

The missing piece in how we measure advertising effectiveness

Cecilia Ydremark - Director of Product Management Attention Data, Tobii



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**100% in screen
for 5 seconds**

...without any impact



NOT SEEN - NO IMPACT



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0% CTR

...but with impact



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IMPRESSION

VIEWABILITY

ACTION

There is a missing piece in how we
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**Which advertisements produce the desired result?
A question we have never had a clear answer too**

YESTERDAY

***“Half the money I spend on advertising is
wasted; the trouble is I don’t know which half”***

- John Wanamaker, father of modern advertising and pioneer in marketing

TODAY

“Marketers waste about one-fourth of their budgets”

Source: eMarketer.com March 2018



IMPRESSION

VIEWABILITY

FIXATION

ACTION

Fixation is the maintaining of the visual gaze on a single location. It is where our focus lands.

Receive eye tracking data from a passive panel



- More than 1 000 households equipped with eye trackers
- GDPR compliant – anonymized and aggregated
- Passive panel
- Record natural online browsing and fixation behavior
- No dependencies on tags
- Measure across the full eco system

FIXATION DATA

Fixation = measure if the gaze has fixated on the ad

Fixation rate = fixation/viewability (according to IAB in screen standard)

Fixation time = total fixation time on ad during a session

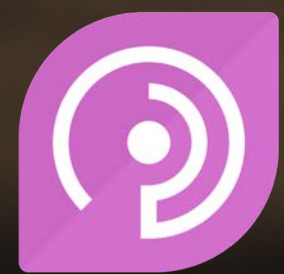
Use fixation data to measure and evaluate:

- 1) Advertising effectiveness
- 2) Share of voice



Of all the ad impressions
we detect,
how many are seen?

9,6%



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Based on 960 369 impressions, January 2019

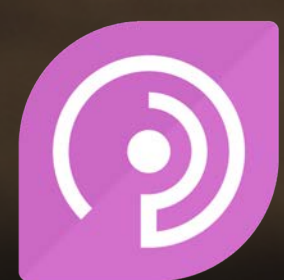
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AVERAGE FIXATION RATE

fixation / viewability

29%

71% of all desktop ads that appear in screen are never seen.
Time to start measuring what advertising is wasted!



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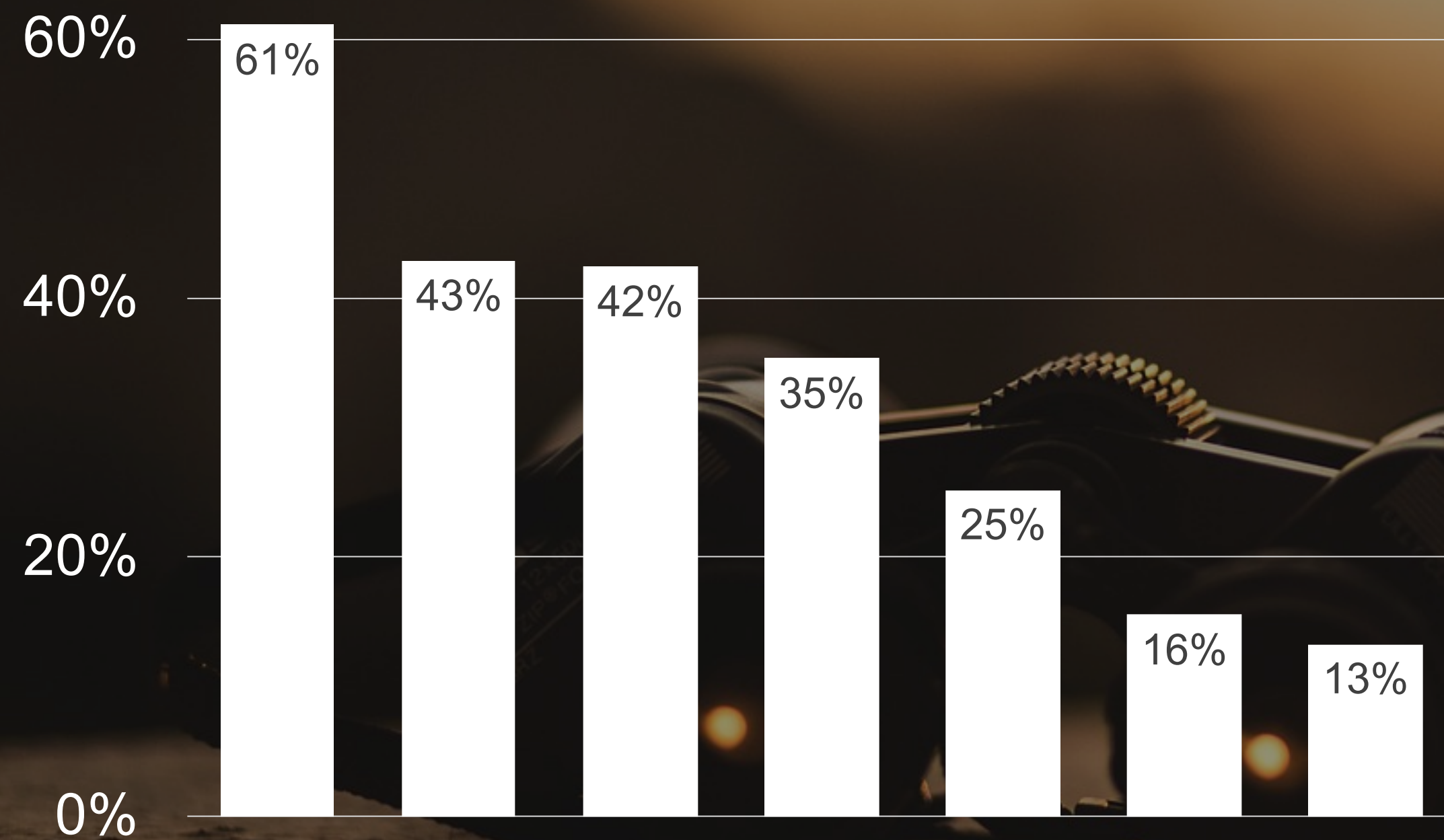
Based on 960 369 impressions, January 2019

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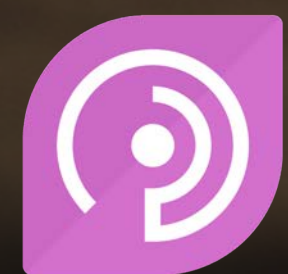
AVERAGE FIXATION

FIXATION RATE

fixation / viewability



AFTONBLADET



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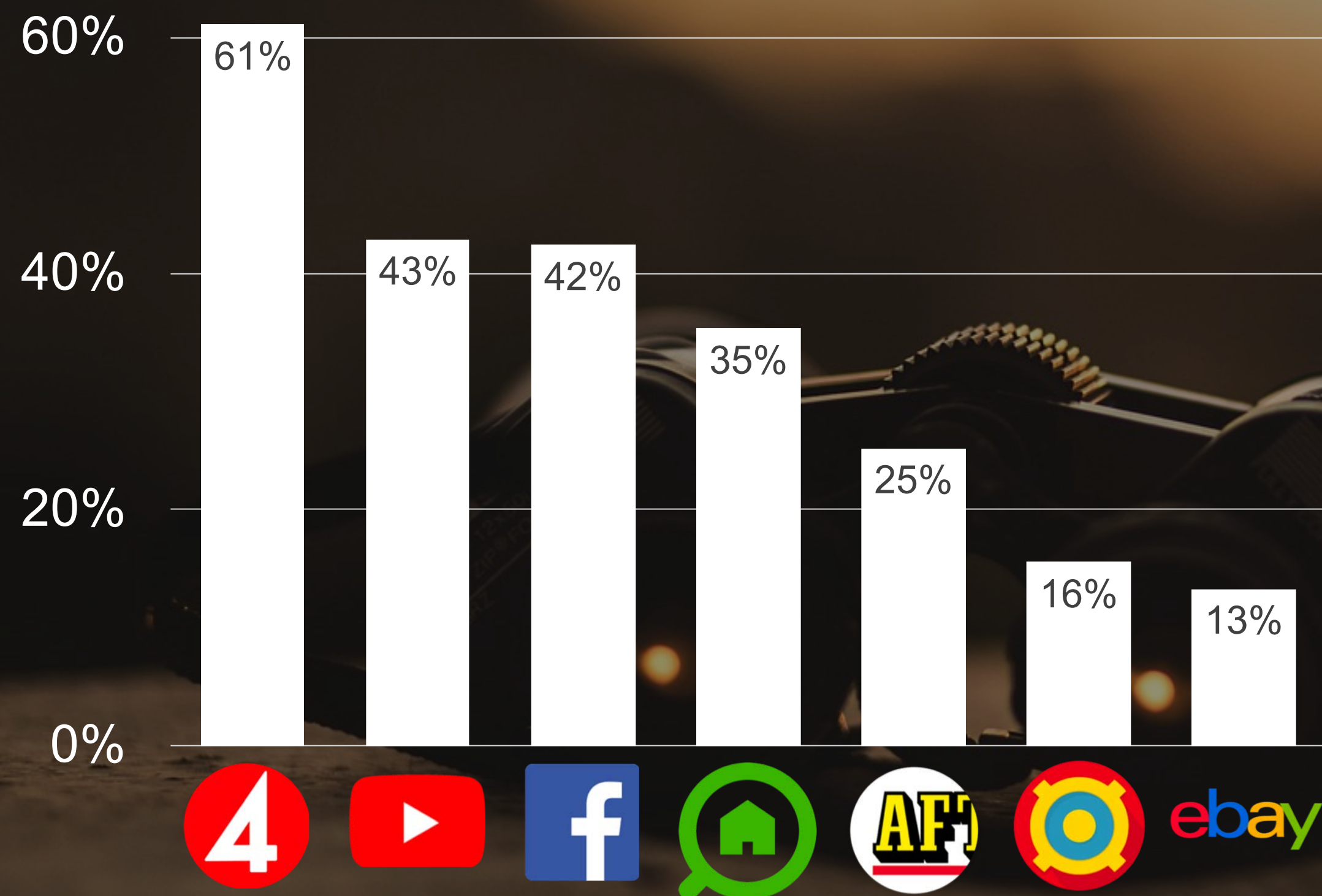
Based on 960 369 impressions, January 2019

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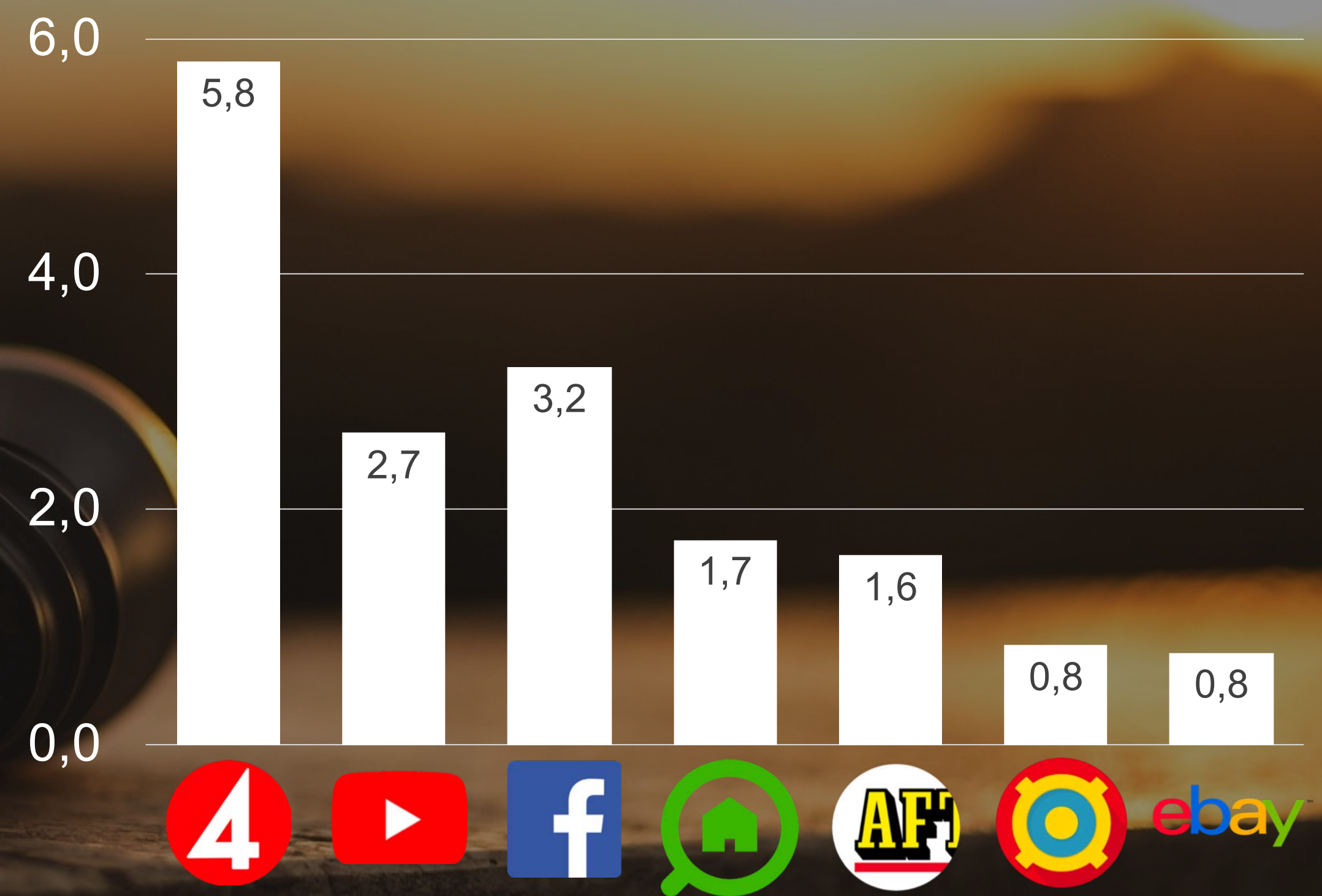
AVERAGE FIXATION

FIXATION RATE

fixation / viewability



FIXATION TIME



The background is a dense, hand-drawn sketch in blue and orange ink on a light-colored surface. It features various business-related icons and diagrams. At the top, there's a mathematical expression $\sqrt{a+C}$ and the number 75(013). Below these are several boxes containing question marks, some connected by arrows. A pie chart is visible on the right side. In the center, there's a large, stylized dollar sign. To the right of the dollar sign is a bar chart with five bars of increasing height. Below the bar chart is a lightbulb. At the bottom, there's a line graph with a peak and a trough. The word "BUSINESS" is written in large, bold letters in the center. Other words like "SUCCESS", "INCOME", "PRODUCT", "FINANCE", and "IDEA" are scattered throughout the sketch. The overall theme is business analysis and performance comparison.

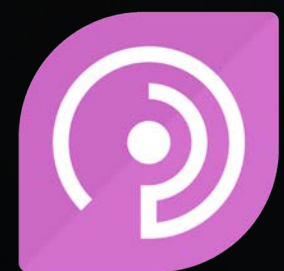
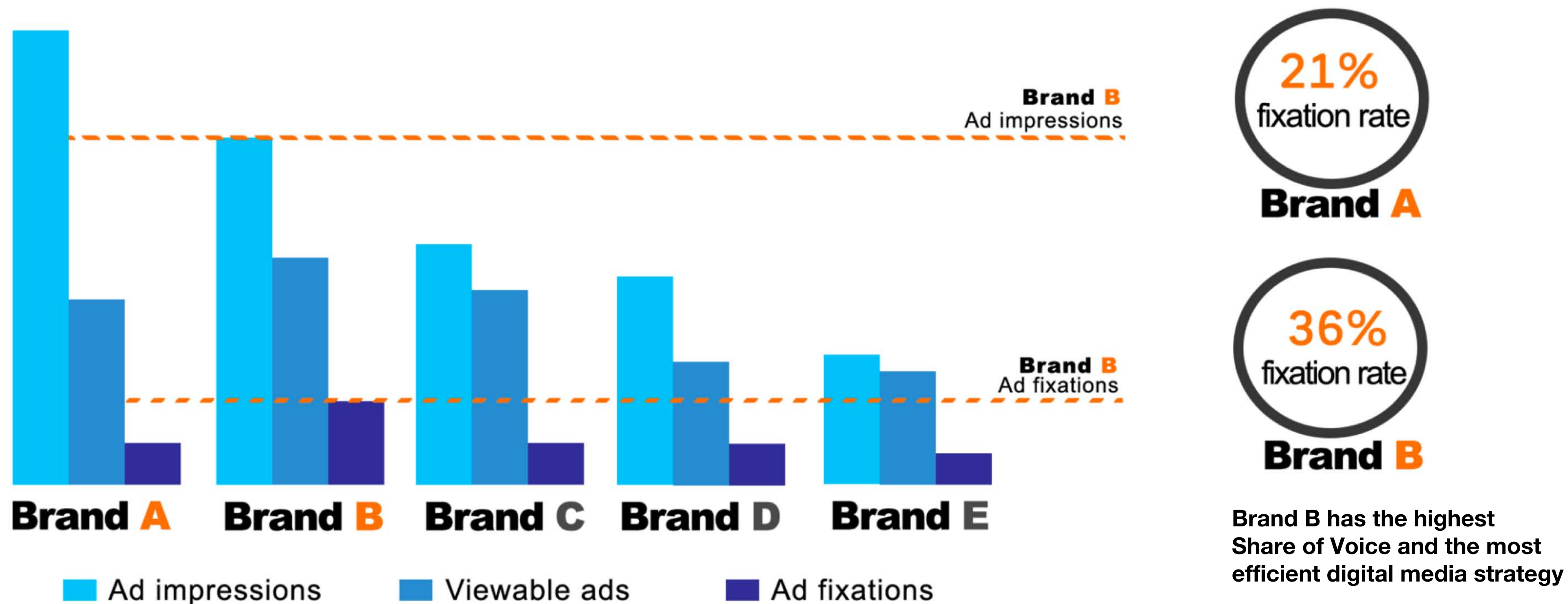
We can tell you how you're performing compared to others in the same industry



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Share Of Voice (fixation) measurements answer the following questions



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Based on data from October 2018
Fixation rate = fixation/ viewability

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IMPRESSION

VIEWABILITY

FIXATION

ACTION

NOT SEEN - NO IMPACT

Fixation - The missing piece in how we measure advertising effectiveness

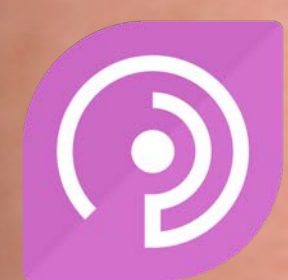
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