

What do we mean by attention in advertising?	Attention is a consumer looking at or listening to an ad at the time they were exposed to it. A typical base measure for attention is time, and attention measures can be used in different media contexts such as video or audio			
What are the main methods for measuring attention in advertising?	Salience model	Proxies derived from engagement	Proxies derived from eye tracking	Bespoke panel studies**
Methodology	<ul style="list-style-type: none"> A creative tool that uses an AI-based predictive model without any human response data as an input. The model may or may not make use of machine learning 	<ul style="list-style-type: none"> Based on tags such as mouse motion or how long someone has paused on a page with an ad Or in a gaming environment, how long an ad was viewable during gameplay 	<ul style="list-style-type: none"> Combination of tags and eye tracking data, often used alongside a model, including models that are AI-based 	<ul style="list-style-type: none"> Studies using only eye tracking data Or, studies using only facial coding data Or, a combination of tags, eye tracking data, and a model
Metrics include	<ul style="list-style-type: none"> Probability of perception (PoP) Share of attention (SoA) Digestibility score 	<ul style="list-style-type: none"> % pixels in view Hover rate Interaction rate Intrinsic time-in-view 	<ul style="list-style-type: none"> Attention time Attentive seconds (APM) Attention CPM (aCPM) Attention unit (AU) 	<ul style="list-style-type: none"> Eyes-on dwell time Attentive impressions Attentive view through %
Readily available as part of general campaign solutions*		●	●	
Uses human response data as an input		●	●	●
Can be used in real-time	●	●	●	
Mainly used pre/post campaign	●			●
Allows for heatmapping of content	●			●
Mainly used for campaign creatives	●			●

*The number of check marks in these columns give further information about each method, including use cases. However, they do not represent a way of ranking the methods

**Bespoke panel studies refer to 'active' panels where panelists are recruited for a specific campaign, typically to assess its creative. 'Passive panel studies' are a separate method, and consist of permanent panels that gather attention data over the long-term without a specific campaign or creative focus