

Peer39: attention index

Performance improvement using prebid categories for engaged users and precise reporting for optimization.

The end of cookies doesn't mean the end of campaign performance demands and insights that marketers need to achieve success.

No black boxes or hidden algorithms: the simple-to-understand Peer39 Attention Index lets advertisers focus on campaign success and performance. Built using cookieless information, the Peer39 Attention Index is a full-campaign-lifecycle tool for both prebid and post-bid optimization.

Created using a complete view of the intersection among ad environments, ad and page times in view, and user actions, the categories empower advertisers to reach the most engaged users and avoid placements with low attentiveness.

The metrics you trust, synchronized for maximum engagement.

High, Medium, and Low Attention Index categories are based on benchmarked scoring against the average of all measured sites. Scores are created using a combination of 15 dimensions.

Each domain is assigned a score. That score is compared to the benchmark and the domain is categorized into the appropriate tier.

Attention Index scores, and tiers, are updated daily, using a rolling 14-day average of scores for the domains.

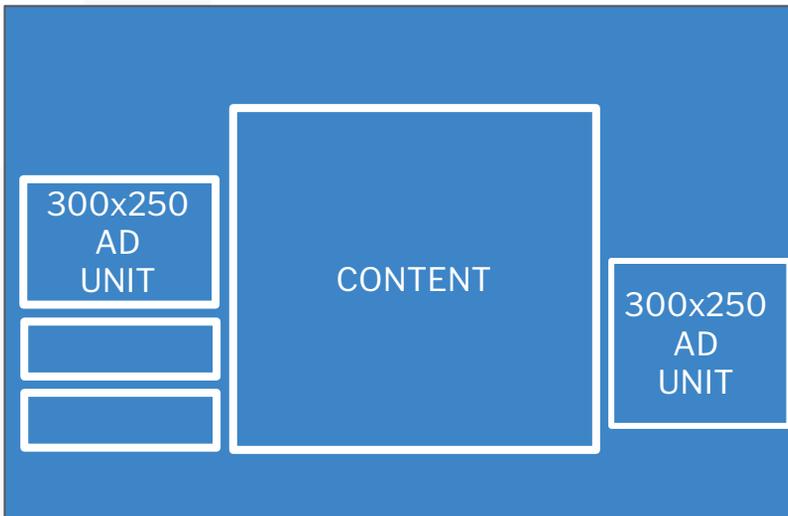
The Peer39 Attention calculation also includes fraud detection, leading to more accurate overall scoring.

- **Peer39 Page Signals**
 - homepage
 - article page
 - webmail page
 - game page
- **Page clutter**
- **Ads per page**
- **Ad size**
- **Ad In-view time**
- **Click through rate**
- **Time spent on site**
- **Hover rate**
- **Interaction with ad**
- **Touch rate (mobile)**
- **Video completion (OLV)**

Peer39 Attention Index examples

Attention Index calculations start at the individual impression. Impression-level scores form the basis of the domain scores. Domain scores are then indexed against the average Attention score across all measured sites.

The Index categories that buyers use are groupings of sites within those Index tiers.



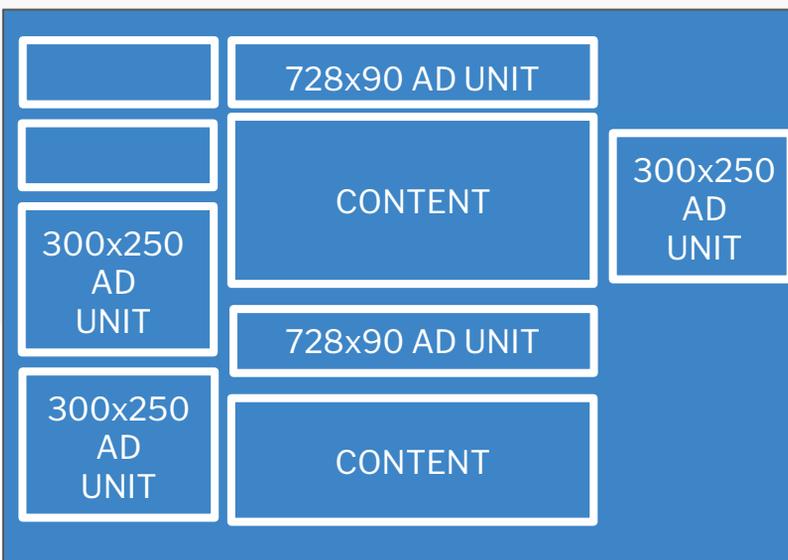
Attention Index: 115

Viewability: 86%

Average time in view: 56 seconds

Average ad duration: 54 seconds

Average ad count: 3.9



Attention Index: 92

Viewability: 67%

Average time in view: 22 seconds

Average ad duration: 20 seconds

Average ad count: 4.8

FAQs

How is Attention different than Viewability?

Viewability is a measure of ads in the view of users. The additional inputs we use for Attention provide a more in-depth understanding if a user is interacting with ads and the overall environment.

How can advertisers use the information to optimize?

The Attention Index is a metric available in Analytics that can guide advertisers towards improving performance towards numerous KPIs, including Attention Indexes. With the daily updates of categories, domain-level adjustments automatically happen daily. For specific Contextual Categories, Analytics shows the Attention Index, which can aid buyers in optimization.

Can Contextual Categories have a score below the targeted Attention Index?

Yes, the Index is based on the scores of all placements on a domain compared to the average of all domains. These scores are predictive, based on past placements, but in some cases, an *individual category* may fall below or be well above the minimum of the targeted Peer39 Attention Index tier. Advertisers should use reporting to adjust and optimize using categories as a guide.

	Total Impressions	Click-Through Rate %	Viewability Rate	Attention INDEX	Share of Time in View	MFA %
Overall	49,079,636	0.34 %	74.09 %	91	49 %	2.8 %
Category - Context	Impressions ↓	Click-Through Rate...	Viewability Rate	Attention INDEX (B...	% Unsafe	% Pos. Sent.
Overall	36,178,569	0.33 %	73.84 %	86.86	7.44 %	4.24 %
Arts and Entertainment	11,005,241	0.17 %	73.75 %	67.51	7.04 %	5.07 %
News	9,112,639	0.16 %	67.48 %	78.57	29.55 %	9.89 %
Food and Beverage	5,832,854	0.47 %	90 %	116.55	1.16 %	1.03 %
Sports	4,655,603	0.27 %	77.05 %	77.37	7.23 %	3.97 %
Food and Beverage>Cooking	3,919,382	0.47 %	76.72 %	121.18	0.07 %	0.41 %
Society	3,483,334	0.10 %	69.93 %	72.67	15.63 %	6.69 %
Society>DE&I	1,960,334	0.10 %	70.04 %	70.06	7.59 %	6.94 %
Recreation and Games	2,960,063	0.18 %	76.12 %	85.04	3.00 %	0.79 %
Food and Beverage>Recipes	2,938,739	0.42 %	77.50 %	123.14	0.07 %	0.08 %
News>Breaking News	2,212,076	0.16 %	61.95 %	79.53	40.21 %	14.83 %
Arts and Entertainment>Celebrities	2,188,359	0.11 %	68.37 %	69.02	15.41 %	7.05 %
Education	1,833,201	0.93 %	82.82 %	134.78	1.11 %	1.19 %
Predicted Viral Content	1,750,514	0.14 %	78.79 %	70.16	10.46 %	6.70 %
Health	1,613,922	0.23 %	73.69 %	81.62	18.77 %	9.75 %

Attention Index Categories

Attention Index - High: Domains that have an Attention Index of 110+

Attention Index - Medium: Domains that have an Attention Index between 70-109

Attention Index Low - exclude: This category excludes domains that have an Attention Index of 69 and below.