PAYING ATTENTION
WITH PUBLISHER FIRST PARTY DATA

THE
OZONE
PROJECT

FOREWORD

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If I was to put a wager on the most popular buzzwords and phrases of 2021 – after 'pandemic', 'Covid-19' and 'unprecedented' of course – I'm pretty sure 'attention' and 'first party data' would sit firmly in the top ten for the marketing and media industry.

And perhaps that should not be a surprise. The digital advertising industry in particular stands at a crossroads; with third party cookies continuing to be phased out, consumer privacy challenges persisting in the headlines, greater transparency remaining a key demand from advertisers, all while historic measures of digital success continue to be challenged and questioned. It is somewhat ironic then that this white paper is featuring two long-enduring characteristics – Attention and First Party Data – of the premium environments that make the Ozone platform so unique.

Our previous paper "Effective Measures of Success in Digital Advertising" went into great detail as to why we took the first steps to launch our own engagement metric, the Ozone Attention Index. At the heart of this move was unequivocal evidence of the link between ads placed in premium, editorial environments and better advertising results. Irrespective of the methodology – or the commissioning body – studies from the likes of the IAB, Magnetic, Newsworks, Lumen Research and Group M have all clearly demonstrated quality, content-driven websites are more likely to shift measures such as ad view-time, attention levels, dwell time, purchase consideration and more.

AT THE CENTRE OF PREMIUM ATTENTION WITH LUMEN

Intuition would tell us that if readers are more engaged with the content on a website, then they are also more likely to pay attention to the advertising that accompanies it. While a bit of a no-brainer, we wanted to really get under the skin of this link and, more specifically, understand what are the key drivers of maximising the attention advertising receives across our premium publisher platform.

If you're going to study attention, there's no better people to work with than the team at Lumen Research, the attention technology company that uses eye tracking to optimise media buying and creative development. What that means in layman terms is they've developed some pretty clever technology that turns the webcam on your phone or laptop into a high quality eye-tracker that allows for very large scale, real-life studies of the attention paid to pretty much anything online, including advertising – all user-consented of course, and incentivised!

The results of this first study with Lumen – and indeed Ozone's first ever research paper – make

for exciting reading for brands and publishers alike. Without giving away what's to come, this analysis demonstrates how Ozone can help deliver greater attention for your advertising, while at the same time uncovering how we harness the unique qualities of premium environments in order to deliver this heightened attention at scale across our platform.

SCALED INSIGHTS FROM PREMIUM FIRST PARTY DATA

For decades, premium publishers have been focused on capturing consumer attention online, and indeed in print before that. Reader attention is at the heart of the cyclical nature of content creation and curation – more consumer interest simply leads to more of the most engaging editorial being created. The link is irrefutable.

It's where those eyeballs are focused that fuels our publisher first party data – an incredibly valuable insight resource not only for those creating the editorial, but for those who want to place their advertising alongside that high attention content. And this is where the Ozone platform truly comes into its own, with our unique, single view of content consumption across more than 250 (and counting) premium publisher domains – we believe that this view of what the nation is paying attention to is unrivalled.

For anyone working in marketing, a deeper, more encompassing understanding of target customers should be seen as gold dust – and that is what we can deliver for you through our insight-driven platform. Writing for this paper, our senior strategist Frances Lazenby will highlight what it is about this first party data view that makes it so useful in understanding your audience, as well as its practicality for planning high impact digital campaigns.

We've written this paper to capture the key actionable highlights from our new attention study and to demonstrate how we can bring engagement driven, first party insights to life for your digital advertising planning and activation. It goes without saying that we would welcome – with open Ozone arms – the opportunity to discuss any of this further with you. Together, we can harness the dual fuel of our high attention platform and our unique view of cross publisher, first party reading behaviour – a move that will only create better results for your digital advertising.

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At the centre of
PREMIUM ATTENTION
with LUMEN

The Ozone Project teamed up with Lumen Research in early summer 2021 to deep dive into the topic of Attention. Many studies have long proven consumer attention to be pivotal in advertising effectiveness, yet at the same time it is also a rare and finite 'resource' that isn't a given from consumers.

We wanted to understand more about what drives attention in quality media environments like ours, and in essence, to substantiate our intuition that brilliant editorial and quality content on a website leads to quality attention for the accompanying ads.

Pay attention to these three points

This paper will highlight in greater detail the findings of this proprietary Lumen study, but if you only remember three things, remember these key summary points:

- **Display advertising** across Ozone sites **receives +51% more attention** than equivalent formats on other websites

- **Video advertising** across the Ozone platform **receives more than twice as much attention** as equivalent formats on other websites (+111% more) and social channels (+140% more)

- This study identified the three key drivers of Ozone's heightened ad attention to be users' slower, more engaged scroll of our content, the larger ad sizes more likely to be run across our sites, and the lower levels of ad clutter seen across our premium domains.
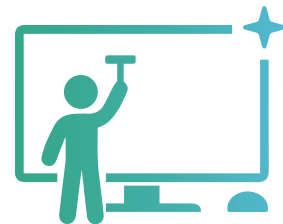
Key drivers of increased attention
on premium environments

| **1** RICH CONTENT, SLOW MEDIA, HIGH ATTENTION | **2** BIGGER AD FORMATS GENERATE MORE ATTENTION | **3** LESS CLUTTER MEANS MORE ATTENTION PAID TO ADS |

> *High quality journalism drives deep engagement with the content, which in turn drives high levels of attention to the accompanying ads. Advertisers often say that they are in the business of 'buying eyeballs'. In that case, they should look at the quality of those 'eyeballs' as well as the quantity.*
>
> **Mike Follett, Managing Director, Lumen Research**

> *Since Ozone's launch we've been incredibly confident of the ability of our premium publisher platform to deliver better results for our clients' advertising. While we've seen clear evidence of this in the campaigns that we have run to date, Lumen's analysis takes this a step further and highlights what we've intuitively believed for years - that great quality content engages the reader more, which ultimately means more attention for clients' advertising. Who wouldn't pay attention to that?"*
>
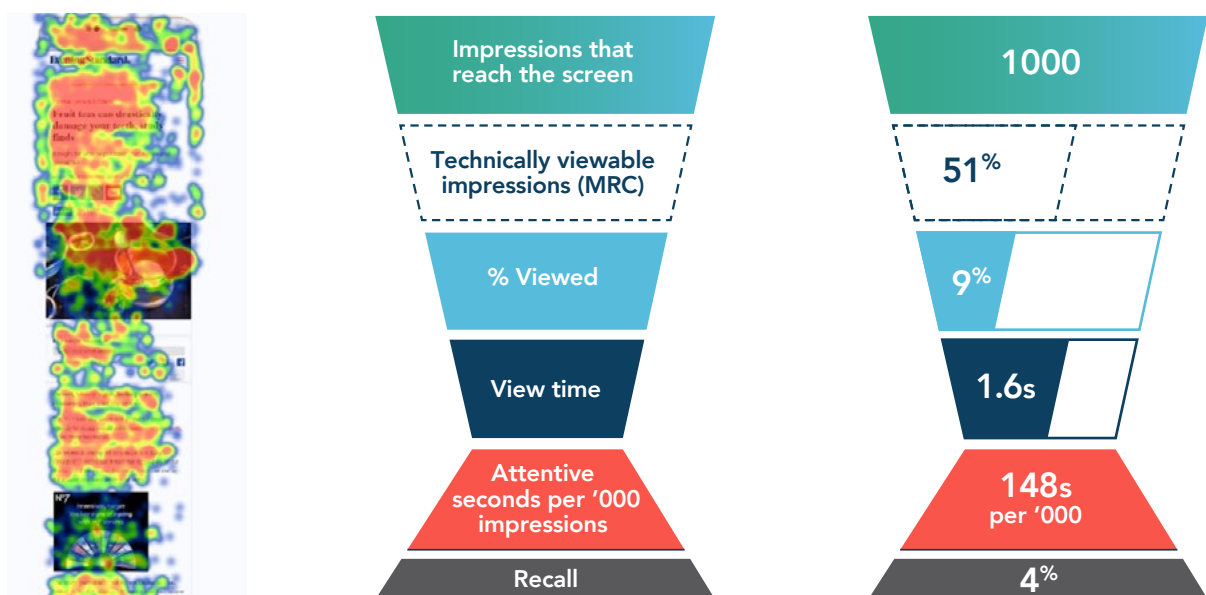> **Craig Tuck, Chief Revenue Officer, The Ozone Project**

About this analysis

This study was undertaken by **Lumen Research**, the attention technology company that uses eye tracking to optimise media buying and creative development. Lumen is seen as one of the leading lights in attention measurement, working with many advertisers such as Adidas, British Gas, Tesco, Chanel and BT, and leading publishers and trade bodies such as News UK, Newsworks and the IAB.

With users incentivised to download software that turns their webcams into eye-trackers, Lumen is able to deliver large scale studies based on anything the user looks at online. In our case, the attention was squarely on advertising. Conducted between May and September 2021, this robust analysis is based on c.1 million advertising impressions seen by Lumen's 1000 strong panel – 750 of those on mobile and 250 on desktop.

The consistent measurement applied across all analysis is the 'Attentive Seconds per Thousand Impressions' score – a measure that factors impressions that reach the screen with those that are technically viewable, those that were actually viewed, and how long those were actually viewed for.

The 'attentive seconds per '000 impressions' funnel

Funnel stage	Value
Impressions that reach the screen	1000
Technically viewable impressions (MRC)	51%
% Viewed	9%
View time	1.6s
Attentive seconds per '000 impressions	148s per '000
Recall	4%

ATTENTION NEEDS TO BE IN THE SPOTLIGHT

It doesn't take a PhD in advertising to know that unseen advertising is unsold – if it's not looked at, it's not going to work. Advertising needs attention to deliver its intended outcomes.

However, there's a big difference between all advertising that is shown versus (viewable) advertising that is actually seen. Just because something is put in front of you, doesn't mean you are going to look at it – and the stark truth is that frequently people don't. The attention consumers pay to advertising is both selective and finite.

When it comes to digital advertising specifically, many ads that are deemed to be 'technically viewable', don't actually get viewed at all. And even those that may be legitimately viewable, might not receive the amount of attention that their viewable time might suggest.

All of this is incredibly important as the attention paid to advertising has been proven many times to drive brand outcomes; not only in terms of recall, but also in terms of sales.

The Ozone Attention Hypothesis

At Ozone, we have long believed that the more engaged a user is with quality editorial content, then the more attention they're likely to pay to the advertising that accompanies it. This is an intuitive thought process few would deny; one that has been alluded to in studies conducted by organisations ranging from Newsworks to Group M, Magnetic or the IAB. While the common narrative from all of these studies is that quality online environments lead to better advertising outcomes, understanding what actually drives this attention was an area that had not yet been investigated thoroughly.

RESULTS: Ozone's High Attention Credentials

> " *These results are really quite spectacular. What we have found is that Ozone ads get an awful lot more attention than ads on other websites – both display and video ads are more likely to be viewed, and crucially, they're more likely to be viewed for longer.*
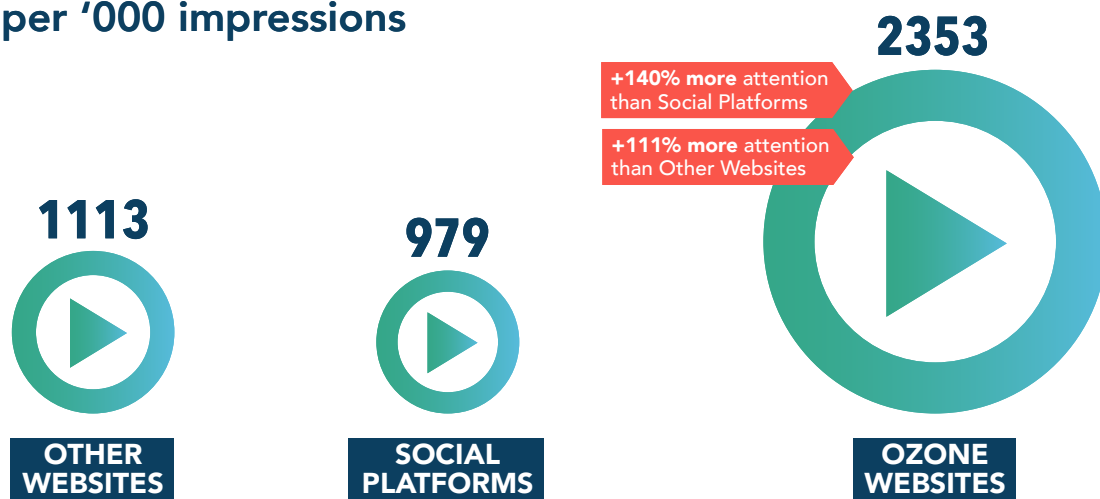>
> **Mike Follett, Managing Director, Lumen Research**

In order to analyse the key drivers of higher advertising attention in premium environments, we first had to establish Ozone's credentials in delivering greater ad engagement. Lumen's analysis looked at the attention received by Ozone's display and video advertising and compared this to equivalent formats on 'Other Websites' – largely the rest of the internet – and across social channels.

For display advertising delivered on Ozone sites versus the rest of the internet, the results were pretty clear cut. Ozone delivers ads that are more likely to be viewed and, just as importantly, viewed for longer. This means that display advertising placed with The Ozone Project receives +51% more attention than advertising elsewhere on the web. When comparing Ozone to display advertising on social channels both were viewed for the same amount of time. However, social display ads were more likely to be viewed.

However, the major differentiator comes in attention paid to video advertising, with Ozone video ads receiving more than twice the attention as their equivalents on other websites or social channels. While video ads on Ozone are more likely to be viewed, the major driver is the amount of time they are viewed for – this is significantly more for Ozone sites. Lumen's 'Attentive Seconds' calculation shows that video advertising on Ozone receives +111% more attention than those on other websites and +140% more attention than those on social channels.

Attentive video seconds
per '000 impressions

1113

979

2353

+**140% more** attention than Social Platforms

+**111% more** attention than Other Websites

OTHER WEBSITES

SOCIAL PLATFORMS

OZONE WEBSITES

SOURCE: Lumen Research 2021 – applying device mix across desktop and mobile as per Ozone (18% desktop, 82% mobile)

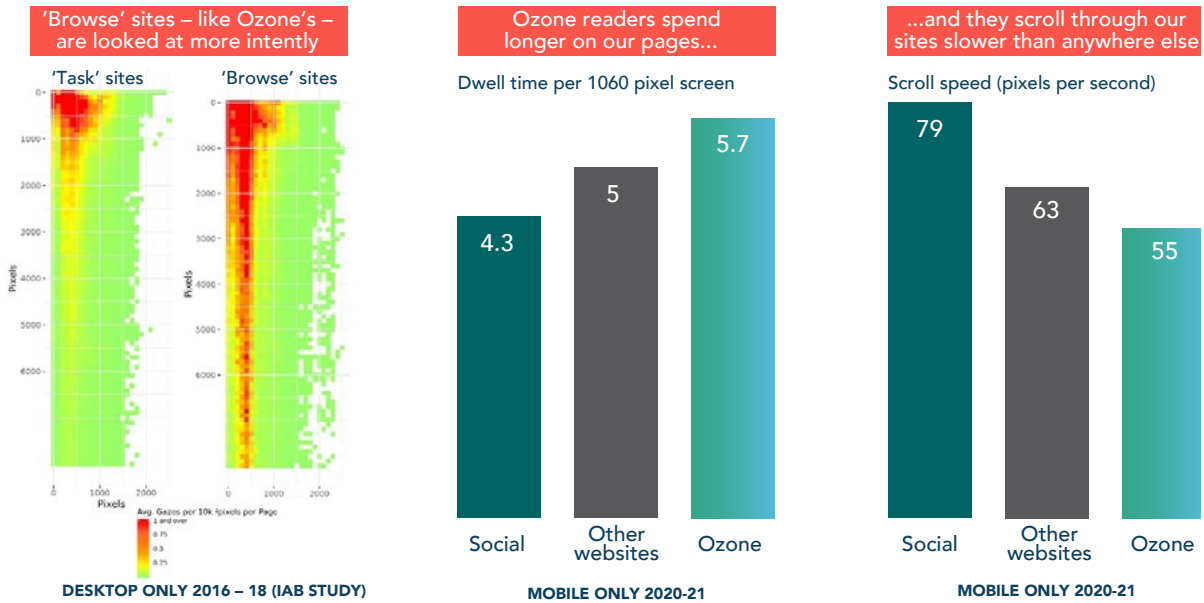## RESULTS: Drivers of heightened attention across Ozone

This study highlights three key standout drivers of the greater attention paid to advertising in premium environments; rich slow scroll content, bigger and more impactful ad formats, and less clutter on the page.

1. OZONE CONTENT IS PROPERLY CONSUMED; IT'S NOT A FAST FIX

A previous Lumen study conducted for the IAB in 2018 clearly demonstrated that people engage very differently with 'task-based' sites (e.g. checking the weather or train times) than they do with 'browse-based' sites, a category incorporating news, entertainment and lifestyle-based editorial. For 'task-based' websites, attention is squarely focused on extracting the information sought – meaning ads are less likely to be seen – while with 'browse-based' sites consumers tend to look around a bit more, meaning they are more likely to see the accompanying advertising.

In Lumen's latest analysis for Ozone, this insight was proven to hold true. Ozone pages are read more intently, which means users consume our content in a slower manner, scrolling more slowly in a way that allows both the editorial and the advertising to receive more attention. This is quantified in the chart on the next page showing users spend more time on Ozone pages and move through the content at a slower speed compared to their interactions on other websites and social channels.

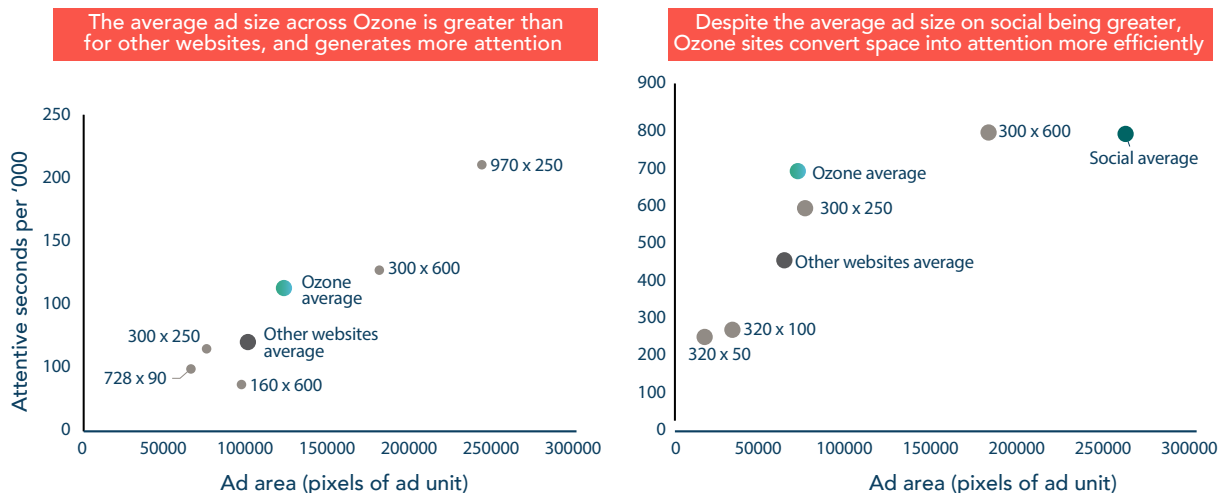# Increased attention is driven by dwell time and scroll speed

'Browse' sites – like Ozone's – are looked at more intently

'Task' sites 'Browse' sites

Pixels (vertical axis: 0, 1000, 2000, 3000, 4000, 5000, 6000)

Pixels (horizontal axis)

Avg. Gazes per 10k Pixels per Page
2 and over
0.75
0.5
0.25

DESKTOP ONLY 2016 – 18 (IAB STUDY)

Ozone readers spend longer on our pages...

Dwell time per 1060 pixel screen

Social	Other websites	Ozone
4.3	5	5.7

MOBILE ONLY 2020-21

...and they scroll through our sites slower than anywhere else

Scroll speed (pixels per second)

Social	Other websites	Ozone
79	63	55

MOBILE ONLY 2020-21

2. THE BIGGER THE AD, THE GREATER THE ATTENTION BENEFIT

Another driver of attention success is the fact that the average ad size on Ozone sites tends to be bigger than the average size on other websites. In particular, when looking at desktop inventory it is clear that the larger size of Ozone ads converts into higher levels of attention for client campaigns.

The efficiency of Ozone websites versus the rest of the web at converting ads seen into attention is even more heightened on mobile. While mobile ads across The Ozone Project tend to be slightly larger than the rest of the web, they're also c.50% more effective at converting this into attention paid. Similarly, given the prevalence of full screen ads on social platforms, it would come as no surprise that their average ad size is considerably bigger than the Ozone average. Yet there is only a marginal difference in the amount of attention these ads receive versus those running on Ozone's premium publishers - once again demonstrating the impact of quality content in driving engagement.
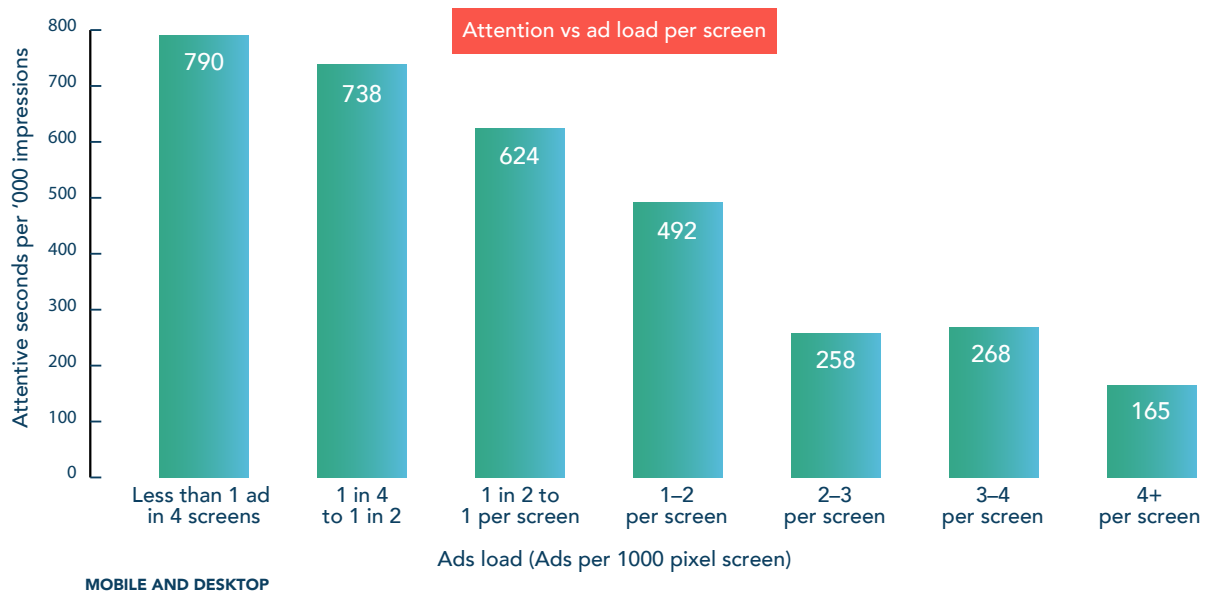
Larger creatives and efficient conversion are key to delivering quality ad attention

The average ad size across Ozone is greater than for other websites, and generates more attention

Attentive seconds per '000 (y-axis: 0, 100, 100, 150, 200, 250)

Ad area (pixels of ad unit) (x-axis: 0, 50000, 100000, 150000, 200000, 250000, 300000)

- 970 x 250
- 300 x 600
- Ozone average
- 300 x 250
- Other websites average
- 728 x 90
- 160 x 600

Despite the average ad size on social being greater, Ozone sites convert space into attention more efficiently

(y-axis: 0, 100, 200, 300, 400, 500, 600, 700, 800, 900)

Ad area (pixels of ad unit) (x-axis: 0, 50000, 100000, 150000, 200000, 250000, 300000)

- 300 x 600
- Social average
- Ozone average
- 300 x 250
- Other websites average
- 320 x 100
- 320 x 50

3. LESS CLUTTER ON PAGE MEANS MORE ATTENTION FOR ADS

Given the richness of content across our platform, Ozone sites tend to follow a fewer, better advertising load model. Unlike other websites, and in particular poor quality 'made for advertising' websites, our sites are less likely to have multiple ads loading for the user at the same time. This is good news for advertisers, as this analysis demonstrates that for every additional ad you have on the page, the attention received by each diminishes.

Less ads in view at any one time means more attention for each

Attention vs ad load per screen

Ads load (Ads per 1000 pixel screen)	Attentive seconds per '000 impressions
Less than 1 ad in 4 screens	790
1 in 4 to 1 in 2	738
1 in 2 to 1 per screen	624
1–2 per screen	492
2–3 per screen	258
3–4 per screen	268
4+ per screen	165

MOBILE AND DESKTOP

In particular, when it comes to mobile, optimum attention is delivered when there is only one ad on screen. Across Ozone sites, solus advertising is delivered on average 90% of the time versus 76% of the time on other websites.

Implications for advertisers

Mike Follett, Managing Director, Lumen Research

" *In conclusion, this study clearly shows that not all ads are created equal, and generally people are very good at ignoring them. Yet it seems that ads placed on Ozone sites do particularly well. The same ad can be served on 'Other Website A' or 'Ozone Website B', with the latter getting more attention simply because of the context it is served in.*

The drivers of this positive performance for Ozone come down to the quality of content, and the quality of engagement with that content converting to a greater quality of ad attention. The key drivers of time and scroll speed, size of advertising, and lack of clutter allow ads on Ozone sites to breathe and have more time to work their magic. They tend to be bigger, taking up more of the screen and are therefore more likely to be noticed. At the same time, they tend to be served in a solus position, giving users the choice of whether to look at the content or the advertising, rather than having to compete for attention with a number of different ads.

B

Scaled insights from
PREMIUM FIRST PARTY DATA

FRANCES LAZENBY
Senior Digital Strategist, The Ozone Project

Over the past year or so, the subject of first party data has never been far from the minds of marketers, agencies and publishers alike as the advertising industry looks for viable, compliant and, most importantly, scalable solutions for future digital growth.

Since the publication of the 2019 report – 'The Dividends of Digital Marketing Maturity' – Boston Consulting Group has been tracking how leading marketers use data and technology to stay close to customers. It will likely come as no surprise that BCG has found that one of the biggest drivers of digital maturity – and of marketing results – is the use of first party data.

Sophisticated marketers understand that first party data is differentiating (because it's theirs and no-one elses), relevant (it directly relates to the company and its customers), and consistent and high quality (as it comes from the source). They believe first party data is critical to better understanding consumer behaviour, segments, and trends; to deliver more tailored and meaningful messages to customers; and to measure effectiveness at multiple touchpoints along the customer journey.

Needless to say, this thinking aligns perfectly with how we approach the powerful view of consumer content consumption patterns, covering 99% of the UK online population, we see through the Ozone platform. Our cross-publisher data view is differentiated, relevant and quality – and most importantly, unique to Ozone.

Highlighting what the nation is paying attention to

As an extension of our publishers' business, we are afforded great privilege with our view of the first party data generated by reader behaviours. This fully compliant dataset is collated in the Ozone platform to deliver a single source of deduplicated consumer interactions across multiple publishers and content categories.

We talk a lot about a 360° view of a user – but what does this really mean? By simply looking at the hugely impressive audiences premium publishers generate online, it's incredibly clear the way consumers engage with this digital content is generally different from how they consume printed titles. This means that a user who may have been classified by a single publisher as one 'type' of reader, may be categorised as a different 'type' by another publisher – neither are wrong, but neither do these 'types' need to be independent.

For example, the Ozone platform allows us to identify the same user as a travel fan (due to the content they consume on the Telegraph), a reality TV addict (given what they consume on the Mirror) and a major follower of high street fashion (thanks to what they consume on Stylist). Thanks to Ozone's centralised platform, we are also able to identify similar patterns of readers at scale across groups of users – identifying common behaviours that are incredibly valuable targeting tools for our clients.

A common tool for everyone

Having these insights is one thing, being able to use them is another. At the centre of the application of our real world insights is **Ozone Ad Manager**, and in particular the insight-generating capability and presentation dashboard built as the first iteration of this powerful new tool. This dashboard – currently being adopted by key Ozone customers – is the same tool our own team use to respond to client briefs, with a medium-term view of this becoming an actionable planning and activation route to launching digital advertising campaigns across the Ozone platform.

UNLOCK UNRIVALLED ONLINE READER REACH

PLAN AROUND BRITAIN'S BEST LOVED CONTENT

BUILD HIGH ATTENTION AUDIENCE SEGMENTS

EXPLORE A UNIQUE CONSUMER-CENTRIC DATA VIEW

REAL WORLD INSIGHTS AT YOUR FINGERTIPS

ANALYSING THE NATION'S COLLECTIVE DATA

Our insights dashboard allows for easy exploration based on either audience demographics or their interests. The following visuals show a topline example of the type of data that can be surfaced in the insights dashboard within Ozone Ad Manager.

1. DEMOGRAPHIC FILTERS
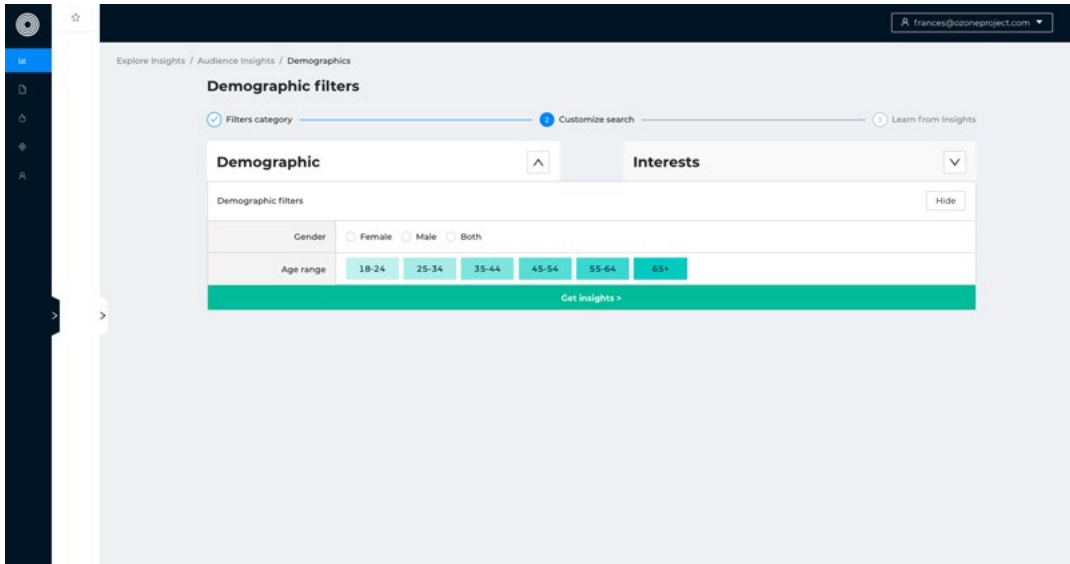
In a world beyond third party cookies the ability to target based on third party demographic data will be questionable at best, impossible at worst. In a step towards moving away from assumed demographics and towards qualified, real-world interest-based data, Ozone Ad Manager allows you to combine age and gender filters to understand how, what, where and when your audience is engaging across Ozone's publishers.

2. INTEREST-BASED FILTERS
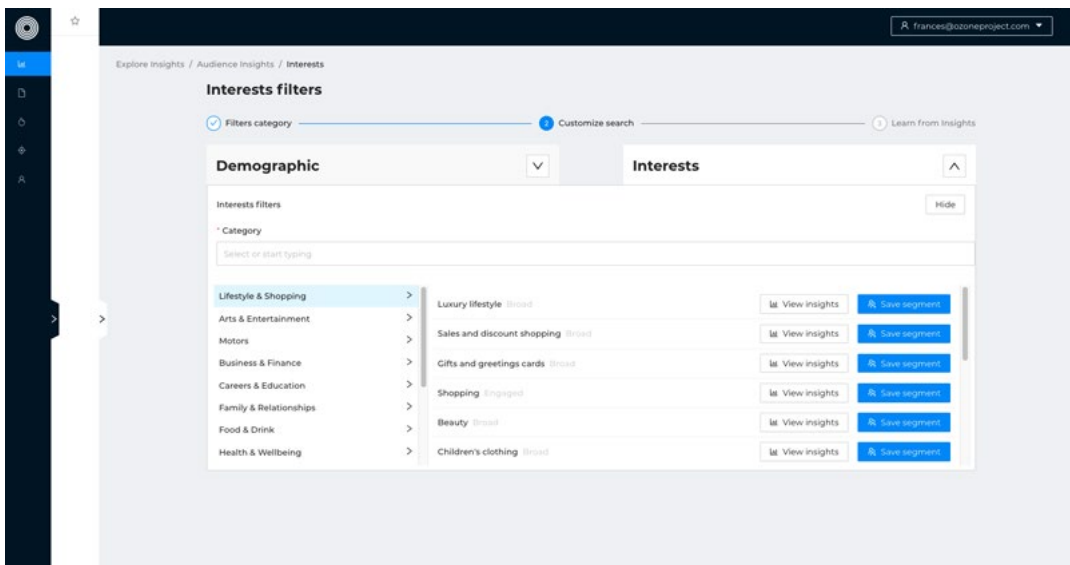
Alternatively, drilling into interest-based audiences allows you to understand what other content users are likely to be engaging with in order to inform your planning and broaden your reach through relevant contexts and behaviours.

3. DEVICE USAGE
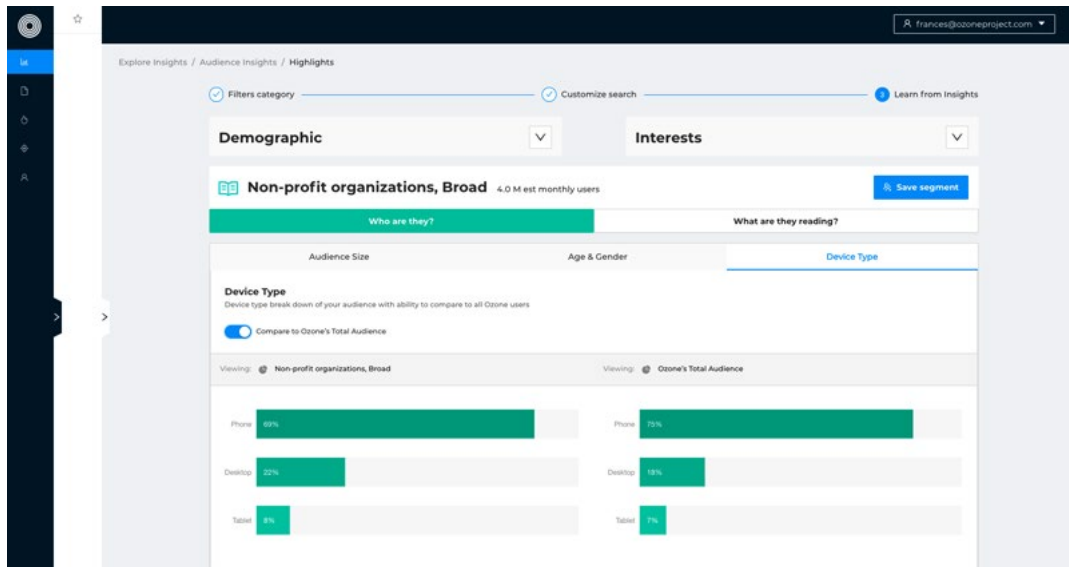
Although almost all audiences today are mobile-first, our device usage breakdown allows you to compare how your audience's consumption habits compare to the overall Ozone user-base. This view highlights that although planning should always be mobile-first, there is likely still a role for cross-device activation and engaging formats on all devices.

4. HIGHEST INDEXING CONTENT
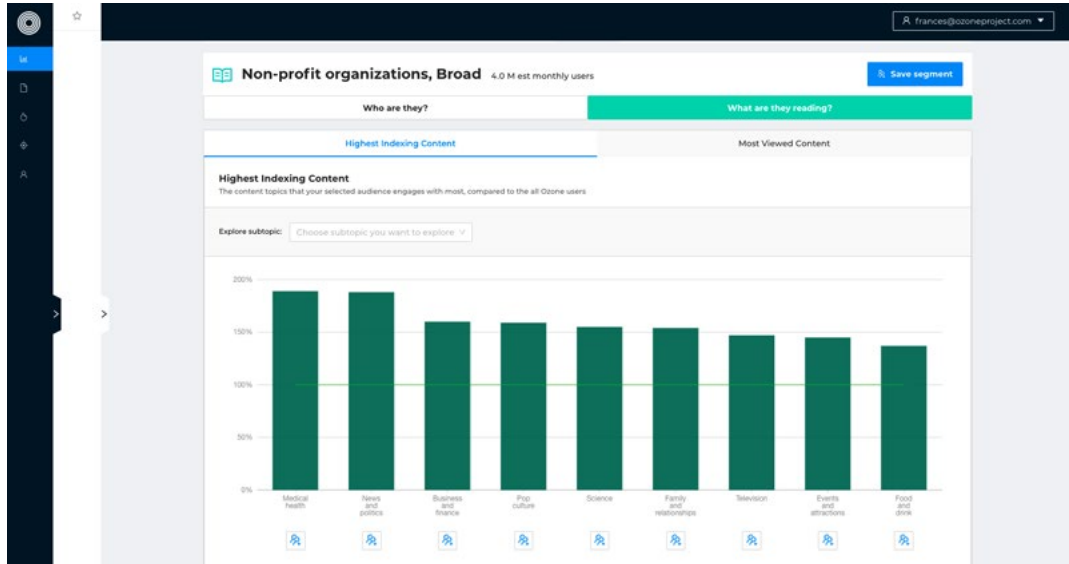
Our highest indexing content chart allows you to understand the other topics your audience is more likely to be interested in. This view can help inform planning (both within the Ozone ecosystem and beyond), activation of relevant interest audiences beyond the obvious context of your brand and creative messaging.

5. NICHE INTERESTS WITHIN KEY TOPICS
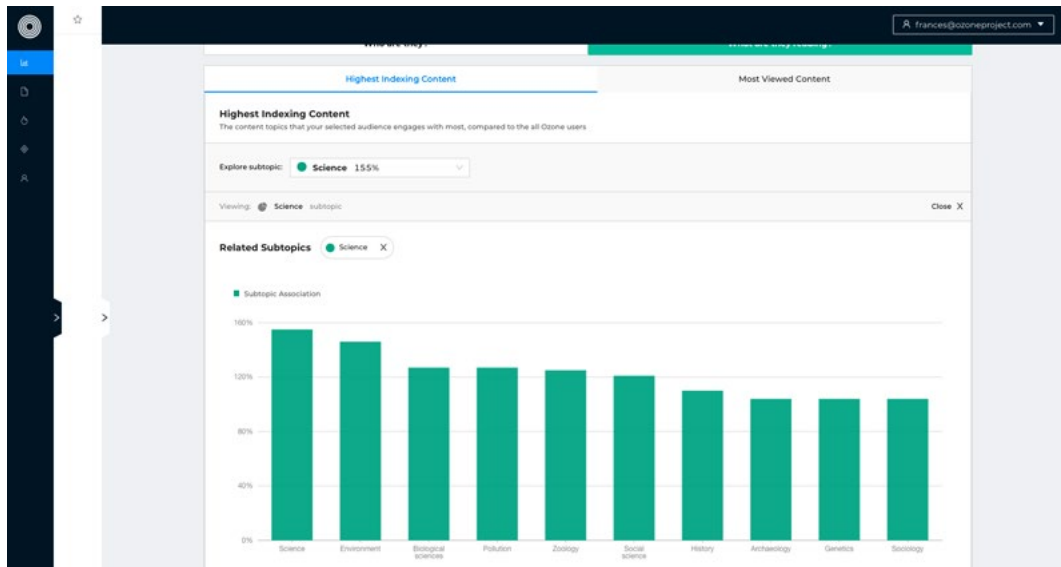
Not only can you view the highest indexing topline behaviours, but you can also drill down further into each segment to see the more niche interests. For example, an over-indexing interest such as Science is very broad but within this we can see that the Environment, Pollution and Social Sciences are three of the largest interests for this particular audience.

6. MOST VIEWED CONTENT
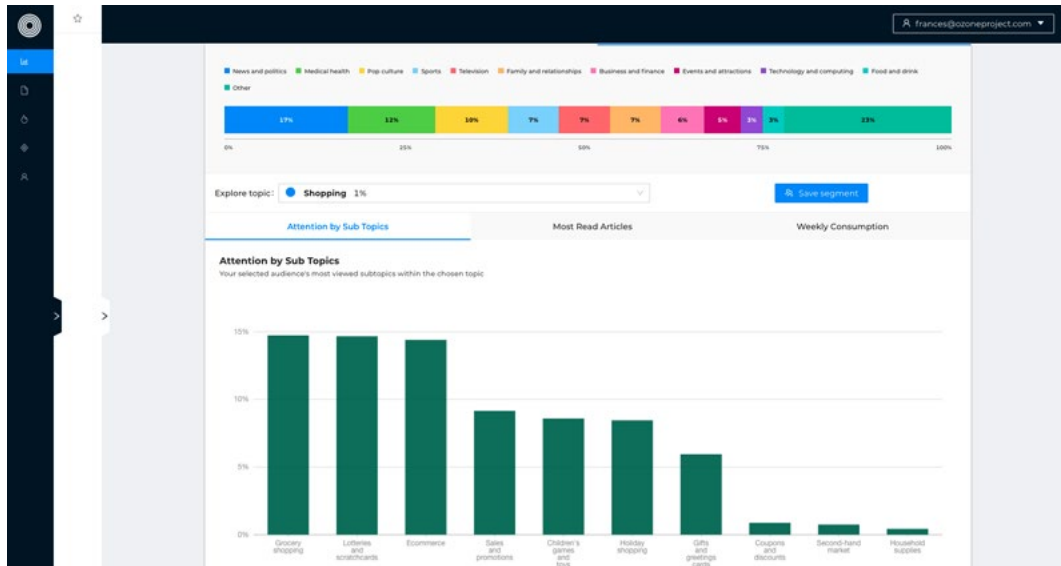
As well as understanding what your audience is more likely to be interested in, it is also important to verify that your insights are robust. That is where the Most Viewed Content tab comes into play. With this view you can see the most viewed topics, plus you have the ability to drill down into any topline segment you'd like, to see the most viewed subtopics.

7. RANKING CONTENT BY VOLUME OR RELEVANCE
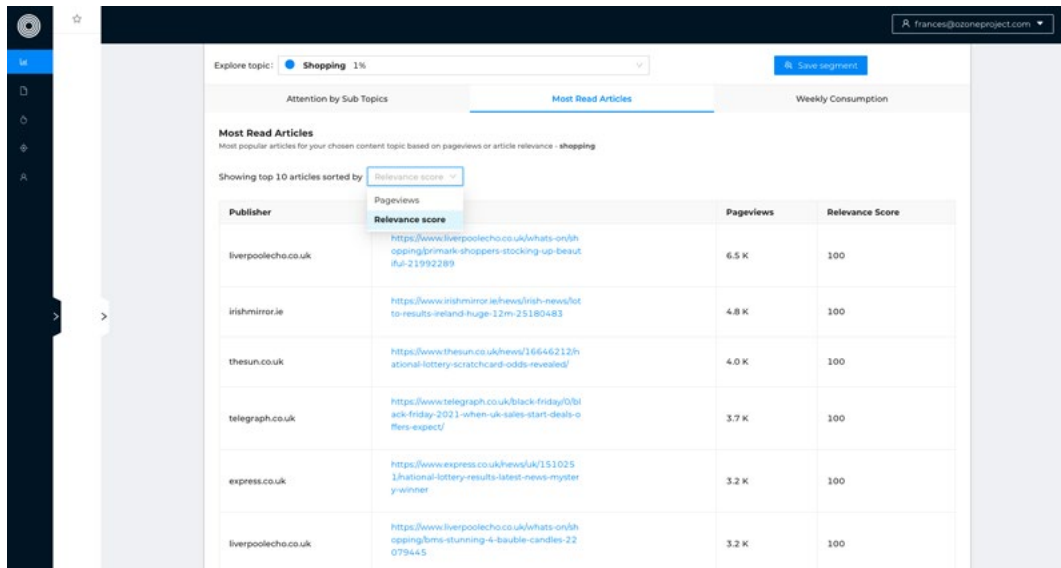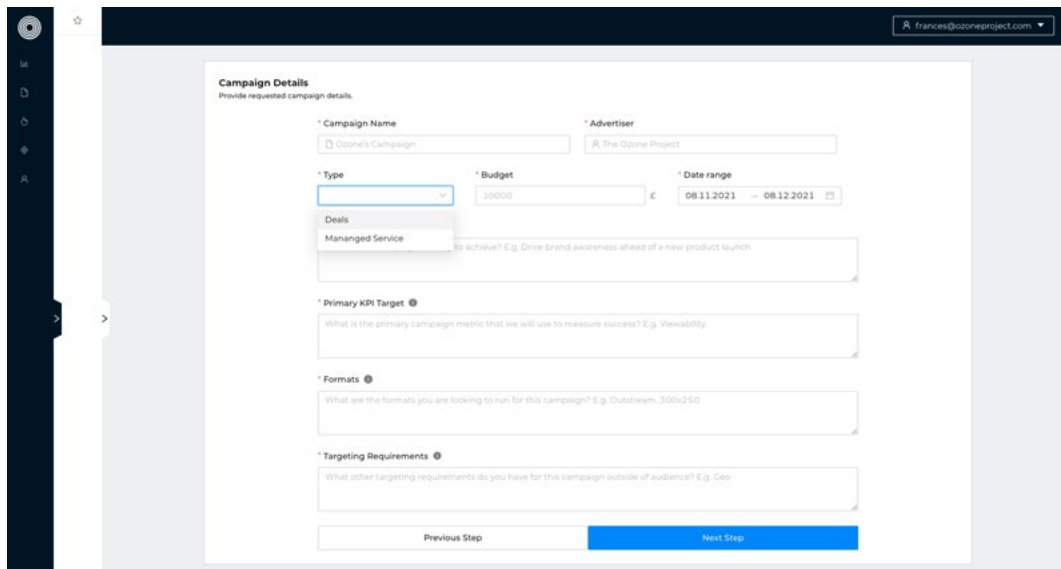
The Most Read Articles tab of Ozone Ad Manager provides the context behind the most read topics for your audience, offering the top 10 articles by volume or relevance to the topic you are exploring.

8. CONTENT CONSUMPTION PEAKS
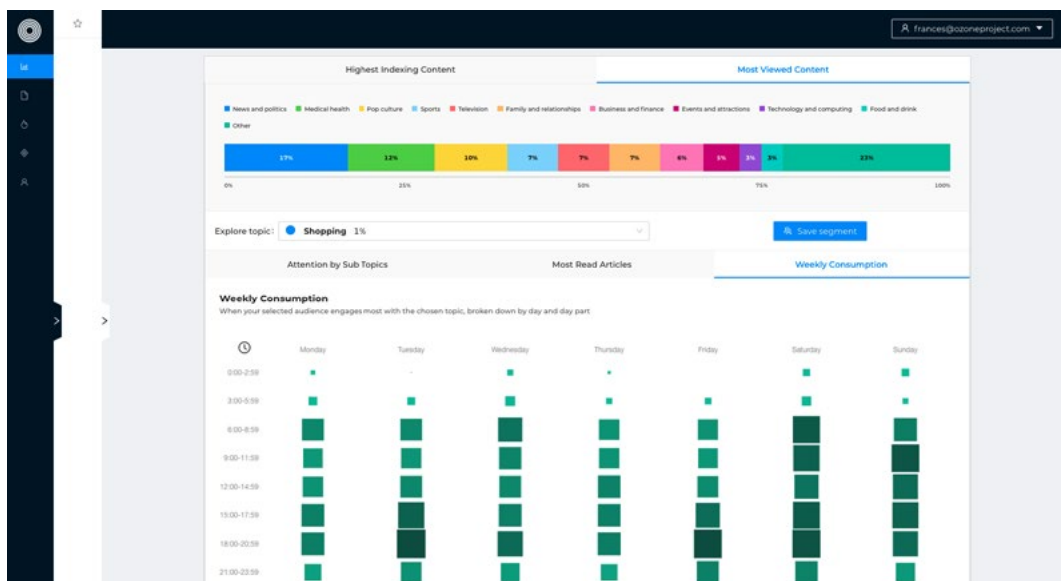
The final piece of the insights puzzle is the when: when is your audience most likely to be engaging with the content topic you are exploring. This allows you to better understand when your audience is going to be most open to your brand or messaging, and importantly offers insight that is applicable across both Ozone publishers and wider planning.

9. AN EASY ROUTE TO ACTIVATION

While the majority of Ozone Ad Manager at this point is dedicated to insight mining, the last step available within the tool is requesting activation of the exact audiences you have just been researching and building, leading to faster response times and quicker activation of your campaigns.

AN EVER EVOLVING FEAST OF FIRST PARTY INSIGHTS

Ozone Ad Manager's insight dashboard launched in late summer 2021 and since then we have seen significant additions to what was already an incredibly rich data view, largely in the shape of new segments and usability features.

And there's still much more to come. Building on our existing insight exploration through audience and behavioural analysis, soon-to-be-released features will allow users to delve into more than 1200 different content topics. Not only will you be able to understand the hottest topics of the moment, you will also be able to understand how their consumption has changed over time, and drill down beyond major segments into more niche subjects. For example, this functionality would allow you to determine the point at which a Home & Garden reader shifts from being interested in outdoor furniture to indoor furniture – or similarly, help identify the timeframes for when Black Friday sales really start to pick up.

Our scaled, first party view of what the nation is paying attention to has been the critical factor in our biggest advertiser conversations, helping them to understand more about their customers. If you'd like to know more about how this can work for you, don't hesitate to get in touch.

Attention-grabbing
headlines every week with
READING THE NATION

The Ozone team uses our exclusive first party data to compile a weekly round up of what the country's been paying attention to in our snapshot bulletin 'Reading the Nation'. This regular insight piece is designed to reassure your intuitions about what's hot and what's not, while highlighting those seasonal trends and areas of consumer focus that could make a huge contextual difference to how you think about reaching your customers.

Our barometer of total page views and unique users across the entire Ozone platform provides real-world insight into changes in content category consumption, accompanied by a deeper dive into one of the top performing topics of the week.

To sign up to this weekly bulletin, please visit:

ozoneproject.com/readingthenation