



EFFECTIVE MEASURES OF SUCCESS IN DIGITAL ADVERTISING

White Paper



FOREWORD

I can say with confidence that I have never clicked on a Tango ad, but I certainly remember consuming my bodyweight in the stuff for a while.

I don't ever remember hovering my cursor over an ad for Puma King football boots, yet I do remember a time when those were the boots for me.



I barely remember seeing ads on the big screen before I worked for Carlton Screen Advertising back in the day, yet it's highly likely that, as a heavy cinema-goer, they influenced me to become an Orange mobile customer.

You don't need me to tell you that advertising works. Over the decades, many of our industry's brightest minds have provided us with the proof points needed to convince even the most sceptical finance director of the impact a finely honed campaign can deliver for the bottom line. Establish the link between your campaign delivery and business performance, and bingo, your budget's hopefully safe for another year.

A recent tweet from Les Binet, the man who's won more effectiveness awards than anyone else, caught my attention. Les was replying to a question unconnected to this paper about why we need ads – that's another story – and it was a great reminder of the uses of our craft to companies, institutions and individuals.



Being presented with these different, varying use cases, it's clear that a one-size-fits-all approach to measuring campaign success is just not feasible.

Yet we're living in 2022, a time when digital is the dominant channel, and a time when many still apply some very rudimentary ad tech rules as the primary – or only – measure of campaign success. Low-click-through rate?

Underperforming... Less than 70% viewability? Not working... Unfortunately in the world of digital advertising, performance – and therefore success – has become a by-word for clicks, rather than a gauge of a campaign's impact on long-term brand and business health.

Recently, when speaking with an agency leader, they remarked that we are seeing advertising spend return to 2019 levels – great news, albeit that budget is now having to work harder than ever in terms of return. And in particular great news for TV, a medium witnessing a resurgence as it's proven to work. Top performance indeed, yet not a click in sight.

Pigeon-holing success measures in digital does our channel a massive disservice. It ignores the multi-dimensional impact this advertising can have with consumers. It ignores the effect of that campaign in driving upper funnel measures like awareness and consideration. It ignores the power of messaging in really relevant contexts on what consumers think. We all work in advertising – being ignored is the ultimate bad outcome.

At Ozone, we're not claiming to have all the answers, but we do think there's a healthy discussion to be had around alternative, more effective measurement in digital advertising. From our experience, advertisers and agencies – like most quality media owners - are excited by the opportunity to close the gap between what they measure and the impact it has. We have produced this paper to outline some of the alternatives we are working on at Ozone as we strive towards a better future for digital advertising – as ever, do get in touch if there's something you'd like to discuss in more depth.

CRAIG TUCK
Chief Revenue Officer
The Ozone Project

THE DIGITAL MEASUREMENT REVOLUTION

There was a time when the only metrics available to marketers were impressions, clicks, and by some amazing trickery, conversions. The technologies at that time lagged the science, our thinking and performance measures used in other media channels.

But that didn't stop the digital advertising industry exploding into life, built on top of these very basic foundations. The catalyst for this exceptional growth springing from the unique advantage digital media offered; that each impression, click and conversion could (theoretically at least) be traced back to an individual, creating a nirvana of hyper-personalised messaging and 1:1 marketing.

At that time, adtech metrics such as cost-per-click (CPC), cost-per-acquisition (CPA), click-through-rate (CTR), conversion rates (CVR), and viewability metrics were considered 'good enough' proxies for campaign and business success, in the knowledge that, like the technology, they would evolve.

The technologies and tools we use today in digital advertising have evolved and are amazing. Almost unrecognisable from where they started. Where we used to have servers now we have the cloud. Where we once had Excel reports to analyse, now we have algorithms and data models.

But while the technologies have evolved, and the macro cycle of digital transformation reaching almost all industries has taken hold, our marketing measures of success have not kept pace. What does focusing on driving clicks by bombarding users with retargeted ads to lure them back to a shopping cart do to brand affinity? It may drive more sales for the few that were likely to come back anyway, but what of those that don't come back and never will, put off by the creepy ads following them around the web?

The world for digital marketers is changing, and quickly. The holy grail of hyper-personalisation has led to an over-emphasis on performance marketing at the expense of understanding the full user journey and brand building. User-

level tracking of web users has come under scrutiny of regulators around the world, as well as the one third of internet users who now use an ad blocker. Data ethics and privacy principles are superseding GDPR consent and what we can get away with. At the same time social platforms have created a new form of 'full-funnel' marketing, showcasing brands with compelling creative formats that enable the consumer to transact there and then.

What measures of success should we be thinking about in this new world? The overarching answer is measures that drive business success, rather than measure sales. Broader marketing metrics such as brand impact, customer retention, and lifetime value improve business performance. Establishing a brand in the mind of a broader consumer base, capturing their attention with product messages and benefits will lift and improve the results of the well-trodden lower funnel digital strategies to drive sales. Nurturing these customers to become ambassadors has been proven to be infinitely more efficient than trying to convert new ones.

At the same time, every business is different and will have a different definition of business success. An online retailer with a high volume of repeat purchase customers has a different relationship with their customers, to an automotive manufacturer, or a subscription business such as a mobile network.

As we enter a new chapter in digital marketing, one led by privacy-first thinking, with powerful tools at our disposal, there is opportunity for real innovation and creativity. To elevate digital marketing out of the lower funnel world and into a world that captures attention.

The three main sections of this paper will focus on a number of initiatives the Ozone team is working on in order to help our customers navigate this new chapter and define new measures of digital advertising success. While this is by no means an exhaustive list, we start this discussion with a core focus on attention metrics, brand lift, and media outcomes.

CONTENTS

1	FOREWORD	Pg 2
2	THE DIGITAL MEASUREMENT REVOLUTION	Pg 3
3	A IS FOR ATTENTION	Pg 5
4	B IS FOR BRAND (AND BALANCE)	Pg 18
5	C IS FOR CPCV AND THE LAUNCH OF OZONE OUTCOMES	Pg 22
6	CONCLUSION	Pg 24



A IS FOR ATTENTION

“ *Marketing is a contest for people’s attention.* ”

The words of Seth Godin, the American entrepreneur and best-selling author, sum up the ongoing challenge faced by marketers day-in, day-out. The impact of attention applies across every part of the marketing mix and in recent years we have seen significant steps taken to shift attention thinking into actionable planning and measurement tools.

The power of attention has been central to the Ozone proposition since we launched. For decades our publishers have sought to capture reader attention through quality journalism and editorial content that informs and entertains the nation. The engagement they create with readers and their ability to shape trends and influence behaviour is a potent reminder of the deep relationship premium media environments have with their audiences.

Attention is taking centre stage

While attention may be making many headlines today, it’s certainly not a new concept within advertising – as the great Bill Bernbach once wrote, **“You cannot sell a man who isn’t listening”**.

As we welcome the shift away from the digital ad tech metrics of the past, we increasingly see more advertisers considering the use of attention metrics to align activity across their advertising and subsequent media choices. Nowhere is this more apparent than through the formation of [The Attention Council](#), a body incorporating major global and national advertisers such as ABInBev, British Gas, BT, Diageo, Electrolux, L’Oréal, Mars, Microsoft, Moët et Chandon, Reckitt Benckiser, Target and Tesco. Collectively, they have proven that low-clutter, high-attention and consumer friendly experiences deliver the most effective impact for brands.

Late last year, Ozone led a discussion about the need for a [digital advertising reset](#), speaking with Orlando Wood, Chief Innovation Officer for System1 Group and author of **‘Lemon. How the advertising brain turned sour’**. During this session Orlando highlighted that today’s chopped up, fragmented advertising experience doesn’t hold consumers’ attention in the same way it did in the past. Therefore ads are less able to connect with consumers emotionally, a factor that is playing a significant role in an overall decline in ad effectiveness.

Five types of attention

As described in Lemon by Orlando Wood

Left Brain

Focused attention

Right Brain

Sustained attention

Alertness

Vigilance

Divided attention



Lemon demonstrated that television ads become more effective when they use strong right-brained features like a focus on people and narrative, dialogue, and a strong sense of place – this is due to the fact that out of the five types of attention psychologists broadly agree on, four are dealt with by the right-brain. Orlando’s latest research project **Achtung!**, repeated this analysis with a move into digital advertising, and a focus on online video. The results showed that, irrespective of channel, the higher the ‘right brained skew’ in a campaign, the greater the number of very large business effects it creates for its brand.

Beyond the focus of harnessing right-brained attention, how can advertisers put attention-thinking into practice? *Ebiquity’s latest report*, entitled **‘The Challenge of Attention’** provides some clear indicators for marketers’ to consider:

MEDIA CONSIDERATIONS	CREATIVE CONSIDERATIONS
Look for those environments with reduced ad clutter	Create simple, visual ads to stand out from the page
Don’t discount the ‘gold beneath the fold’ where ads get more attention	Keep your ads shorter, simple and more single minded... learn from OOH
Evaluate negative space – the more there is the more your ad stands out	Invest time and resources in creating ads that people want to look at
Opt for ‘Slow Media’ where consumers are more engaged with the content	

Similarly, Harvard Business School professor, Thales Theixeria, points to *five key lessons* for brands when considering the role of attention in advertising. While Thales points to a lot creative and tonal considerations in planning advertising to capture attention, it’s this comment on finding the right media strategy that really piques our interest:

“ Attention is the scarce resource – not the ad. Advertisers need to start by understanding the attention potential of each media.

This will be the focus of the next few paragraphs as we look at the numerous proof points supporting the power of quality, high attention environments as a driver of digital advertising success.

The power of High Attention environments

While first and foremost an advertiser-led platform, The Ozone Project was created to help create a sustainable future for quality publishing – a factor not lost on our customers who regularly remind us of the importance of our role in maintaining a competitive and quality media landscape. For Ozone, quality is defined through the reader-first, editorially-governed mindset of our publishing partners and this is a key driver in creating incredibly compelling content to capture high levels of consumer attention.

The link between premium, editorial environments, higher attention and the impact on advertising performance has been clearly demonstrated through a number of landmark studies in recent years:

- A study of 43m British Gas digital advertising impressions, highlighted that 10 seconds of viewable time on a publisher site gets the same levels of attention as 30 seconds elsewhere

- A Newsworks research paper – Attention in a Quality Environment – has shown that ad viewing is 2.5x more likely on a newsbrand site than on the rest of the web
- A study by Lumen highlighted that video ads on premium sites receive +42% more dwell time, and that after being seen the viewer is 2.4x more likely to consider purchase
- The IAB’s ‘Rules of Attention’ research demonstrated that quality premium environments deliver 3x more attention than task-based sites – and while ads above the fold are seen more, those below receive 29% more attention due to reader engagement with long-form content
- Magnetic’s study – Putting Attention into Context – demonstrates that within publisher content, interest is already assumed, and consumer scroll speed is slower. Ads therefore get more viewable time and visual attention

Despite differing methodologies, the key takeaway from each of these studies is that the attention generated by premium digital environments significantly increases the impact of the advertising within them. Through Lumen’s independent analysis of their eye-tracking research results and the application of their ‘Average Seconds per ‘000 impressions’ metric, we see very clear upside for the amount of attention advertising receives across Ozone’s premium publisher platform versus the rest of the internet:

Making attention pay

There is an increasing wealth of evidence that demonstrates the power of attention in digital advertising and how this impacts brand performance and other business metrics.

For example, dentsu’s latest report ‘**Unlocking the new currency of Attention**’ highlights that more attention paid to advertising leads to clear uplifts in brand choice and ad recall. Unsurprisingly, it debunks the notional impact of viewability as a success measure in favour of the need for eyes-on viewing, as well as highlighting that voluntary attention of digital advertising – i.e. advertising that doesn’t stop users consuming the content they came for – is more impactful on recall and brand choice than formats that force attention.

In an aggregated cross-member body of work, The Attention Council interrogated the link between attention metrics and outcomes across fifty different cases. The study looked at the relationship between these measures and a number of outcomes across the full funnel (such as recall and sales lift) and compared these with the performance of ad tech metrics. The evidence pointed to significantly tangible benefits of attention measures. A few examples include:

- Across the **Financial Services and Insurance** vertical, positive correlations were found between highly attentive media and a number of outcomes, such as brand lift, sales lift and ad recall
- In the **Retail & Fashion** space, a strong relationship was found between attentive media and conversions – with highly attentive media driving conversion a rate +89% higher than low attention media
- For **Media & Technology**, individuals exposed to attention-optimised media, increased familiarity levels and unique reach versus those optimised for viewability – this is also proved to be up to 31% more cost effective

In the same paper, The Attention Council identified a positive impact between attention and memory retention, highlighting that memory takes 5x longer to decay on high attention platforms versus low attention equivalents. Similarly, their results demonstrated a strong relationship between active attention and mental availability – the latter being a key indicator of brand strength through its causal relationship with market share. In short, more consumer attention gives more chance of market share growth.

As many brands and agencies investigate the relationship between high attention measures and their positive impact on key business results, we can expect this body of research to flourish. Yet aligning the industry behind the guiding principles of better, more effective measures is a relatively easy task compared to the often time-consuming implementation of new currencies.

While many aim for a fully-fledged, cross-media attention measurement solution as the holy grail, at Ozone our current focus is on ensuring our customers understand how they can leverage attention today, in both their digital campaign planning and in our publisher environments. We have two key initiatives that aim to boost understanding and, more importantly, activation over the coming months.

INITIATIVE 1: INTRODUCING THE OZONE ATTENTION INDEX

We know attention drives results. We know attention is higher in quality, premium environments. We know advertisers and agencies want to do more work in this space. Yet all too often we remain tasked with optimising digital campaigns against metrics that don't allow advertisers or agencies to maximise their results.

Following consultation with almost 100 media leaders and practitioners on the validity and usefulness of different metrics, we are proud to launch the Ozone Attention Index – a campaign effectiveness measure that uses a combination of signals from digital advertising performance to create an attention-based benchmark for success.



As a publisher-owned alliance, Ozone's editorial teams are constantly measuring audience engagement levels with content. The Ozone Attention Index incorporates this intuitive, publisher thinking alongside the advertiser and agency mindset, enabling us to develop a model that focuses on optimising for premium, editorial-rich environments.

Inside our new model of engagement

The model behind the Ozone Attention Index combines a number of weighted metrics that are deemed important to both advertisers and publishers in measuring engagement in premium environments. These measures include:

- **Active View**, which is the amount of time the user was on the page with a window in-focus. This metric demonstrates that the user is active on the page, with longer dwell time meaning higher attention.
- **Interaction/Touch Rate**, which is when a user actively enters the frame of the ad. While this is not necessarily indicative of click through rate, we generally find that a user's eye will follow the cursor.
- **Scroll Rate**, which is the percentage of impressions where the user scrolled. The higher the scroll rate points to a more engaged user.
- **Screen Real Estate**, which is the average percentage of pixels that the ad fills on the user's screen. More pixels on screen correlates directly to more attention. We recognise there is a balance needed between the editorial and advertising experience to maintain user satisfaction.
- **In-View Time**, percentage of impressions where at least 50% of an ad was In-View for at least one continuous second.
- **Invalid Traffic (IVT)**, The percentage of unfiltered impressions that were determined to be delivered to an invalid endpoint

With Ozone's Client Services team, we are continually reviewing these in consultation with agencies and advertisers on completion of campaigns.

Across all of Ozone campaigns last year there was an average Attention Index of 8.2%, this means on average our campaigns are performing 8.2% better than the benchmark for Attention.

Identifying links with other success measures

Using historical data, we have already found a positive link between higher scores for the Ozone Attention Index and higher shifts in brand lift as independently measured by Brand Metrics – more on this in the next chapter.

Building a deeper understanding of this correlation through live campaigns – as well as the link with other client success measures – will be a key focus for the Ozone Attention Index moving forward.

Case Study: A well established telecoms advertiser wanted a campaign to drive awareness and CTR. Not only did we exceed the CTR target we over indexed against Attention (13%) which in turn increased brand lift (+22%) despite the high brand standings. The driver of this success was active dwell time and interaction rate. Factors attributing to these metrics performing well are strong targeting for the message (tech, commuting and sport) and engaging creative.

Case Study: A new to market healthcare product wanted a test partner to seek out the appetite for their product. Ozone was the only supplier they partnered with and they reaped the rewards from our trusted environments; 32% Attention Index and +26% brand lift, plus the campaign fully exceeded the campaigns KPI of CTR and viewability. A combination of formats and creatives kept people engaged in the messaging coupled with the well targeted placements led to these fantastic results.

The roadmap for our Attention Index is very exciting, we are going to productise the programmatic execution to display and video, with the ability to optimise towards the metric in the near future.

Next steps

The launch of the Ozone Attention Index represents our first actionable step towards optimising campaigns with indicative measures of greater consumer engagement. There is a great deal of industry thinking going on in this space from a multi-platform perspective, and given the huge attention opportunity our platform generates on a daily basis, we will continue to support and collaborate with those bringing evolving new methods to the fore.

At the same time, we strongly believe that today, in the here and now, there are many lessons to be learned by adding our new measures to the more traditional ad tech KPIs we are often briefed on. This means that every campaign we measure, every PCA we produce, will have a score from the Ozone Attention Index that will help drive future discussions and learnings with those.

INITIATIVE 2: AN ATTENTION DEEP-DIVE WITH LUMEN



Mike Follett
Managing Director, LUMEN

“

Understanding which publishers and formats are great at generating attention for advertisers is one thing. Understanding why they are great is something else entirely. As the importance of attention takes hold of the advertising industry, it is important to be able to identify the drivers of increased attention to advertising.

Using the entire corpus of attention data from our eye tracking panels in the UK, we have undertaken the most extensive analytical project in Lumen's history. The aim is to isolate and quantify the drivers of attention to advertising and, in doing so, understand the specific contribution of content. We have always had an intuition that quality journalism leads to engaged readers and engaged readers leads to increased advertising attention. This project will let us put a number on this phenomenon.

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.

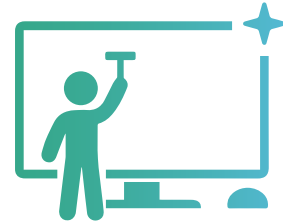
Key drivers of increased attention on premium environments



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

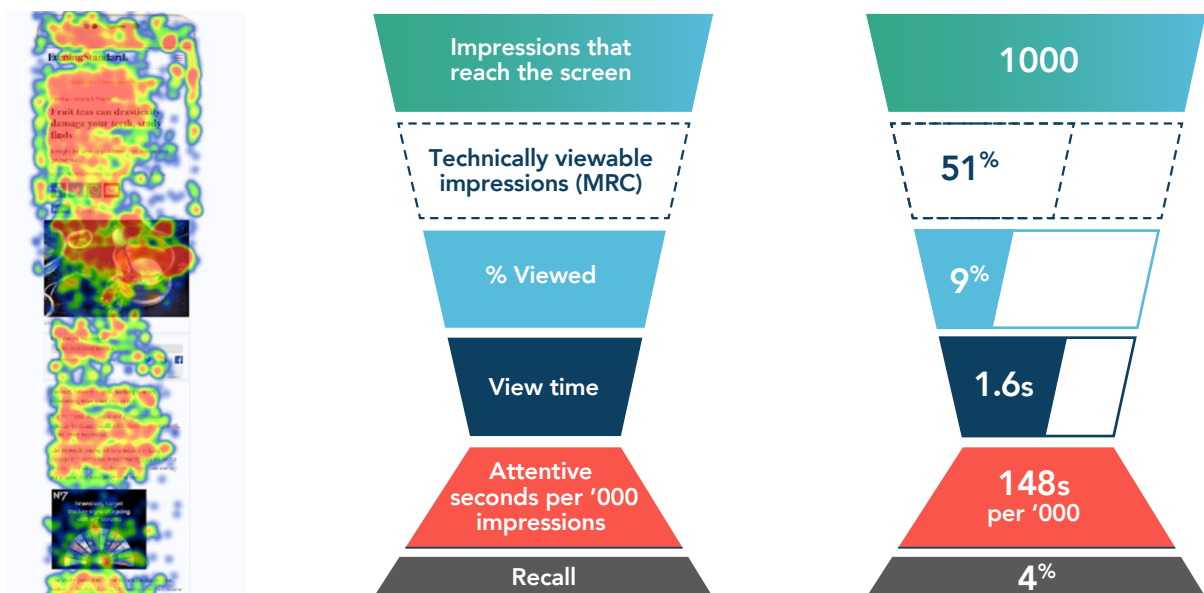
About this analysis

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



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 the previously mentioned studies conducted by organisations ranging from Newworks 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

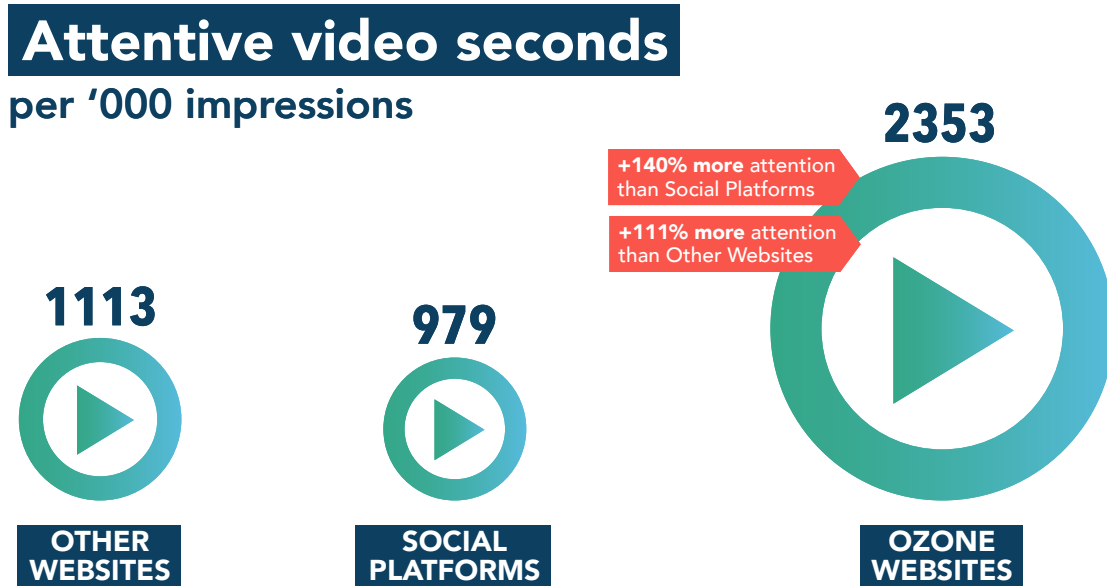
“ These results are really quite spectacular. What we have found is that Ozone ads get an awful lot more attention than ads on other websites – both display and video ads are more likely to be viewed, and crucially, they're more likely to be viewed for longer.

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.



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

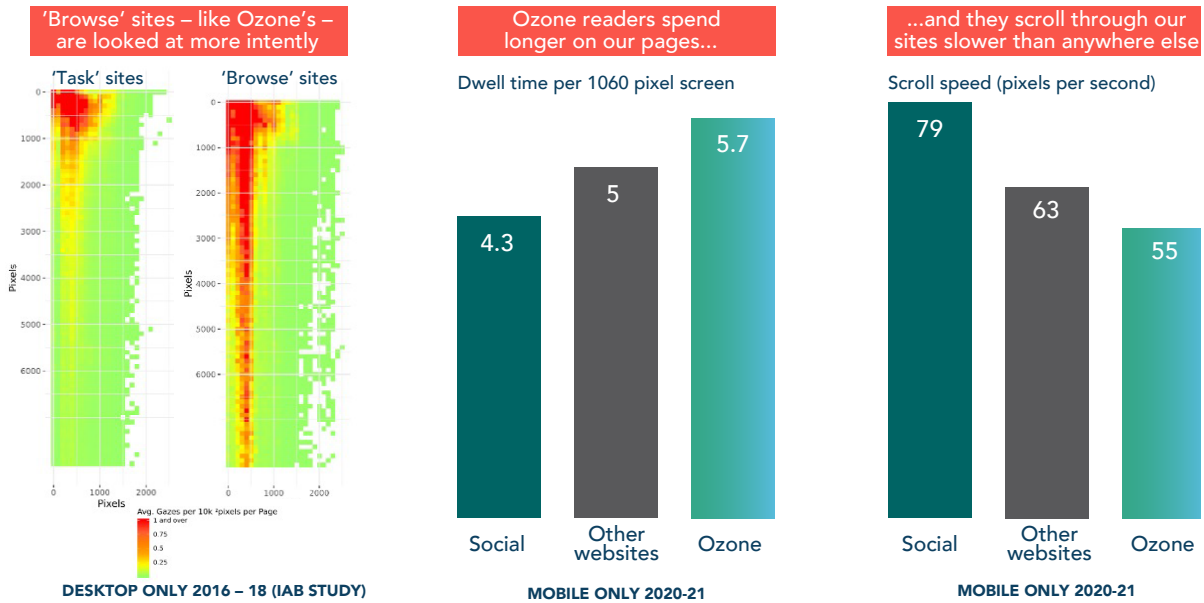
This study highlights three key standout drivers of the greater attention paid to advertising in premium environments; rich slow scroll content, bigger and more impactful ad formats, and less clutter on the page.

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

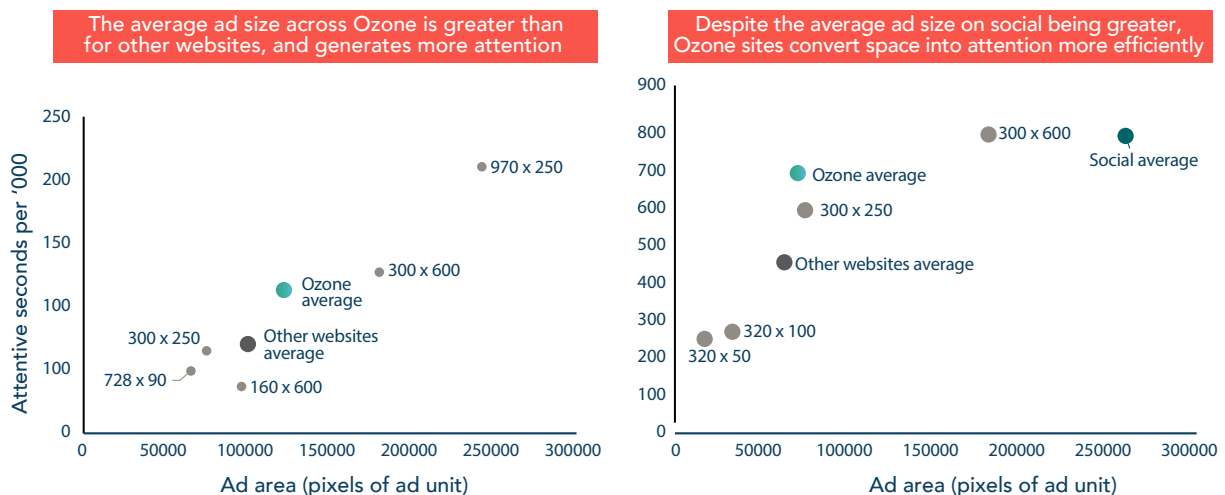


2. THE BIGGER THE AD, THE GREATER THE ATTENTION BENEFIT

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.

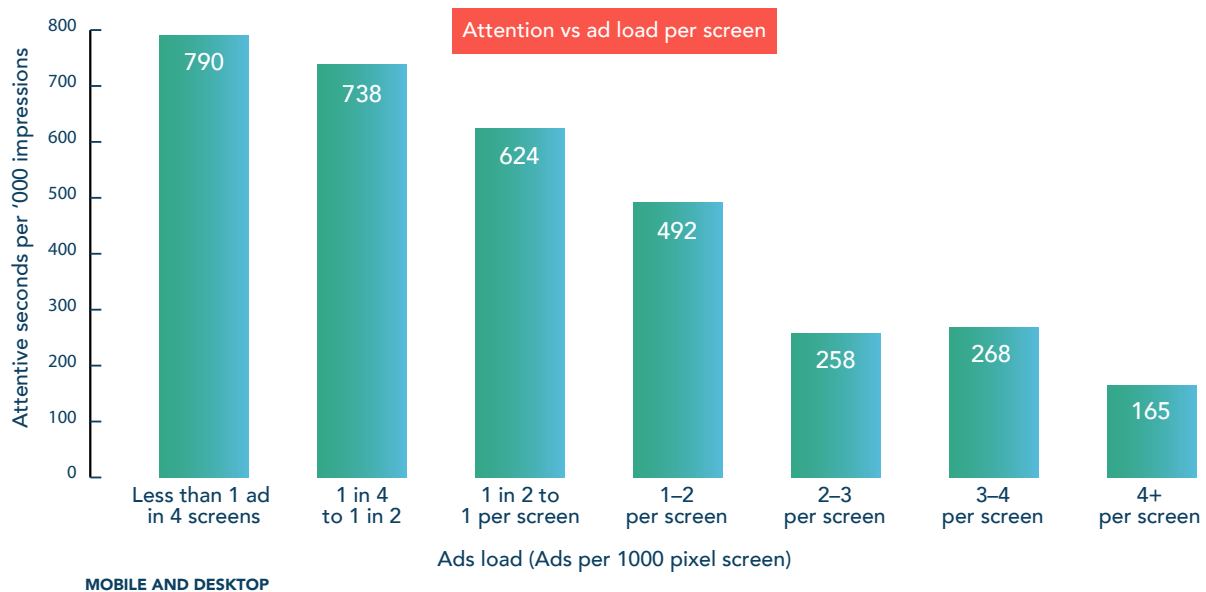
Larger creatives and efficient conversion are key to delivering quality ad attention



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



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 IS FOR BRAND (AND BALANCE)

In the live, always-on, real-time world of digital advertising, it's easy to understand how certain ad tech metrics have become proxies for success. Yet, almost everyone who works in this industry knows that advertising doesn't (only) work like that.

Finding the balance between short-term and long-term, or performance versus brand, remains an ongoing focus of marketers and agencies across the globe. This paper is not going to discuss the merits of each - we'd much rather defer to the experts like Les Binet and Peter Field who in their book **'The Long and the Short of it: Balancing Short and Long-Term Marketing Strategies'** highlight that the optimum campaign strategy is radically different if success is measured over the short-term versus the long-term. The use of very short-term online metrics as primary performance measures has dangerous implications for long-term success. Ultimately anyone involved in multi-channel campaign development needs to consider the balance of measures required to meet their goals.

The interdependency of every advertising engagement or impression – short or long-term – on brand health is not a new concept. In his 2018 [annual essay](#) for the WPP Annual Report, the legendary practitioner and former chair of the Advertising Association, Jeremy Bullmore wrote:

“ Over 60 years ago, David Ogilvy wrote: “Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.”

Please note: every advertisement. Properly conceived, every advertisement should be an investment in the value of the brand. But too many advertisements, and increasingly so, seem content to be no more than impersonal sales pitches. It costs no more to be consistently true to the voice of your brand and it greatly increases the value of your marketing investment. All it demands is diligence – and a small degree of artistry.

It is this very idea of 'every advertisement' having an impact that is driving much of our thinking in this space. The campaigns we run on behalf of our clients are one piece of an increasingly complex jigsaw and we have a responsibility to understand our role in that. We need to identify what our job is in working alongside television, as much as what it is working alongside search campaigns. As advertisers balance their campaign strategies, it's critical to balance the success measures accordingly.

One of the key reasons for the longevity of quality media channels is that their highly engaged environments translate incredibly well into increased brand and business results. Think TV, cinema, out of home - all deemed as high impact, brand building channels. Yet the role of quality digital environments in delivering brand shifts is often ignored or overlooked - disregarding the impact of the very attentive readers on longer-term measures. This impact was recently shown in Newsworks' IPA [Databank Study 2021](#) which highlighted premium publisher sites, such as news brands, provide a favourable environment for delivering longer-term business effects as well as sales.

In an article published in [Marketing Week](#), Professor Mark Ritson discussed summer 2021's Boots' brand refresh and how it effectively balances targeted (performance) marketing with mass (big brand) marketing. As he often does, he sums up the need to eschew industry clichés, and find the right balance, rather brilliantly:

“ *The new Boots brand creative is all the things you would want from top-of-the-funnel work. It’s emotional without being cloying. It’s not asking of anything from the target consumer other than attention...*

Importantly, Boots’ marketing also demonstrates the cliché of traditional media for long, mass branding work and digital for the targeted, performance activation stuff is also nonsensically binary. Sure, Boots is using a shit ton of TV and digital out-of-home (DOOH) to rebuild the Boots brand. But a significant slice of its branding budget will go to digital channels, which can also (clutches his pearls and inhales) build brand brilliantly.

INITIATIVE: OZONE’S PARTNERSHIP WITH BRAND METRICS

With an abundance of shorter-term metrics in the market, Ozone decided to focus on something different at launch – balance this by providing advertisers with campaign specific, brand focused measures. Initiated through a strategic partnership with Brand Metrics, this allows us to understand more about the impact of advertising campaigns delivered through our platform, and in particular how they drive brand lift and its component parts of brand awareness, consideration, preference and action intent.

To date, we have measured 248 ‘gold standard’ measurements, and in 2021 we delivered, on average, an +8.5% point brand lift which is up 16.4% YoY. Due to the premium nature of the brands we work with, the average endpoint measurement for all campaigns run with Ozone was +21% greater than the Brand Metrics average. Pointing to the role of premium editorial environments in driving upper funnel brand measures, almost two-thirds (61%) of the impact of Ozone’s combined brand studies is seen to impact awareness and consideration scores – the remainder delivering preference and action intent shifts.



3 QUICK QUESTIONS

with **SEAN ADAMS**
Global Insight Director at Brand Metrics

Q. Sean, thinking about all of the studies you have conducted globally, what specific patterns have you seen within Brand Metrics results?

One of the trends we’ve seen comes from those advertisers who consistently invest in brand seeing a stronger, cumulative effect in upper funnel measures (such as awareness) over time. This example shows the pattern for 12 different advertisers, consistently advertising on the same publisher site and measuring their campaigns via Brand Metrics.



Looking at the data patterns for brand awareness we see a steady increase in baseline levels over time for most of the advertisers – representing the longer-term impact of brand focused campaigns on building on previous bursts of activity. Compare this with lower funnel metrics such as action intent, and while we still see positive shifts, these results are a bit more erratic, most likely responding to the brand’s individual offer at the time.

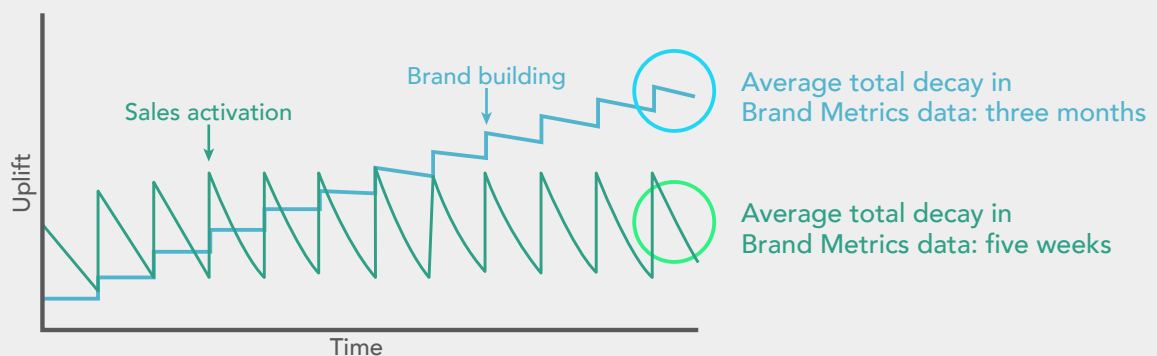
Q. Why do you think this is the case? Does brand advertising appear more enduring than offer-based campaigns?

We saw some interesting patterns in Brand Metrics data with regards to the decay in brand lift over time. In extrapolating our data, we found that, on average, any identified action/purchase intent lift generated by the campaigns saw a decay in the lift achieved in around five weeks, whereas identified awareness lift was retained for much longer, on average around three months.

Ultimately, our take away from this is that while performance or sales activation activities can be very powerful in driving short-term ROI, it’s the consistency of brand-led messaging that can drive longer term brand strength.

Adapted from The Long and the Short of it

by Les Binet and Peter Field, 2013



Q. *Brand Metrics has run nearly 250 individual brand studies for The Ozone Project, is there anything above the topline results that piques your interest?*

Given the scale of the Ozone portfolio, delivering an average +8.5% point brand lift is a great performance. This is even more impressive when we consider the brand standings for these campaigns – that is the campaign start point which represents the latent levels of awareness, consideration, preference and action intent.

We generally see higher levels of brand standings when audience engagement levels are higher – like those you would see across premium, editorial sites that form part of the Ozone portfolio. At Brand Metrics, we typically see higher brand standings as an indicator of a higher quality audience, one that is 'brand ready' to receive the advertiser's message.

This also makes the +8.5% point brand lift seen on the average Ozone campaign in 2021 even more significant. For Ozone campaigns, we see higher brand standings across each of the components that make up total brand lift versus the Brand Metrics benchmark; awareness (+11% over benchmark average), consideration (+24%), preference (+29%) and action intent (+53%).

A quick guide to Brand Metrics methodology

Brand Metrics is a software solution providing independent data to measure digital campaign effectiveness. The approach asks a survey question to a sample of site visitors, who have been exposed to the campaign, about their relationship with the advertiser brand. These survey answers are statistically related to tracked data about their frequency of exposure to the campaign via Brand Metrics' regression-based algorithm, which determines the overall impact the campaign has had (i.e. the brand lift) that can be attributed to campaign exposure.



IS FOR CPCV ...and the launch of Ozone Outcomes

Last year, we announced the launch of Ozone Outcomes, a programme of actionable measures designed to deliver – in the here and now – the types of results that can help make a demonstrable difference to an advertiser’s business.

A Cost Per Completed View campaign will mean that a real consumer will have watched an online video in full – an outcome that will generate greater brand impact for the advertiser.

Where digital advertising has been traditionally bought on a CPM basis in large volumes, buying on a CPCV basis shifts the emphasis of the buying strategy from quantity of impressions to quality of impact.

We partnered with the brilliant team at MG OMD to test the first of these measures – a CPCV capability which surpassed all expectations. Since then we have run numerous CPCV campaigns which have had fantastic results and consequently rebookings. Here are some of the results we have seen:

	AUTOMOTIVE	TECHNOLOGY	ENTERTAINMENT	CHARITY
VIDEO LENGTH	15 seconds	10 seconds	6 seconds	15 seconds
COMMITTED COMPLETES	291,667	200,000	400,000	325,000
COMPLETES	293,897	202,460	413,000	325,075
DELIVERED COMPLETES VS. TARGET	101%	101%	103%	100%
VTR	26%	35%	51%	25%
VTR BENCHMARK	25%	30%	45%	25%
VIEWABILITY	71%	68%	69%	72%

The time is right for Ozone Outcomes

In light of the deprecation of third-party cookies, advertisers and agencies are increasingly looking for alternative ways to activate and measure campaign success, and the previous section highlighted the importance of this to Ozone since our inception. Our partnership with Brand Metrics has enabled us to report almost 200 Brand Lift studies from client campaigns, highlighting the impact of advertising across our portfolio in driving awareness, consideration, consideration and action intent.

Xaxis, the WPP programmatic specialists who bill themselves as the Outcome Media Company, recently highlighted three distinct types of digital advertising outcomes in an investor webinar:

MEDIA	Delivering greater effectiveness and efficiency against popular media outcomes such as vCPM, CPCV and CPA
ADVANCED	Sophisticated multi-metric KPIS such as brand lift, ROAS, exposure and dwell time
CUSTOM	Tailor-made metrics bespoke to a brand and its business objectives

While much of the work Ozone is focused on – initiatives like **The Attention Index** and our close advertiser integrations and partnerships – would help fuel those advanced or custom categories, the opportunity to deliver benchmark-beating media outcomes is driving many of our customer conversations today.

For many buyers, media outcomes are the natural next step away from those increasingly outdated metrics like clicks and viewability. They allow our customers to closer align great media performance with their client's business goals. And, thanks to Ozone's unrivalled scale across premium publisher environments, we see a unique opportunity to provide advertisers with the confidence to deliver the outcomes they need, in trusted, brand safe, high attention environments.

What comes next for Ozone Outcomes will be driven by customer demand. Prior to launching CPCV, we had seen outstanding metrics delivered for advertiser campaigns through our Premium Only Video offering - therefore the ability to guarantee great performance on an outcome basis felt both desired and achievable.

HOW DOES IT WORK?

- The advertiser supplies their video asset to Ozone (typically 6", 10" or 15" in length)
- Ozone converts this asset into an optimised video unit that is designed to maximise technical performance and consumer impact
- The ad is delivered across the Ozone Audience portfolio with independently verified completion reporting by our verification partner
- Video play pauses if the reader moves off the page; the play continues if and/or when they scroll back
- The CPCV cost is only incurred when the video completes. This means that when an ad is served but not completed, there is no cost to the advertiser

CONCLUSION

Following the publication of a blog post on the future of media agencies on LinkedIn, Nick Lawson, Global CEO of MediaCom said:

“ I believe we are entering a golden age for media agencies. Advertisers still have a lot of work to do to adapt to the “new normal” by winning back an audience who may have forgotten them and grow a new one. And to do this, agencies must work together with brands to do what advertising does best: build attention and engagement to unleash growth.

As this paper will have demonstrated, Ozone’s view of the future and a new chapter for digital advertising is very closely aligned with this thinking. Believing that consumer attention and engagement are critical to brand growth, also means believing that the choice of quality media environments – across every channel – should become an even greater consideration within media planning. And with that – without question – comes the need for the right measures to gauge what is really driving desired business effects.

We will never claim to have all the answers, yet effective measures of digital success will remain an area of great focus for Ozone in the years to come.

If you’d like to hear more about any of the initiatives outlined in this paper, understand how they can be applied to your business, or even work on a new measurement idea with us, then please don’t hesitate to get in touch at hello@ozoneproject.com.

Thank you for your attention.