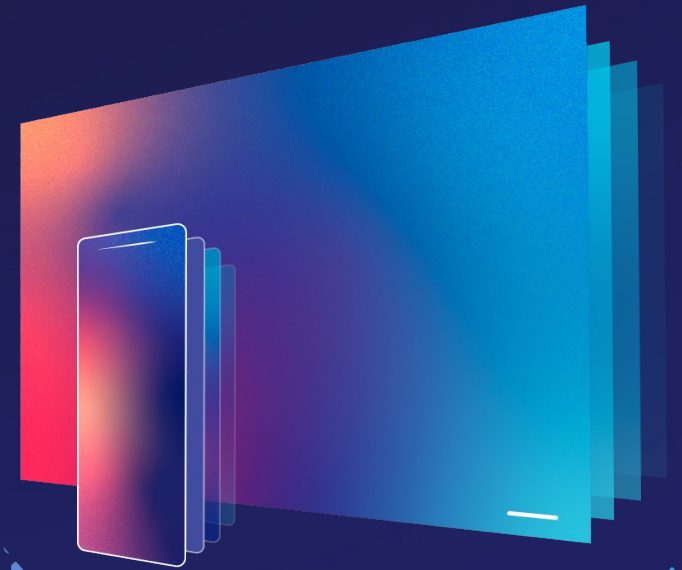


Teads

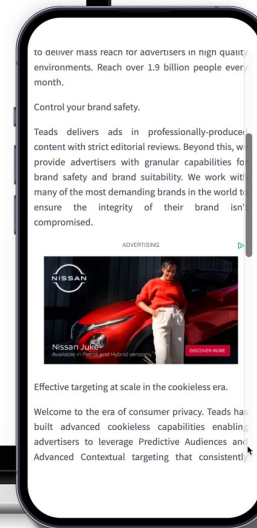
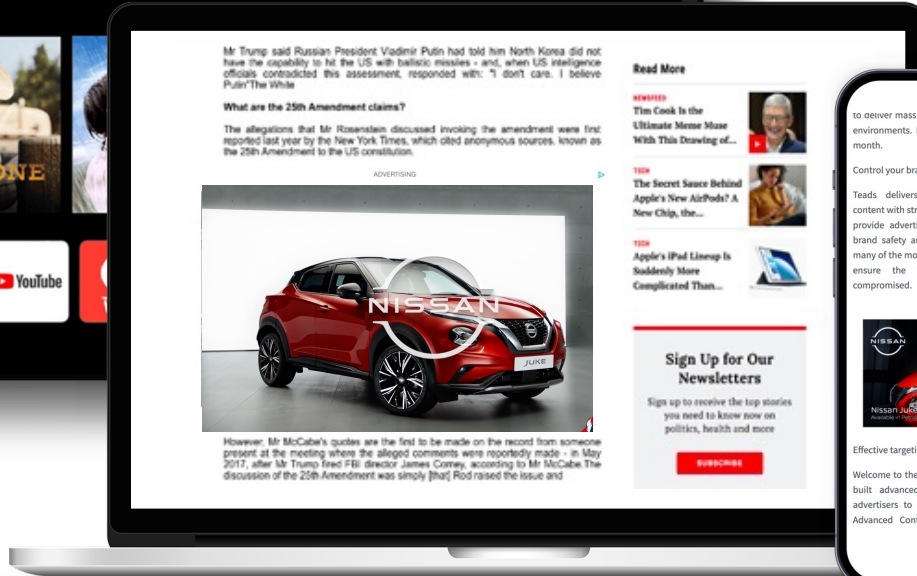
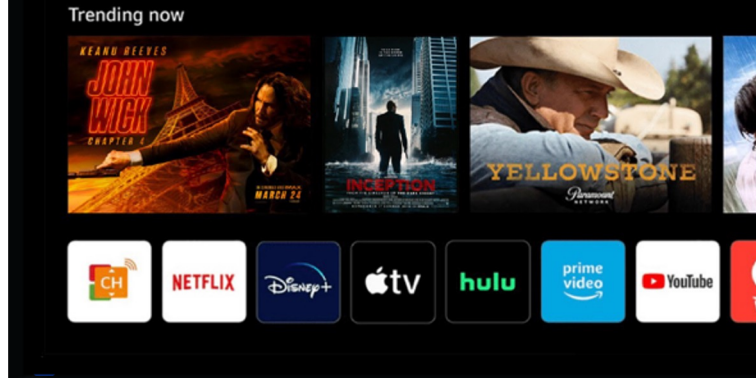
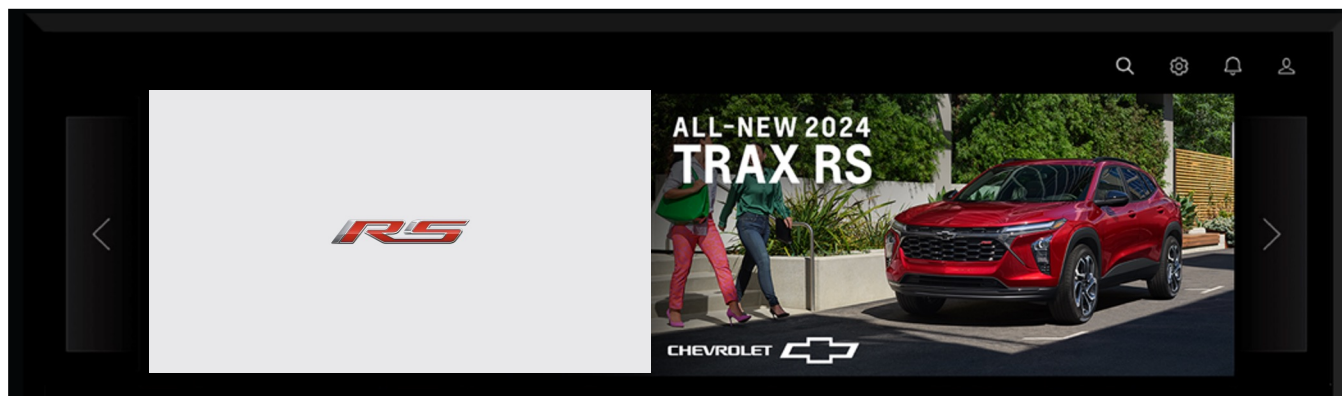
**How Creative
optimization
maximizes Attention
and effectiveness
of campaigns**

Ludwig Möckel, Senior Creative Strategist

August 2024

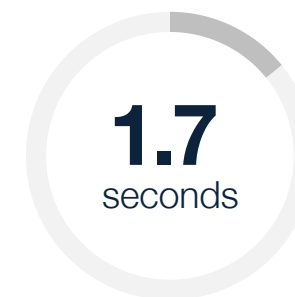


Teads reinvented outstream advertising



Average View Time
(according to Moat)

VS



Average View Time
for a Social Feed

Teads is the single access point to the world's most premium publishers



The Nordic Media Platform



7,4m monthly Teads UV. 74% Reach



3,4m monthly Teads UV. 63% Reach



4,4m monthly Teads UV. 77% Reach



3,7m monthly Teads UV. 70% Reach

EL ECONOMISTA

Forbes

Nettavisen.

Ekstra Bladet

VOGUE

VARIETY

CBS SPORTS

Los Angeles Times

Schibsted

JP

Dagens Næringsliv

The Guardian

MARCA

EUROSPORT

TRADERA

DAGENS NO

story house
EGMONT

L I F E
· O F ·
S V E A

STAMPEN
MEDIA.

NWT
media

Finansavisen

Reyn

Sports Illustrated

B B C

fyens.dk
Fyens Stiftstidende

bold.dk

TM

VK
MEDIA

KALEVA

anna

4 ▶

techradar

hitta
.se

Fredericia Dagblad

The
Washington
Post

BUSINESS
INSIDER

CNN

RollingStone

ESPN

welt

IHUFFPOSTI

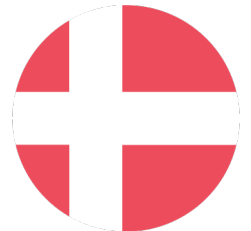
FORECA

WIRED

The Telegraph

CBS
NEWS

SOUND



Viewability \neq Attention



What did you focus on?





Why should we (you) care?



Why the first impression of an ad is so important

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



Attention

automatic attention
(data-driven)



Cognitive Load

cognitive responses,
categorization, recognition



Ad Exposure

50–100ms

300ms

400ms

1,000ms



Emotions

emotions begin
(especially »relevance« evaluation)



Memory

conscious feelings
& thoughts



**of viewable ads
are not actually viewed**

Attention is Scarce...

We face a Battle for Consumer Attention



Attention at its Simplest: Two Core Components



Grabbing Attention
Has the content actually been
seen by a human



Holding Attention
When its seen, **how long** does
someone spend with the content

Attention predicts outcomes 3x better than viewability

BRANDING

5%

more creative attention
volume leads to

40%

relative in-market
awareness increase

SALES

Attention metrics are

90%

predictive of sales lift outcomes

180%

more correlated with ROI
compared to viewability metrics

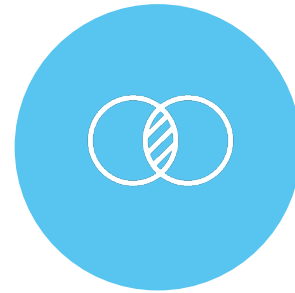
We validated the drivers of attention



Quality of Media



Ad Experience



Relevance



Creative

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

Simple video edits drive higher results on all KPIs

Original

Video as supplied to Teads



Edit

Branded dynamic footer + end screen



Optimised creative outperforms the original on every metric



Create immersive ad experiences

Available on mobile

KPI: Reach & VTR


ORIGINAL



integrity of their brand isn't compromised.

WERBUNG

Die neuen, Audi Q8 e-tron Modelle*.



*Stromverbrauch (kombiniert) in kWh/100 km: 24,4-19,5; CO₂-Emissionen (kombiniert) in g/km: 0. Angaben zu den Kraftstoff-/Stromverbräuchen und CO₂-Emissionen bei Spannbreiten in Abhängigkeit von der gewählten Ausstattung des Fahrzeugs. Für das Fahrzeug liegen nur Verbrauchs- und Emmision-swerte nach WLTP und nicht nach NEFZ vor. DAT-Hinweis

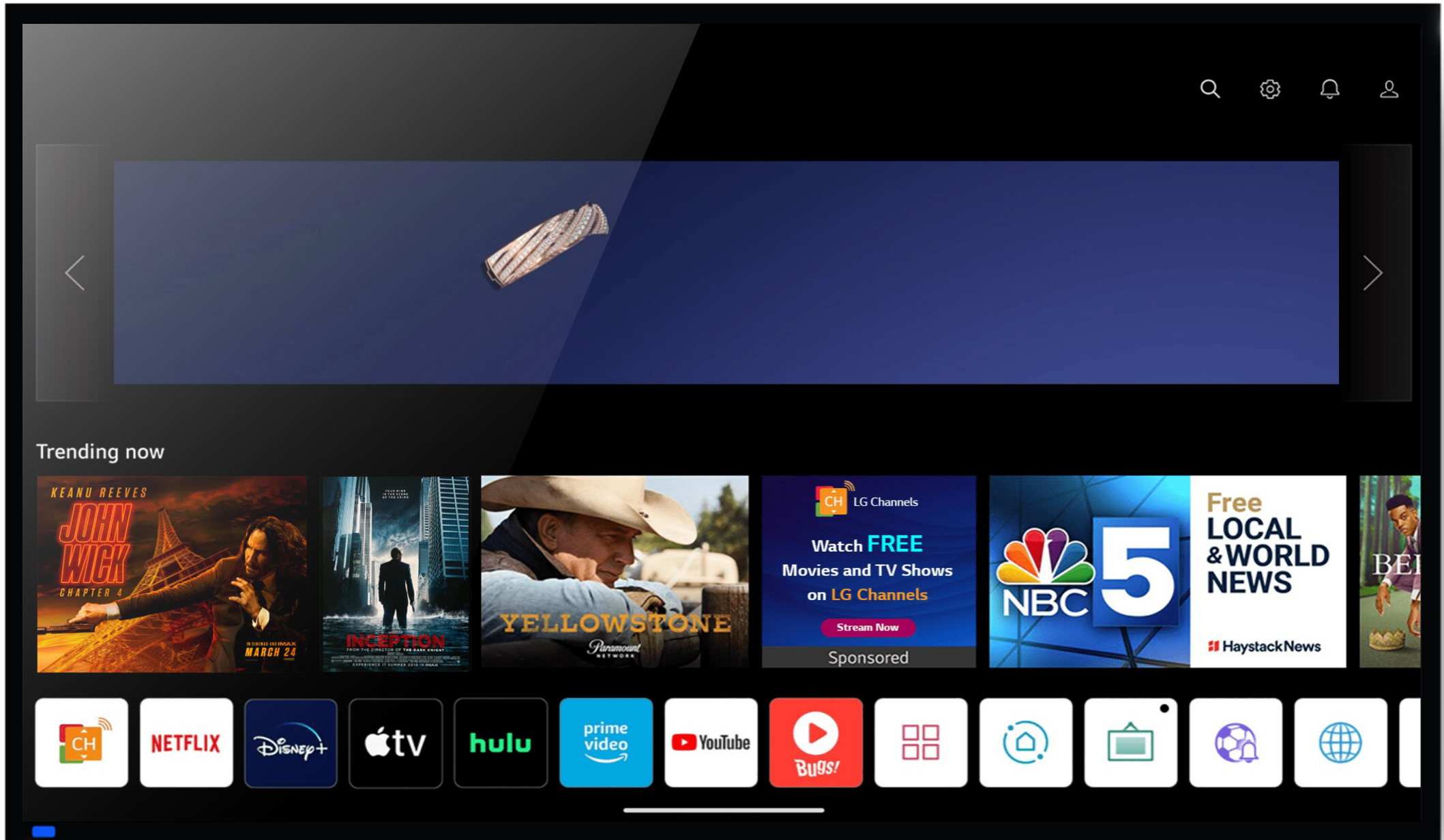
Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads has built advanced cookieless capabilities enabling advertisers to leverage Predictive

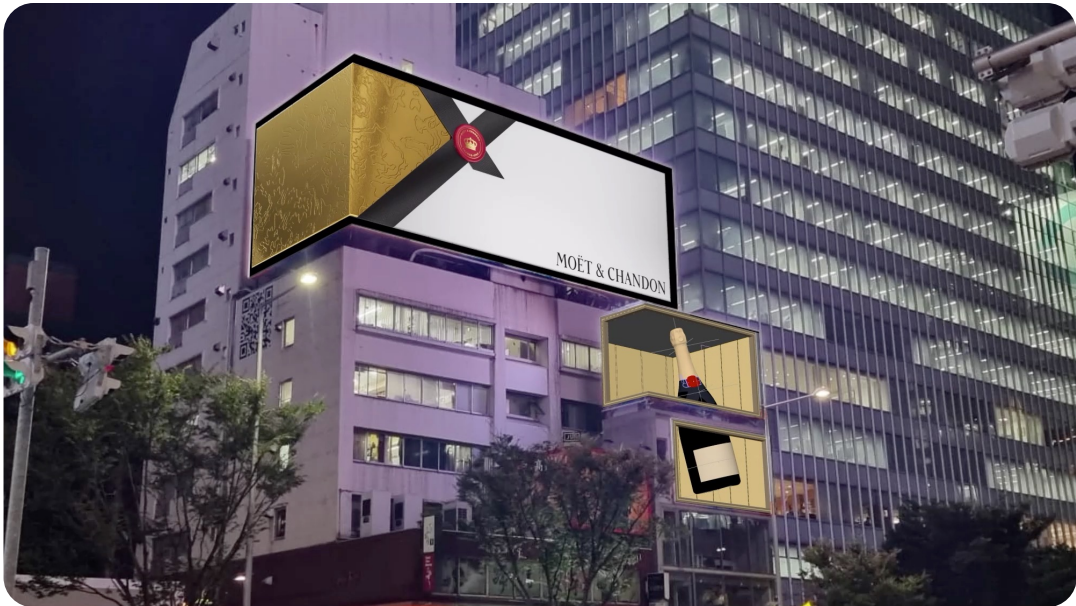
inRead 3D Video



try it live ↗



Omnichannel 3D effects can increase engagement and attention KPIs



tête d'une multitude d'adresses à travers le monde (Londres, Miami, Berlin, Bombay...), il dévoile, ce mois de septembre, un premier club privé à Hong Kong.

PUBLICITÉ



L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION.

Installé dans le quartier de Sheung Wan, il contemple les îles et le port de Victoria. Décoré par le studio **Soho House Design**, le lieu s'inspire de l'univers feutré des films de **Wong Kar-Wai** et des couleurs vibrantes de la ville.

Tandis que **Kate Bryan**, y a disséminé, un

Adding motion increases attention and branding impact

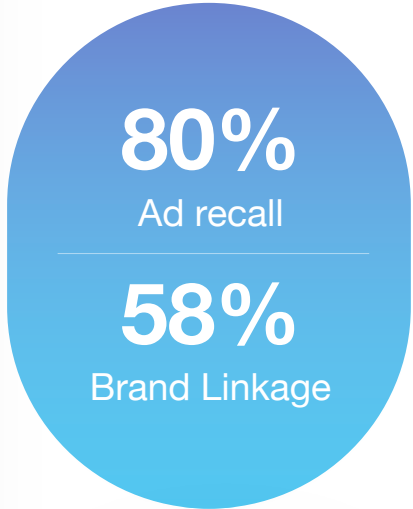
content with strict editorial reviews. Beyond this, we provide advertisers with granular capabilities for brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand isn't compromised.



Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads has built advanced cookieless capabilities

inRead Cinemagraph SQ



try it live ↗


Teads

Take advantage of the scroll and increase stopping power

Source: Real Eyes 2021

WERBUNG

Jean Paul GAULTIER



SCOPRI DI PIÙ

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

inRead 3D Flow




try it live ↗

Teads

Leverage DCO To Increase Relevancy

Flow

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.

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.


Leverage our catalog of over 100 cookieless audience segments and create deep alignment between your ad and its context.

Optimize your existing creatives.

Most video ads are still created for the TV screen. At Teads, we have built creative technology and deep der

Video skin /w countdown

...ct editorial reviews. Beyond this, 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.

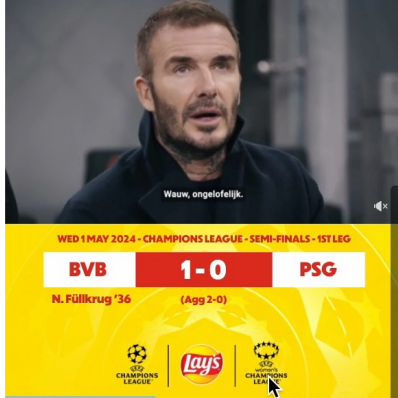


Effective targeting at scale in the cookieless era.

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.

Video skin /w live score

...oming brands in the world to ensure the integrity of their brand isn't compromised.



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.

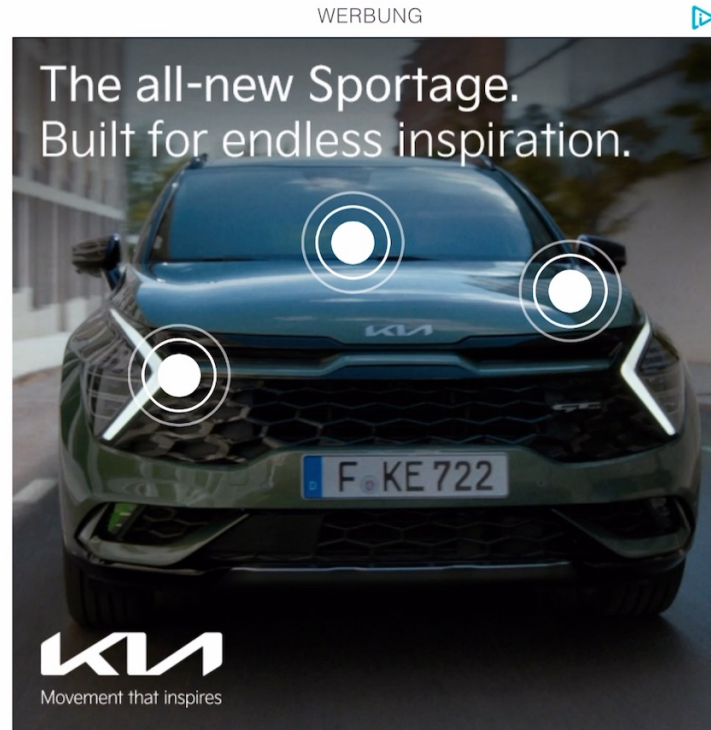
Leverage our catalog of over 100 cookieless audience segments and create deep alignment between your ad and its context.

Make it easy to find out more

Available on mobile

KPI: Eng. Rate & In-View Time

demanding brands in the world to ensure the integrity of their brand isn't compromised.



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

inRead Flow w/ Hotspots SQ



try it live ↗

Let the user engage in a fun way

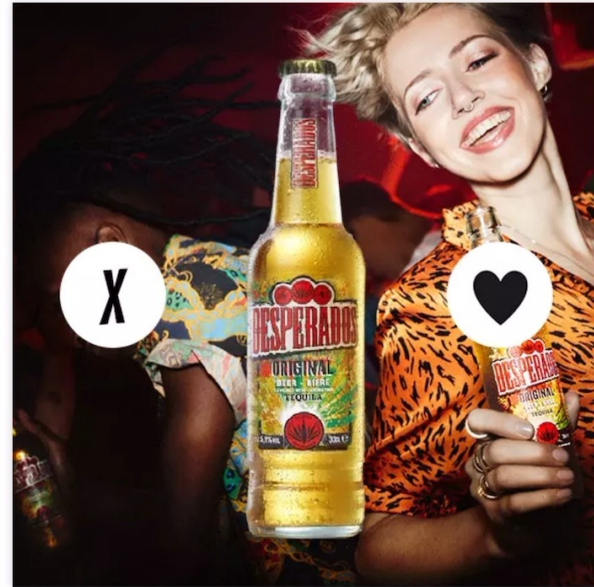
Available on mobile

KPI: Eng. & In-View-Time

inRead Card Swipe Carousel

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



try it live →

Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads

Offer a superior user experience

Available on mobile

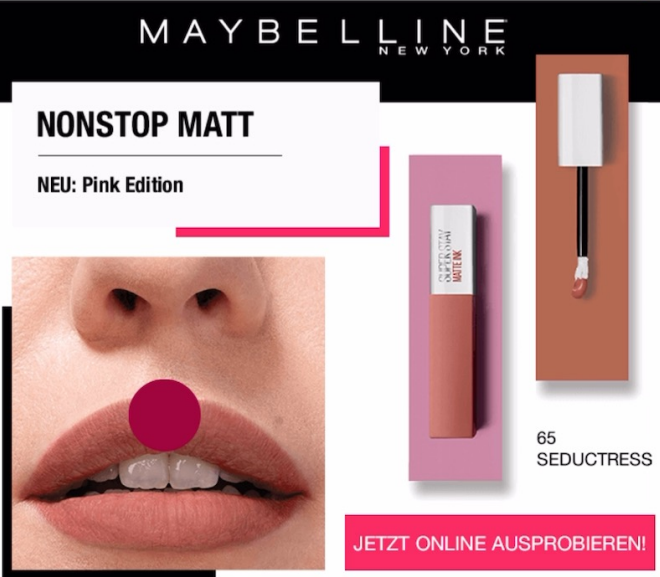
KPI: Eng. & In-View-Time

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

MAYBELLINE
NEW YORK

NONSTOP MATT
NEU: Pink Edition



65
SEDUCTRESS

JETZT ONLINE AUSPROBIEREN!

Ziehen und ablegen, um den Farbton zu ändern

Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads has built advanced cookieless capabilities

inRead Drag & Drop



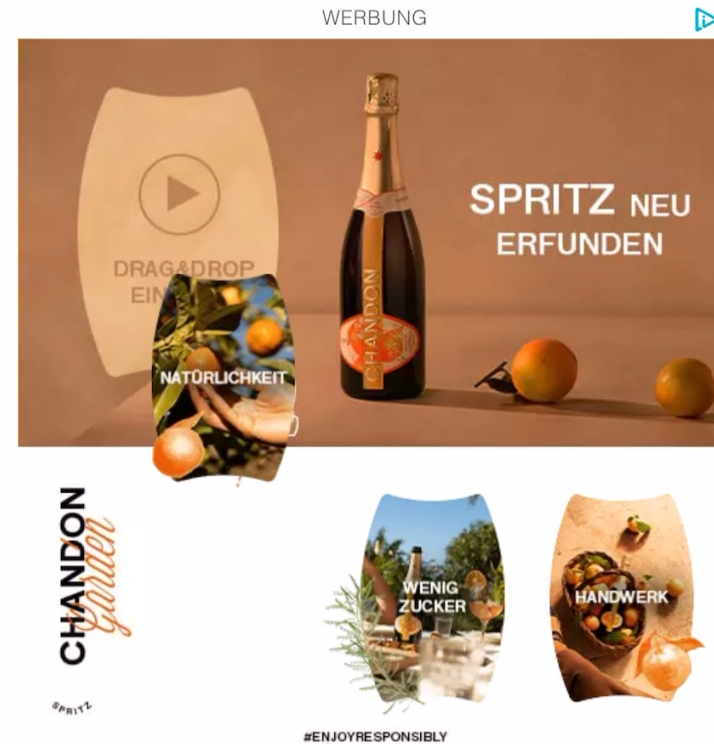
try it live

Put the user in control

Available on mobile

KPI: Eng. & In-View-Time

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.

Welcome to the era of consumer privacy. Teads

inRead Video Select



try it live →

A decorative graphic consisting of a grid of small, light blue dots arranged in approximately 5 rows and 10 columns, positioned to the left of the main title.

The Evidence Based Attention Framework

The Evidence Based Attention Framework

Optimise, Validate, Measure, Learn

Step 1

CREATIVE LAB

Pre Optimisation TestAttention

Facial coding analysis of different video edits + eye tracking display

real eyes **LUMIEN**

Step 2

L'ATELIER

Optimisation Creative Workshop

Formats fit for platform

KANTAR **LUMIEN**

Step 3

CREATIVE AB TEST

Post Optimisation Test Brand lift

Kantar in-context content test

Marketing & Content KPIs

KANTAR **LUMIEN**

Step 4

LIVE CAMPAIGN

Measure attention across the flight of a campaign

Adelaide **LUMIEN**

Step 5

REPORTING

Attention, Outcomes Attention x Outcomes

dynata **IRi** **KANTAR**

Measuring key moments of attention with Creative Lab

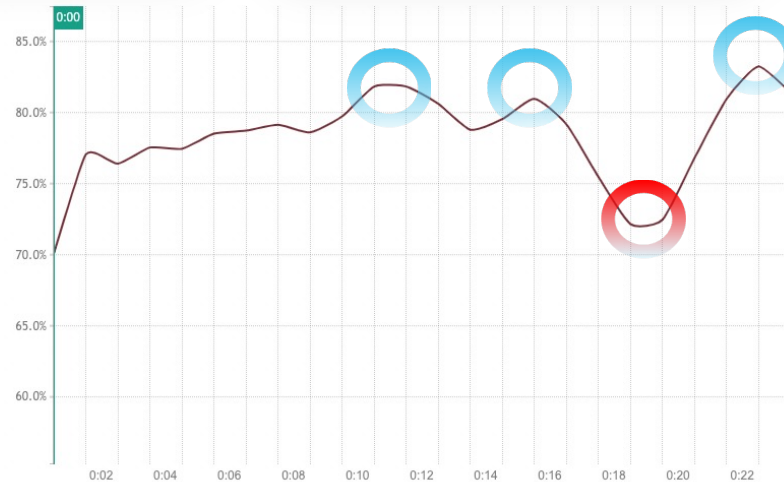


Emotions

Happy	Confused	Disgusted	Sad
Scared	Surprise	Engagement	Negative
Valence	Contempt		

Metrics

% of people	Average	Max
-------------	---------	-----











AI Diagnostics

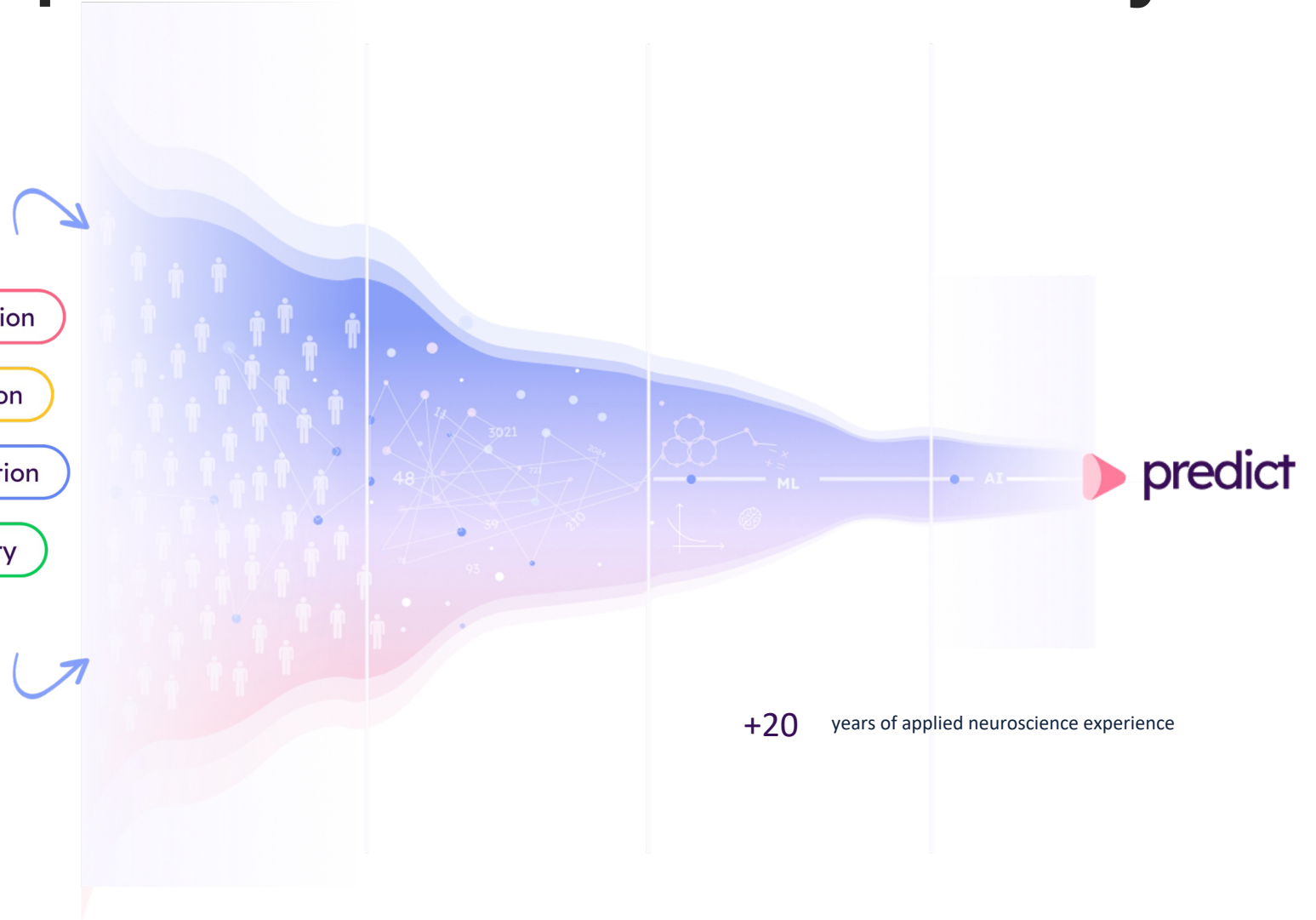
Over 120k people tested and 95% accuracy

Neurons database (Data points)

 90bn+ Brain scanning	 10M Stated
 10bn+ Eye-tracking	 1M Memory
 5M Implicit	 100M Social behavior

+ adding **15bn+** data points every year

- Attention
- Emotion
- Cognition
- Memory



+20 years of applied neuroscience experience

95% accurate

Eye tracking



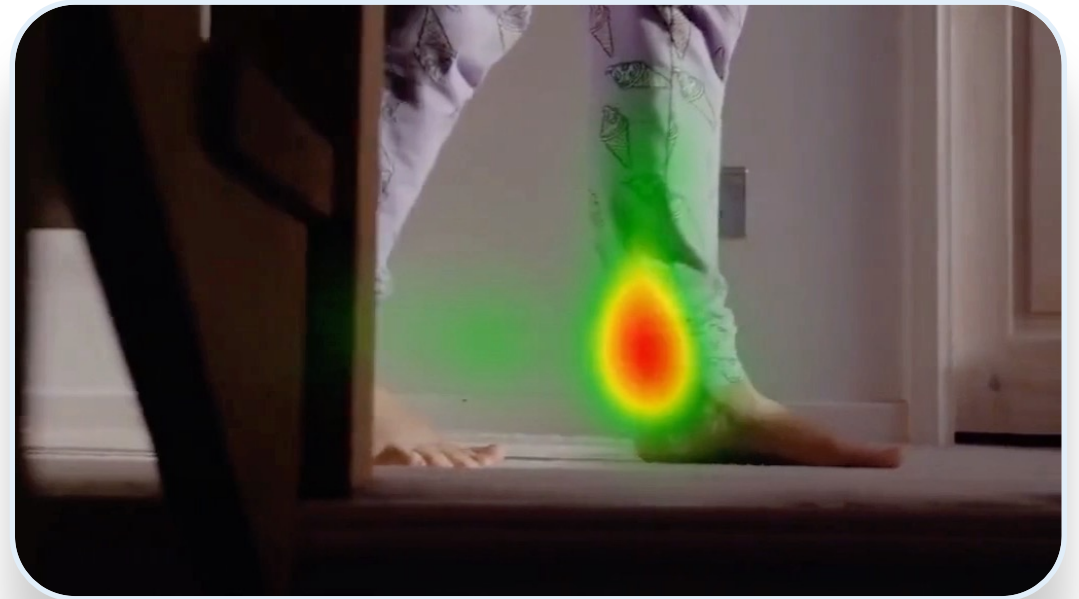
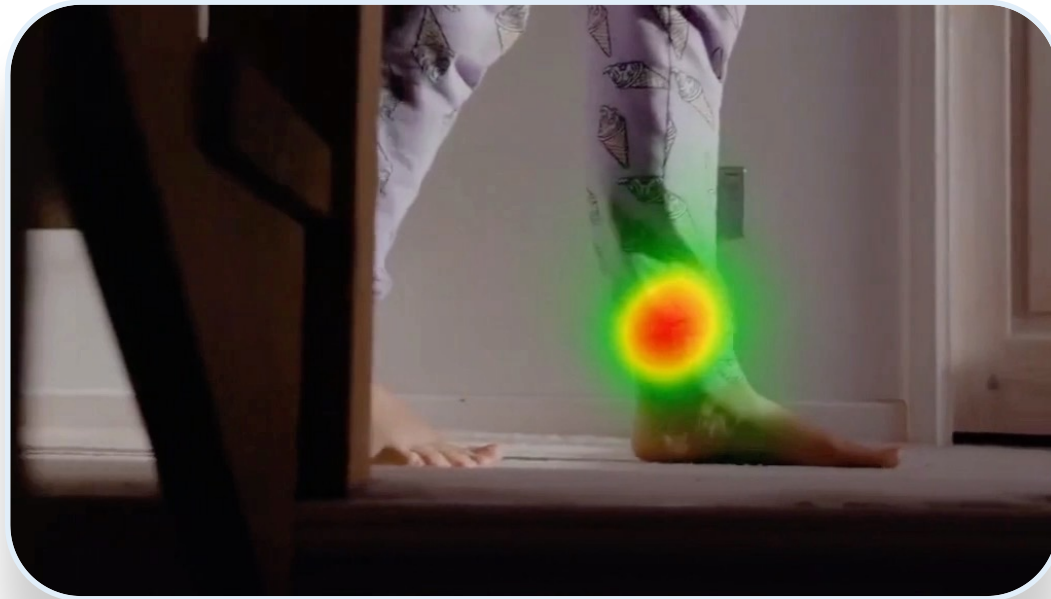
AI prediction



95% accurate

Eye tracking

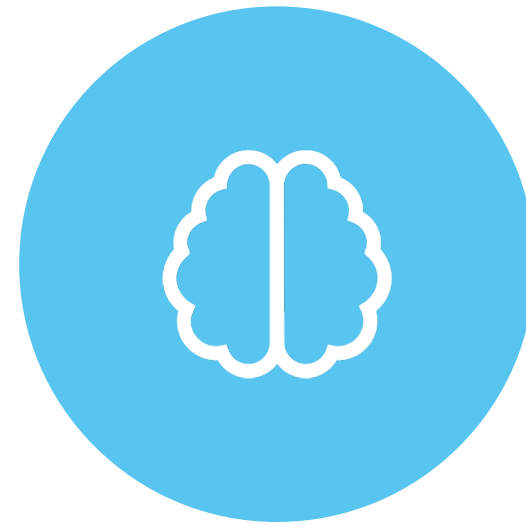
Ai prediction



Focus



Cognitive Demand





Case study : Focus



Can damaged hair
really be repaired?



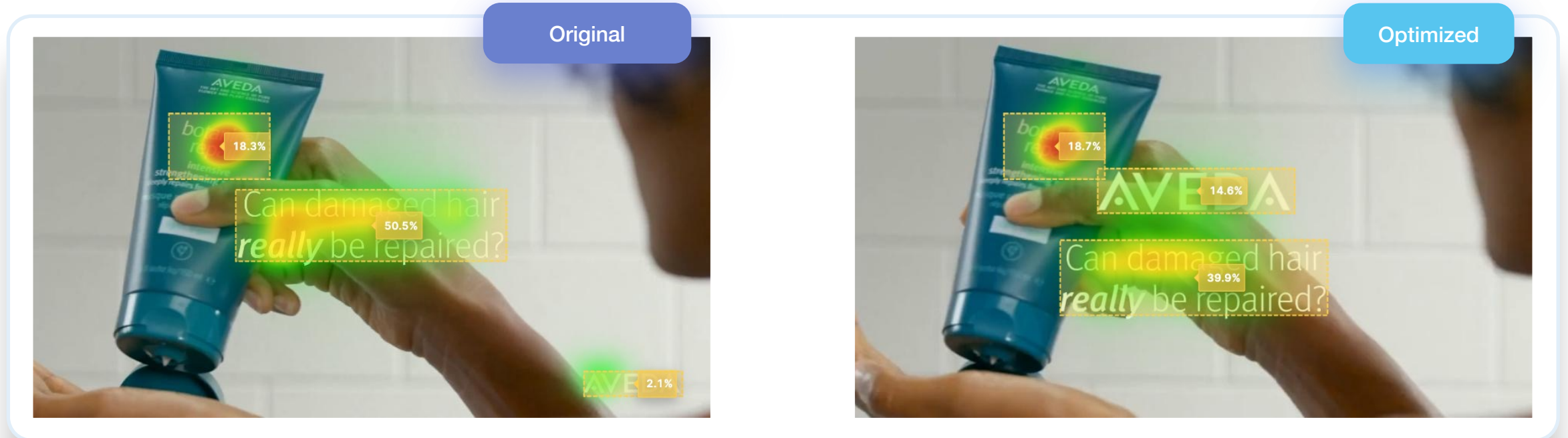
Can you name the brand?

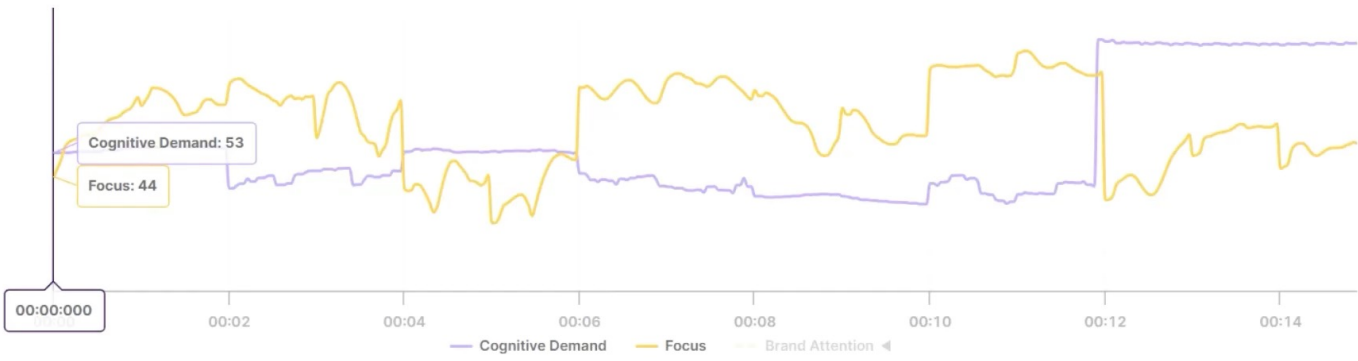


AVEDA

Can damaged hair
really be repaired?

Optimising the initial frames for clear branding from the start







How Creative optimization maximizes Attention and effectiveness of campaigns

Understanding how Attention Metrics can impact your campaigns.

Optimizing your Assets for the Channel .

Leveraging the Evidence Based Framework - Come talk to us.

Teads

Thank you

