



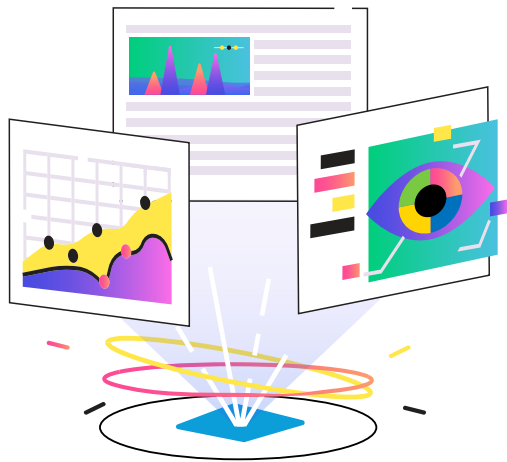
# The Contextual Edge in the Age of Attention

New Study Proves that GumGum's Contextual  
Solutions Increase Ad Viewability & Brand Recall

# A Study to Measure Ad Success

**In a complex digital landscape, where consumers are constantly bombarded with brand messaging, how do we measure ad success?**

With ad viewability measurement based on clicks alone becoming increasingly defunct, marketers are seeking out new measurement tactics to determine which ads are proving to be effective. Recently, one method that's been gaining traction is **Attention-based measurement**.



Attention-based measurement uses metrics around “**viewability**” or the “**opportunity to see an ad**” to identify how long eyeballs were actually on a particular brand message.

While clicks often only provide intel on a marginal, often sub 1%, amount of the campaign delivery, attention provides the opportunity to understand the impact of the campaign as a whole.

With the inevitable death of cookies and GumGum’s future-proof and privacy-forward contextual targeting gaining global popularity, GumGum partnered with Lumen Research to put its contextual formats to the test and prove the power of **context + creative** for capturing the attention of audiences.

In this study, **GumGum and Publicis Groupe** provide evidence of what contextual can do when combined with high-impact creative formats in driving increased attention and brand recall rates.



# Methodology

**GumGum, Publicis Groupe and Lumen Research** worked to develop a robust testing methodology to measure the impact of **high-impact ads versus those of standard IAB formats**. The study also explored how **contextually relevant high-impact creative drove attention and brand recall**.

Lumen Research measured a number of key metrics that are fundamental to driving more attention, termed the “Attention Funnel.” These metrics include:

## Ad Viewability

(average viewable time and how long the ad is in view for)

## % Viewed

(the number of respondents whose eyes fall on the ad)

## Average Viewing Time

(the number of attentive seconds per 1000 impressions)



### 01

Four test groups were created, with 600 respondents from large and innovative brands spanning four different verticals: financial services, electronics, pharmaceuticals and beauty.

### 05

Respondents then answered questions about brand awareness and recall explaining their perception of the different types of advertising they were exposed to.

### 04

Participants were asked to read each page as they normally would while having their eye movements recorded through the webcam of their computers to see how much physical attention was given to each element.

### 02

Respondents were shown a number of webpages on premium content sites. Lumen Research created a test environment which mimicked the real-world online browsing experience.

### 03

Respondents were first exposed to distraction pages containing content and standard ad units. Next, they were shown GumGum's rich media formats within both contextually relevant and non-contextually relevant environments.

### 02



# Results

## When comparing GumGum's creative to standard IAB formats:

92%

GumGum's contextual, creative ads had a **92%** ad viewability average versus **55%** for standard formats.

46s

GumGum's ads had a viewable time of **46s** while standard formats had a viewable time of **18s**.

4.8x

High-impact formats were viewed **4.8x** more by respondents than standard formats.

4.4s

High-impact formats had an average viewable time of **4.4s**, which was nearly **3x** that of standard formats.

**GumGum's ad formats had 3,739 seconds of attention per 000' impressions, which was 22x more than for standard units.**

There was a **41%** increase in spontaneous recall and **69%** increase in prompted recall from audiences when rich media formats are placed in contextually relevant environments.

These results clearly showcase the benefits of high-impact creative formats in driving significantly increased ad viewability rates over standard ad units.

But it's with contextual targeting that high impact ads become really compelling for brands.



GumGum's standout **contextual formats** massively outperform standard units, delivering eye-popping levels of attention and brand recall that all advertisers should aim for. With the cookie being phased out and attention becoming a **key metric for ad measurement**, these findings offer yet more evidence of the need for brands to place contextual at the very heart of their digital advertising strategies.



## About Lumen Research

Lumen is an attention technology company that uses eye tracking research to help brands measure, buy and increase attention towards their ad campaigns. Based in the UK, Lumen uses innovative tracking technologies to provide a comprehensive analysis of what really captures consumer attention and then uses this integral research to make actionable recommendations to increase sales and improve ROI on ad spend.



## About GumGum

GumGum is a global technology and media company specializing in contextual intelligence. For over a decade, we have applied our proven machine learning expertise to extract value from digital content. GumGum is at the forefront of offering contextual advertising solutions worldwide. With the acquisition of Just Premium, the launch of new ad units and the entry into diverse international markets, GumGum is proud to be leading the contextual revolution.

To learn more about GumGum's Contextual Solutions, please visit [gumgum.com](https://gumgum.com).