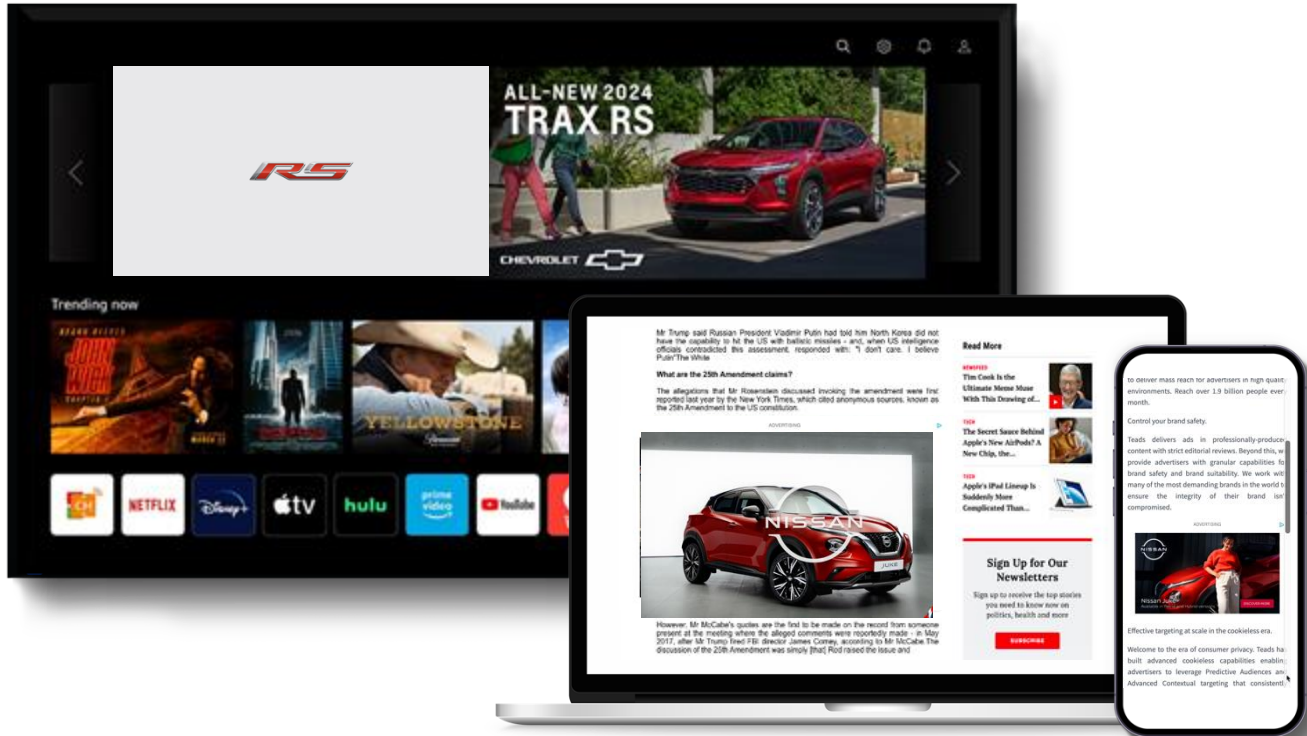




How Creative Optimization Maximizes Attention and Effectiveness of Omnichannel Campaigns



Teads reinvented outstream advertising





A combination of two category leaders in *branding & performance*

One of the largest companies in the advertising space with

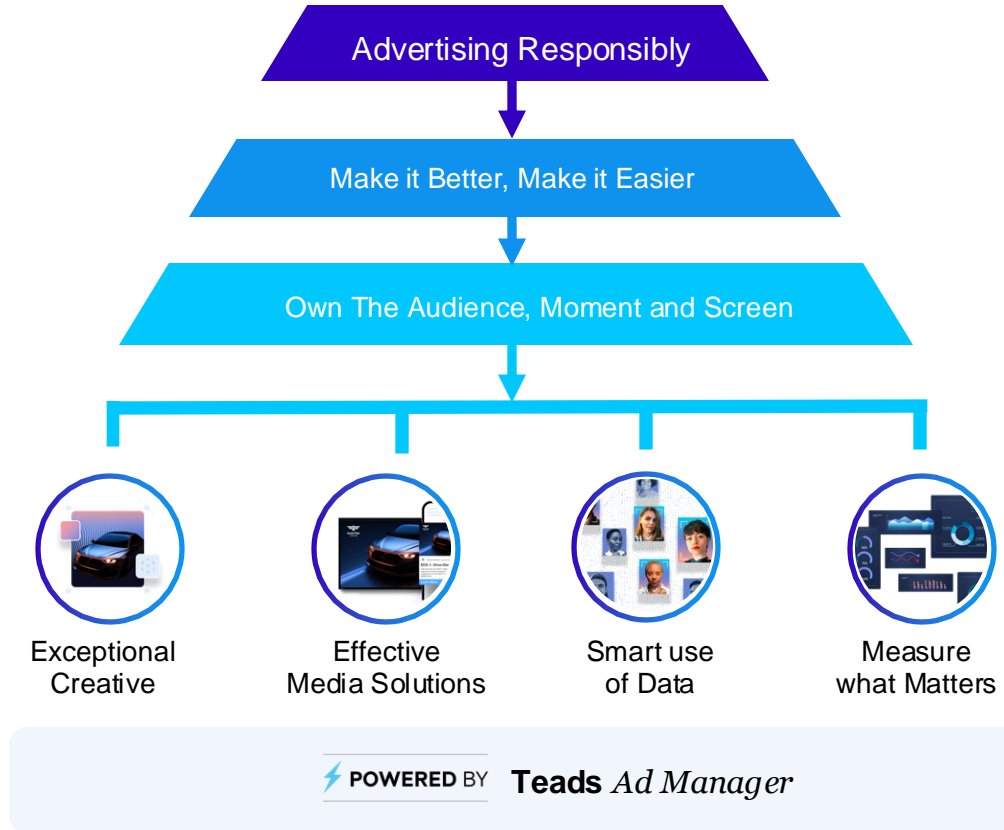


\$1.7B

In Combined
Advertising Spend



Teads has a comprehensive approach to help drive *brand growth*





**2/3 of media effectiveness is
driven by creative.**



**≈70% of of viewable ads
are not actually viewed**

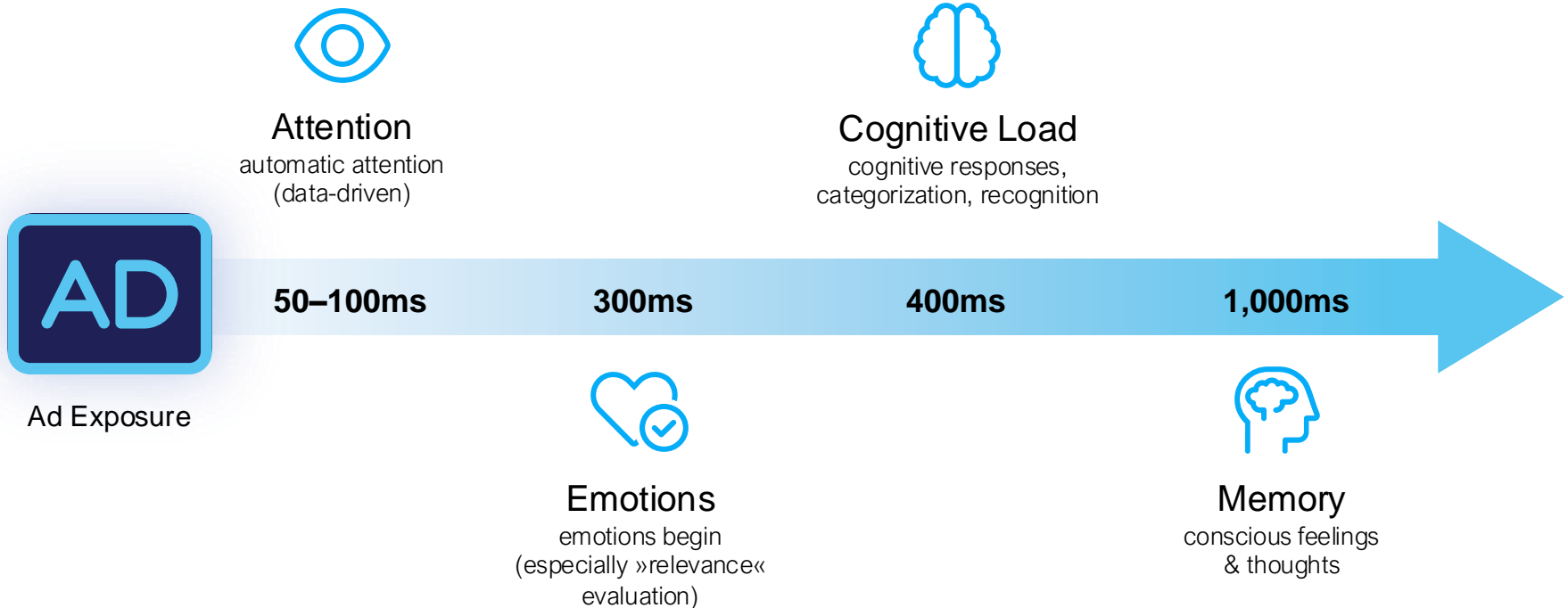


Attention is Scarce...



Why is Attention so important

... because it is when the cognitive process kicks in





**How do we optimize for
Attention?**



Can damaged hair
really be repaired?

AVEDA



Can you name the brand?



AVEDA

Can damaged hair
really be repaired?



What about now?



Optimizing branding



Original

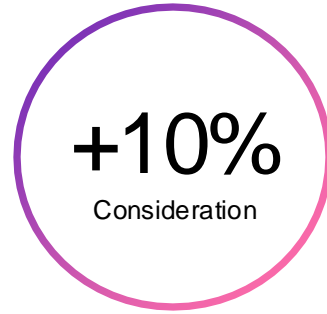


Optimized

Up to
55%
more visibility vs
original



Data-driven creative optimization leads to even better outcomes





Identifying Key Scenes



... we provide advertisers with granular capabilities for brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand isn't compromised.



Effective targeting at scale in the cookieless era.



Think about attention from the start



... we provide advertisers with granular capabilities for brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand isn't compromised.

WERBUNG

zalando

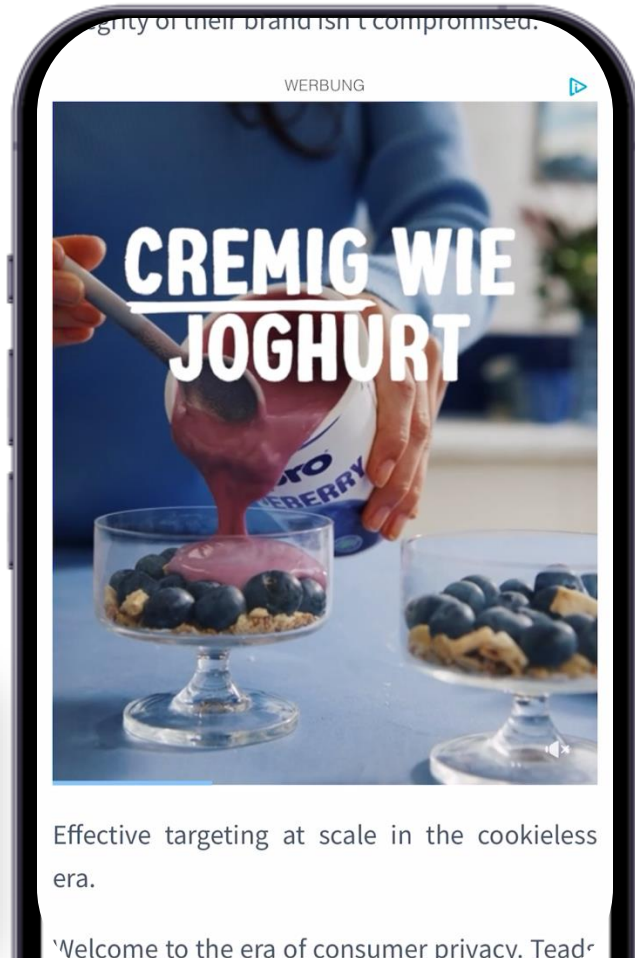
Was zieh ich an, heute Abend ... und morgen früh?

Fashion entdecken →

Effective targeting at scale in the cookieless era

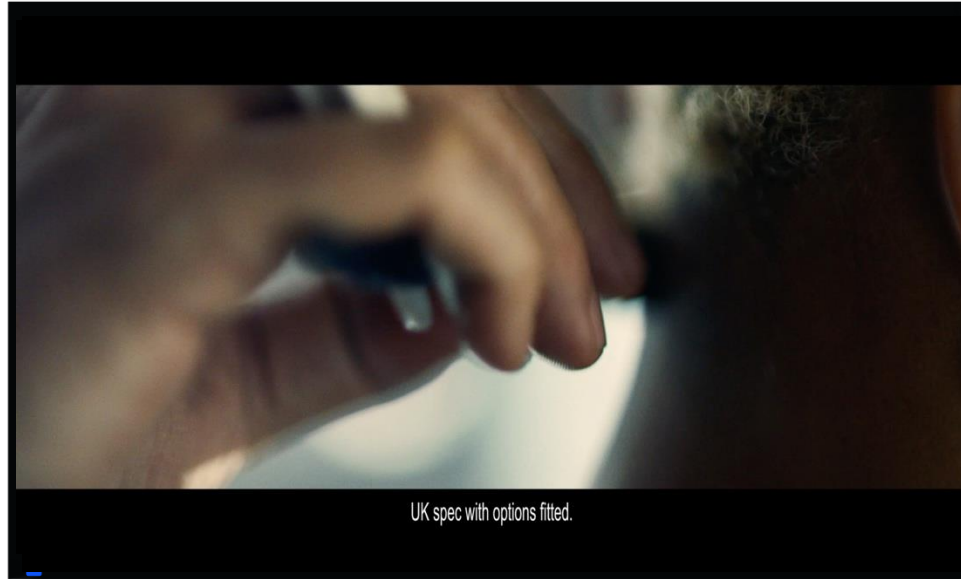


Optimize for sound- off



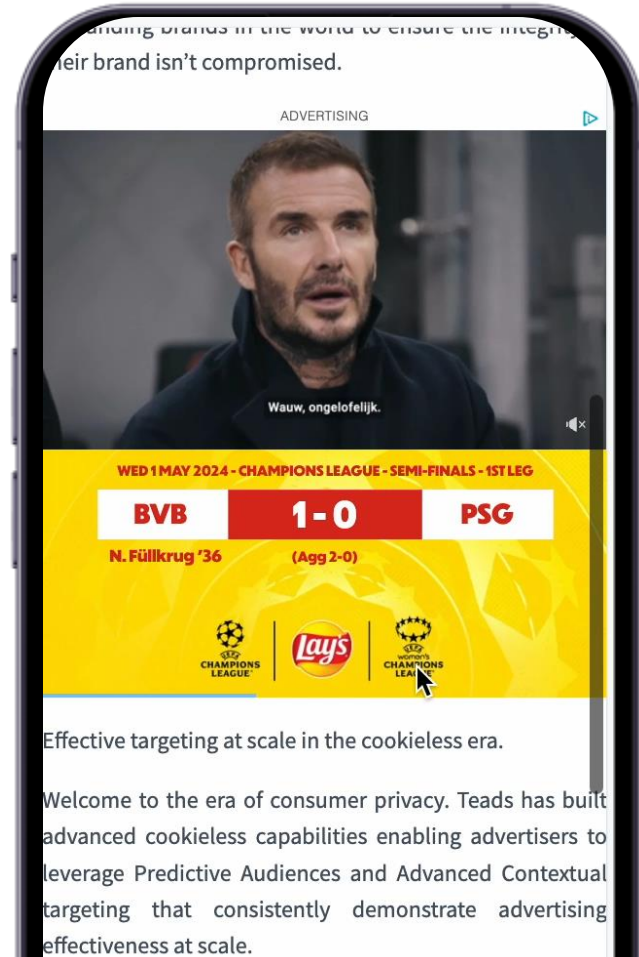


Dynamic Voiceover





Live Sports Integrations



Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads has built advanced cookieless capabilities enabling advertisers to leverage Predictive Audiences and Advanced Contextual targeting that consistently demonstrate advertising effectiveness at scale.



Omnichannel

The image illustrates an omnichannel marketing strategy for Nissan. It features three main components:

- Desktop Monitor:** Displays a Nissan advertisement on a streaming interface. The ad shows a red Nissan Qashqai driving through a futuristic city at night. The Nissan logo is prominently displayed in the top left of the ad. Below the ad, there is a "Trending now" section with various content cards, including "Watch FREE Movies and TV Shows on LG Channels" and "YELLOWSTONE".
- Smartphone:** Shows a mobile version of the Nissan advertisement. The text on the phone screen reads: "provide unparalleled value through... brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand isn't compromised." Below this is the Nissan logo, a photo of the red Qashqai, and the text "New Nissan Qashqai Boldness in motion" with a "DISCOVER MORE" button. At the bottom, it says "Effective targeting at scale in the cookieless era."
- Central Graphic:** A large graphic featuring the Nissan logo and the text "New Nissan Qashqai Defy Ordinary" set against a background of a city street with a blurred red car.



WORKING TOGETHER

Getting the Most out of your Capaigns



WORKING TOGETHER

The Evidence Based Attention Framework

Creative Lab

Pre-Optimisation
Attention-Test



L'Atelier

Optimization
Creative Workshop



Creative AB Test

Post Optimisation
Brand & Attention lift



Live Campaign

During Campaign
Attention-measurement



Reporting

Post-Campaign
Attention x Outcomes





Key Takeaways

Understanding how Attention Metrics can impact your campaigns

Optimizing your Assets for the Channel

Leveraging the Evidence Based Attention Framework – Start testing



Thank *You*

January 2025