help build that link).

I plan and buy media:

1. WeTransfer behaves like long-form video content. Most people will see most of the ad. In terms of effectiveness, consider treating it as an AV channel instead of typical digital media.
2. WeTransfer delivers across all objectives. Planning tools vary, but most of them should be able to account for the strength in delivering outcomes.
3. When planning, you may need to use a norm or a benchmark, reducing the channel to a single level of attention. This is not an issue, but consider applying a 'creative multiplier' if you are using assets that follow best practice. Live norms can be accessed by working directly with Lumen Research, but example norms can be found in [this Ebiquity report](#).

I create the ads:

1. WeTransfer gives your creative time to breathe. With an average of 18.3 seconds of eyes-on attention, you can be confident that your messages have an opportunity to communicate.
2. Nevertheless, consistent use of distinctive brand assets, logos, and colours, have a big impact on making sure that the ad is actually attributed to the right product.



Conclusion

WeTransfer is a high quality environment that drives higher attention for advertisers that leads to better results across the funnel. In a rapidly changing advertising world – where brand safety and media quality is in the spotlight – Lumen Research’s findings show that WeTransfer offers formats that drive the right outcomes when optimized for attention.

The WeTransfer attention cheat sheet

"I want to achieve outcome X, what do I do?"

Use this table as a guide.

Metric/Attribute	Image Rotations	Animations	Interactive	Static creatives	Video creatives
APM (Attention)	-	-	-	-	+30%
Prompted Brand Recall	-	-	+18%	-	+13%
Purchase Intent (T2B)	-	+50%	-	-	+75%
High Quality	-	+33%	-	-	+33%
Desirability	+67%	-	-	-	+83%
Unique advertising	-	+30%	-	-	+30%
For people like me	-	+40%	-	-	-
Stands out from competitors	-	+17%	-	+17%	+33%

Metric/Attribute	People & Product Focus	Celebrity	Evoking Positive Emotion
APM (Attention)	+23%	+7%	-
Prompted Brand Recall	-	-	+10%
Purchase Intent (T2B)	-	-	+112%
High Quality	-	+89%	+58%
Desirability	-	+55%	+50%
Unique advertising	-	-	+138%
For people like me	-	-	+211%
Stands out from competitors	-	-	+115%

05

Appendix

Advertiser categories: tech, luxury fashion, clothing, alcohol, IT services, insurance, footwear, cosmetics, finance, telco.

Methodology

WeTransfer and Lumen Research conducted eye-tracking tests across 1,050 respondents who were exposed to 28 individual ads in the UK/US across a range of categories (such as CPG, fashion and finance).

By analysing how the respondents actually saw the ads in the WeTransfer environment and then conducting online surveys about ad exposure, we could measure both the attention levels to the ads and the overall brand outcomes.

Lumen Research tested these ads in a realistic, in-context environment to understand panellist behaviour.



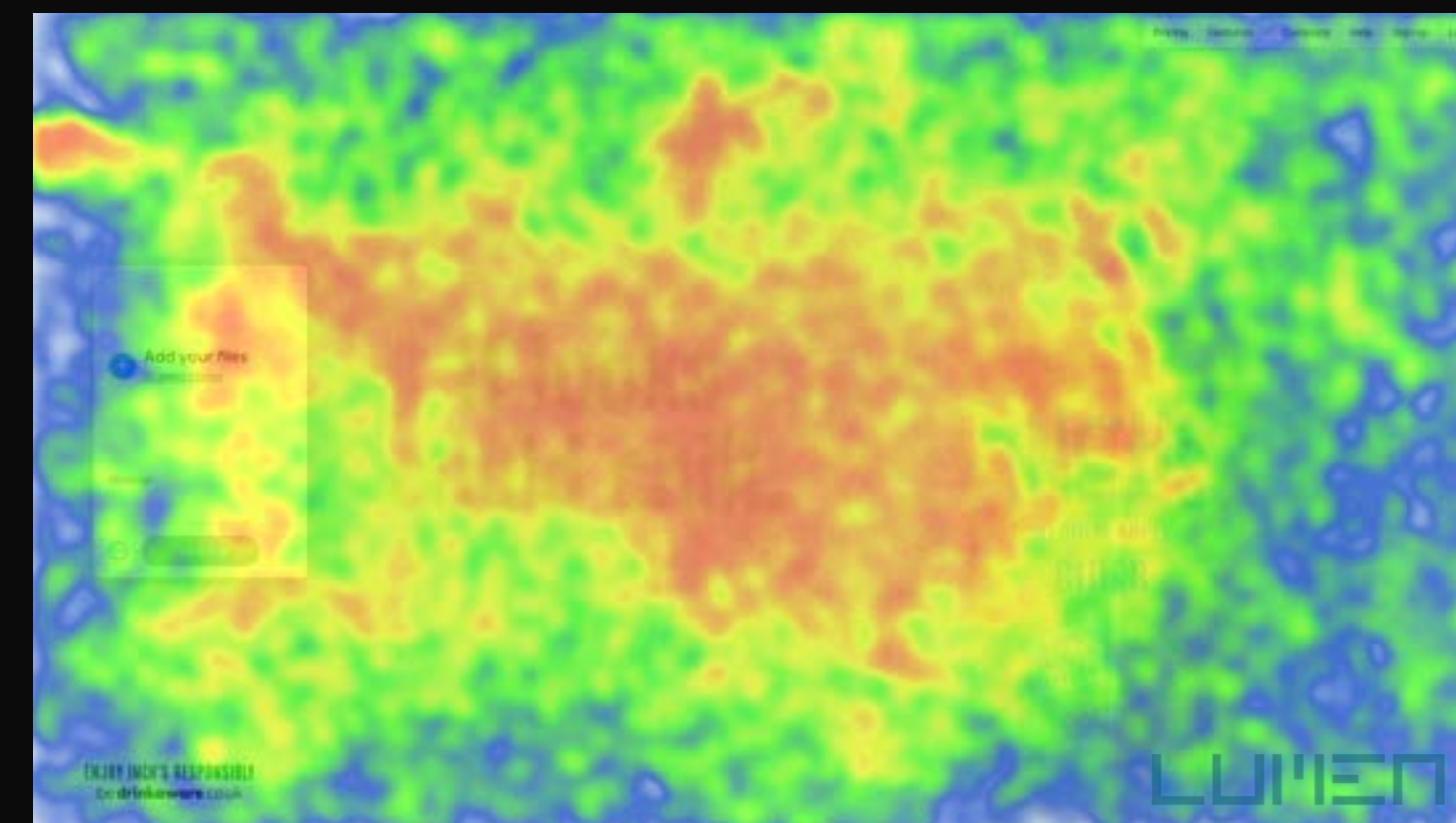
Lumen Research measures attention with four core metrics:

- Attentive Seconds per 1000 Impressions (APM)
- Media Efficiency
- Attentive Cost Per 1000 Impressions (APM)
- Cost Efficiency
- % of Ads Viewed - Awareness
- Average View Time - Consideration

By measuring ad performance by APM and CPM, which are calculated by the % of ads viewed and average view time, media buyers can understand the efficiency and effectiveness of media in a different way. With attention metrics, advertisers can stop buying based on viewability, which drives cheap reach, and start to buy based on attention and outcomes.



Example of in-context ad test



Example of eye-tracking heatmap output

Merci

Gracias

Danke

Grazie

Thank you

Obrigado

Dhanyavaad

Bedankt

For any further questions or to discuss upcoming projects, please get in touch with Matt Butts, Head of Ads Measurement at WeTransfer or via our website here.