



**CENTRE FOR ATTENTION IS THE FIRST MAJOR MAILONLINE PROJECT TO EXPLORE THE DIFFERENCE BETWEEN PREMIUM AND STANDARD DIGITAL FORMATS.**

**THE PURPOSE OF THIS STUDY WAS TO EXPLORE HOW IMPACTFUL FORMATS CAN CONTRIBUTE TO ATTENTION AND BRAND METRICS.**

**MAILONLINE'S ENGAGEMENT AND CREATIVE OFFERING SETS US APART AND THIS STUDY SHOWS THE VALUE OF ADVERTISING WITHIN A PREMIUM PUBLISHING ENVIRONMENT.**



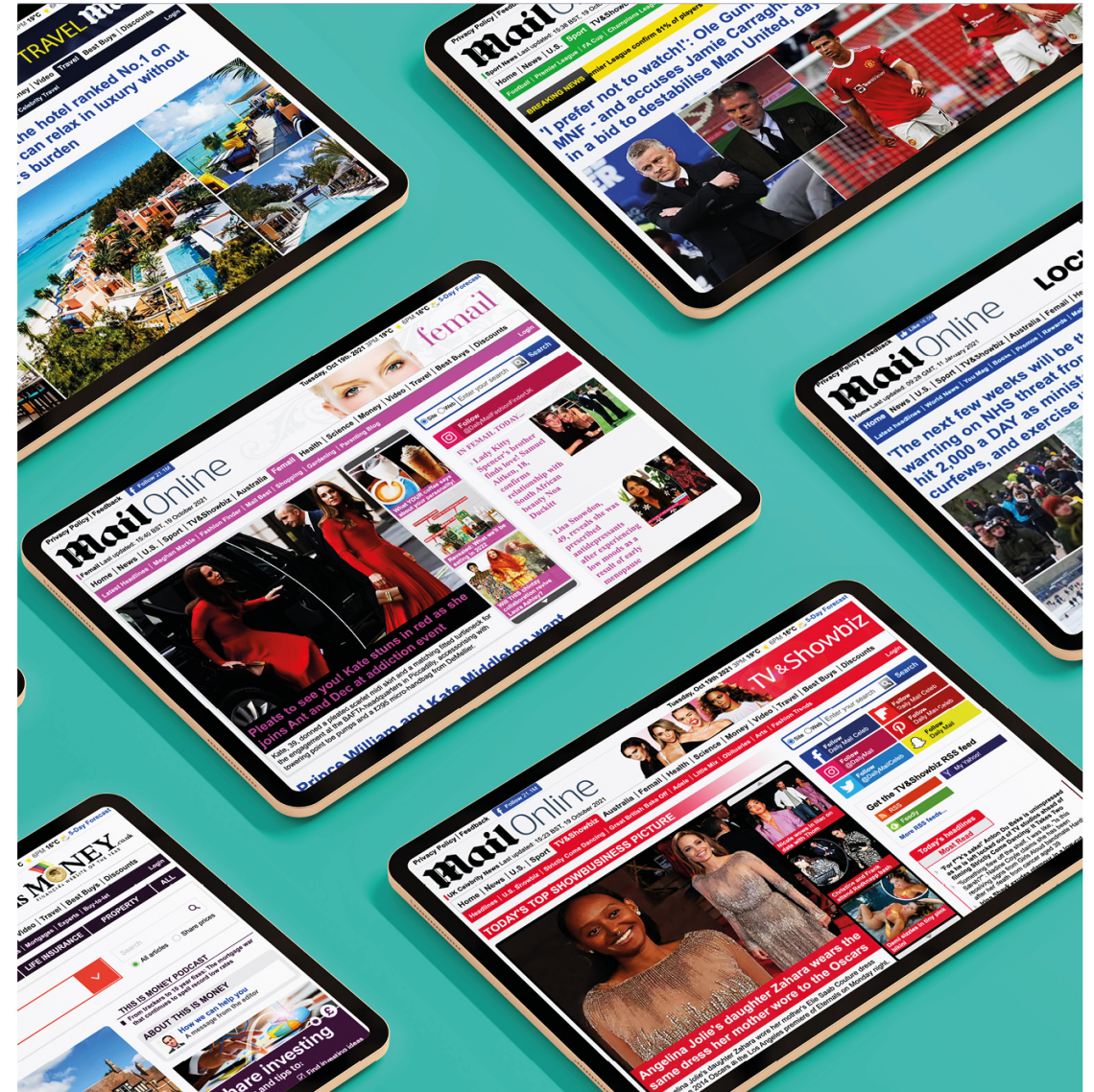
# WHY DOES ATTENTION MATTER?

Attention and working memory are both key to learning new information.

Attention allows information to be taken in; working memory helps the brain make sense of it.

Attention allows us to plan, preview, monitor and regulate our thoughts and actions. It's the first step in the learning process.

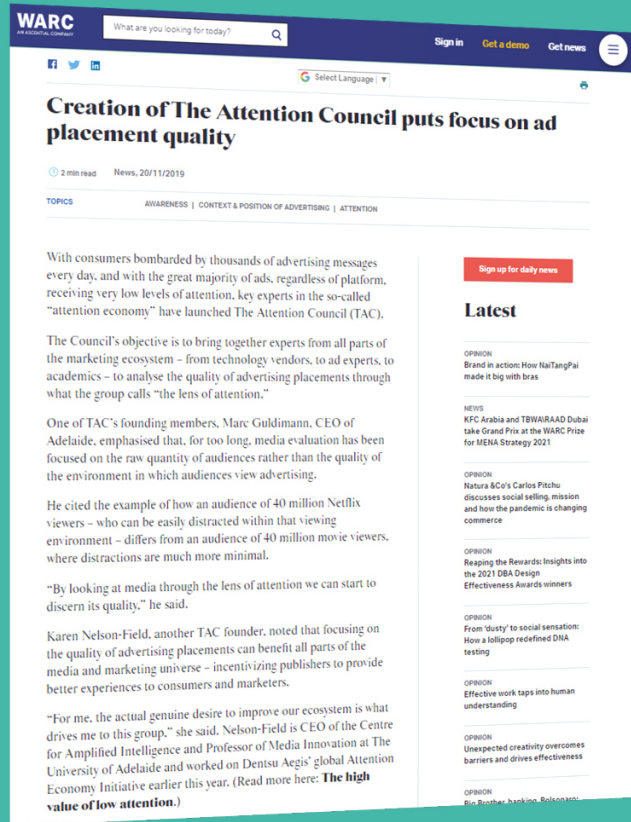
If we're not paying attention, we can't understand, learn or remember what we've seen.





# THE ATTENTION LANDSCAPE

Attention measures the quality of time a user spends with an advertisement.  
An ad might be viewable... but was it viewed?



“BY LOOKING AT MEDIA THROUGH THE LENS OF ATTENTION WE CAN START TO DISCERN ITS QUALITY.”  
The Attention Council's founding members



# WHAT DO WE ALREADY KNOW?



## AD FORMAT SIZE MATTERS

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Lumen's 2017 white paper shows the larger the ad, the more attention it is likely to receive



## ATTENTION DRIVES AD RECALL

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Dentsu research shows the longer an ad is viewed, the more likely it is to be remembered



## ATTENTION DRIVES BRAND CHOICE

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Dentsu research also shows the longer an ad is viewed, the greater the impact on brand choice



## VOLUNTARY ATTENTION IS MORE IMPACTFUL

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The same study shows choosing to watch an ad has a greater effect on recall and brand choice uplift



## THE VALUE OF SLOW CONTENT

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Magnetic's research shows slower scrolling speeds on articles leads to greater attention on advertising

# ***THE OBJECTIVES***



**1**

Uncover impact of premium formats on attention, recall & consideration



**2**

Investigate differences in attention & recall between individual formats



**3**

Understand other drivers of attention on premium formats



**4**

Discover insights into contextual relevance & audience targeting



# PARTNERING WITH LUMEN



## AUDIENCE

UK Adults:

**1,500**  
on desktop

**1,200**  
on mobile

All regular MailOnline  
readers



## DESIGN

We tested 18 format  
combinations:  
9 premium formats  
9 standard formats

Respondents read 4  
randomised MailOnline  
articles.

Respondents were asked a  
follow up questionnaire to  
assess recall, consideration  
and purchase intent.



## ENVIRONMENT

Lumen specialise in  
creating ultra realistic  
in-context testing  
environments.

The environments allowed  
respondents to scroll  
as they normally would  
whilst having their eye  
movements tracked.



# CENTRE FOR ATTENTION TESTED 18 FORMAT COMBINATIONS

## STANDARD FORMATS



- LEADERBOARD
- MPU
- MATCHING SKYSCRAPERS
- DMPU
- AUTOPLAY VIDEO (FLY AWAY)

## PREMIUM FORMATS

- HOMEPAGE TAKEOVER
- VIDEO WALLPAPER & DMPU
- BILLBOARD & SKINS
- CLICK TO PLAY VIDEO (PRE ROLL)
- NATIVE ARTICLE (BILLBOARD, SKINS & CLICK TO PLAY VIDEO)

## STANDARD FORMATS



- HOMEPAGE STICKY BANNER & MPU
- MPU
- MPU CAROUSEL
- STICKY BANNER

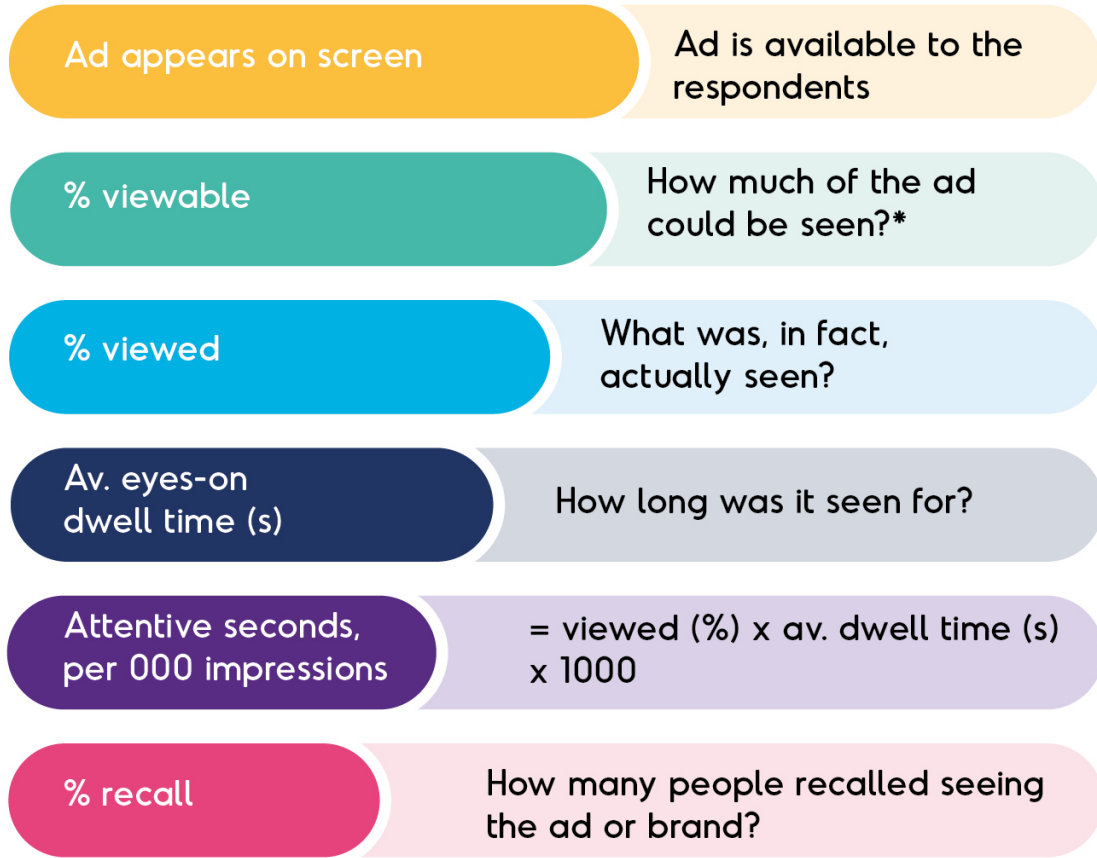
## PREMIUM FORMATS

- HOMEPAGE DOUBLE HEIGHT STICKY BANNER & MPU
- NATIVE ARTICLE (DHSB, MPU, CTP)
- DOUBLE HEIGHT STICKY BANNER
- CLICK TO PLAY VIDEO (PRE ROLL)

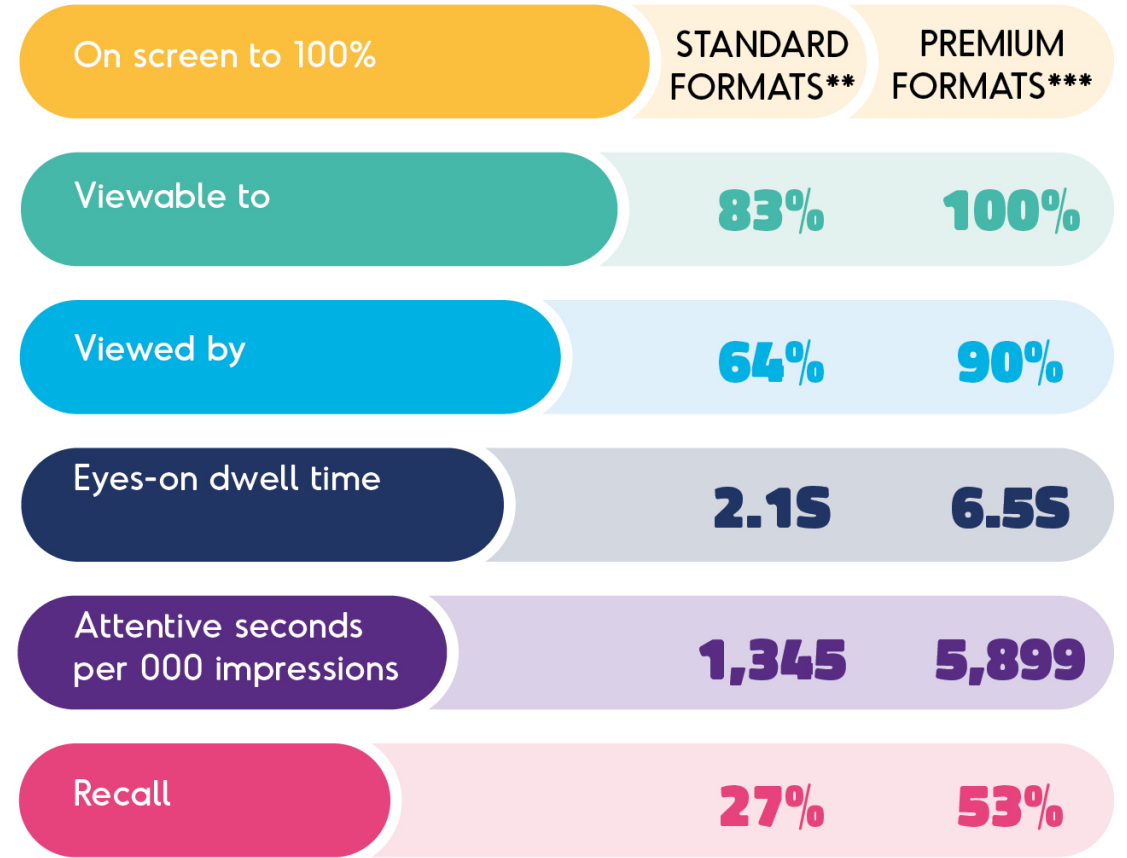


# OUR ATTENTION FUNNEL

## The Attention Funnel



## The Attention Funnel In Action



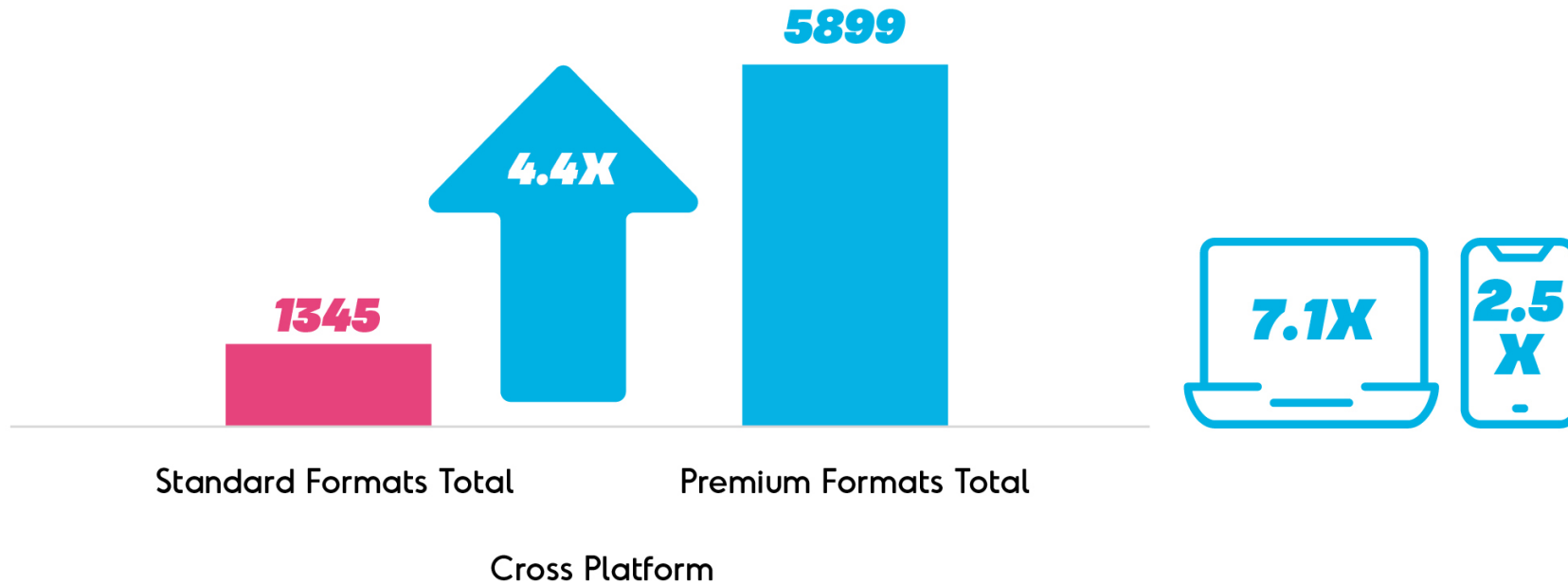
\*According to MRC standards, at least 50% of an ad must be in view for a minimum of one second for display ads, or two seconds for video ads \*\* e.g. MPU/MPU Carousel/ Skyscrapers \*\*\* e.g. Billboard & Skins

# ATTENTION TIPS





# PREMIUM FORMATS GENERATE SIGNIFICANTLY MORE ATTENTION



**MAILONLINE TIP**  
Investing in premium formats helps your advertising receive more attention.

## ATTENTIVE SECONDS PER 1,000 IMPRESSIONS

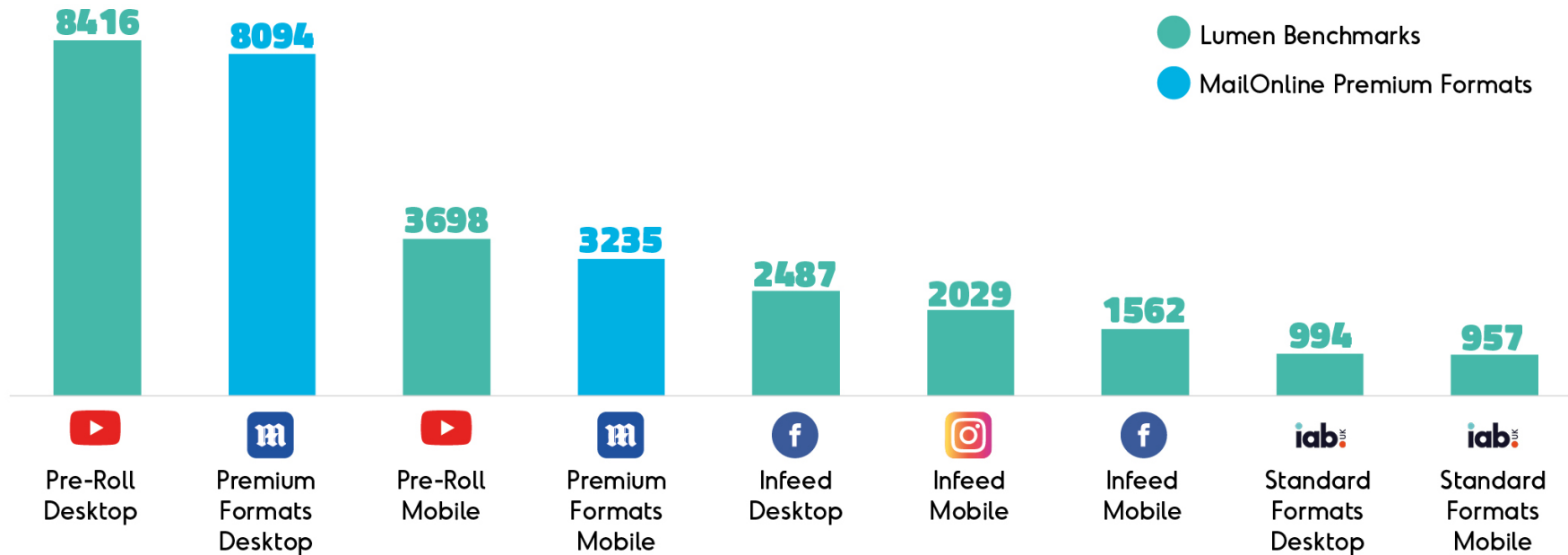
% viewed x average dwell time x 1000 = attentive seconds per 1,000 impressions







# ATTENTION ON MAILONLINE PREMIUM FORMATS OUTPERFORMS SOCIAL & INDUSTRY BENCHMARKS



● Lumen Benchmarks  
● MailOnline Premium Formats



**MAILONLINE TIP**  
Not every impression is equal; investing in MailOnline inventory can drive more attention.

## ATTENTIVE SECONDS PER 1,000 IMPRESSIONS

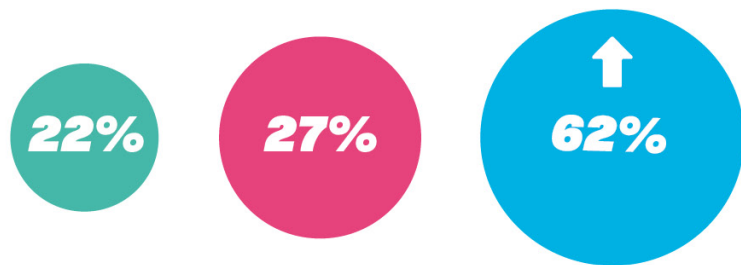
% viewed x average dwell time x 1000 = attentive seconds per 1,000 impressions



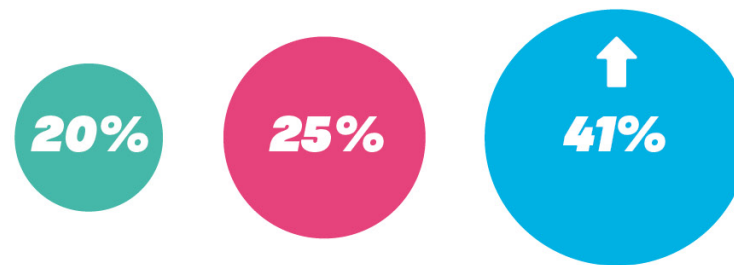
# PREMIUM FORMATS SIGNIFICANTLY IMPROVE BRAND RECALL ON DESKTOP & MOBILE



## PROMPTED RECALL



## PROMPTED RECALL



● Lumen Benchmarks ● MailOnline Standard Formats ● MailOnline Premium Formats



**MAILONLINE TIP**  
Desktop formats drive higher levels of brand memory than mobile formats.

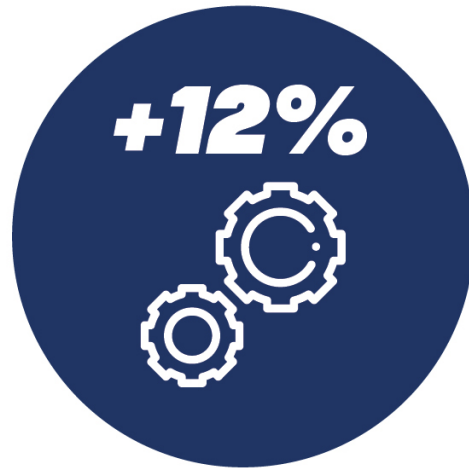
## BRAND RECALL

% of all respondents that recalled seeing the brand spontaneously / after a list prompt





# PREMIUM FORMATS DRIVE UPLIFTS IN CONSIDERATION AND PURCHASE INTENT



## **UPLIFT IN BRAND CONSIDERATION** STANDARD VS. PREMIUM FORMATS

% of respondents that would only consider the brand  
or consider the brand their first choice



## **UPLIFT IN BRAND PURCHASE INTENT** STANDARD VS. PREMIUM FORMATS

% of respondents that would likely purchase  
from the brand in the future



**MAILONLINE TIP**  
If consideration and purchase intent are campaign KPIs then investing in premium formats can provide uplift for these metrics.





# CONTEXT IS IMPORTANT FOR OPTIMISING ATTENTION & AUDIENCE TARGETING CAN BOOST BRAND METRICS

## CONTEXTUAL TARGETING

**+23%**

Increase in attentive seconds per 1,000 impressions when standard formats are placed in a contextually relevant environment

## BEHAVIOURAL TARGETING

**SIGNIFICANT UPLIFT**

in recall, consideration and purchase intent for audiences interested and in-market within the category



### **MAILONLINE TIP**

Think about how to use targeting to improve campaign metrics



# THE HOMEPAGE IS A DAILY DESTINATION



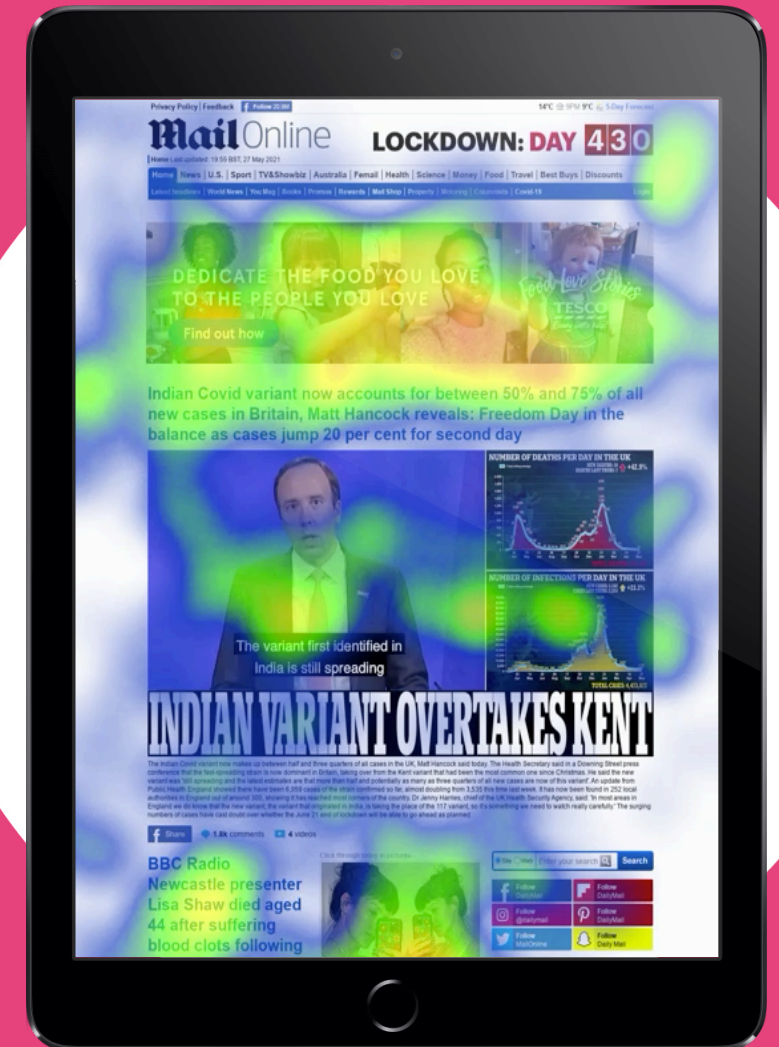
**1/2**  
**DAILY VISITORS VIEW THE HOMEPAGE**



**10 MINS**  
**DAILY DWELL TIME PER VISITOR**



**1.9M**  
**ATTENTIVE MINS ON A DAILY HOMEPAGE TAKEOVER**





# IMPRESSIVE ENGAGEMENT ON MAILONLINE'S HOMEPAGE GENERATES ACTION



**#1**  
**STATIC FORMAT FOR ATTENTION**



**#1**  
**FORMAT FOR DRIVING CONSIDERATION**



**#2**  
**FORMAT FOR DRIVING PURCHASE INTENT**



# MAILONLINE VIDEO FORMATS GENERATE NEARLY TWICE THE AMOUNT OF ATTENTION

## % VIEWED

**67%**  
STATIC

**81%**  
VIDEO

## ATTENTIVE SECONDS PER 1000 IMPRESSIONS

**1668**  
STATIC

**3501**  
VIDEO



# VIDEO WALLPAPER SKINS GENERATE 1.9X MORE ATTENTION THAN STATIC SKINS

Not all skins are equal. Video skins generate more attention than homepage and article skins.

## VIDEO WALLPAPER SKIN



**6,413S**

Attention per  
1000 impressions

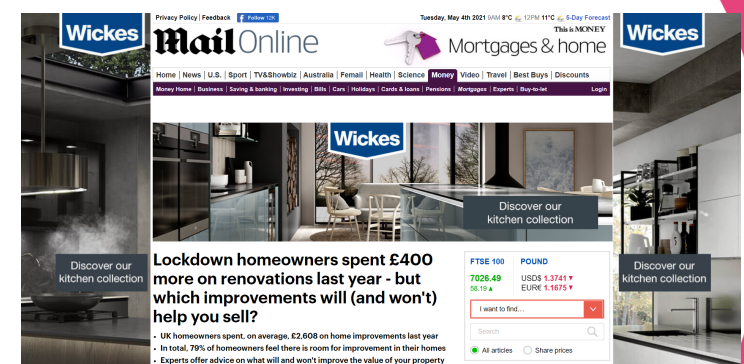
## HPTO SKIN



**4,121S**

Attention per  
1000 impressions

## SKIN



**3,344S**

Attention per  
1000 impressions





# NATIVE ARTICLES DRIVE HIGH LEVELS OF RECALL AND PURCHASE INTENT

## % UPLIFT IN PREMIUM FORMATS ON NON NATIVE VS. NATIVE ARTICLES

Desktop & Mobile Premium Formats

**+2%**  
Attentive seconds per 1,000 impressions

**+61%**  
Prompted Recall  
↑  
#1 format for recall

**+6%**  
Consideration

**+11%**  
Purchase Intent  
↑  
#1 format for purchase intent









# AMPLIFY ATTENTION WITH MAIL METRO MEDIA

Attention and working memory are both key to learning new information. If we're not paying attention we can't understand, learn or remember what we've seen. By looking at media through the lens of attention we start to discern its quality; an ad might be viewable... but was it viewed? MMM have a range of tools, which any be used at any time, to help plan, optimise and measure attention.

## LEARN



### CREATIVE ATTENTION STUDIES

Use Lumen eye tracking to assess your campaign creative vs our benchmarks (includes heat mapping).

**Platforms:** All MMM print & digital titles  
**Cost:** £2,500 per ad format

## PLAN

MAIL METRO MEDIA ACPM CALCULATOR			
		Cost per 3000 seconds of attention	
HOWPAGE TAKEOVER	8-Platform		£9.99
SB & SKINS	Desktop		£3.19
VIDEO WALLPAPER SKINS & SB	Desktop/Tablet		£2.99
CTP	8-Platform		£2.93
MATCHING SKYSCRAPERS	Desktop/Tablet		£1.42
LEADERBOARD	Desktop/Tablet		£9.29
DOUBLE STICKY BANNER	Mobile		£2.91
STICKY BANNER	Mobile		£3.93

### ATTENTION PLANNING (ACPM CALCULATOR)

Use our aCPM calculator to select the best performing formats & estimate total attentive time for a campaign.

**Platforms:** All MMM print & digital titles  
**Cost:** Free

## OPTIMISE

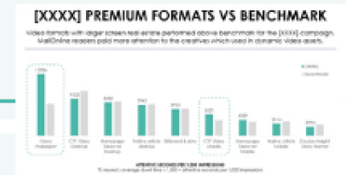


### ATTENTION DATA SEGMENTS

Apply data built from first party attention metrics, like scroll speed to optimise performance.

**Platforms:** All MMM digital titles  
**Cost:** £0.50 cpm

## MEASURE



### ATTENTION AD EFFECTIVENESS

Test the attention funnel metrics for your creative vs our benchmarks. Measure recall and creative testing metrics.

**Platforms:** Metro and MMM Digital  
**Cost:** £2,500 per ad format





