



**VIOMBA**

Activating Attention

Attention! Huomio ratkaisee 09.10.2024  
IAB Finland Webinaari





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Viomban ensisijainen attention-signaali keskittyy Overt Attention Act -ilmiöön, jolla on keskeinen rooli siinä, miten kaikki ihmiset havainnoivat katseenvaraisesti visuaalista ympäristöään.





# 2 DATASYNTEESI, AI -MALLIEN KOULUTUS



# 3 DATALUOKITTELU

# 1 DATAKERÄYS- JA PUHDISTUS

# 4 AKTIVOINTITYÖKALUT JA DATAPALVELUT





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# 3P AI visual attention optimoinnin haasteet ja mahdollisuudet 10/24













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# High-Attention Optimointi Stantardi Displayssa





IMPRESSIONS



SEEN IMP.



VIEWABLE IMP.

BENCHMARK SEEN IMP.



SPEND

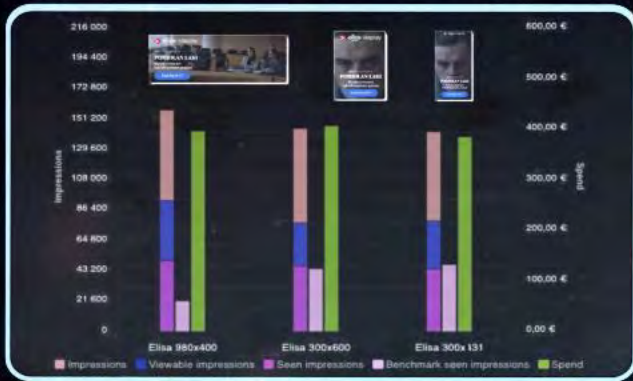


IMPRESSIONS



SPLIT BY DEVICE

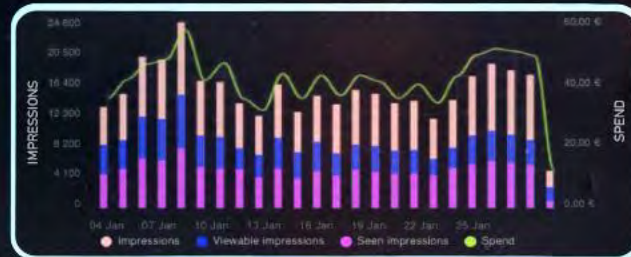
TOP 3 CREATIVES BY VOLUME



DOMAIN



VOLUME OVER TIME



ATTENTION ALGORITHM

```
[[{"creative_id": 495645434, "device_type": 0, "domain": "aamulehti.fi", "score": 0.437},
{"creative_id": 495645434, "device_type": 2, "domain": "uusisuomi.fi", "score": 0.829},
{"creative_id": 495645434, "device_type": 0, "domain": "tori.fi", "score": 0.079},
{"creative_id": 495645434, "device_type": 0, "domain": "hs.fi", "score": 0.586},
{"creative_id": 495645434, "device_type": 0, "domain": "satakunnankansa.fi", "score": 0.355},
{"creative_id": 495645434, "device_type": 2, "domain": "kauppalehti.fi", "score": 0.888},
{"creative_id": 495645434, "device_type": 2, "domain": "anna.fi", "score": 0.937},
{"creative_id": 495645434, "device_type": 2, "domain": "vuokraovi.com", "score": 0.94}]]
```



Open Web Display mahdollistaa kokonaisvaltaisen high-attention optimoinnin sekä osto- että myyntipuolella.

SITUATION METRICS

FORMAT



PLACEMENT

ORIENTATION



DEVICE



BEHAVIORAL METRICS

SCROLL



PLAY/PAUSE



SEENABILITY METRICS

63.31 %

SEEN

04.17 ms

VIEWTIME

3.3 1D 5.3 15D 8.2 30D

MEMORY IMPACT (s)

83 % 44

LOCAL BENCHMARKS

24.33 €

aCPM

141.16 €

aCPH

AD SCORING

Site	Device	Score
karjalainen.fi	desktop	0,885
keskipohjanm...	desktop	0,881
tiiede.fi	desktop	0,865
nettivuokraus...	desktop	0,853
kinuskikissa.fi	desktop	0,849
vuokraovi.com	desktop	0,846





MAINOSAINEISTO/MAINOSPAIKKA -  
tasoiset high-attention  
optimointialgoritmit  
DSP/SSP/PMP-alustoille.

Reaaliaikainen Attention  
optimointi & raportointi



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# Muutamia Viomba High-Attention optimoinnin A/B-mitattuja kampanjatuloksia



## Challenge

Client is looking for a way how to achieve higher attention impact with display formats

Target Segment: Families with Kids



Solution

Attention Planning  
and Activation

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- Test creative assets and play with the position of key elements
- Use mobile first approach
- No small formats
- Simplify message



Search...

	Name	Size	Seen	Benchmark	Rating	Media	Include	Actions
✓	226040 programm...	160×600	14,0 %	21,1 %	★ ☆ ☆ ☆ ☆	Desktop	☑	✎ 🗑
			61,2 %	68,4 %	★ ★ ☆ ☆ ☆	Mobile	☑	
✓	226040 programm...	300×250	19,8 %	26,1 %	★ ★ ☆ ☆ ☆	Desktop	☑	✎ 🗑
			75,3 %	63,2 %	★ ★ ★ ★ ★	Mobile	☑	
✓	226040 programm...	300×300	26,5 %	29,2 %	★ ★ ★ ☆ ☆	Desktop	☑	✎ 🗑
			71,8 %	65,9 %	★ ★ ★ ★ ☆	Mobile	☑	
✓	226040 programm...	300×600	23,3 %	29,9 %	★ ★ ☆ ☆ ☆	Desktop	☑	✎ 🗑
			76,1 %	76,9 %	★ ★ ★ ☆ ☆	Mobile	☑	
✓	226040 programm...	480×300	75,1 %	43,6 %	★ ★ ★ ★ ★	Desktop	☑	✎ 🗑
			63,5 %	65,2 %	★ ★ ★ ☆ ☆	Mobile	☑	
✓	226040 programm...	480×480	71,4 %	35,7 %	★ ★ ★ ★ ★	Desktop	☑	✎ 🗑 ⬆
			44,8 %	72,9 %	★ ☆ ☆ ☆ ☆	Mobile	☑	

Metrics			
Metric	Media	Estimated	Benchmark
Seen	Desktop	59,1 %	56,9 %
	Mobile	59,9 %	65,2 %
Viewtime	Desktop	1 799 ms	1 799 ms
	Mobile	1 931 ms	1 468 ms

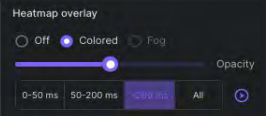
Specs	
Size	970x310
Media	Desktop
	Mobile

Metrics			
Metric	Media	Estimated	Benchmark
Seen	Desktop	34,2 %	40,4 %
	Mobile	51,5 %	63,4 %
Viewtime	Desktop	1 625 ms	1 432 ms
	Mobile	1 885 ms	1 911 ms

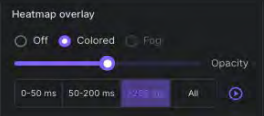
Specs	
Size	970x210
Media	Desktop
	Mobile



**Text vs. image**  
Share of viewing on the text in the ad: N/A  
 Highlight text



**Text vs. image**  
Share of viewing on the text in the ad: N/A  
 Highlight text



226040 programmatic-phd-rtbkredit- x mix MOBIL 480x480

Metrics			
Metric	Media	Estimated	Benchmark
Seen	Desktop	71,4 %	35,7 %
	Mobile	44,8 %	72,9 %
Viewtime	Desktop	1 435 ms	952 ms
	Mobile	1 194 ms	1 465 ms

Specs	
Size	480x480
Media	Desktop
	Mobile



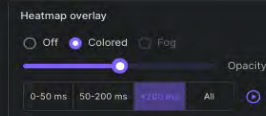
226040 programmatic-phd-rtbkredit- x mix MOBIL 300x600

Metrics			
Metric	Media	Estimated	Benchmark
Seen	Desktop	23,3 %	29,9 %
	Mobile	76,1 %	76,9 %
Viewtime	Desktop	1 384 ms	1 328 ms
	Mobile	1 967 ms	1 642 ms

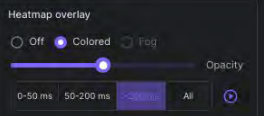
Specs	
Size	300x600
Media	Desktop
	Mobile



**Text vs. image**  
Share of viewing on the text in the ad: N/A  
 Highlight text



**Text vs. image**  
Share of viewing on the text in the ad: N/A  
 Highlight text





#2

Optimize ad buy with  
high-attention algorithms

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Campaign Id: #3238926  
 Creative Id: #62042017  
 Format: 970x310  
 Optimization: Seen%

Site	Device	Multiplier
cool.ipri...	desktop	0,68
volny.ce...	tablet	0,66
atlas.cen...	tablet	0,66
rejstrik-fi...	tablet	0,66
techfocu...	tablet	0,66
volny.ce...	mobile	0,66
atlas.cen...	mobile	0,66
reistrik-fi...	mobile	0,66

Custom bidding strategies

Default custom bidding score: 0  
 Min custom bidding score: 1  
 Max custom bidding score: 10

Scoring Type: **SCALED** RANKED

Scaling Mode:  Per Creative  Campaign wide

Select for all:

Name	Algorithm
980x400	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
300x600	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
300x431	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

emimino... tablet 0.68



Campaign Id: #3238926  
 Creative Id: #62042020  
 Format: 480x480  
 Optimization: Seen%

Site	Device	Multiplier
expres.cz	tablet	0,67
expres.cz	mobile	0,67
idnes.cz	tablet	0,66
techfocu...	tablet	0,66
idnes.cz	mobile	0,66
techfocu...	mobile	0,66
lidovky.cz	tablet	0,62
lidovkv.cz	mobile	0,62



SUMMARY SCRIPT EX

NEW SCRIPT

Script Update History

Date	User
6 May 2024, 03:53:16 PM	avinas

```

65 ([creative_id == 569744819, device_type == 3, domain == "autotalli.com"], 2.1),
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91 ([creative_id == 569744819, device_type == 3, domain == "suomikoris.com"], 2.1),
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94 ([creative_id == 569744819, device_type == 0, domain == "newsner.com"], 2.1),
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96 ([creative_id == 569744819, device_type == 0, domain == "alibi.fi"], 2.1),
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98 ([creative_id == 569744819, device_type == 0, domain == "suomikiikko.com"], 2.1),
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106 ([creative_id == 569744819, device_type == 0, domain == "nimenhuuto.com"], 2.1),
107 ([creative_id == 569744819, device_type == 3, domain == "nimenhuuto.com"], 2.1),

```



COPY SCRIPT



# A/B test results

- Decrease of aCPM by 53 %
- Decrease of CPM by 22 %
- Active time spent in average increased from 2,1s to 4,5s





## **KOSIK.CZ: A/B TEST RESULTS:**

**Decrease of aCPM by 54%**

**Decrease of CPM by 27%**

**Increase of active time by 63%**

**Increase of actions by 77%**



## **VW: A/B TEST QUALITY FOCUS:**

**Increase of qualified visits by  
15%**

**Increase of website actions  
by 18%**

**Decrease of aCPM by 14%**

**Decrease of CPM by 9%**





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**Mihin visual attention optimointi meitä ohjaa?**



# Osta ja Myy Katsottuja Impressioita,



aCPM

\*AttentionCostPerMille

ei vain teknisesti näytettyjä.

CPM





Suurkiitos.



VIOMBA



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