

Attention

## Beyond The Hype, Assembling The Attention Data Stack

Attention metrics are hot. Despite endless hype, many marketers, agencies and platforms are beginning to formulate thoughtful strategies and implement attention data stacks to drive better business outcomes.

- › What strategic decision making are we trying to inform through various attention capabilities now available?
- › Who are the key partners in the attention landscape, how do they complement existing tools and systems?
- › What does a winning attention data stack look like?

This roundtable will gather attention leaders to reveal their investments, results and learnings from their assemblage and activation of attention data stacks.

### Why Attention Data Stacks Matter

Attention metrics are hot. According to a recent Realeyes Survey of 320 senior advertising professionals, 90% report attention metrics are important and 65% report that attention is a critical stage in the sales and customer journey. Over half of those surveyed reported that their organization will invest in attention metrics this year. In 2022, Mars Inc. was a winner of I-COM's Data Creative Awards for its attention data system, which drove up to 18% sales lift across 19 markets, while achieving \$30 million in advertising optimizations.

With more than 25 attention solutions partners, the advertising industry is burgeoning with new and innovative methods to harness and influence this fundamental aspect of humanity. Developing attention metrics for advertising requires making sense of key dimensions, like attention data sources (i.e, human versus proxies), methodologies (i.e., observed and predictive), and use case (i.e., effectiveness inputs versus outcomes).

Industry bodies globally are seeking to pushing forward attention metrics, providing much-needed standardization and validation. Even as these efforts advance, marketers should look to develop their attention capabilities simultaneously. Early adopters are learning how attention metrics move the needle on their business outcomes, enabling them to build and scale attention data stacks that drive better business outcomes and competitive advantage.

This interactive session will probe leaders in attention data on how they are building their attention data stacks, what are the key components, challenges, results and learning.

### Roundtable Chairs



**Thaer Namruti**  
EVP Data and  
Tech,  
Publicis

[LinkedIn](#)



**Mihkel Jäätma**  
CEO and Founder,  
Realeyes

[LinkedIn](#)

**Thaer** is a proven data and technology leader with over 30 years experience in marketing analysis and martech. Last 15 years spent building strong teams and developing capability in media and communications agencies. Leadership in data and analytics, marketing science, martech, adtech and data science. Key strength in the ability to simplify the complex helping c-suite build data-led strategies to drive marketing transformation. Lover of all things rugby union.

**Mihkel** co-founded Realeyes a decade ago at Oxford University. Following breakthrough R&D investments, Realeyes is now the global technology leader in computer vision AI; and has secured various multi-million partnerships with the most demanding customers in enterprise technology and marketing performance. Mihkel is passionate about Responsible AI and Realeyes mission to bring trillion more smiles to the world by making most of our digital experiences from good to great. Addicted to walking and couldn't live happy without music and sauna.