

**Attention**

**Leveraging Attention Metrics to Drive Performance**

**Roundtable Summary**

A 2022 Survey conducted by the ARF showed that 75% of media buyers were interested in leveraging attention metrics to measure ad effectiveness, and multiple studies have shown that improved attention metrics drive better conversion, yet usage of Attention Metrics falls behind viewability

In today's rapidly evolving digital landscape, attention metrics are increasingly recognized as a crucial tool for measuring the effectiveness of digital media and driving business performance. As the industry shifts from impression delivery to quality measures such as fraud, viewability, and more recently, attention, it's more important than ever to understand how attention metrics can be leveraged to achieve your business objectives.

**Discussion Topics**

**Defining Attention in Digital Media**

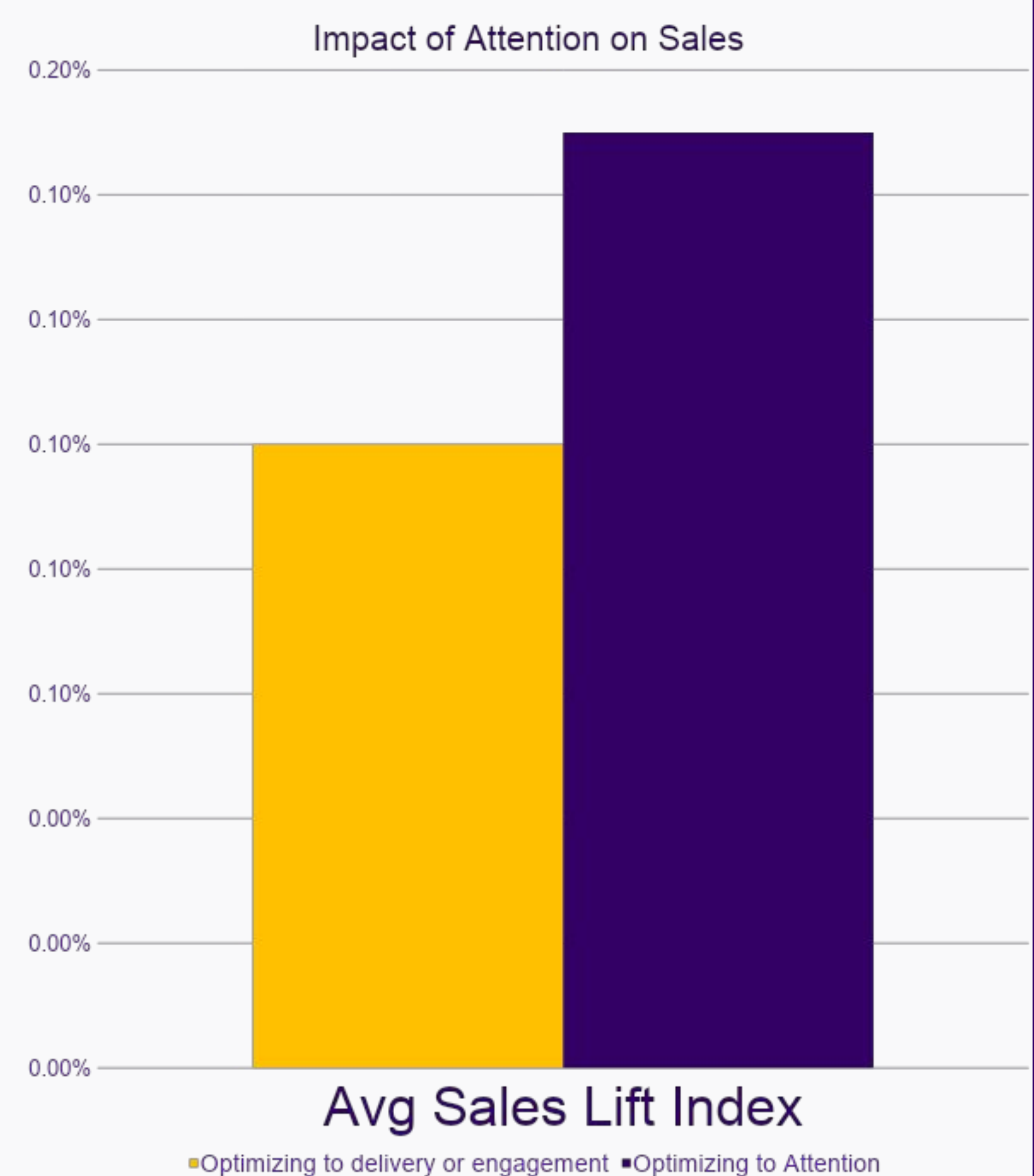
- How is attention different from viewability and delivery metrics?
- How is attention measured today?
- How does measurement vary by channel and partner?

**Attention Metrics as Currency**

- How are advertisers placing media buys with attention guarantees?
- What hurdles are preventing attention-based buys?

**Tying Attention to Business Performance**

- How does higher attention drive improved response rates and return on ad spend?
- How are advertisers using attention metrics as input for measurement models?



**Roundtable Chairs**



**Marcus Pratt**  
SVP, Insights & Tech  
Mediasmith

[LinkedIn](#)



**Simon Thomas**  
Global Director, Audiences  
Research and Media  
Investment Management,  
GroupM  
[LinkedIn](#)

As an ownership partner at Mediasmith, Marcus drives strategies for clients in the areas of media and marketing tech planning and implementations. Overseeing Digital Activation and Analytics across the Mediasmith roster, Marcus helps clients maximize return through smart use of data, technology, and optimization. For over ten years at Mediasmith Marcus has been at the intersection of media, technology and data, and has become a recognized and expert, asked to lend perspective on important industry matters by the Wall Street Journal, Forbes, Bloomberg and other publications.