



THE
OZONE
PROJECT

THE VALUE OF PREMIUM PUBLISHER ENVIRONMENTS



LUMEN ATTENTION TECHNOLOGY

LUMEN USES EYE TRACKING TO HELP BRANDS AND PUBLISHERS MEASURE AND BUY ATTENTION

LUMEN PANEL

- Fully consented eye tracking panel
- Desktop and mobile
- 1000 in UK
- 980k impressions analysed



INITIAL CREATIVE AND MEDIA OPTIMISATION CLIENTS:

TESCO



British Gas

News UK

CHANEL

adidas

Nomad Foods



AWARD NOMINATIONS FOR THIS DATASET:

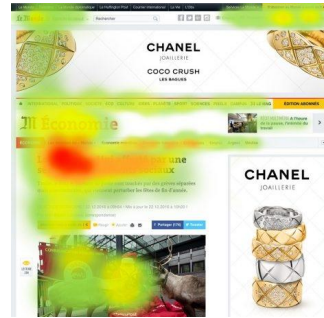


THE PROBLEM: MEASURING WHAT MATTERS



UNSEEN IS UNSOLD

Ads can't work unless they GET ATTENTION



100%
viewable

18%
viewed

VIEWABILITY ≠ VIEWING

For some formats, only 18% of viewable impressions actually get viewed

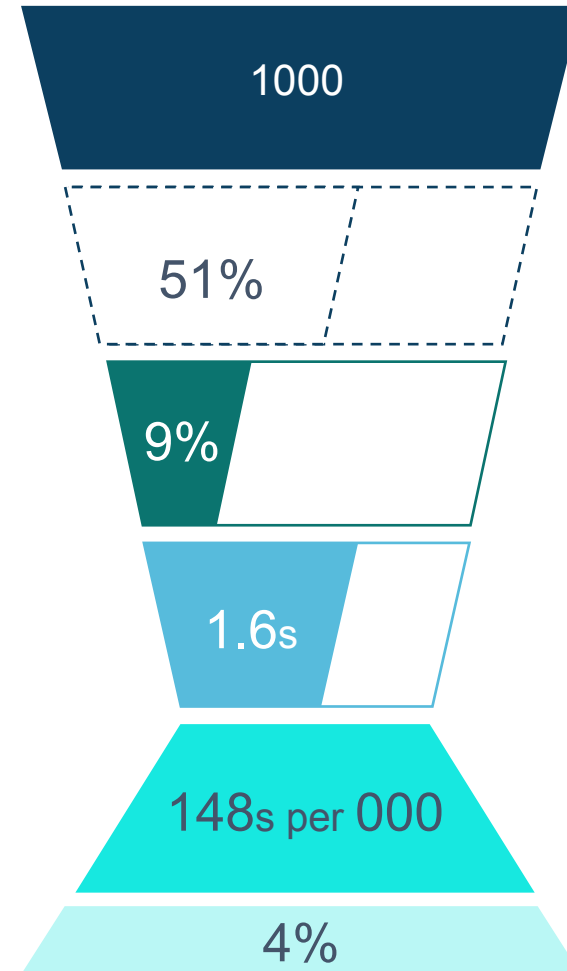
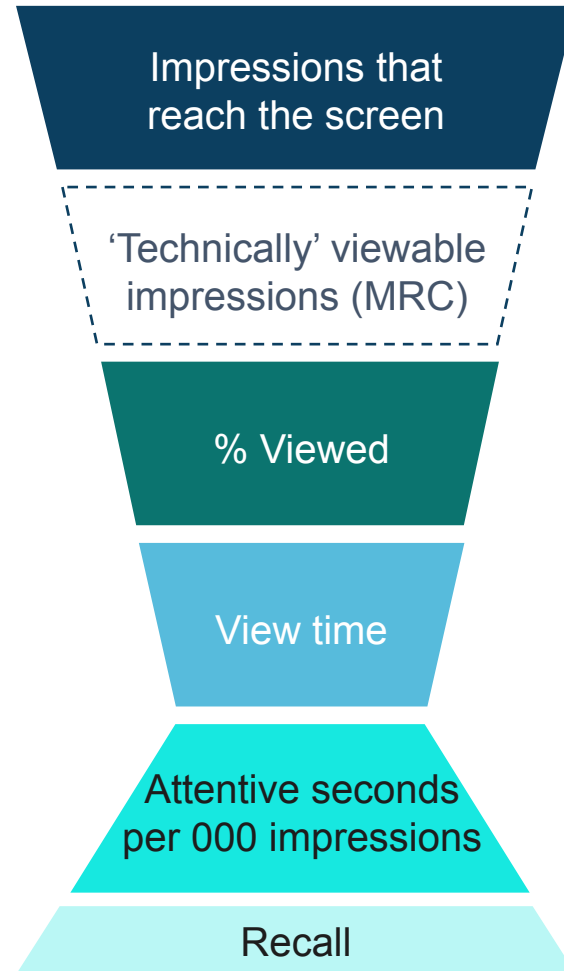
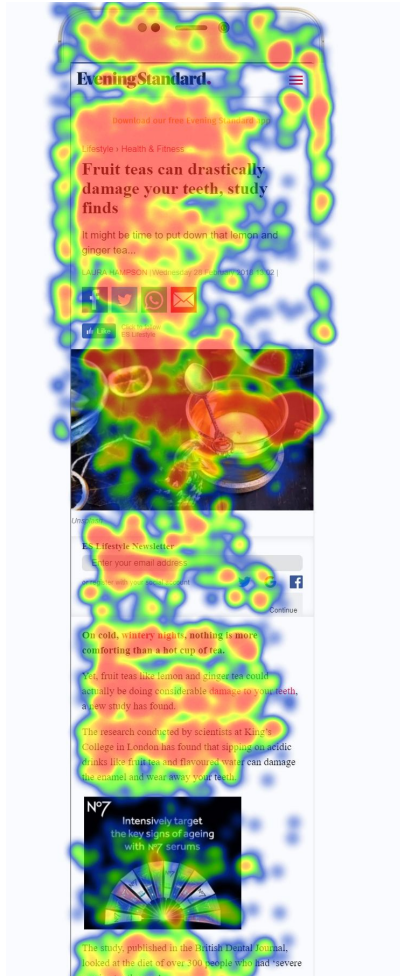
Only 10% of viewable time is actually spent viewing advertising



DEATH OF THE COOKIE

Attention targeting data is dramatically more important in a cookie-less world

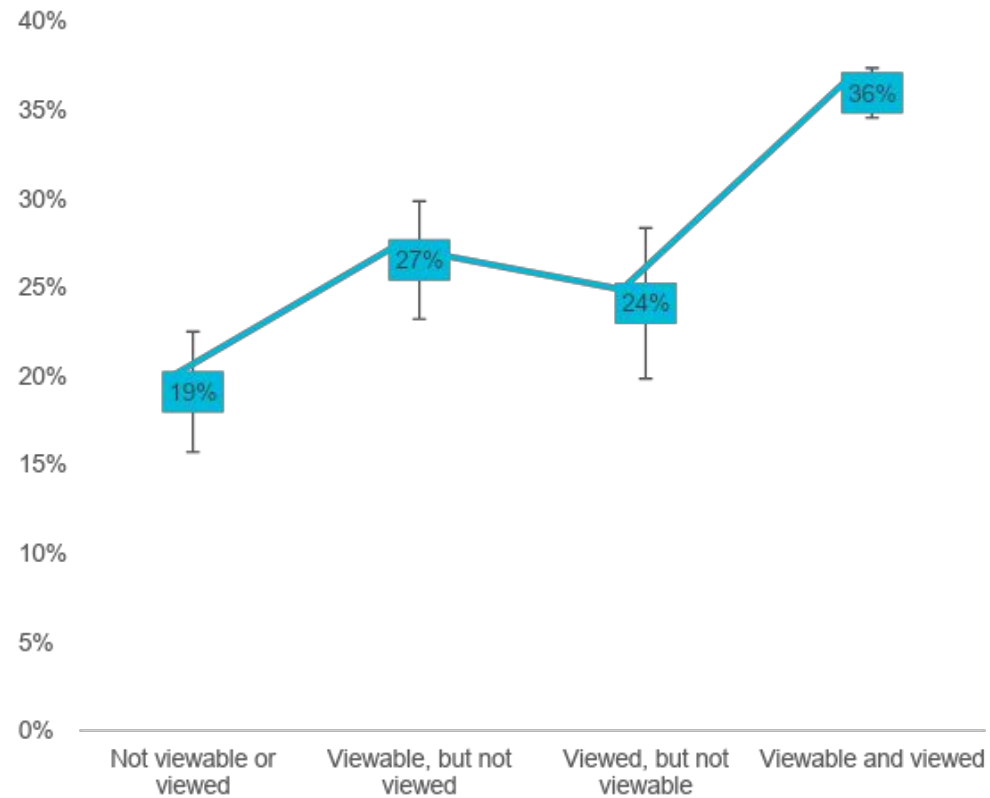
THE ATTENTION FUNNEL



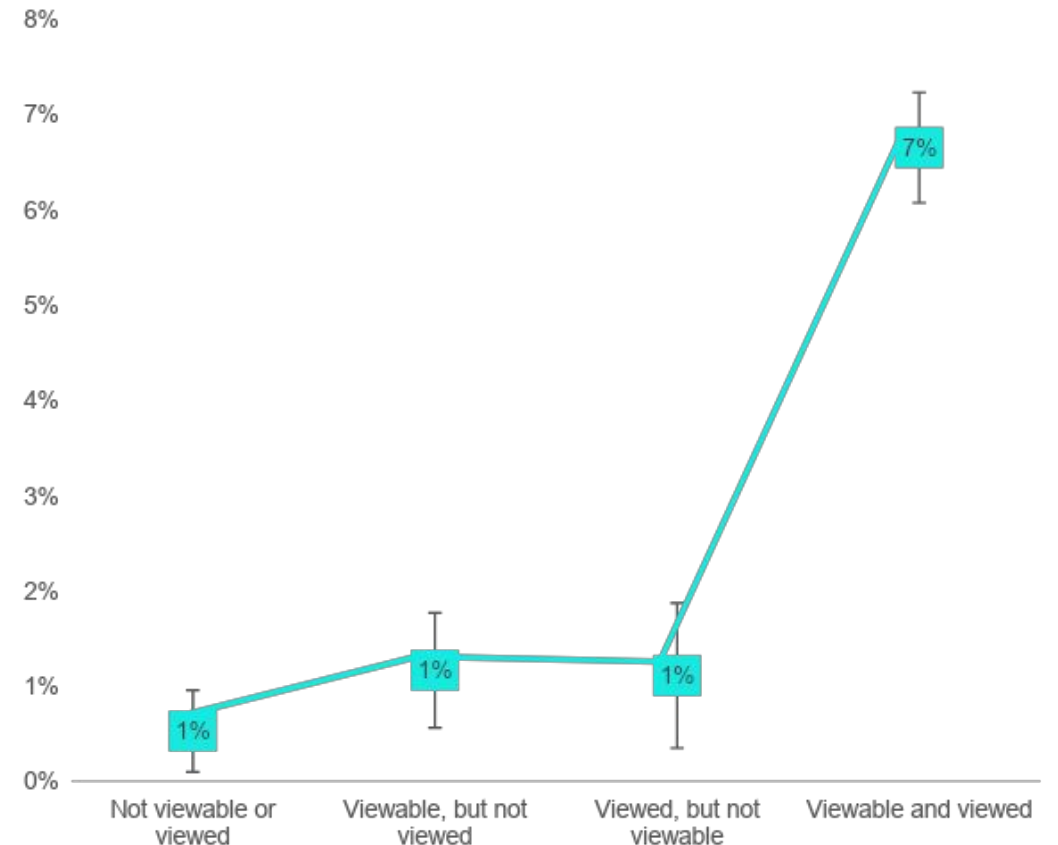
VIEWABILITY IS NOT ENOUGH

Viewing is required to drive outcomes

Prompted recall

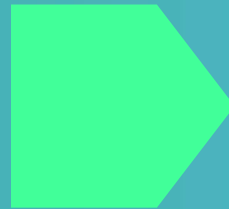


Choice uplift



HYPOTHESIS:

**QUALITY
ATTENTION
TO CONTENT**

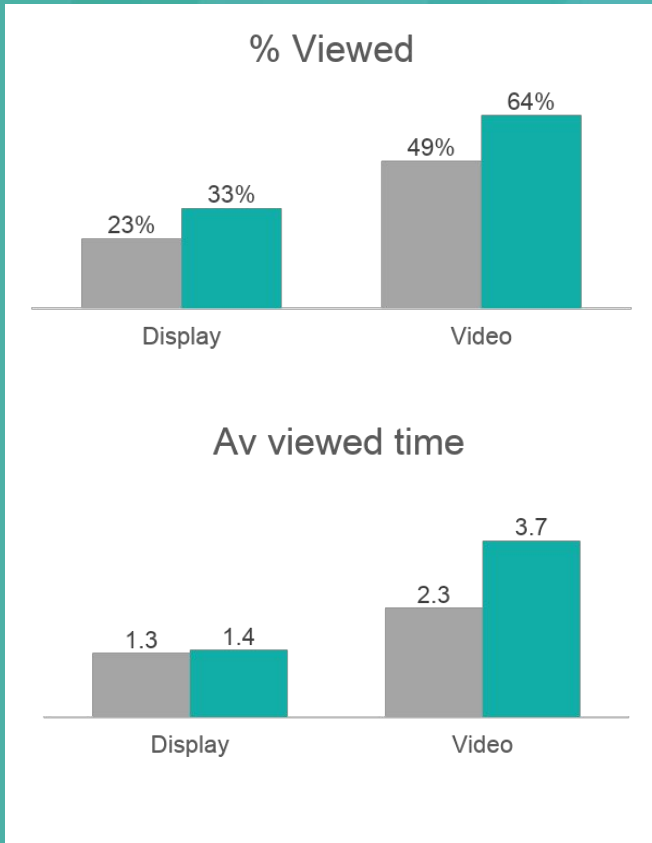


**QUALITY
ATTENTION TO
ACCOMPANYING
ADS**

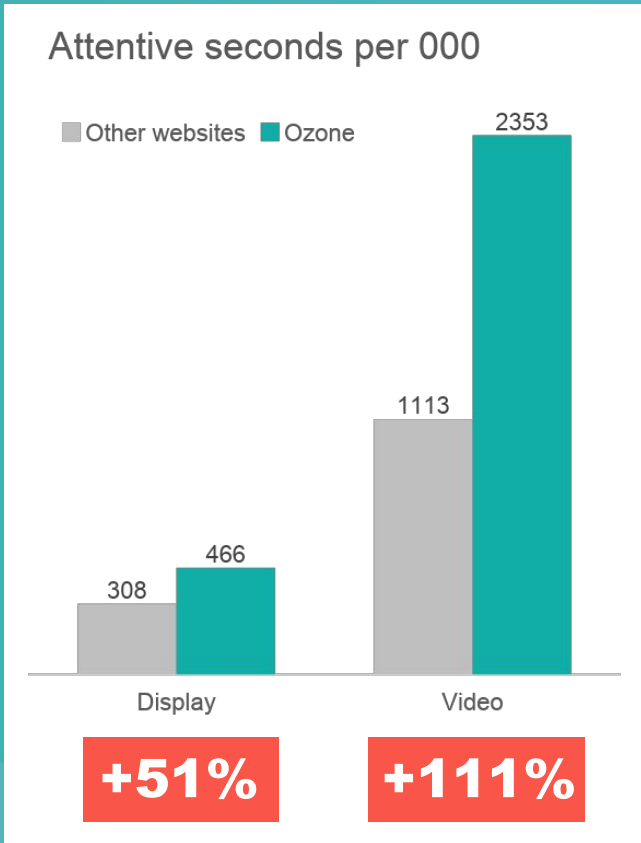
ATTENTION TO ADS ON OZONE SITES EXCEEDS OTHER WEBSITES



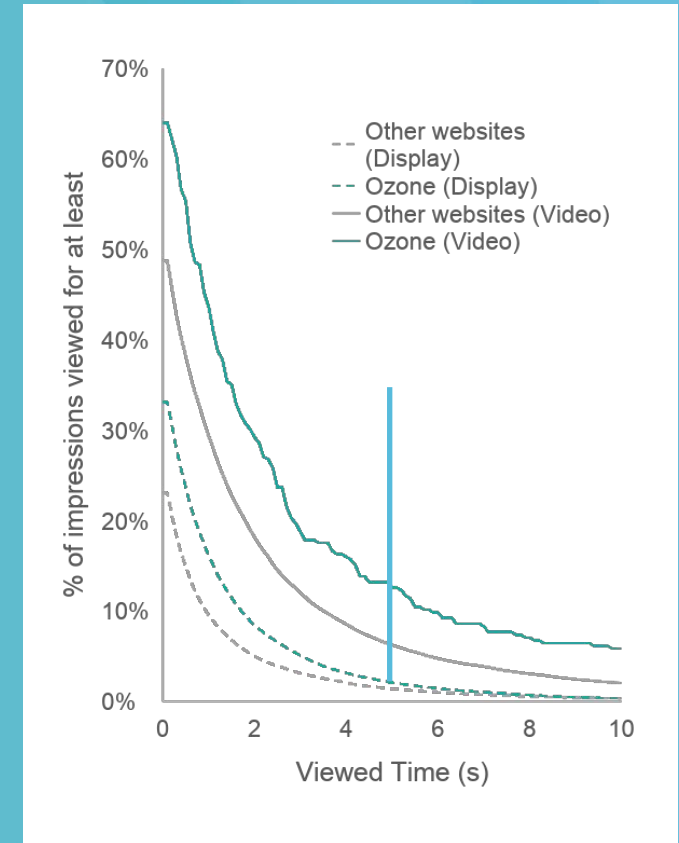
Ads on Ozone sites are more likely to be viewed at all, and for longer, than the norm



As a result, they generate significantly more 'attentive seconds per 000 impressions'



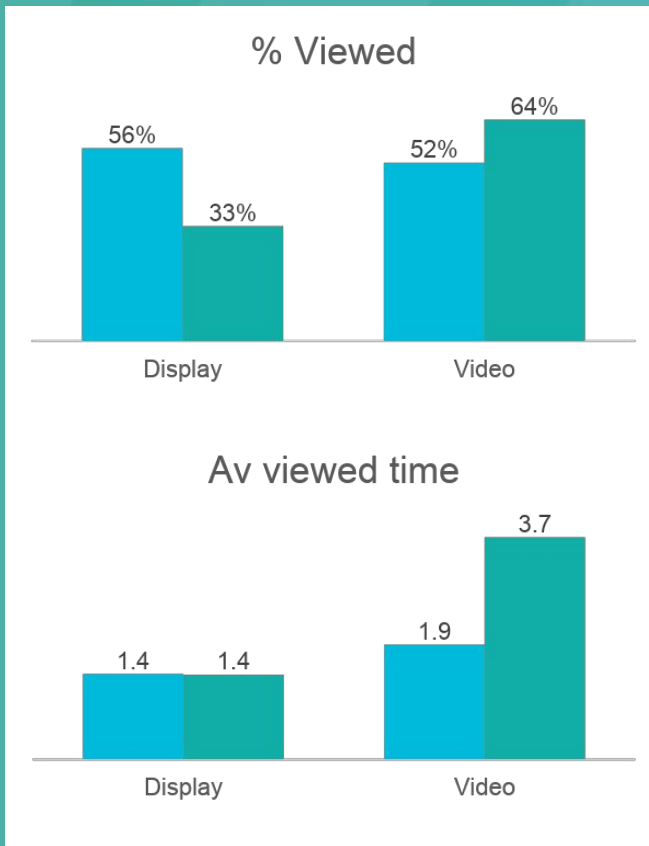
Analysis of the 'attention curves' for Ozone video shows that 1-in-6 ads generate more than 5 sec



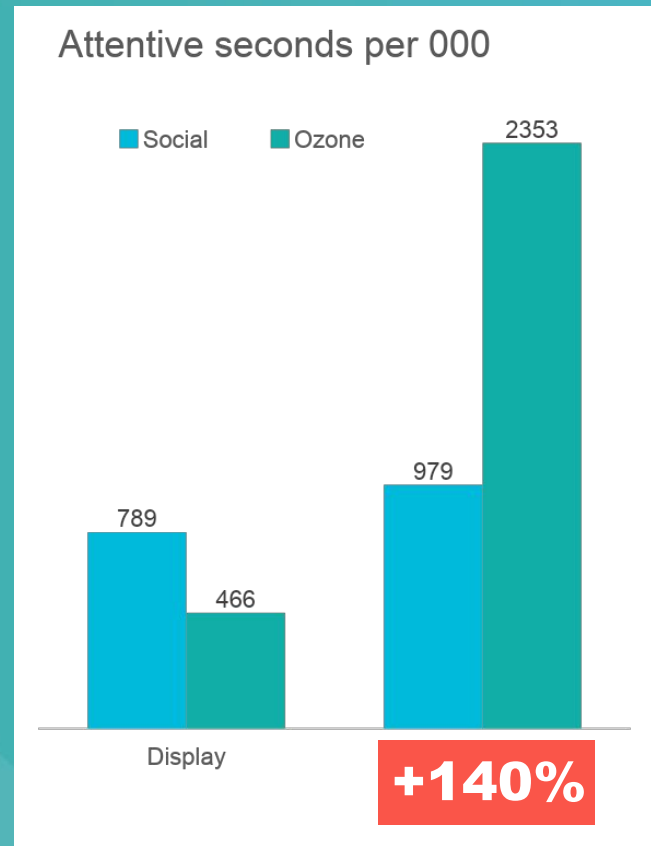
THIS ATTENTION TO OZONE VIDEO ADS ALSO OUTPERFORMS VIDEO ON SOCIAL



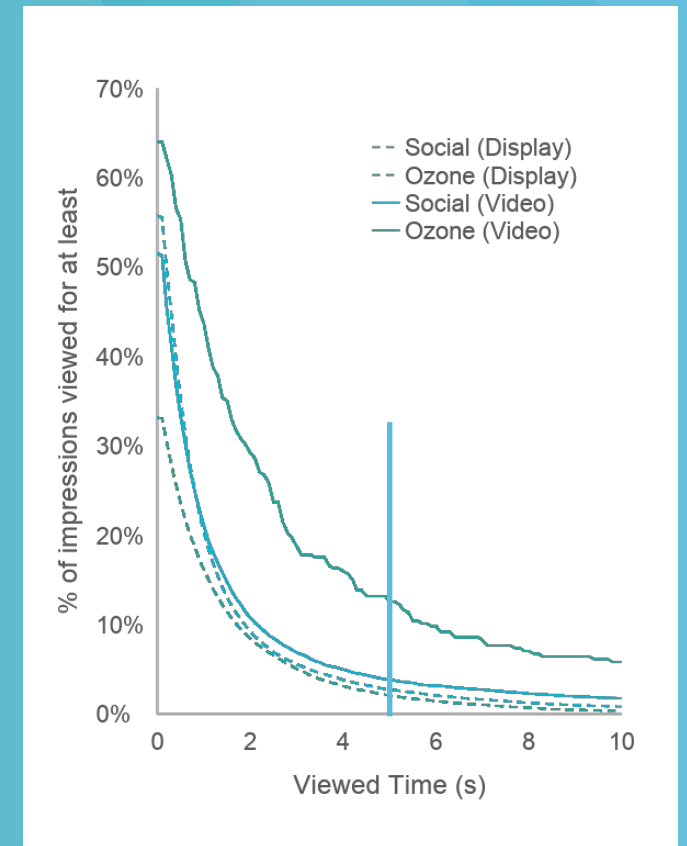
Time spent actually looking at video ads on Ozone is dramatically higher than on social



Video ads on Ozone generates 140% more attentive seconds per 000 than video ads on social



12% of Ozone video ads break the 5 sec view time barrier, whereas only 4% of social media ads do so

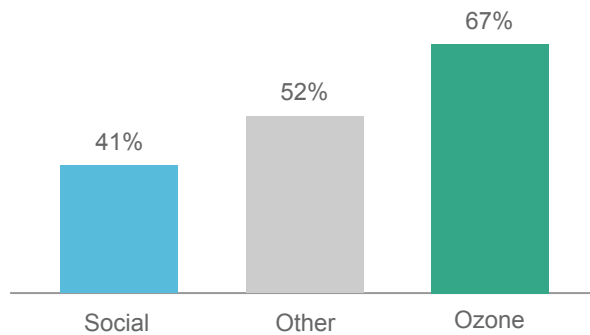


IN PARTICULAR THERE IS A MASSIVE ATTENTION UPSIDE FOR OZONE ON MOBILE

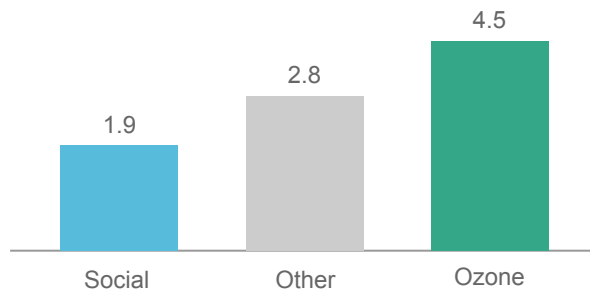
Time spent viewing Ozone's video ads on mobile is significantly greater than other channels

Ozone's mobile video ads generate significantly more attentive seconds than elsewhere

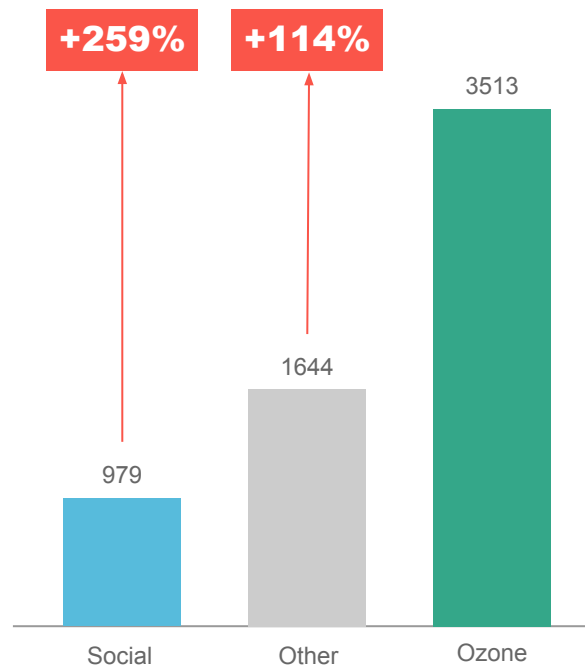
% Viewed



Av viewed time



Attentive seconds per 000



On mobile, Ozone's Premium Only Video receives 3.5x the attention as videos on social mobile feeds



LU'EN 3 DRIVERS OF ATTENTION



1 RICH
CONTENT,
SLOW
MEDIA, HIGH
ATTENTION



2 AD FORMATS:
BIGGER IS
BETTER



3 (LACK OF)
CLUTTER

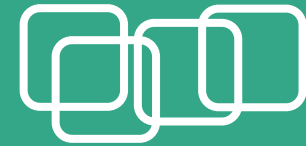
LU'UEN 3 DRIVERS OF ATTENTION



- 1 RICH CONTENT,
SLOW MEDIA,
HIGH ATTENTION**



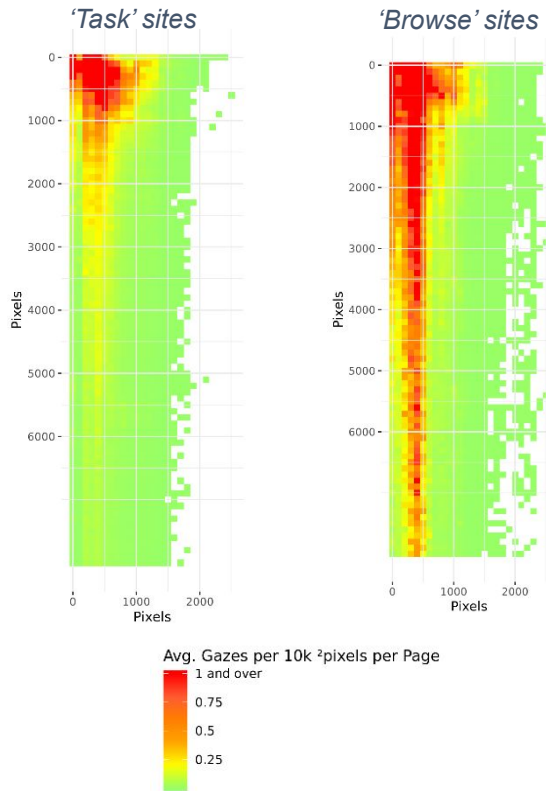
- 2 AD FORMATS:
BIGGER IS
BETTER**



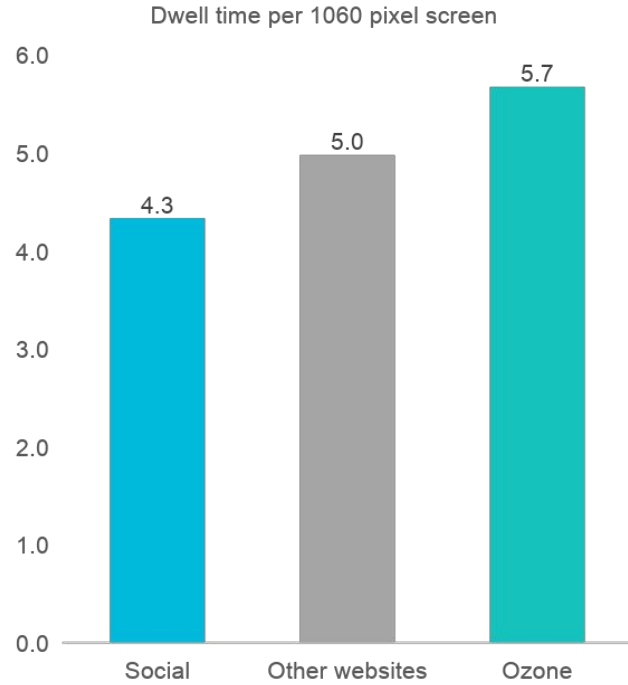
- 3 (LACK OF)
CLUTTER**

1 QUALITY CONTENT LEADS TO DEEPER ENGAGEMENT WITH ADVERTISING

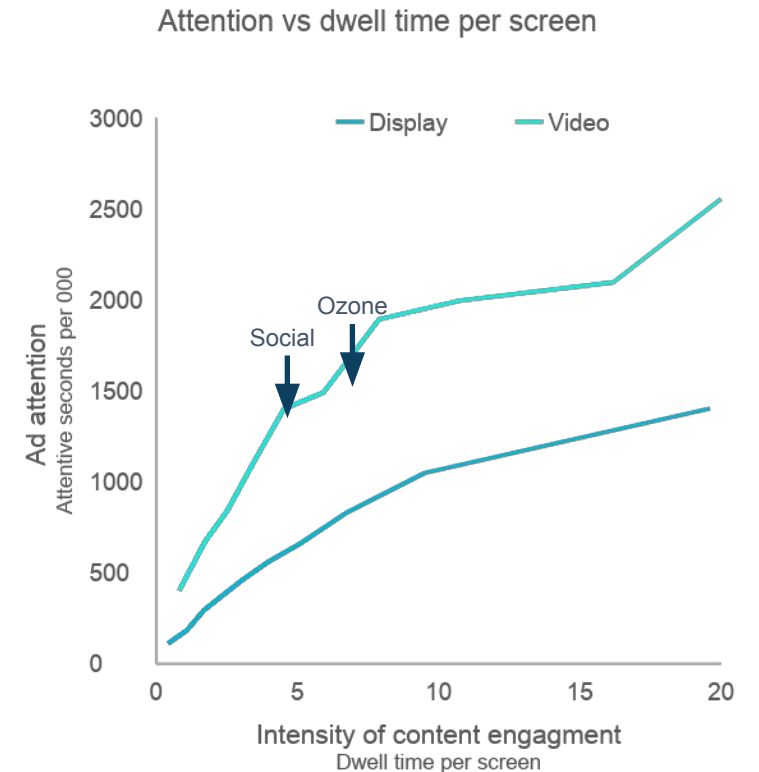
Previous research has highlighted very different usage patterns between desktop websites



Ozone pages are read more intently than pages for other websites or social media



The greater the intensity of engagement with the content, the greater the intensity with the advertising

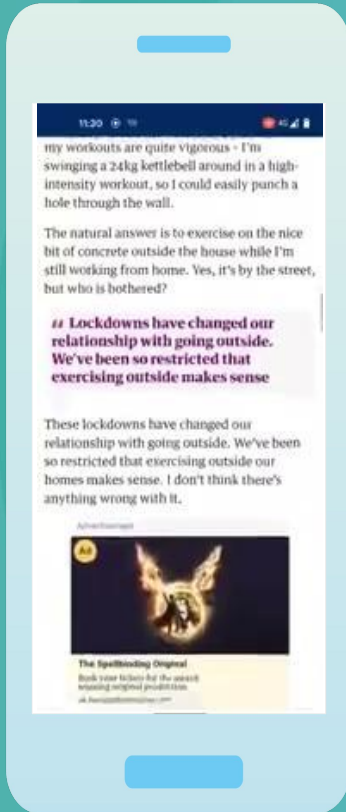
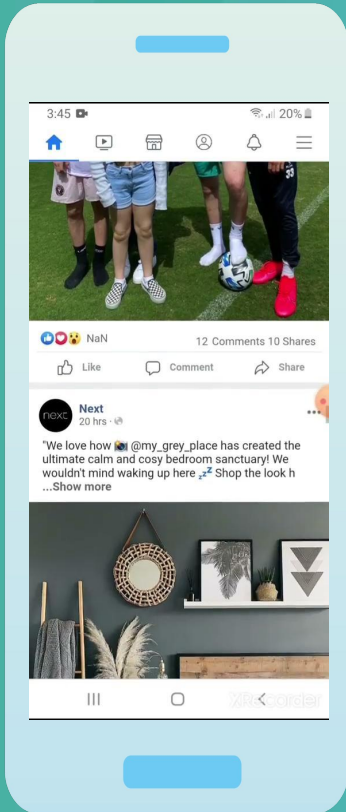


1 QUALITY CONTENT DELIVERS SLOWER SCROLL SPEEDS

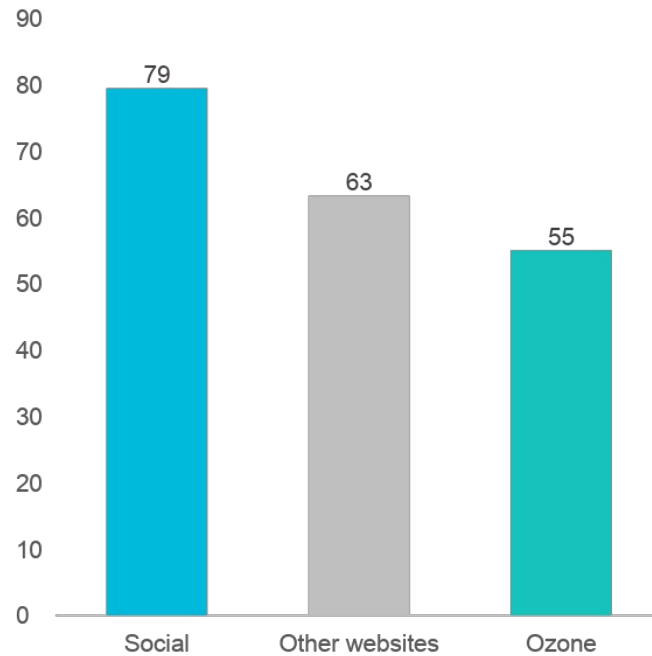
Deeper engagement with the content leads to slower scroll speeds

Ozone sites generate much slower scroll speeds than comparator sites

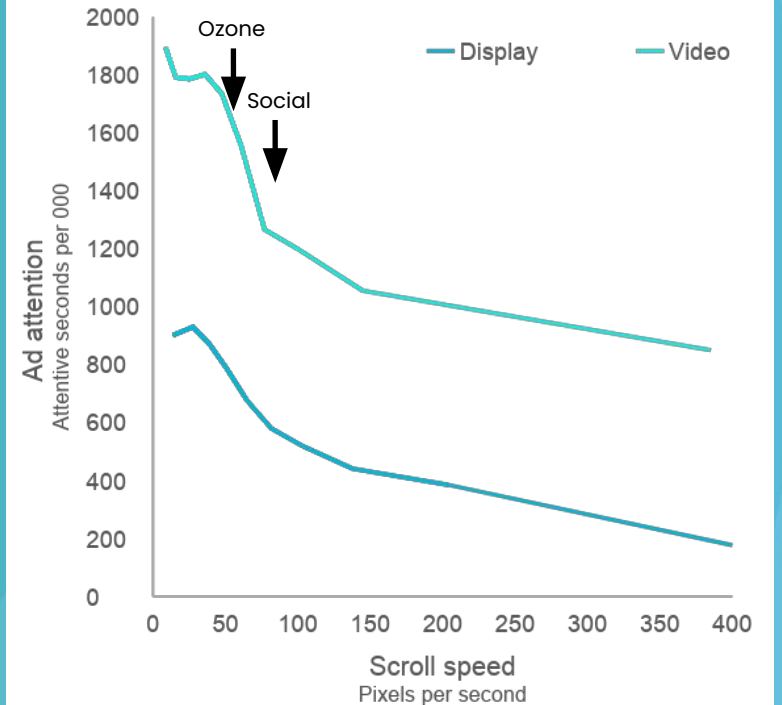
The slower the scroll speed, the more attention advertising receives



Scroll speed (Pixels per second)



Ad attention vs scroll speed



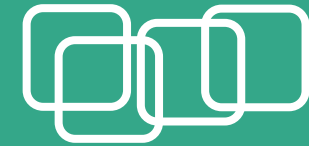
LUMEN 3 DRIVERS OF ATTENTION



1 RICH
CONTENT,
SLOW
MEDIA, HIGH
ATTENTION



2 AD FORMATS:
BIGGER IS
BETTER

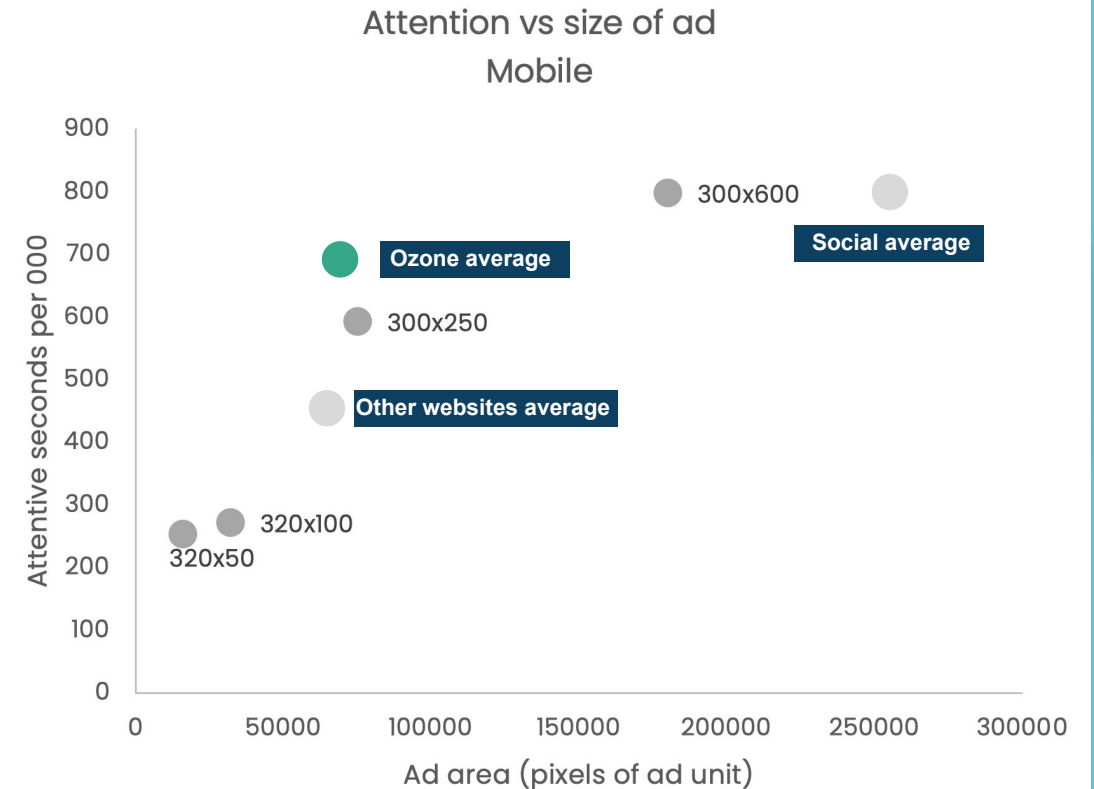
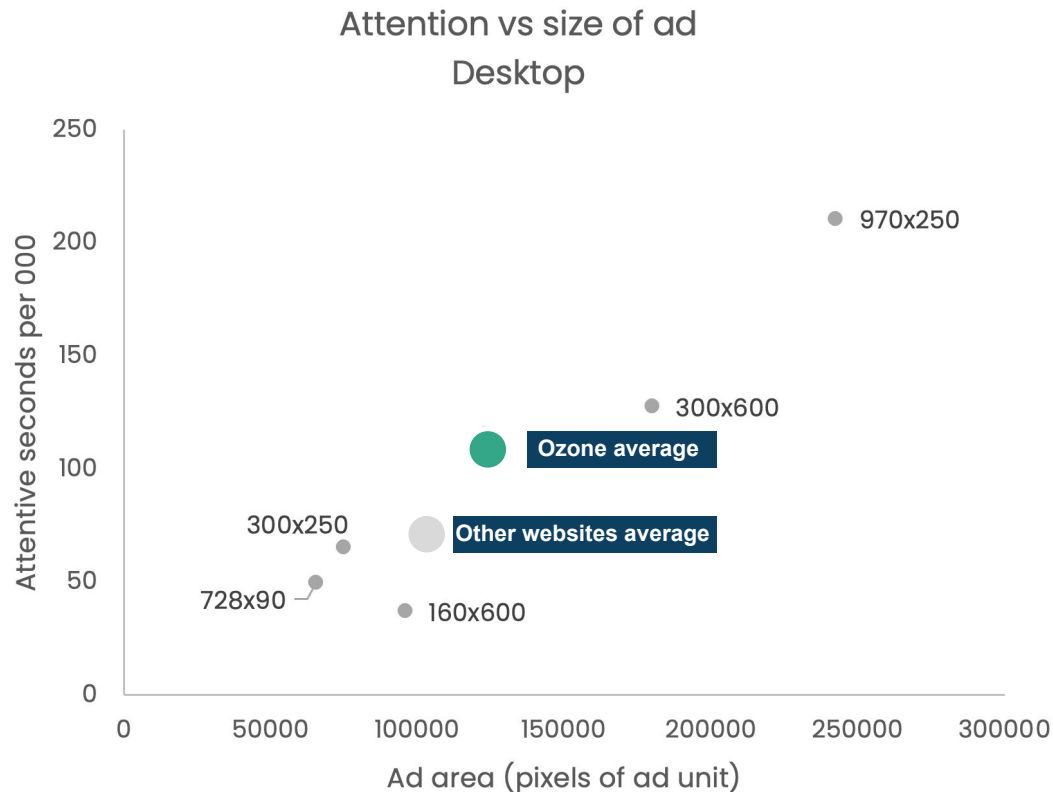


3 (LACK OF)
CLUTTER

2 SIZE MATTERS

Larger ads tend to get more attention than smaller ads. On desktop, there appear to be more large format ads bought on Ozone sites

On mobile, there are more large format ads on Social – but ads on Ozone sites convert space into attention more efficiently



LUMEN 3 DRIVERS OF ATTENTION



1 RICH
CONTENT,
SLOW
MEDIA, HIGH
ATTENTION



2 AD FORMATS:
BIGGER IS
BETTER

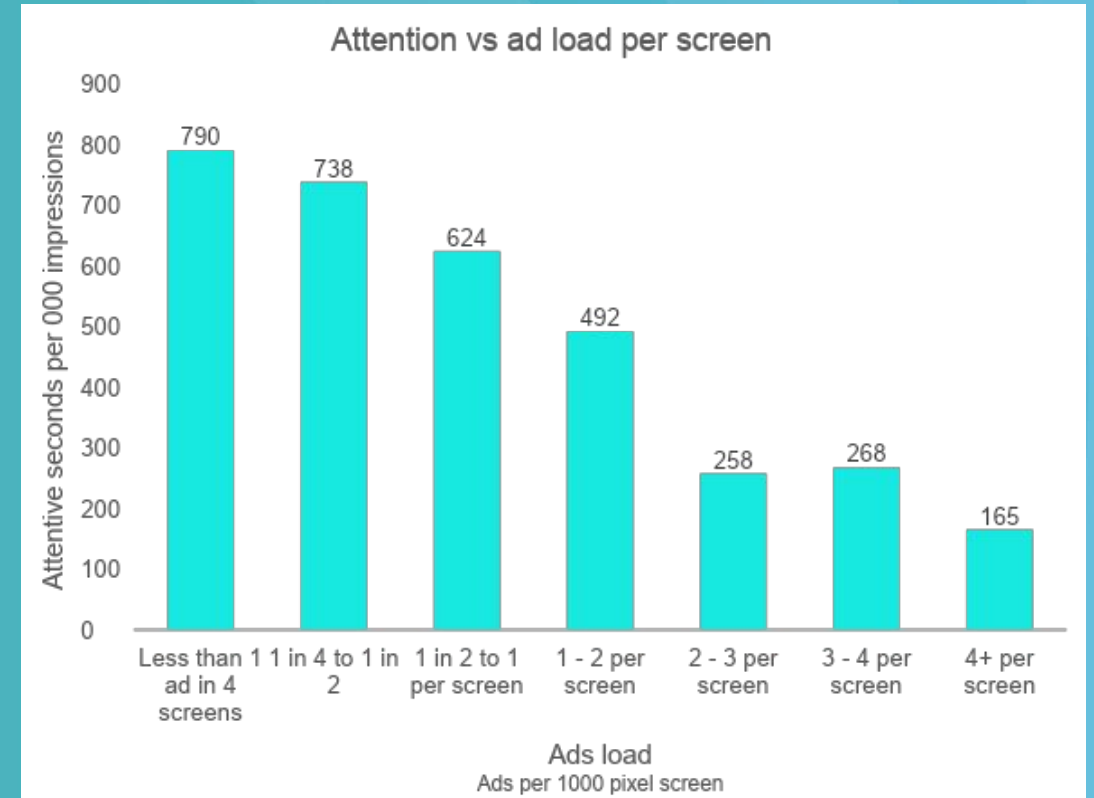
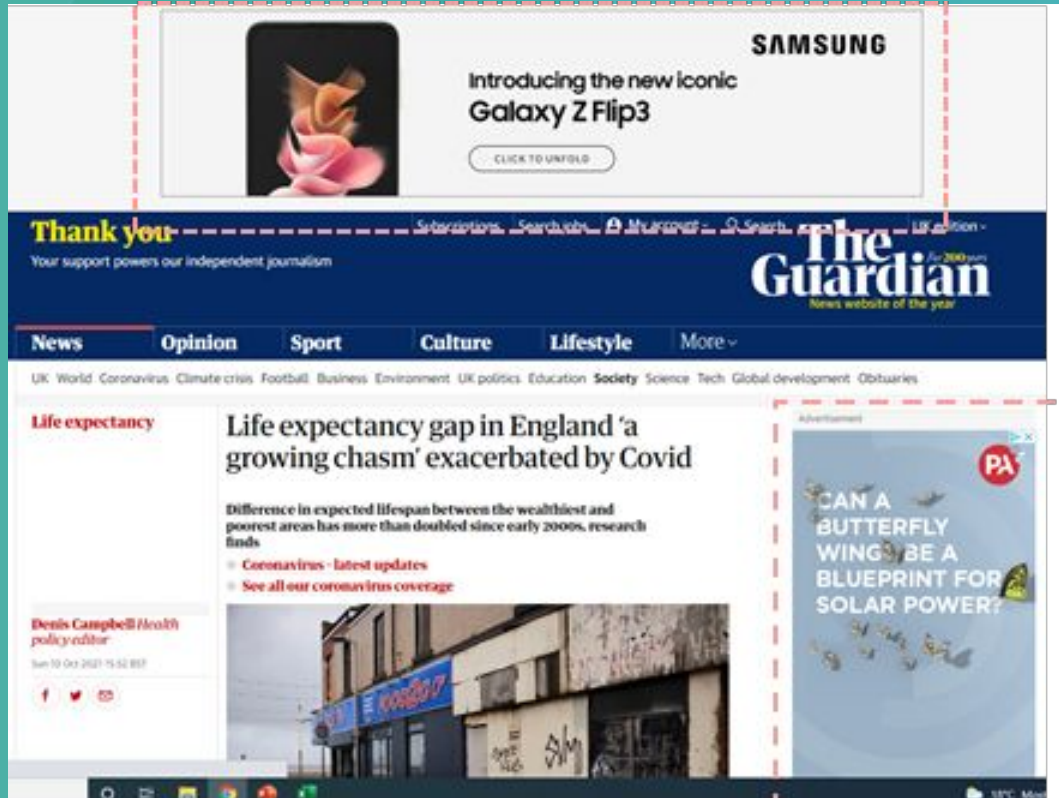


3 (LACK OF)
CLUTTER

3 MORE ADS IN VIEW = less attention for each

Ozone sites tend towards a 'fewer, better' ad load model

This is wise, because the lower the ad load, the more attention each ad receives

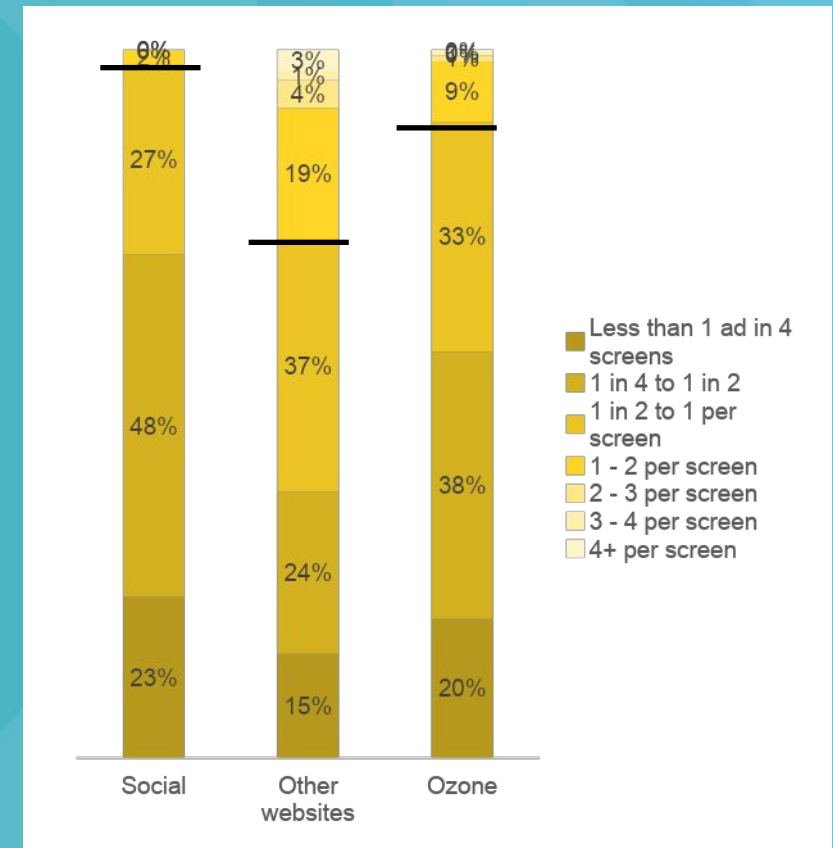
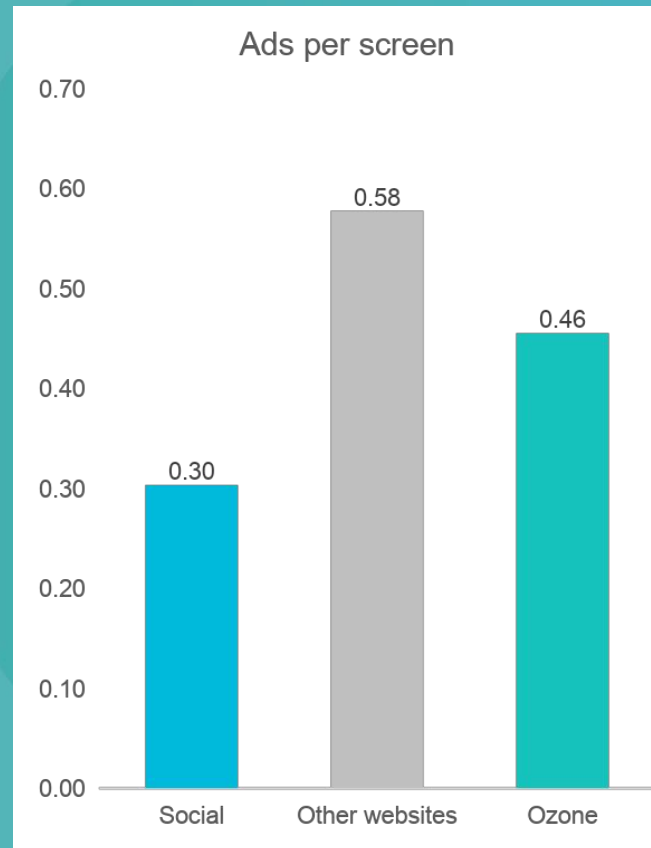
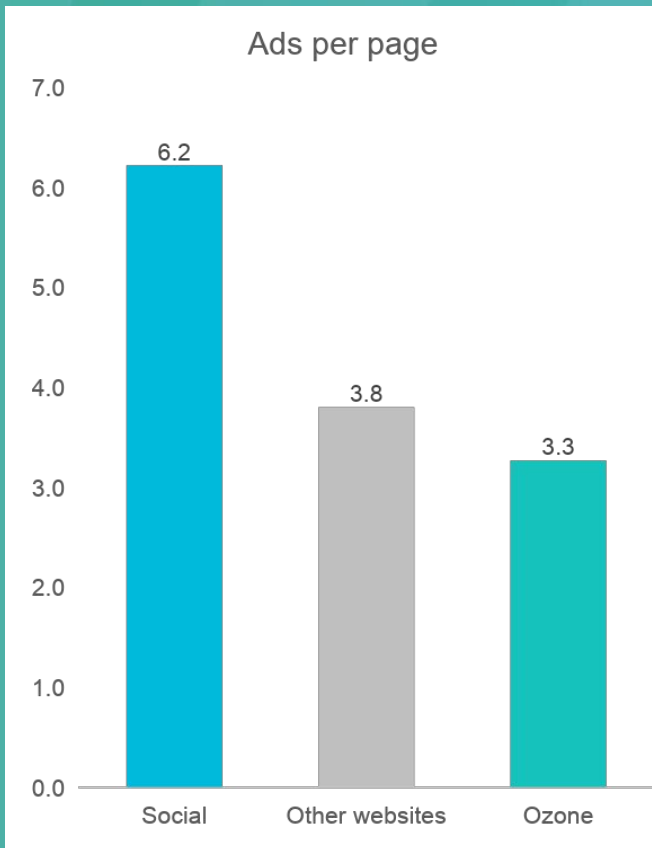


3 FEWER, BETTER ADS

The ad load per page for Ozone is relatively low – though the ‘infinite pages’ of social media make direct comparison hard

The number of ads per screen is also relatively low, though not as low as social media

The best results are obtained when there is only one ad on the screen at a time 90% of Ozone (and 98% of social) ads appear solus on the screen



LUMEN ADVERTISER CONSIDERATIONS



**NOT ALL
ADS ARE
CREATED
EQUAL**



**QUALITY
CONTENT
QUALITY
ENGAGEMENT
QUALITY AD
ATTENTION**



**TIME
SIZE
CLUTTER**





THE
OZONE
PROJECT

THANK YOU

