

# The Impact of Attention on Brand Lift

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# There's a Clear Correlation Between Brand Lift and Viewer Attention

It's always been intuitive: ads work best when people pay attention. Now it's proven.

At **TVision**, we have long championed Attention as a critical metric for driving meaningful results across the marketing & sales funnel. To help marketers quantify the impact of Attention, we partnered with the leading analytics platform for top-of-funnel brand advertising, **Upwave**, to quantify the correlation between TV campaigns' eyes-on-screen Attention and its real-world impact on key brand measures.

Analyzing dozens of campaigns measured by both TVision and Upwave, our teams compared lift in brand metrics for different levels of viewer ad attention to a control group. We found proof of strong correlations between % Attention (what percentage of the ad impressions captured eyes-on-screen Attention), and lift in Aided Awareness and Ad Recall.

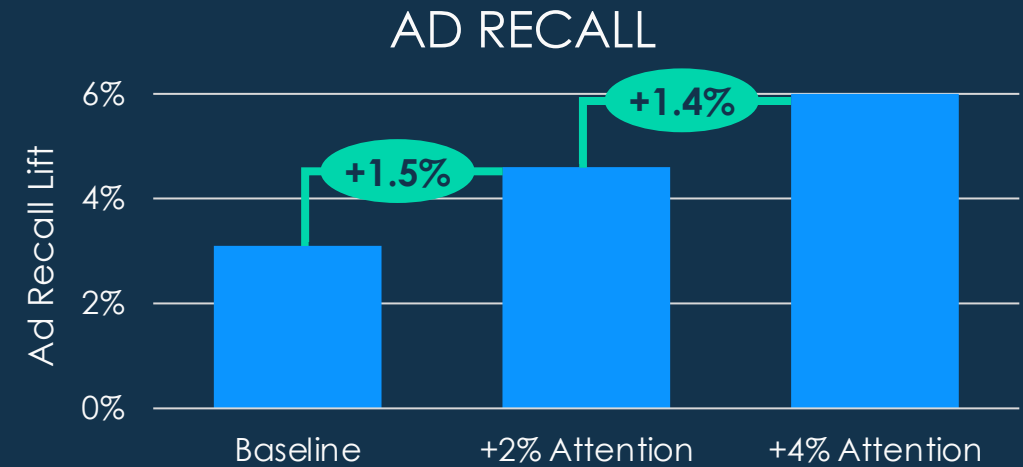
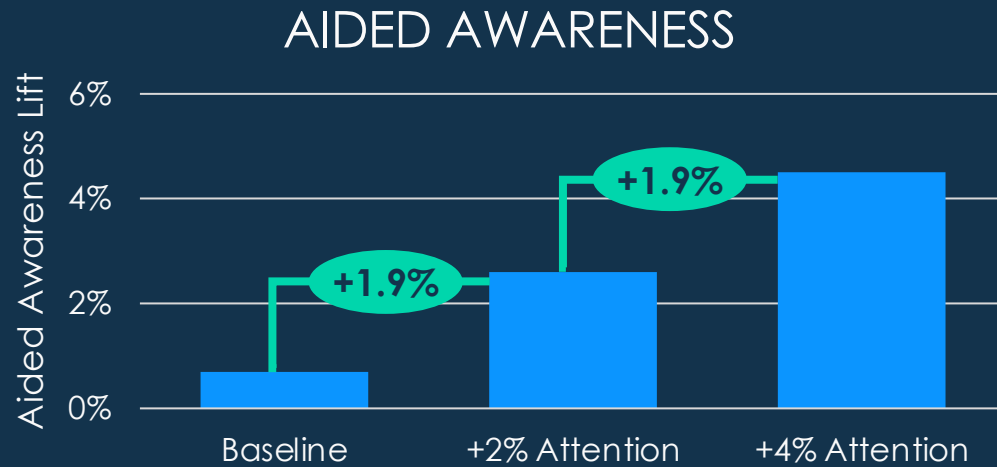


The study shows that for every percentage point increase in % Attention, there is close to a 1% corresponding lift in Aided Awareness. Likewise, there is similar impact on Ad Recall.

In other words, a campaign reaching 100M people, earning 38% Attention instead of 34% Attention will result in nearly 4M additional people who think of your brand when they think of your industry.

# Improvements in Attention Drive Improvements in Brand KPIs

TVision's % Attention is highly predictive of both Aided Awareness and Ad Recall when viewers are exposed to ads at a high frequency.



## Tip: Attention Varies Greatly Across Media

TVision data shows Attention varies dramatically across dayparts, networks, and programming—giving advertisers an easy opportunity to improve their brand KPIs when they optimize for Attention. For instance, high- vs. low-Attention programs see a 43 percentage-point difference.

DIFFERENCE  
BETWEEN HIGH &  
LOW ATTENTION  
PLACEMENTS:

Dayparts: **9%**  
Networks: **23%**  
Programs: **43%**

# Methodology & Metrics

TVision and Upwave conducted a linear regression analysis of dozens of campaigns across verticals such as Finance, CPG, QSR, Auto, Retail, Telecom, and Pharma that ran between Q42019 and Q12022.

## TVision Metrics

**Ad Attention (%):** This measures how effectively an ad holds viewer attention. It is measured as the percentage of all ad impressions in which the viewer was looking at the TV screen for two or more seconds.

## Upwave Metrics

**Aided Awareness:** The brands come to mind when thinking of a product or industry category, once prompted

**Ad Recall:** The brand(s) a consumer remembers seeing an ad for when asked about it

## T»VISION

TVision measures what was once unmeasurable— how people really watch TV. Using cutting-edge computer vision technology, only TVision measures person-level, second-by-second TV engagement. Marketers and media sellers access TVision's TV performance metrics via its software-as-a-service platform. TVision's customers include some of the largest brands in the world, top media networks, and streaming applications.

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Upwave is a fast-growing analytics company providing ML-driven brand advertising measurement technology and intelligence, via a SaaS platform, to the world's leading brands, agencies, and media partners. The company is based in San Francisco and New York and backed by leading Silicon Valley venture capital investors.

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