

FOCUS ATTENTION



DOES HIGH-IMPACT ADVERTISING INCREASE ATTENTION?

LUMEN X YOC STUDY 2024

LUMEN EYE-TRACKING STUDY PROVES SIGNIFICANT ATTENTION UPLIFTS WITH YOC AD PRODUCTS



EXECUTIVE SUMMARY

Lumen undertook this study for YOC to understand the attention generated by their desktop and mobile ad products with a focus on the formats YOC Skin for easyJet and YOC Mystery Ad® for Wolt.

The YOC Skin generated **higher attention** (AMP) than the mobile YOC Mystery Ad®.

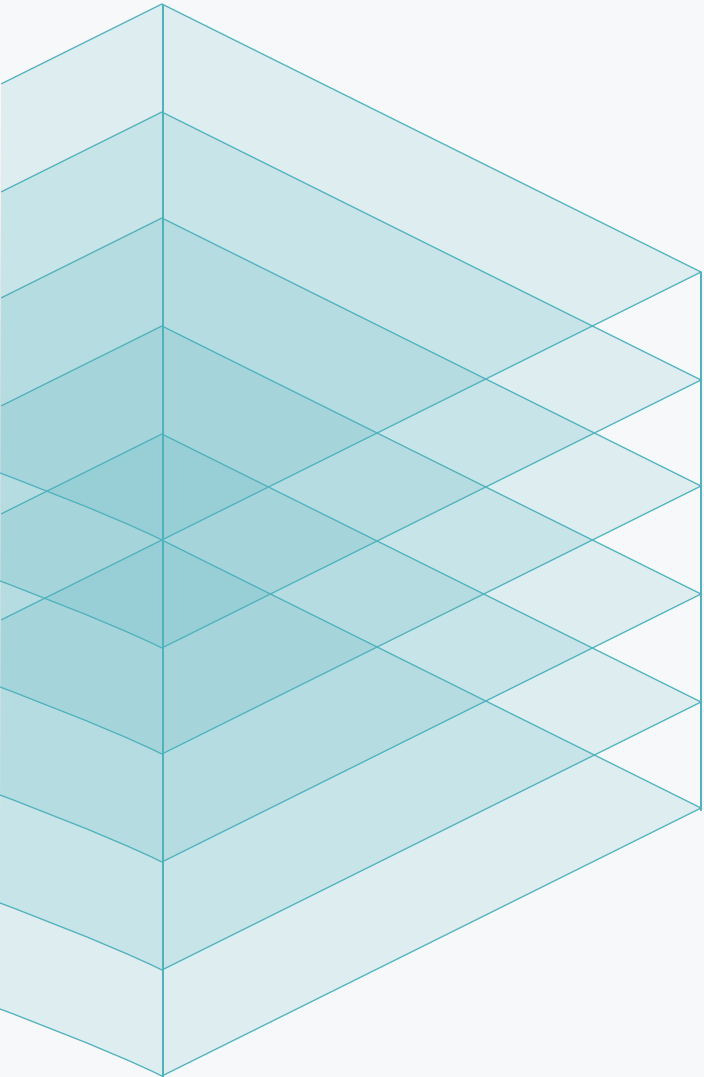
The large size of the YOC Skin, its sticky function and device size being the attention drivers.

All ads performed significantly higher than Lumen's mobile or desktop display norms.

As base of the calculated AMP significant **uplifts in the number of impressions actually viewed** and the **average view time** for YOC ad products both on mobile and desktop were proven.

The high level of attention from the YOC Skin led to **higher brand recall** against the mobile formats tested, however when prompted the brand recall for the mobile YOC Mystery Ad® it performs in-line with the YOC Skin ad, making the brand more salient.

The simple nature of driving interaction of the YOC Mystery Ad® meant participants were able to build stronger perceptions for the brand, leading to more positive outcomes across most perceptual metrics for the brand Wolt compared to easyJet.



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01

BACKGROUND

A TANGIBLE AND METRIC VIEW ON THE ATTENTION PERFORMANCE OF YOC AD PRODUCTS



LUMEN X YOC



- Lumens Spotlight approach measures attention with state-of-the art eye-tracking technology
- This allows respondent's attention to be captured and linked to the HTML elements appearing on screen
- Measured data is benchmarked to Lumen norms – data sets aggregated from various studies
- The impact of the attention on brand metrics is reflected in an additionally included questionnaire

ATTENTION MAXIMIZES CAMPAIGN PERFORMANCE



THE RELEVANCE OF ATTENTION



CONSIDERATION AND RECALL

increase an average of 14% per second of time
spend, while Engagement increases by about 3% for
every 5 seconds of time spent

Source: Moat & Parsec, December 2020

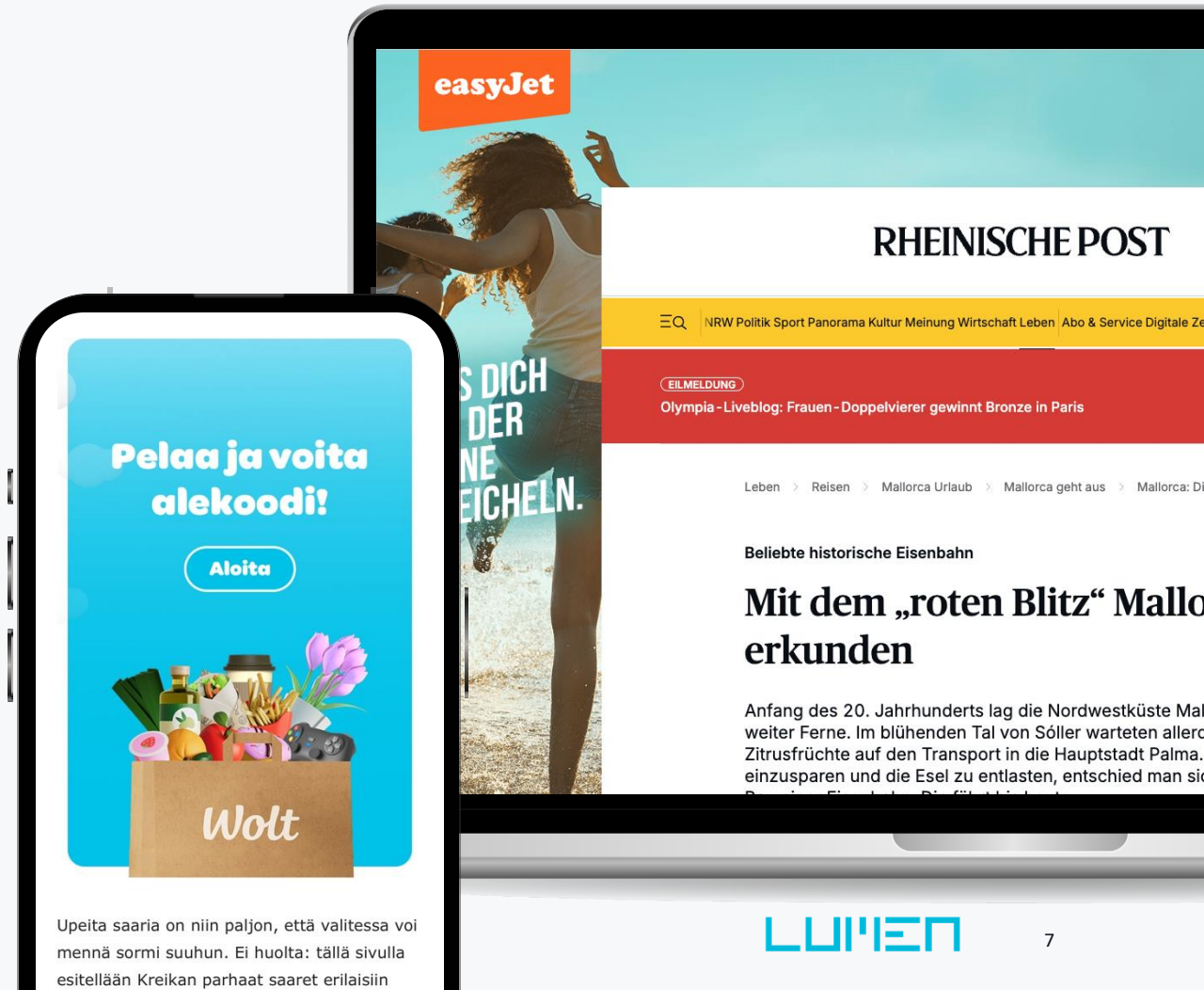
KPI-DRIVEN BRANDING ADVERTISING WITH A FOCUS ON USER INTERACTIONS



YOC HIGH-IMPACT AD PRODUCTS

High-impact formats are innovative advertising formats which provide diverse possibilities for interaction to capture a consumer's attention, establish an emotional connection and strengthen the brand awareness. They are known for giving users a positive ad experience while providing advertisers with creative ways to transport their brand message.

In contrast **standard ad formats** are simple banners in jpg, png or gif format - static or animated. These formats are represented by the Lumen norms within this study.





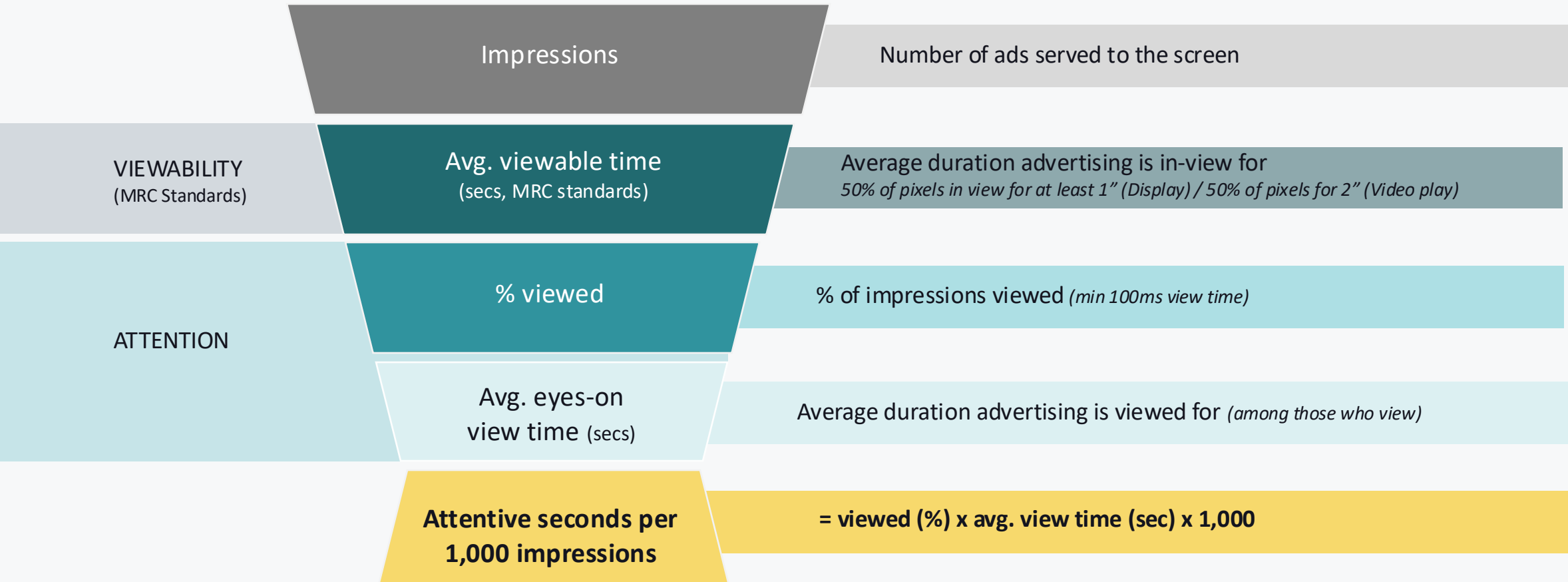
02

METHODOLOGY

DISCOVERING THE DIFFERENCE BETWEEN 'VIEWABLE' AND 'VIEWED' WITH LUMEN RESEARCH METHODOLOGY



THE ATTENTION FUNNEL



CONSOLIDATED EYE-TRACKING DATA

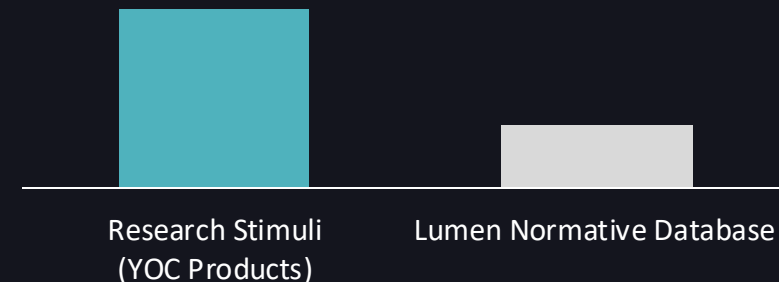


THE LUMEN NORMATIVE DATABASE

The norms included in this report for comparative purposes are formed from eye-tracking data Lumen have collected through various studies within the last 2 years.

These norms are selected by Lumen Attention Consultants based on (i) research objectives (ii) and comparability.

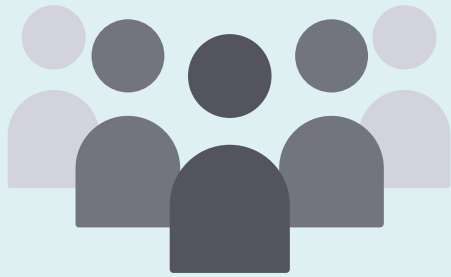
The attention norms are cover numerous markets, platforms, domains, formats, and creative factors.



THE STUDY WAS CONDUCTED FOR ONE MOBILE AND ONE DESKTOP FORMAT ON DIFFERENT MARKETS



STUDY SAMPLE



150 respondents
per market (n=300)



Living in Germany
or Finland

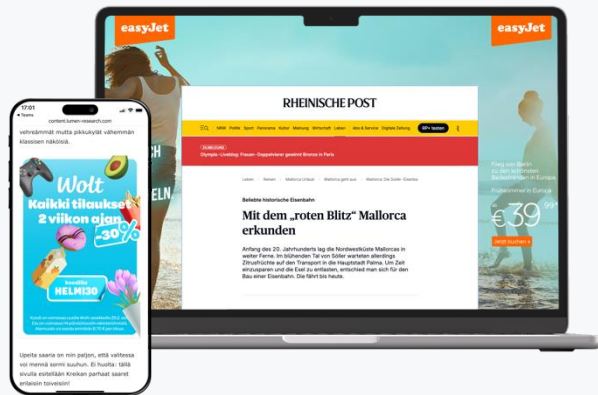


Male or Female,
aged between 18-65

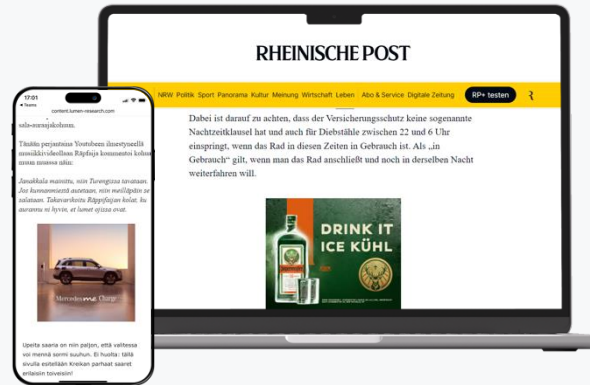
LUMEN SPECIALIZES IN TESTING ADS WITHIN HIGHLY REALISTIC “SANDBOX” ENVIRONMENTS



TEST ENVIRONMENT



Markets were shown an article displaying a YOC Mystery Ad®, or YOC Skin, whilst tracking respondents eye movements.



The second article only included standard display ads and is there to re-create a real-life browsing experience.

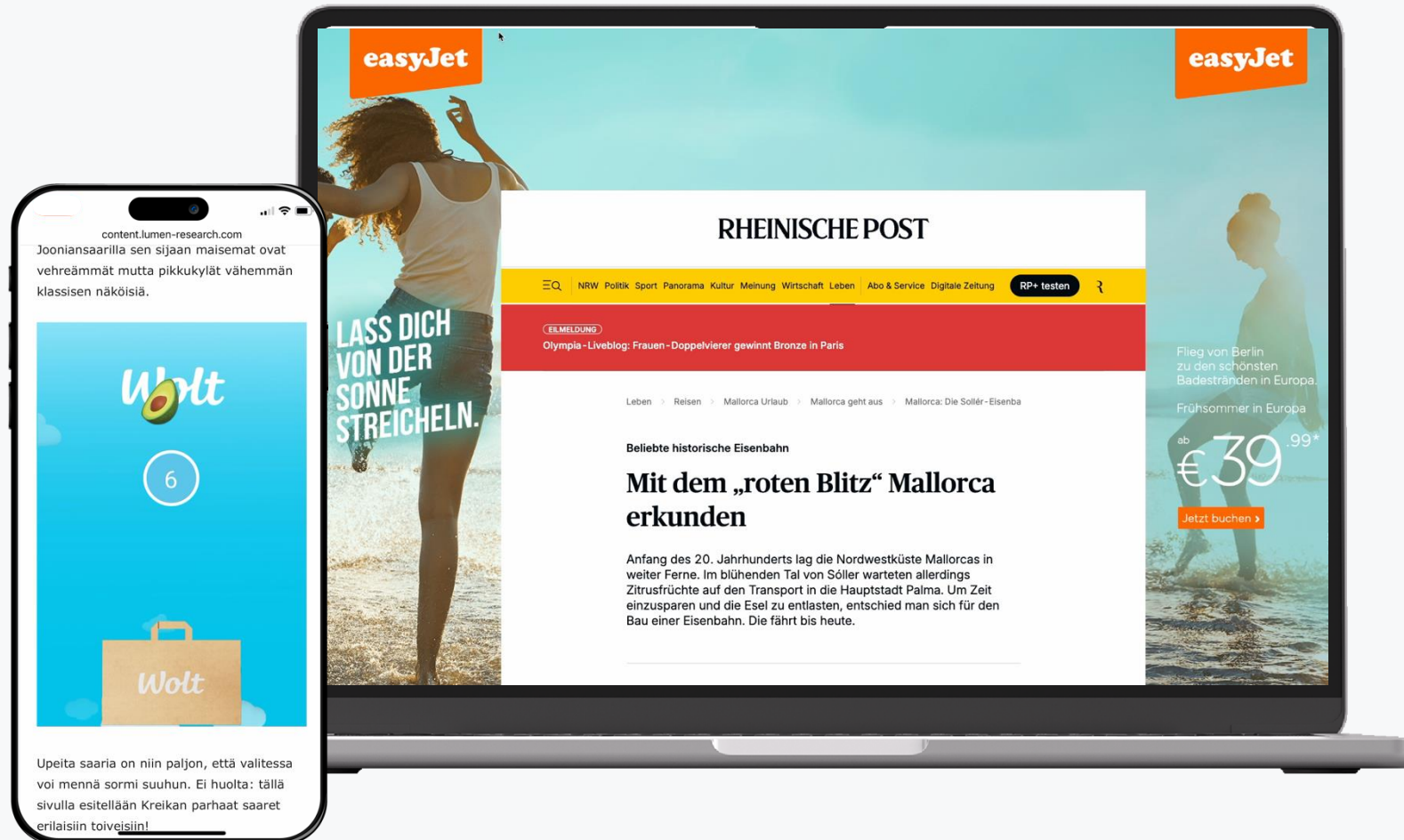


After, respondents answered brand recall questions to measure spontaneous (free answer) and prompted (from a list) recall. Further questions on brand awareness and ad perceptions were also asked.

CREATIVES FROM THE BRANDS EASYJET AND WOLT WERE USED TO TEST THE YOC AD PRODUCTS



TESTED CAMPAIGNS





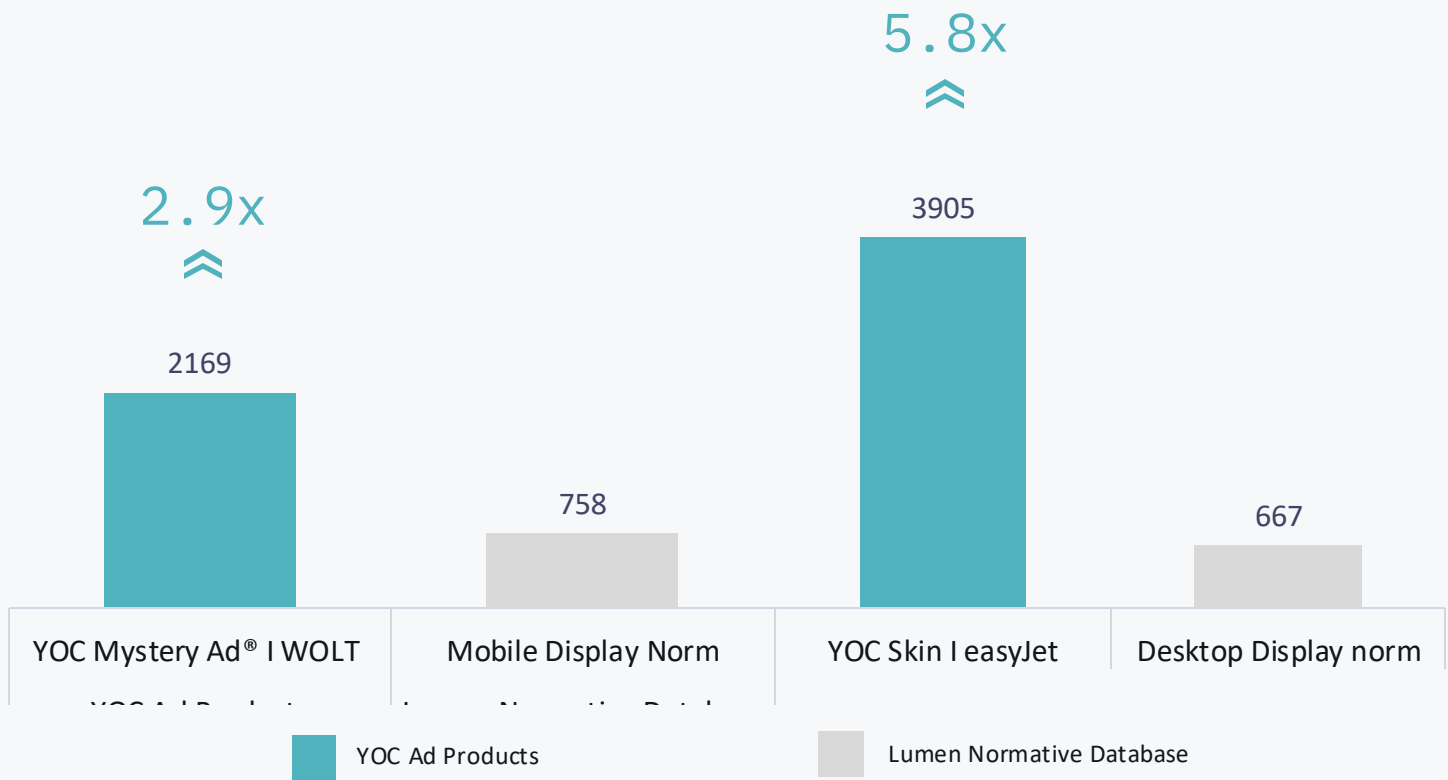
03

ATTENTION METRICS

YOC AD PRODUCTS GENERATED UP TO 5.8X MORE ATTENTION THAN COMPARABLE STANDARD FORMATS



ATTENTION PER MILLE FOR TESTED YOC AD PRODUCTS



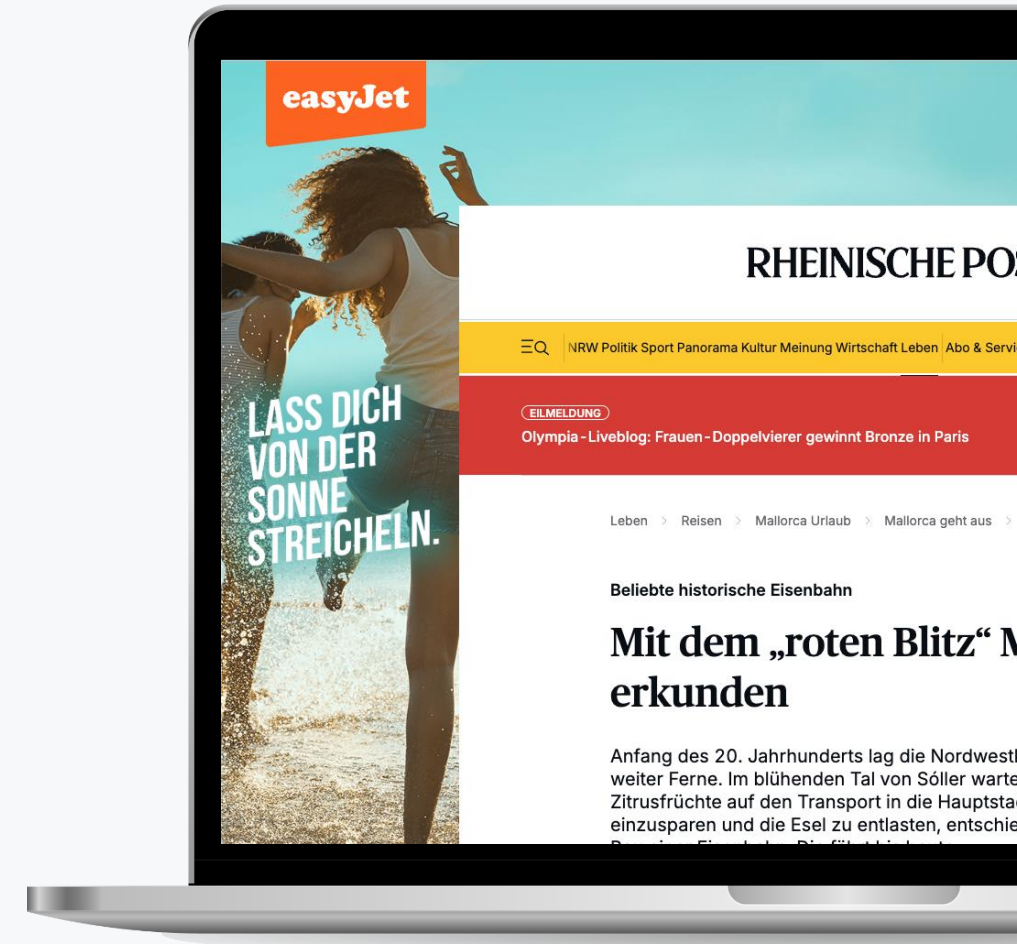
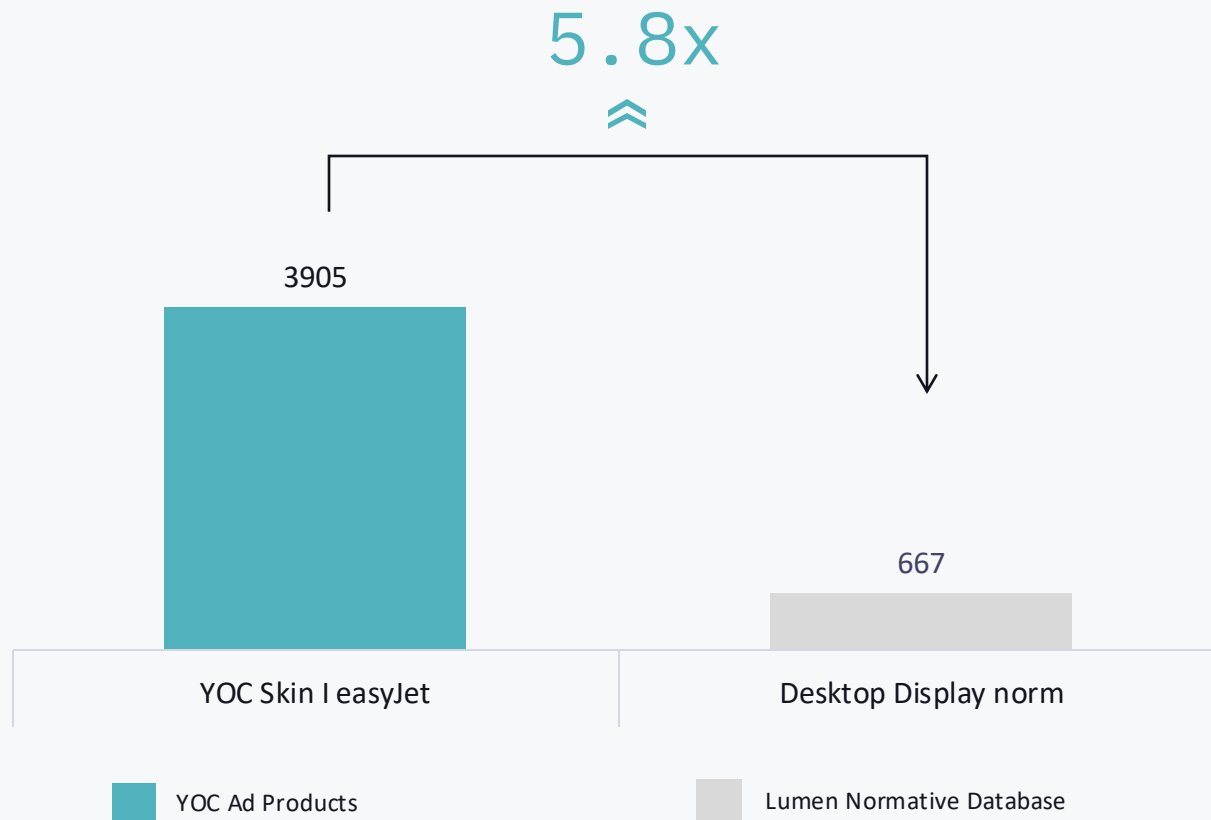
MAIN TAKEWAYS

- The attentive time of users is 5.8 times higher with the YOC Skin on desktop and 2.9 times higher with the YOC Mystery Ad® on mobile screens.
- User consumed the ad products longer and more actively

490% UPLIFT IN ATTENTION WITH THE YOC SKIN



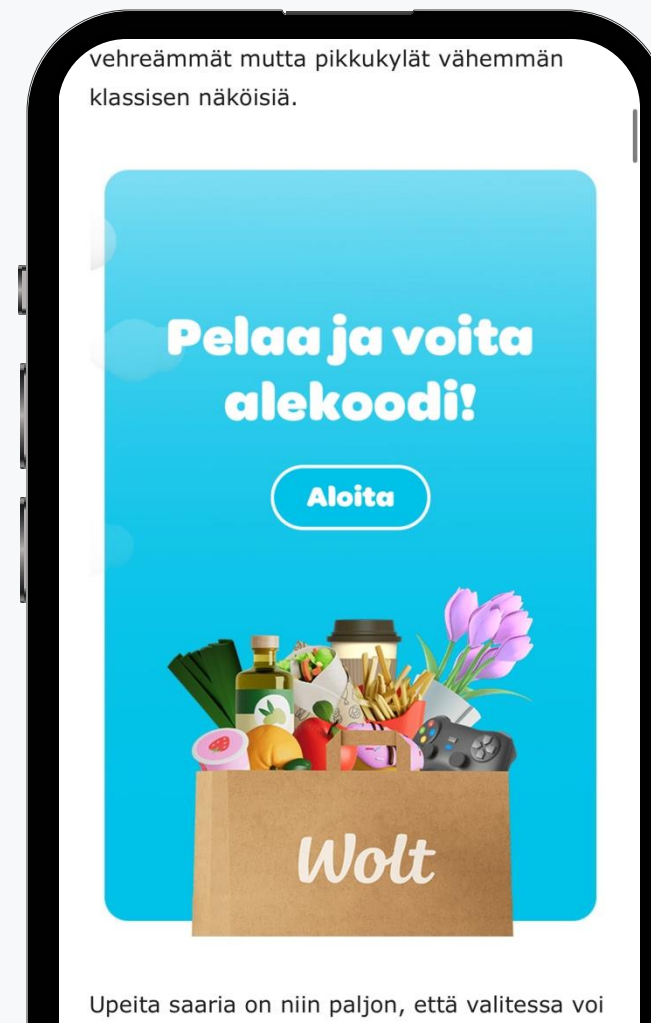
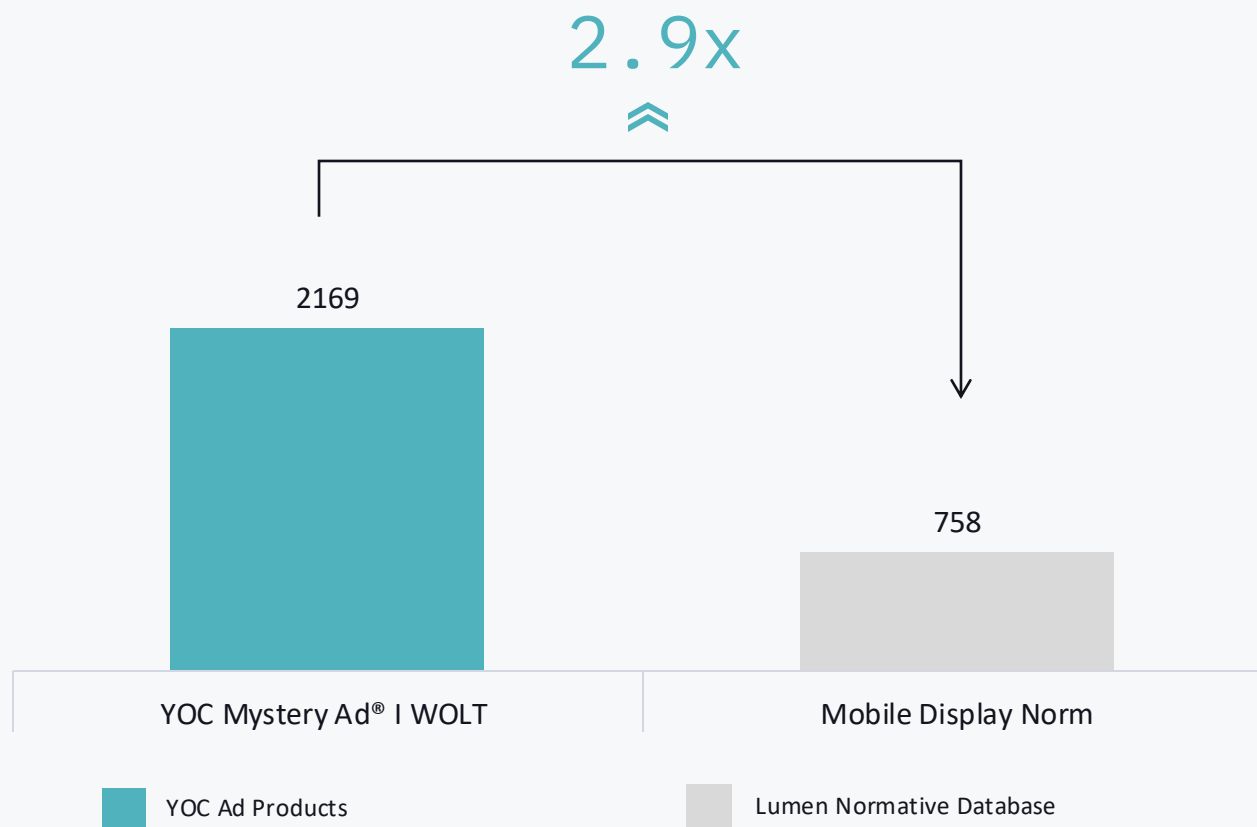
ATTENTION PER MILLE FOR YOC SKIN



YOC MYSTERY AD® CREATES 190% MORE ATTENTION FOR YOUR BRAND THEN COMPARABLE STANDARD FORMATS



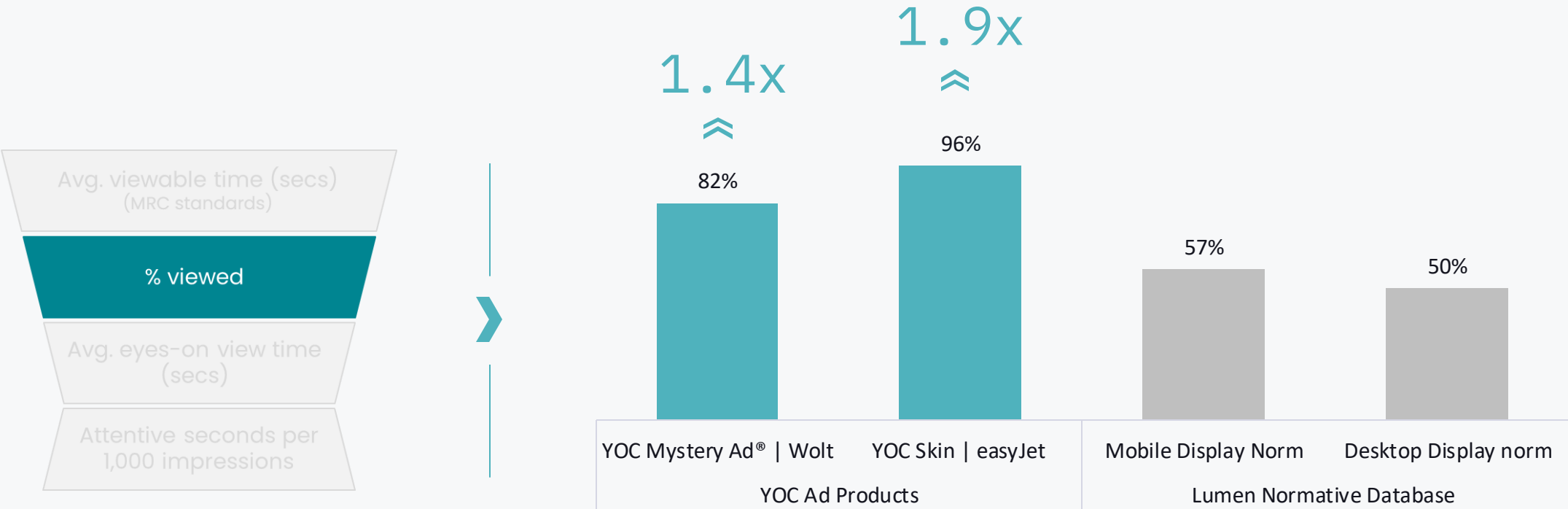
ATTENTION PER MILLE FOR THE YOC MYSTERY AD®



82% TEST PERSONS ON MOBILE AND 96% ON DESKTOP HAVE VERIFIABLY VIEWED THE YOC AD PRODUCT



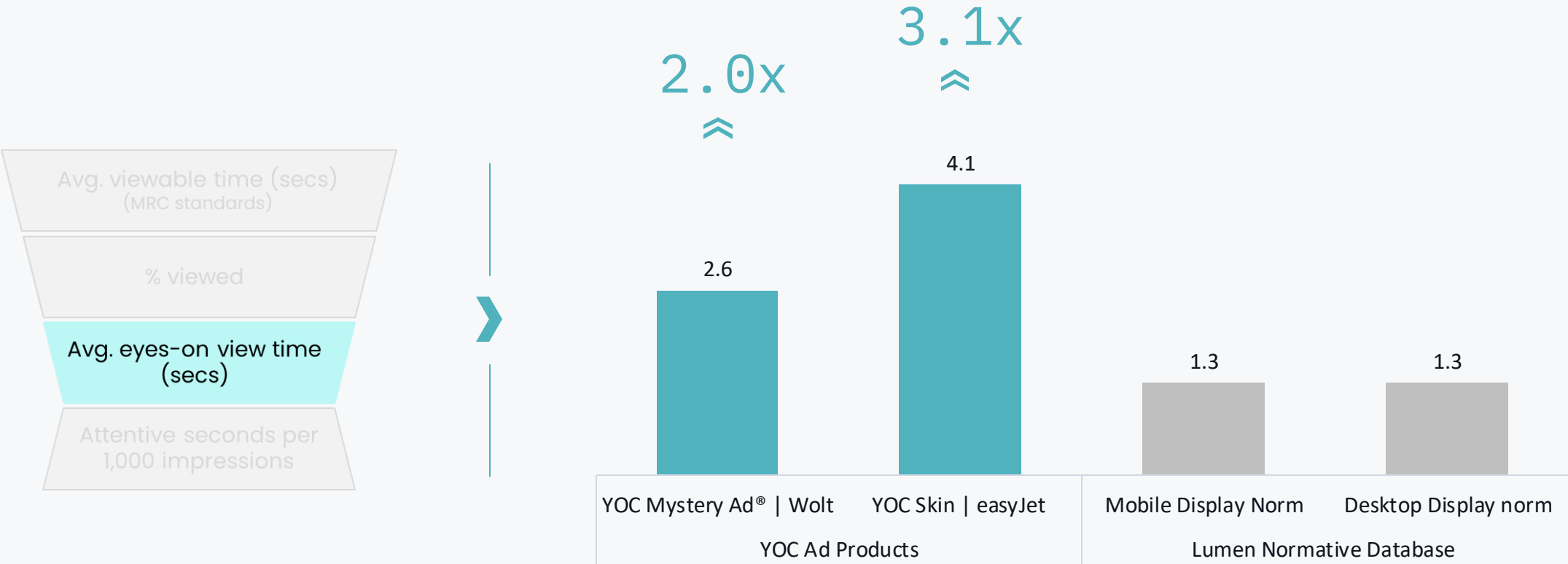
% VIEWED



THE AVERAGE VIEW TIME OF YOC AD PRODUCTS IS UP TO 215% HIGHER THAN WITH STANDARD FORMATS



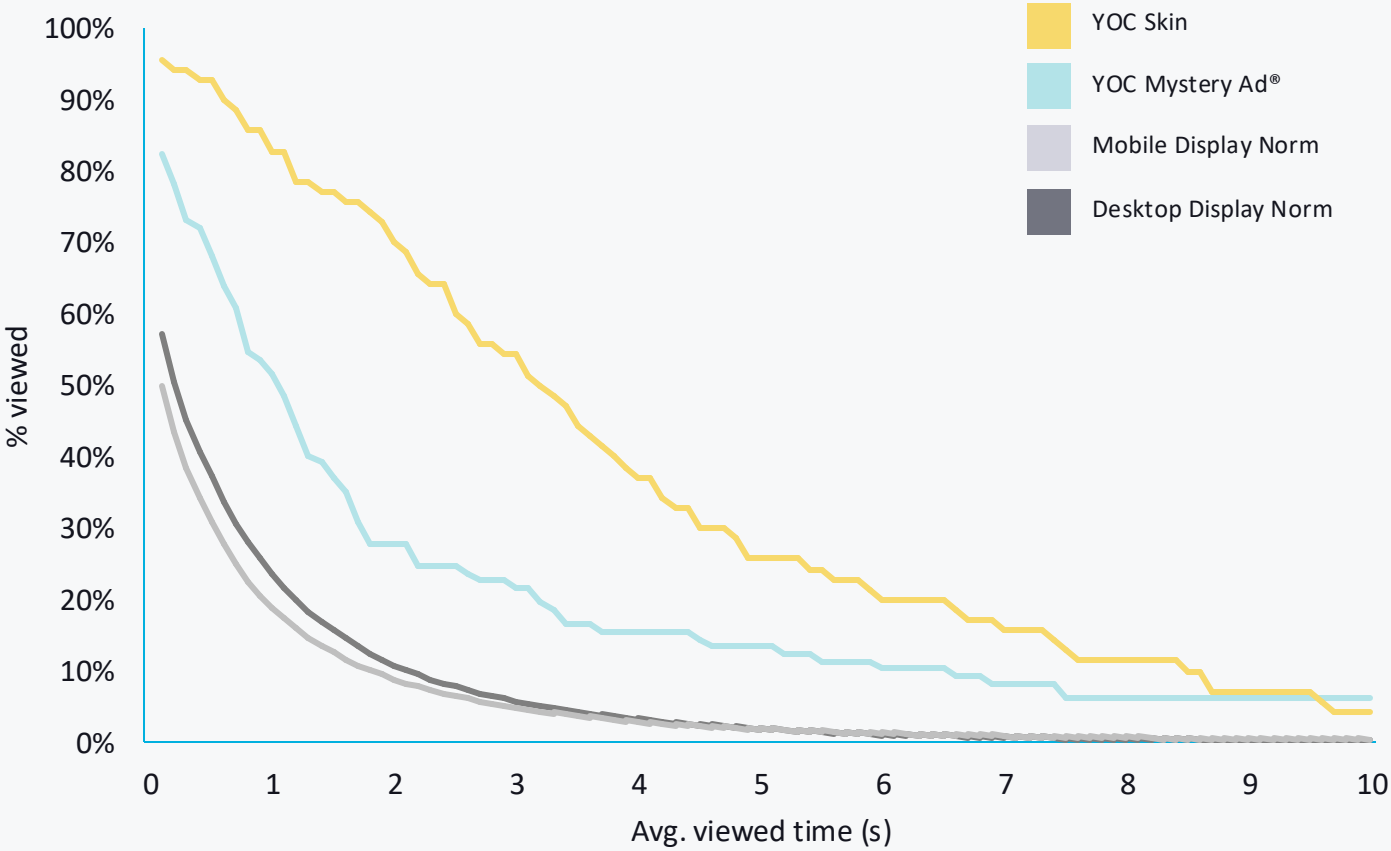
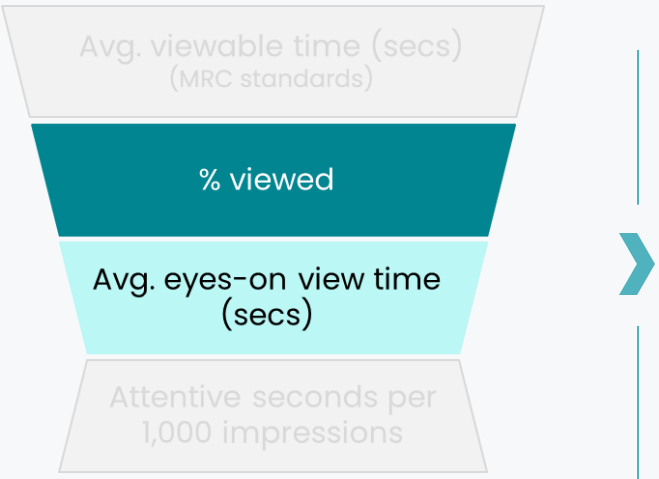
AVERAGE EYES-ON VIEW TIME (SECS)



YOC AD PRODUCTS ARE SIGNIFICANTLY LONGER VIEWED BY A HIGHER PERCENTAGE OF PEOPLE



ATTENTION CURVE



YOC PRODUCTS MAXIMIZE ATTENTION RESULTING IN RELEVANT UPLIFTS OF BRAND METRICS



KEY TAKEAWAYS

APM



YOC ad products generate up to **5.8x more attention** than comparable standard formats

% - VIEWED



Over 80% on mobile and 96% on desktop have **verifiably viewed** YOC Ad Products

AVG. VIEW TIME



The average view time of YOC Ad Products is **up to 215% higher** than with standard Formats



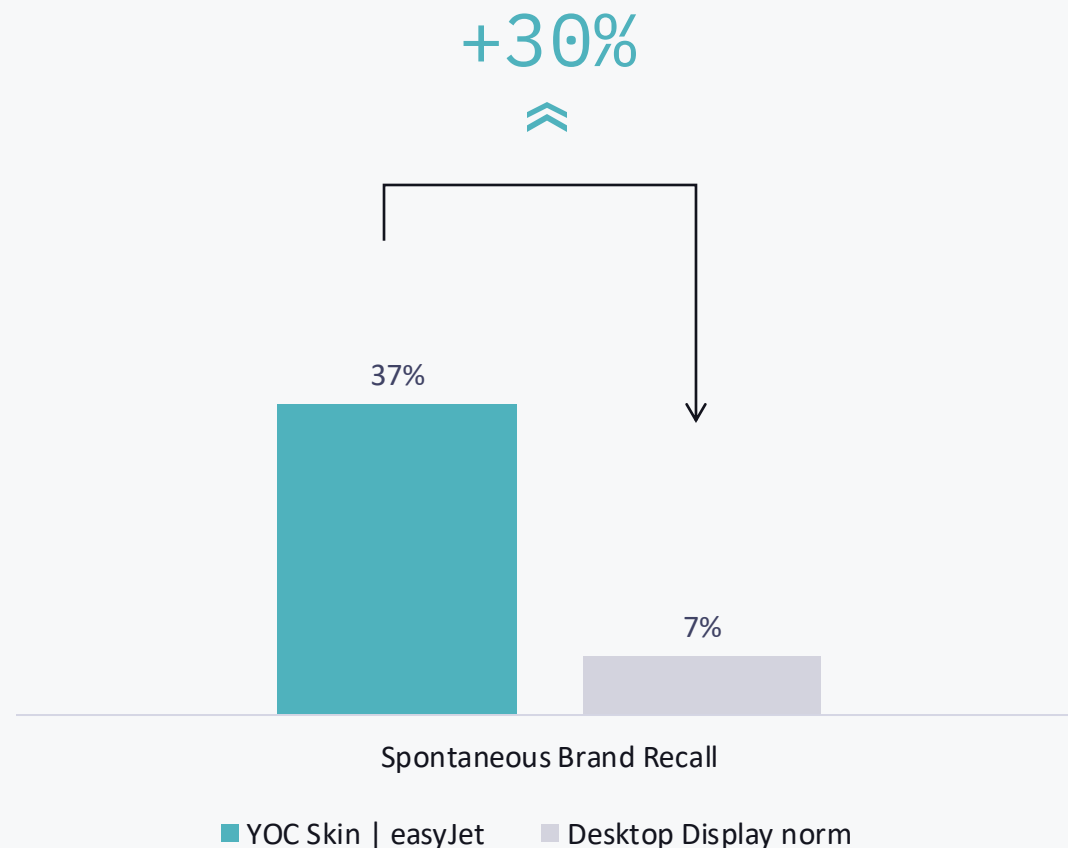
04

BRAND METRICS

THE SPONTANEOUS BRAND RECALL WITH THE YOC SKIN IS 30 % HIGHER THAN WITH STANDARD FORMATS



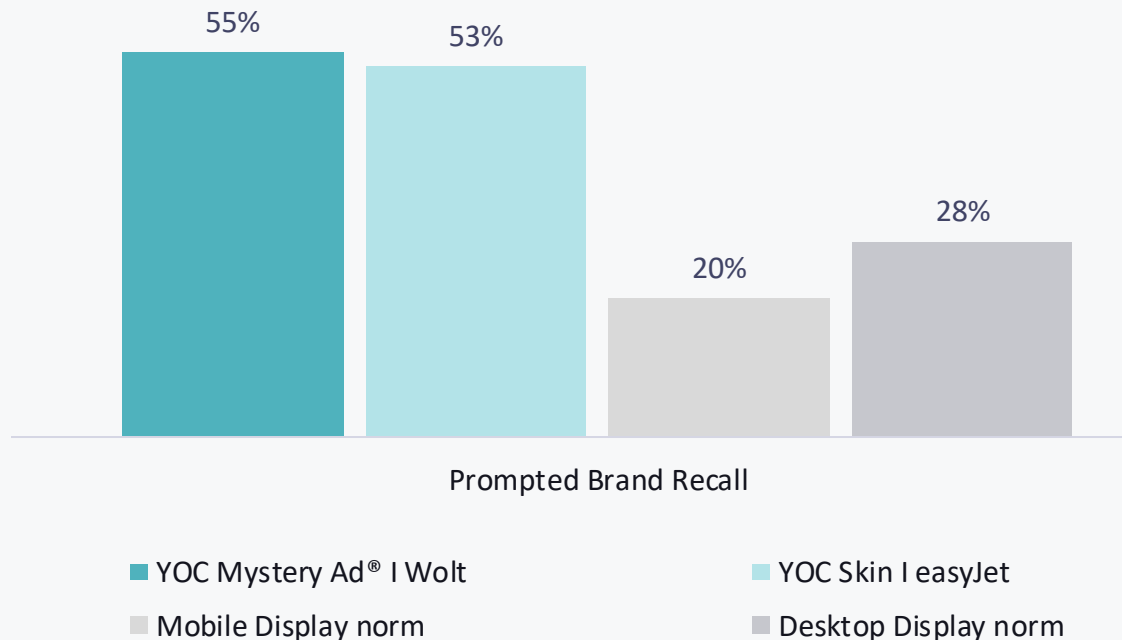
BRAND RECALL



MORE THAN EVERY SECOND PERSON CAN NAME THE BRAND ADVERTISED IN YOC AD PRODUCTS



BRAND RECALL



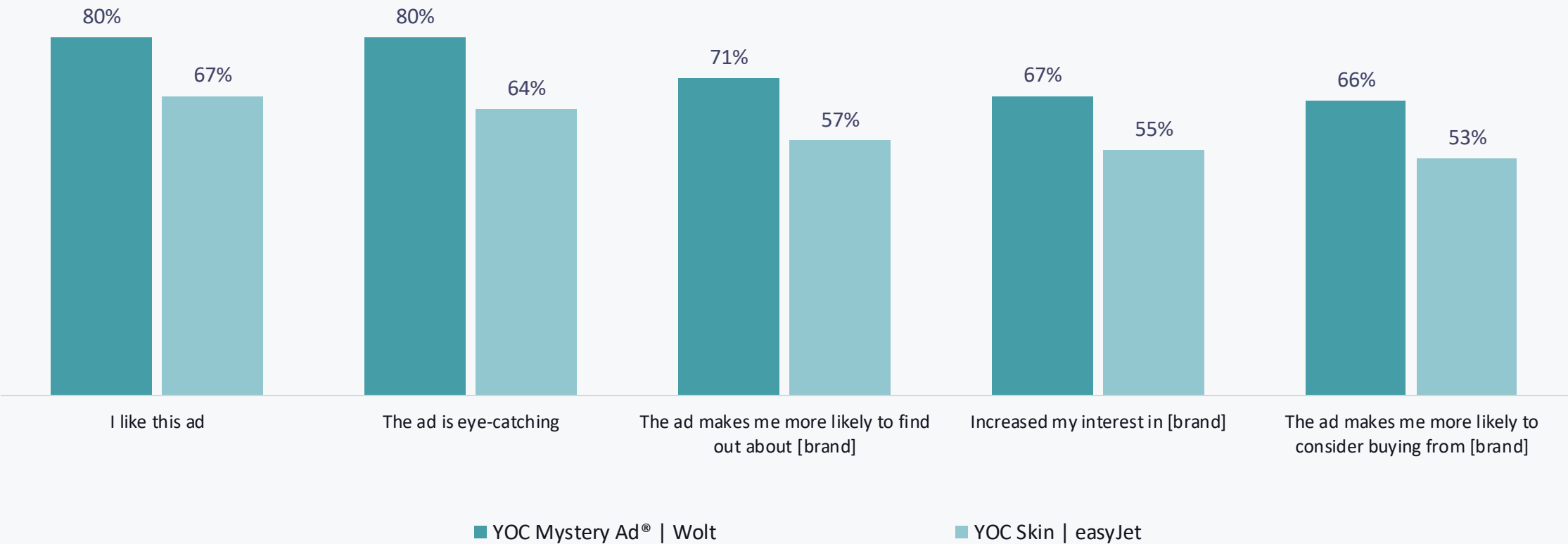
KEY TAKEAWAYS

- Every second person can name the brand advertised in YOC ad products within a list of brands
- Only every 4th person can name brands advertised with standard ad formats

THE OVERALL AD PERCEPTION OF THE TESTED YOC AD PRODUCTS IS EXTREMELY POSITIVE



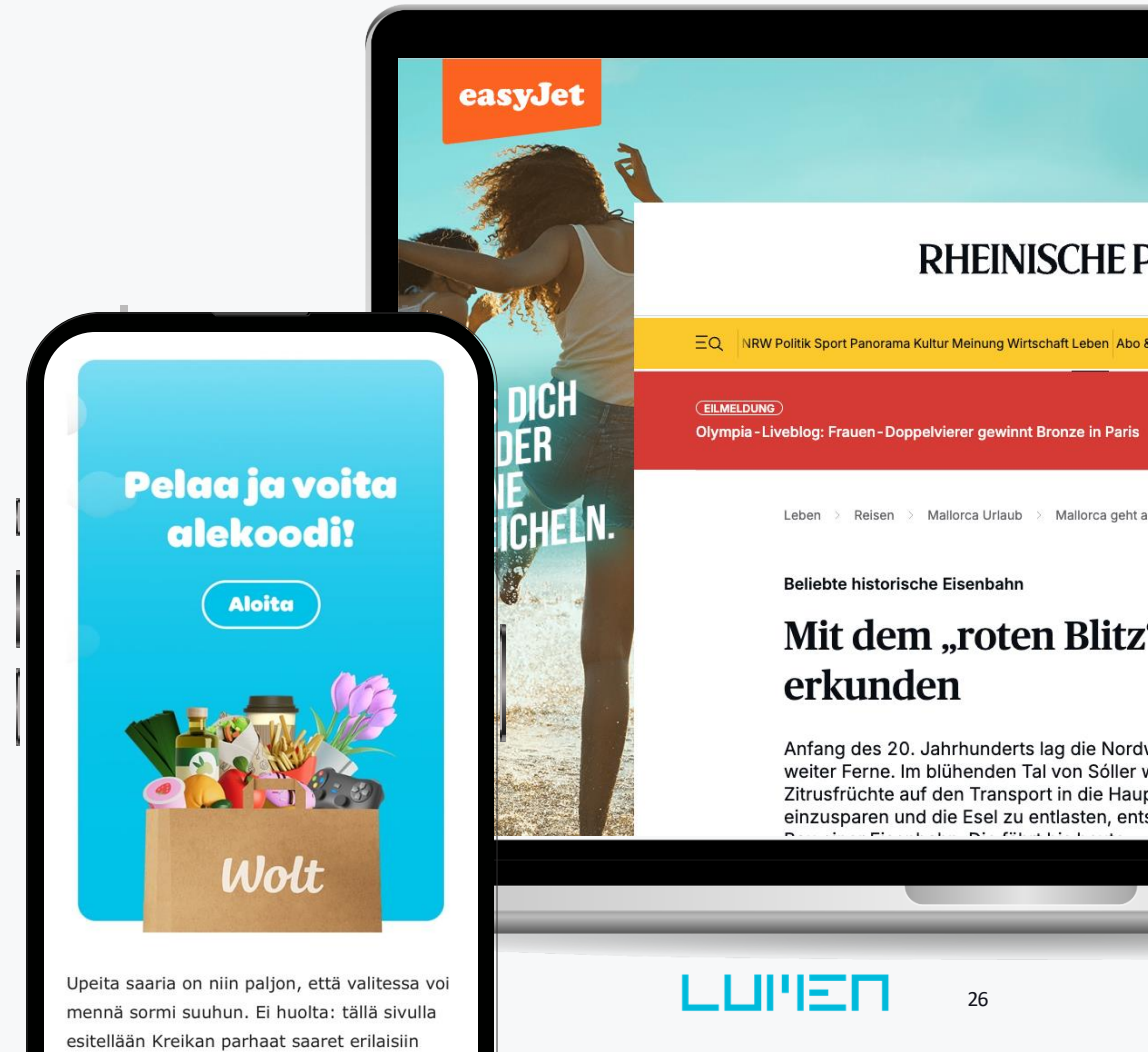
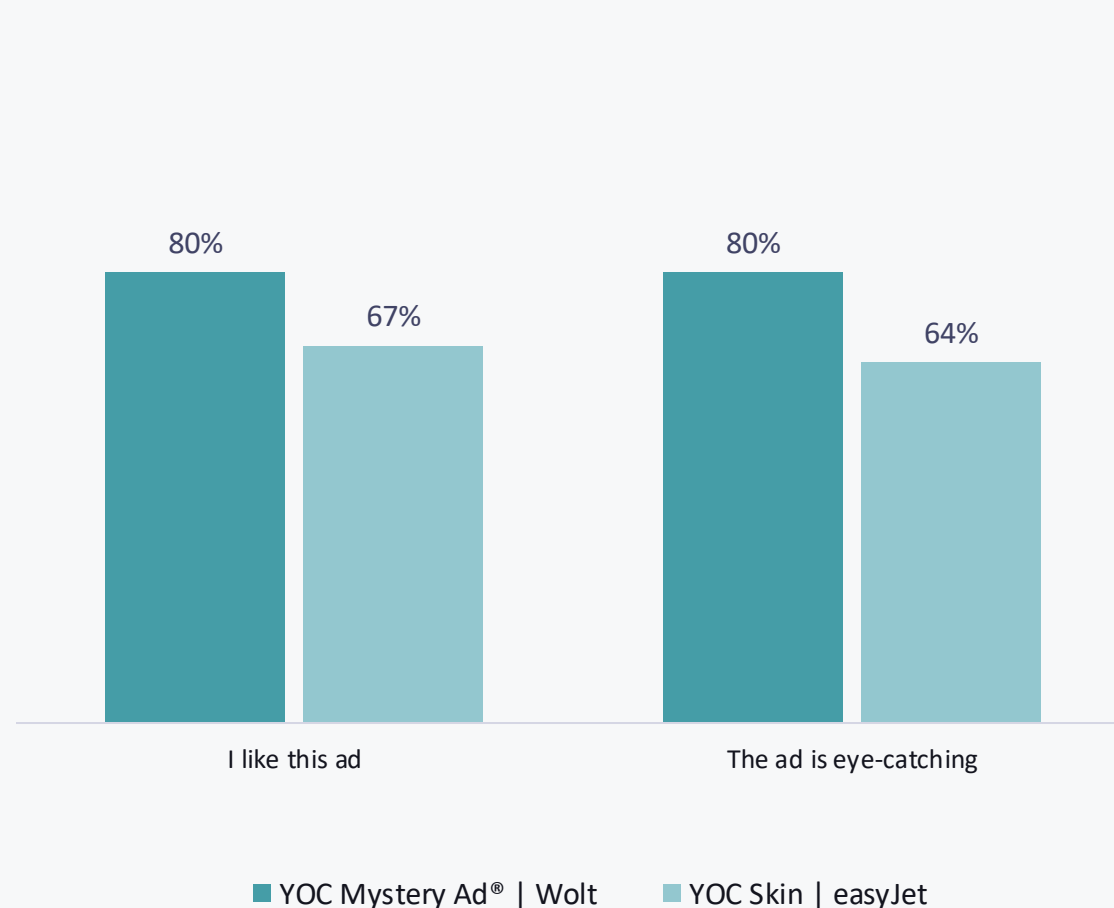
AD PERCEPTION OF YOC AD PRODUCTS



7 OUT OF 10 PEOPLE STATE YOC AD PRODUCTS TO BE EYE-CATCHING AND LIKEABLE



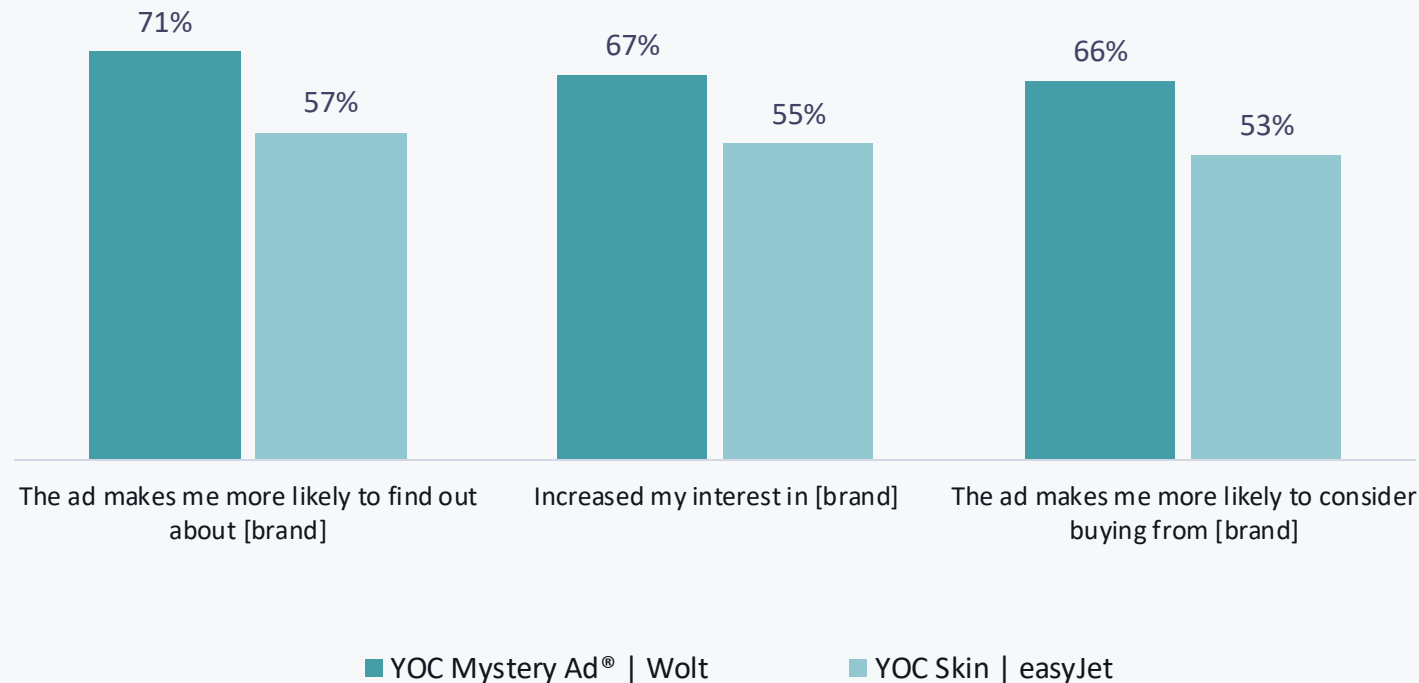
AD LIKEABILITY



YOC AD PRODUCTS SIGNIFICANTLY RAISE USERS' INTENTION TO BUY AN ADVERTISED PRODUCT



PURCHASE INTENT



MAIN TAKEAWAY

- 6 out of 10 people report a raised interest in a brand after consuming a YOC Ad Product
- More than every second person states that the YOC Ad Product increased the likeliness of buying the brand or product

YOC PRODUCTS MAXIMIZE ATTENTION RESULTING IN RELEVANT UPLIFTS OF BRAND METRICS



KEY TAKEAWAYS

ATTENTION



YOC ad products generate up to **5.8x more attention** than comparable standard formats

LIKEABILITY



7 out of 10 people state YOC Ad Products to be eye-catching and likeable

BRAND RECALL



Every second person can name the brand advertised in YOC ad products within a list of brands



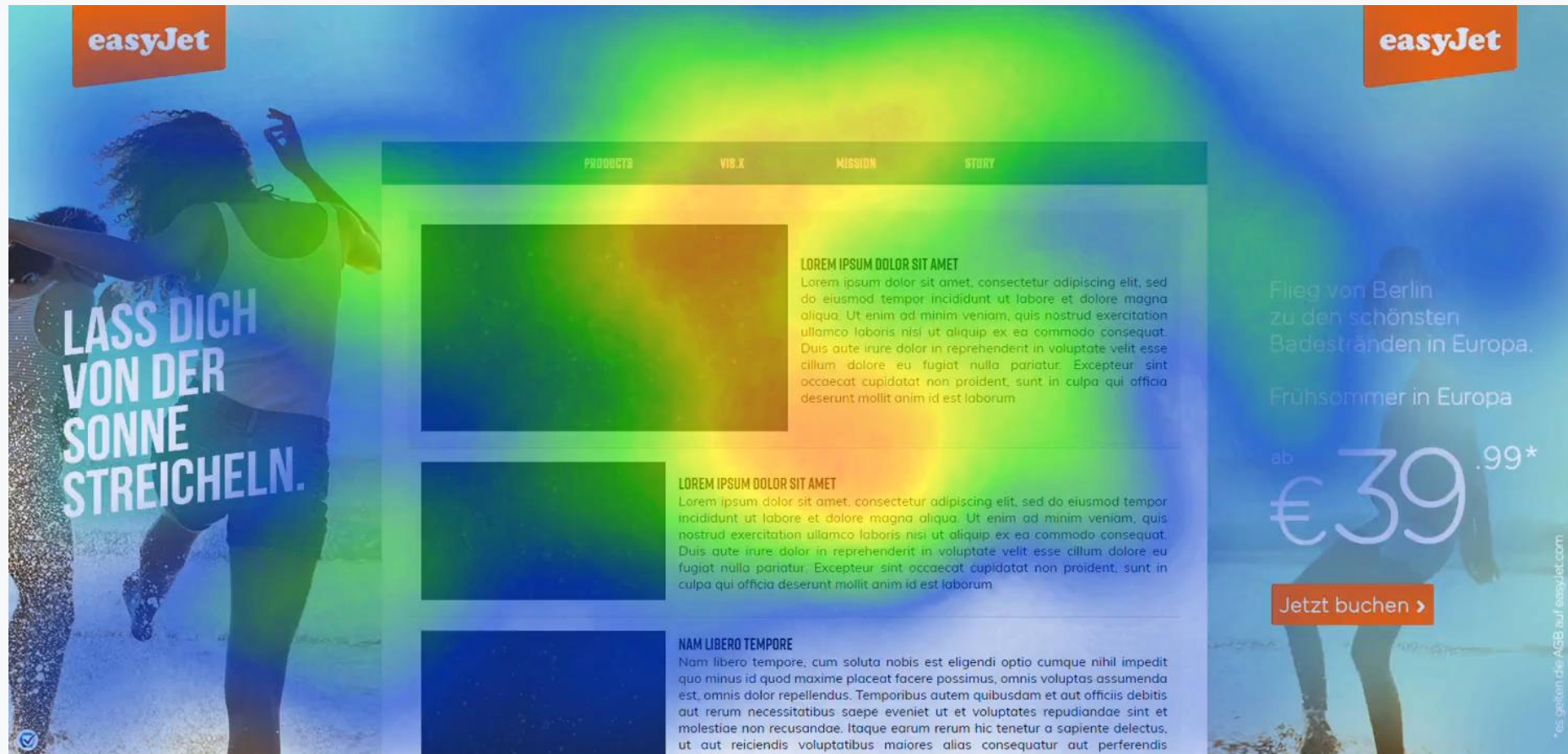
05

CREATIVE ANALYSIS

THE ATTENTION REMAINS CONTINUOUSLY ON THE AD WHILE READING THE ARTICLE



EYE-TRACKING HEAT MAP OF YOC SKIN FOR EASY JET



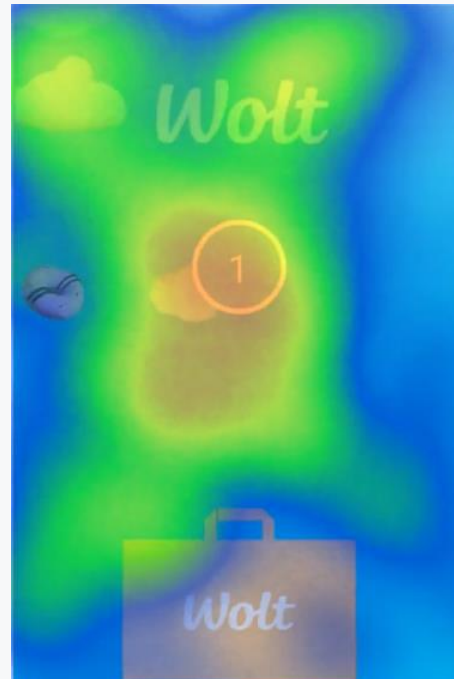
ATTENTION ON THE YOC MYSTERY AD® REMAINED CENTRAL DURING THE CREATIVE INTERACTION



EYE-TRACKING HEAT MAP OF YOC MYSTERY AD® FOR WOLT



Beginning



*Interactive
Feature*



End





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