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LUMEN ATTENTION STUDY

April 2023

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HOW THE STUDY WAS CONDUCTED

Background

Methodology

Background:
Lumen Research has conducted an attention study on behalf of SeenThis. The purpose was to understand the potential impact that the fast loading times from SeenThis technology might have on attention versus delivering through conventional technology.

Intention:
The intention of the study was for a third party (Lumen) to test, measure and validate the performance in terms of attention using SeenThis' technology versus a conventional video-ad delivery technology.

Technical Specifications:
- Formats: 2 formats, 400x224 and 360x360
- Number of creatives: 3
- Creatives types: various industries & brands

Methodology:
The test group respondents browsed three webpage articles, where each article included either an outstream video ad with SeenThis' technology or standard video ads.

Enrolment:
Lumen enrolled 300 respondents from the UK, all aged 18+, to conduct a 10-minute online survey. Additionally, they enrolled 250 participants as a control group, to answer a 5-minute survey.
The test groups then answered spontaneous and prompted recall questions.

Attention:
In order to measure attention effects, the study participants accessed Lumen's software via their mobile phone, and used the camera for eye tracking.
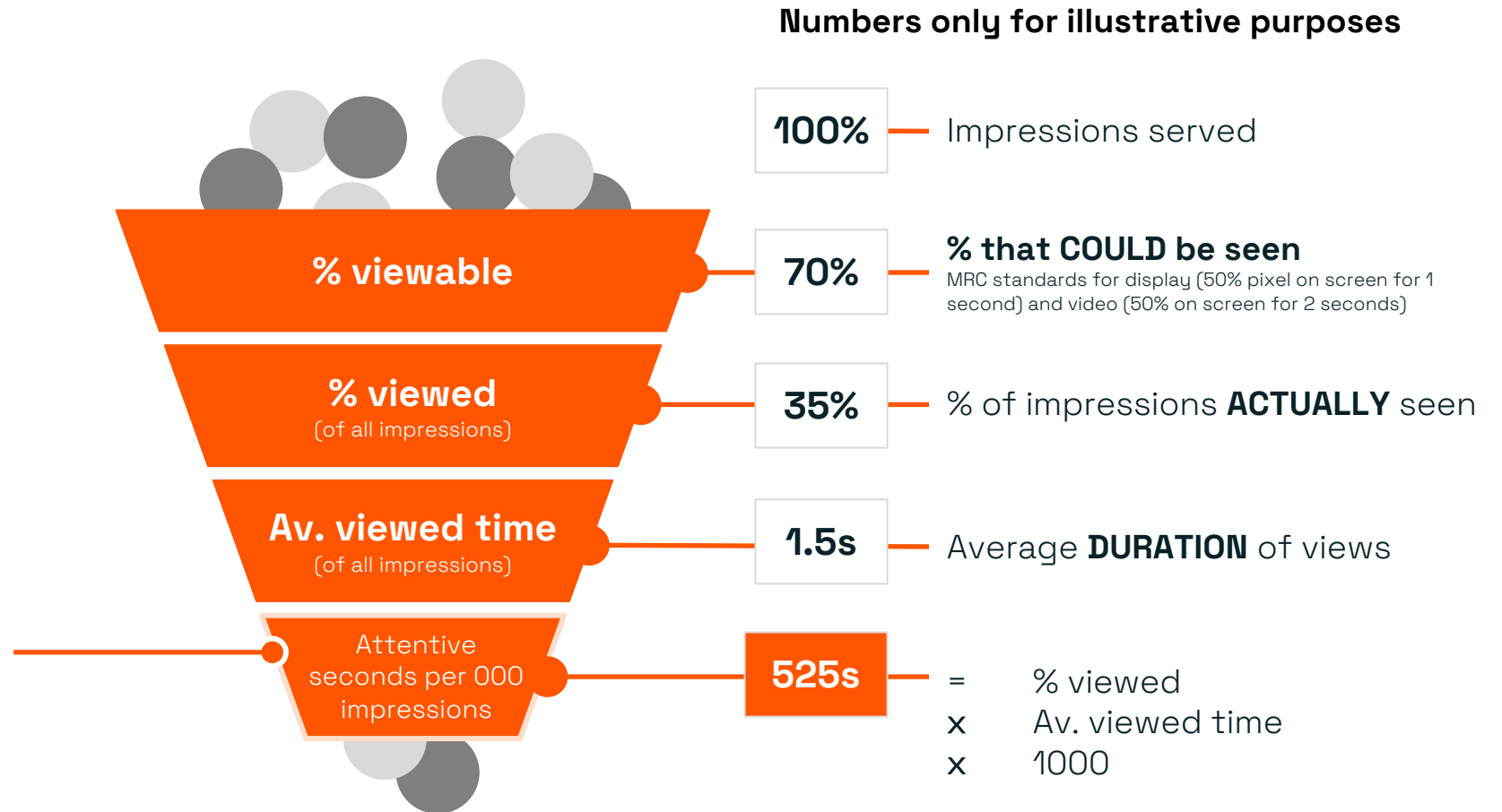
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METHODOLOGY – VISUAL ATTENTION METRICS

Numbers only for illustrative purposes

Why the funnel?
Existing verification tools are not effective in determining the attentive quality of media. Lumen's attention funnel is built on eye-tracking-based attention-measurement metrics, for media effectiveness.

Attentive seconds
This composite metric helps us understand the true power of advertising, to deliver 'eye balls' for advertisers, and can be used as a single metric to assess inventory quality across media channels.

% viewable

% viewed
(of all impressions)

Av. viewed time
(of all impressions)

Attentive seconds per 000 impressions

100% — Impressions served

70% — **% that COULD be seen**
MRC standards for display (50% pixel on screen for 1 second) and video (50% on screen for 2 seconds)

35% — % of impressions **ACTUALLY** seen

1.5s — Average **DURATION** of views

525s
= % viewed
x Av. viewed time
x 1000

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LUMEN ATTENTION STUDY – EXECUTIVE SUMMARY

What?

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SeenThis ads get **SEEN by more people!**

For every 1,000 impressions, SeenThis-enabled **ads generate 1.7x more attention.**

Browsing experience was significantly more likely to be reported as great after exposure to SeenThis ads.

So What?

⬇

The **number of viewers increases significantly** when using SeenThis' **technology (80% vs. 49%).**

Although brand outcomes such as recall did not shift significantly, the SeenThis technology helped drive a more positive experience overall.

Although there were no shifts in avg. view time, the big increase in the number of viewers means that brands get more value each time they buy 1,000 impressions.

Now What?

⬇

SeenThis now have evidence to show their ads are not only more **viewable, but more viewed!**

SeenThis can now show clients how they help get more attentional value per 1,000 impressions.

SeenThis not only **drives more attention, but also a more positive user experience.**

Please note:
Average view time did not differ, as we compared like-for-like creatives between SeenThis' technology and a conventional video-ad delivery technology. This is expected, as once the user has started to view the ad, view time is deemed to be driven by the actual creative and not the technology.

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SEENTHIS' TECHNOLOGY INCREASES THE CHANCES OF AN AD BEING 'TECHNICALLY' VIEWABLE

Findings: thanks to the speed that ads can load when SeenThis' technology is enabled, significantly more SeenThis ad impressions reach the threshold to be classed as technically viewable at MRC standards (50% on screen for at least 2 seconds).

% Viewable
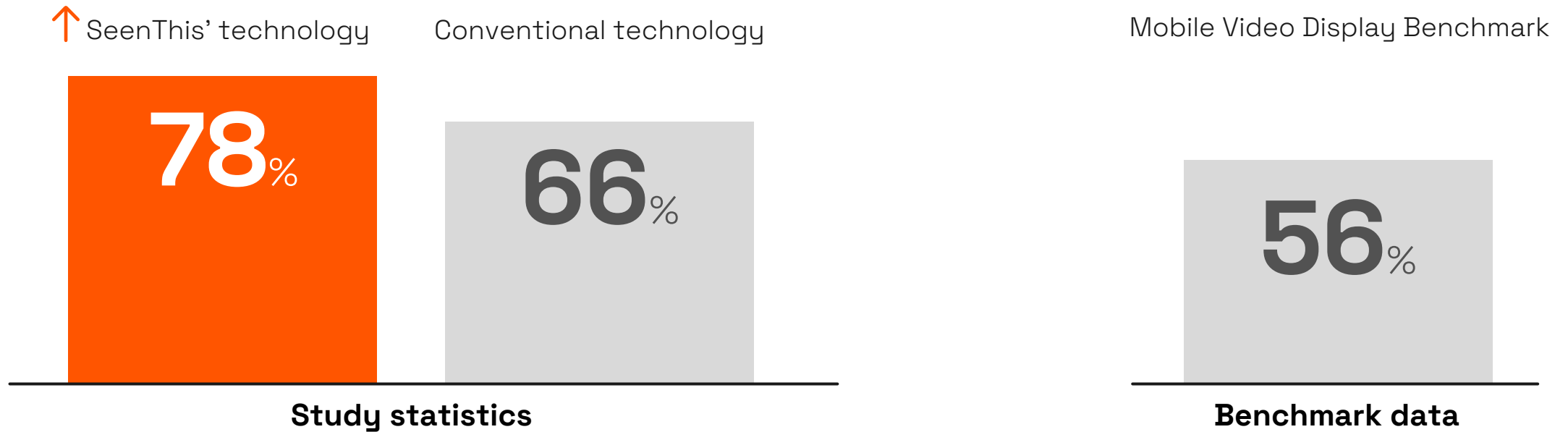
↑SeenThis' technology   Conventional technology   Mobile Video Display Benchmark

78%   **66**%   **56**%

Study statistics   **Benchmark data**

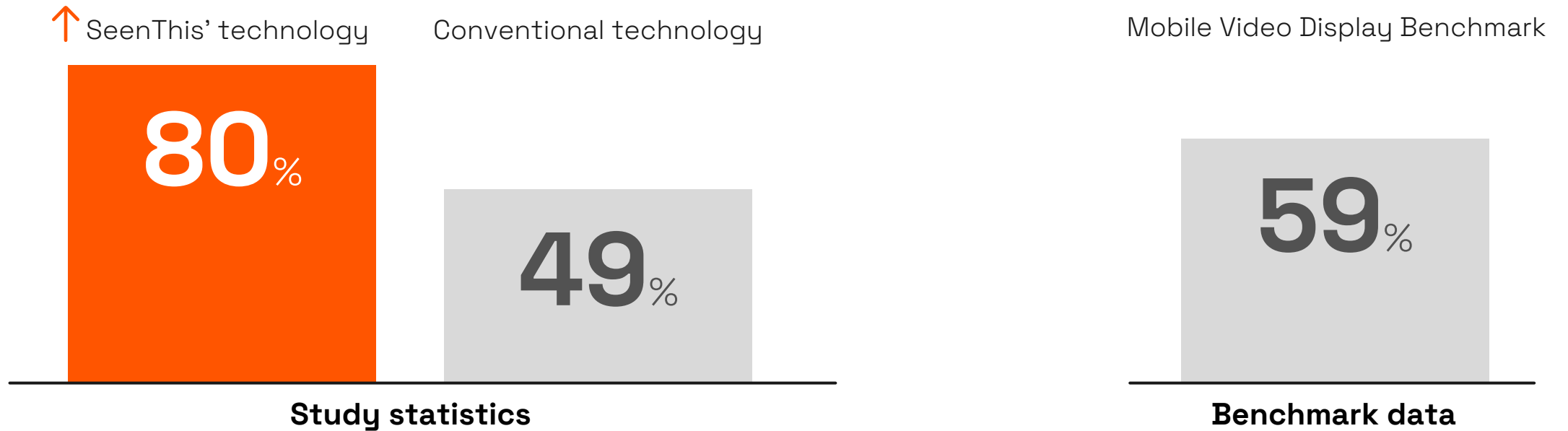Ad impressions: SeenThis = 305 | Standard = 196 | Mobile Display = 9,442   ↑ Significant difference at 95% CI against conventional technology and mobile display benchmark

Mobile Video Display benchmark includes DMPU, MPU, Mobile Banner 320x90, Mobile Banner Small 320x50

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SEENTHIS' TECHNOLOGY MEANS ADS GET SEEN MORE

Findings: not only are ads more viewable when using SeenThis' technology, they also get viewed significantly more than ads using conventional video delivery technology and the Lumen video display benchmark.

% Viewed

↑ SeenThis' technology   Conventional technology   Mobile Video Display Benchmark

80%   **49**%   **59**%

Study statistics   **Benchmark data**

Ad impressions: SeenThis = 305 | Standard = 196 | Mobile Display = 9,442   ↑ Significant difference at 95% CI against conventional technology and mobile display benchmark
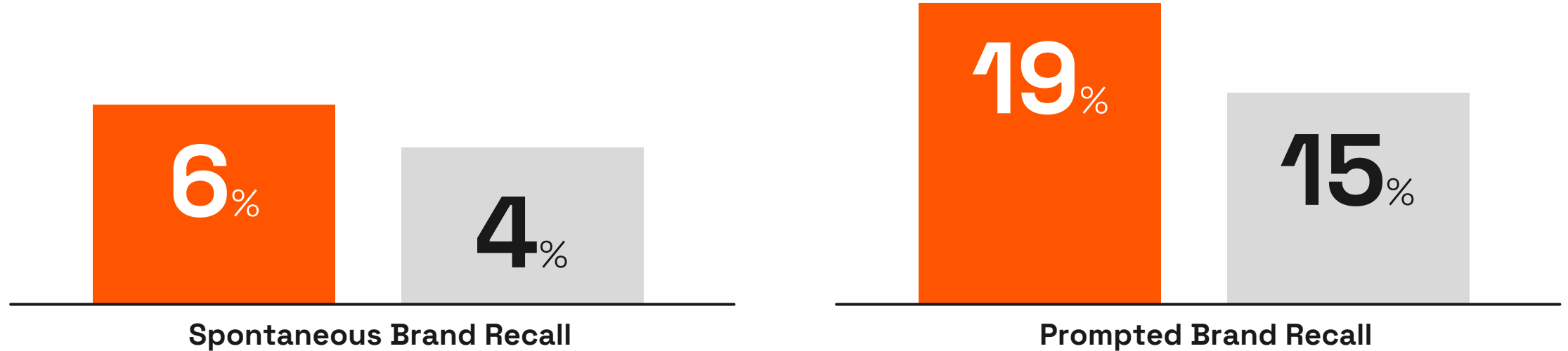
Mobile Video Display Norm includes DMPU, MPU, Mobile Banner 320x90, Mobile Banner Small 320x50

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COMPARING SAME CREATIVES, SEENTHIS TECH HAS HIGHER BRAND RECALL VS. CONVENTIONAL TECH

Findings: by using SeenThis' technology, brands can be assured that the audience has a higher brand recall, compared to using ads with conventional technology for ad delivery. Most likely due to the higher speed when loading SeenThis ads.

Brand recall

● SeenThis technology　　　● Conventional technology

6%　　**4%**

Spontaneous Brand Recall

19%　　**15%**

Prompted Brand Recall

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SIGNIFICANTLY HIGHER ATTENTION PER 1,000 IMPRESSIONS WHEN USING SEENTHIS

Findings: opting to use SeenThis technology can provide significantly more value, in terms of attention for every 1,000 impressions.

Attentive seconds per 1,000 Impressions
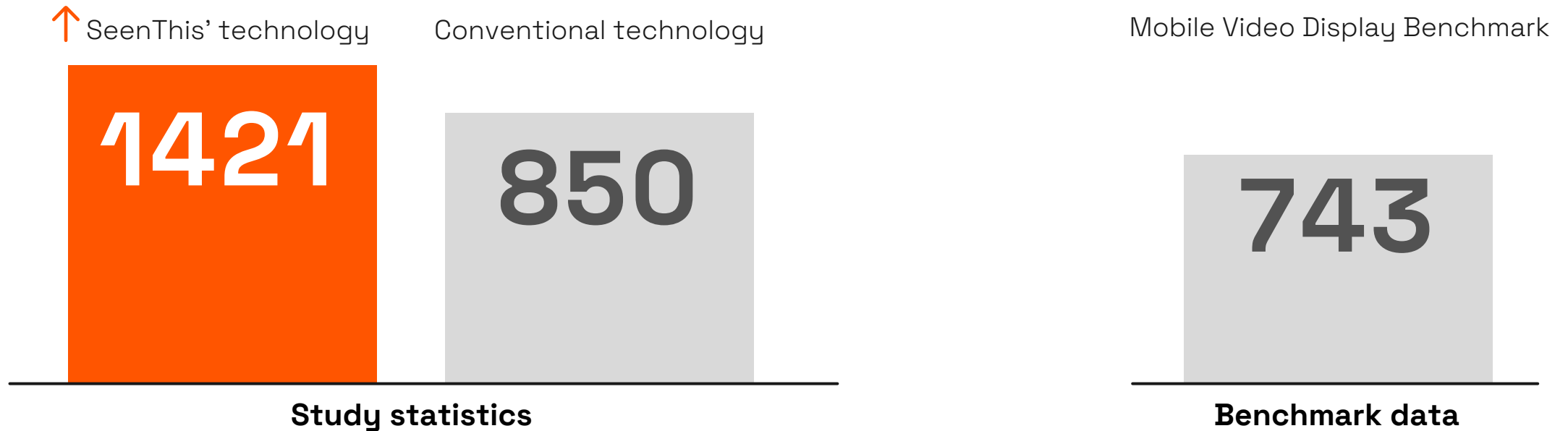
↑ SeenThis' technology   Conventional technology   Mobile Video Display Benchmark

| **1421** | **850** | | **743** |

Study statistics   **Benchmark data**

Ad impressions: SeenThis = 305 | Standard = 196 | Mobile Display = 9,442   ↑ Significant difference at 95% CI against conventional technology and mobile display benchmark

Mobile Video Display Norm includes DMPU, MPU, Mobile Banner 320x90, Mobile Banner Small 320x50

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SIGNIFICANTLY MORE PEOPLE RATED BROWSING EXPERIENCE AS GREAT WHEN USING SEENTHIS

Findings: 94% of the respondents rated the browsing experience as 4 or above, when exposed to ads with SeenThis' technology – whereas the experience using conventional ad delivery technology rated ~10% lower.

Browsing experience

● SeenThis technology   ○ Conventional technology

Top 2 Box Response:

94% ↑

87%

60%   54%

34%   33%

4%   9%

2%   4%

1%   0%

1 (Poor)   2   3   4   5 (Great)

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