

The ATLAS Project

How attention on vertical video ads triggers purchase plus, SEAL

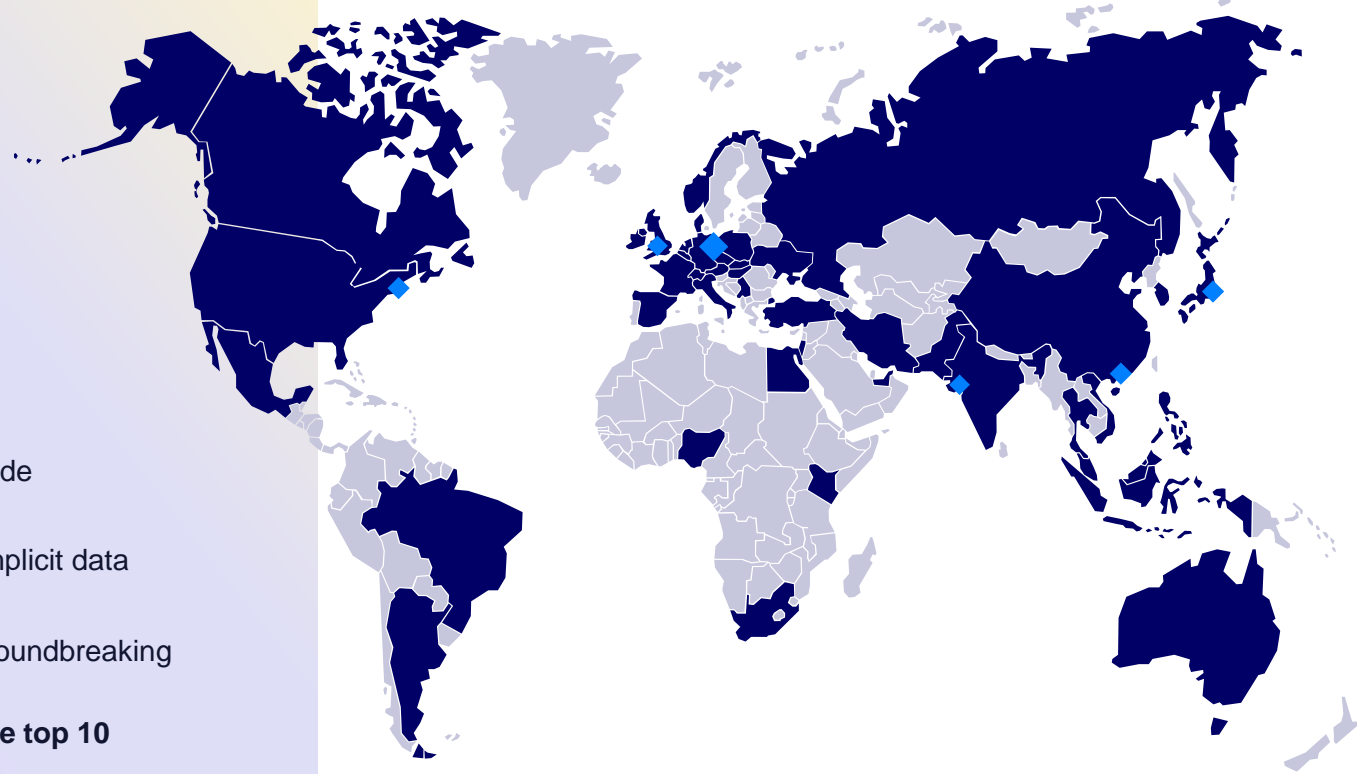
Jeff Bander
President eye square Inc.



eye square Global Research



- User, Brand & Media, Shopper Experience Research since 1999
- Offices in 6 countries
- 116 employees
- 300+ renowned customers worldwide
- Extensive global benchmarks of implicit data
- Innovation leader: US Patented groundbreaking software
- **Licensing software to 8 out of the top 10 GRIT-listed companies**





Real Human Experience

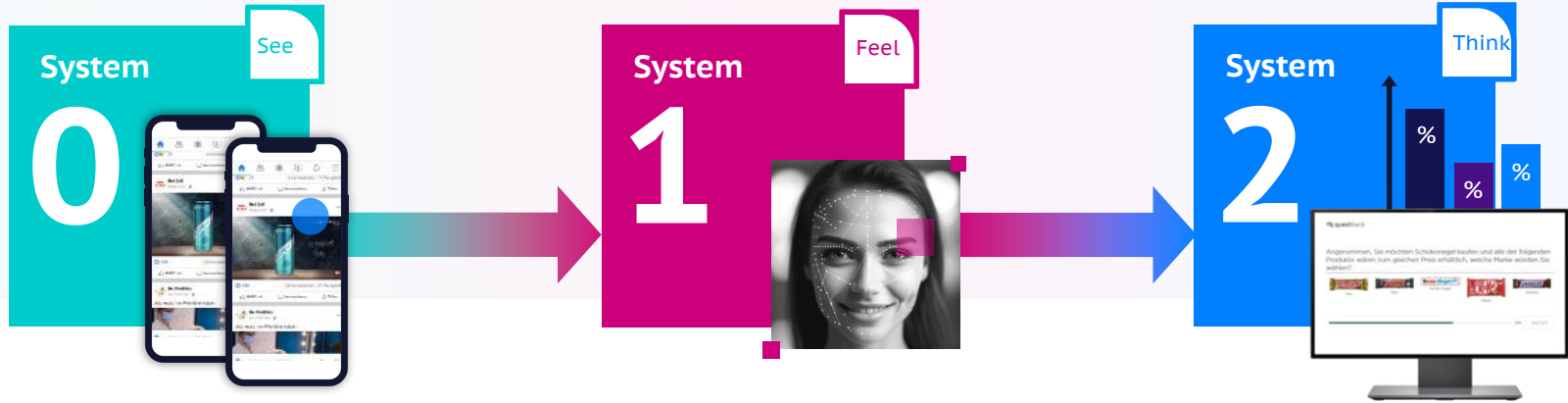
System 0 - Perception



- System 0 is a market research innovation in which ads are tested in their **natural environment**.
- **Results are far more predictive and** than other approaches.

Human Experience

See, Feel, Think



See

Initial Attention

Consumers' initial attention and behavior are measured in context by eye-tracking via remote, head mount, webcam, or smartphone.

KPIs: Playtime, scroll, fixations, quality of attention or eyes on the screen, [eyes on the brand](#)

Feel

Implicit Reactions

Emotions are observed or measured implicitly via eye square reaction time (brand react).

KPIs: Facial expressions, speech prosody task times, error rates

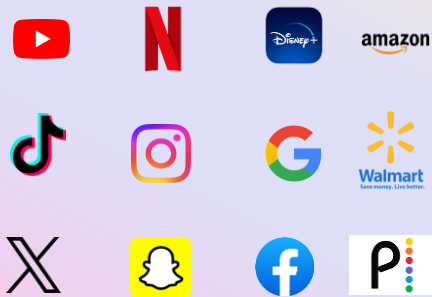
Think

Explicit Ratings

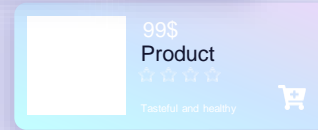
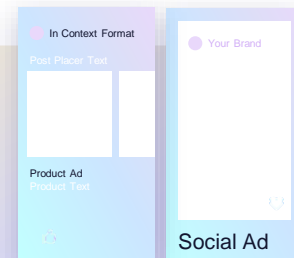
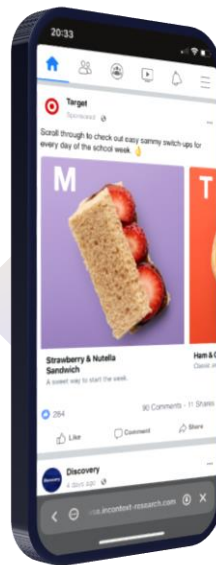
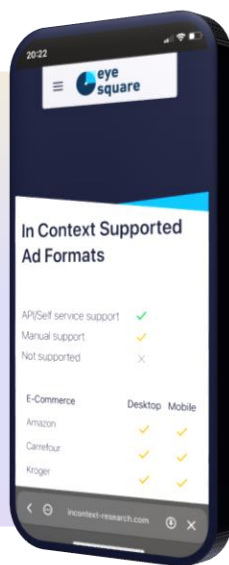
The rational opinions of consumers are recorded via interviews, questionnaires, and ratings.

KPIs: Interviews, decisions, recall, recognition, rating scales

In Context environments: Choose your Platform to test your Creations for Relevant Insights



ALL AVAILABLE ENVIRONMENTS
>>



KPIs
Watch, clicked, scrolled, skipped and more
API
Realtime data available
Browser based
Mobile first integration in your research flow

Wide range of environments

Over 150 platforms available and growing
More than 50 ad formats supported

Show and Test

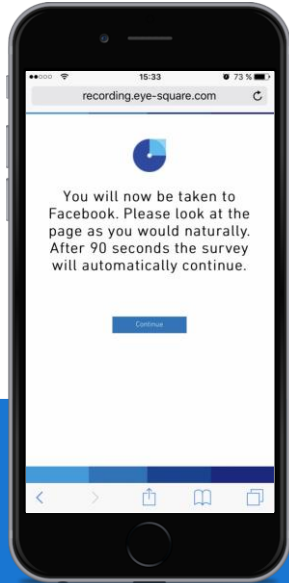
Digital experience in controlled simulated environments

Your Creations integrate easy

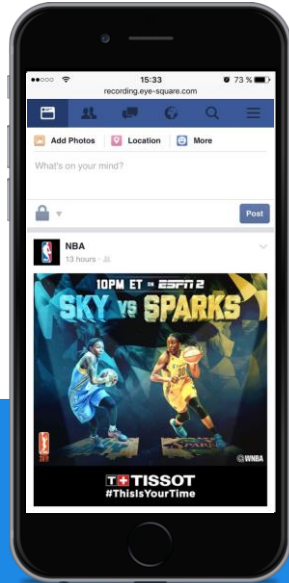
Upload your test ads, design experiments and receive real user behavior and feedback

Live InContext

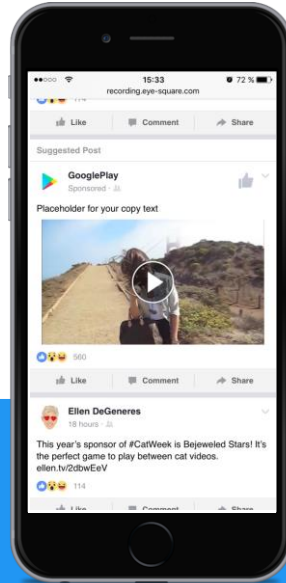
IN BROWSER EXPERIENCE - *NO APPLICATION DOWNLOAD NECESSARY*



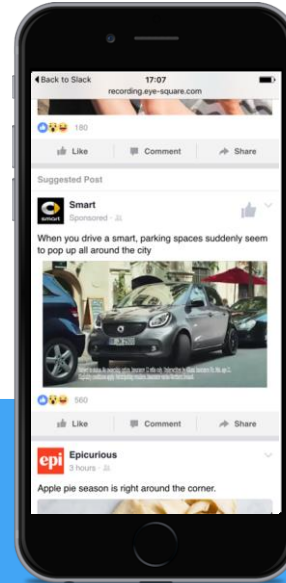
Start in the mobile browser



No app download



No login necessary



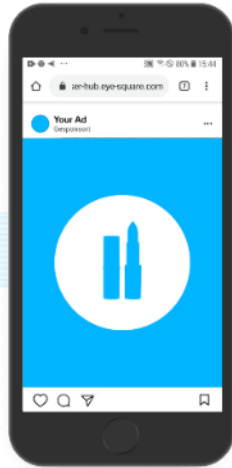
Original look and feel



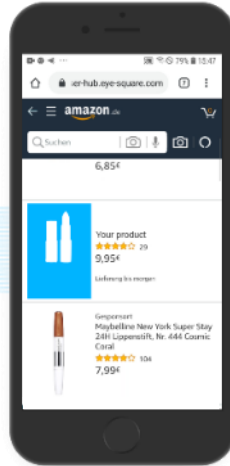
Multiformat

Study Flow: From Ad Contact to Shopping

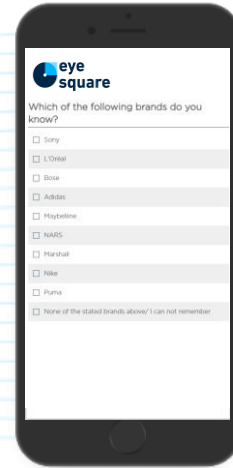
Cart



Ad on
Vertical Video
Platform



Shopping on
Amazon



Questionnaire

1. Screener



The ATLAS Project

in cooperation with:



The ATLAS Project




InContext vertical video ad exposure on mobile, combined with a shopping task on simulated Amazon.

DESIGN

- 12 Test Groups:
 - 4 brands
 - 3 vertical video top platforms

SAMPLE

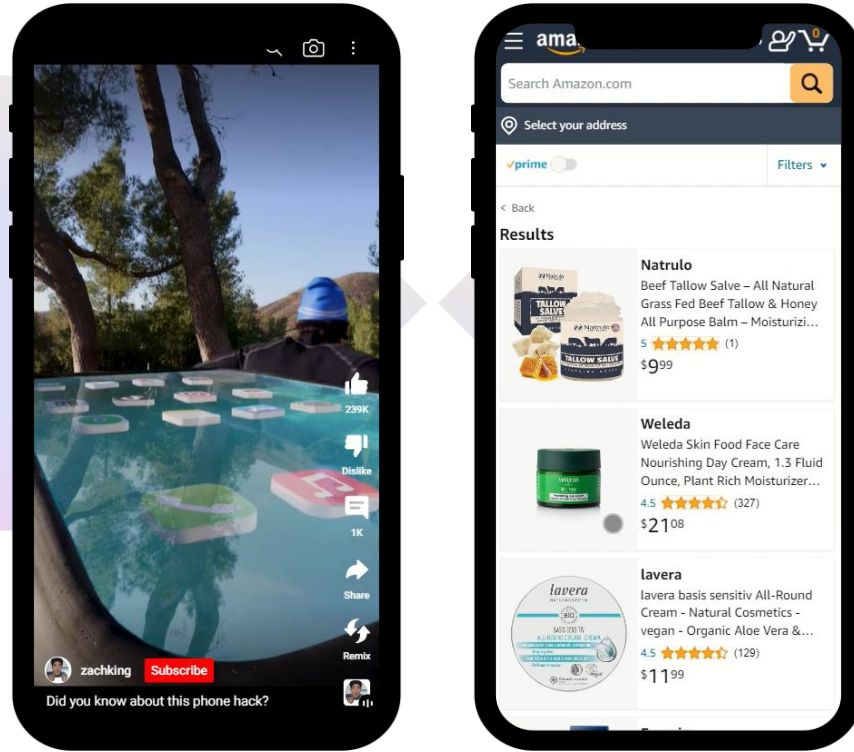
- 1203 respondents powered by  dynata
- 18–49-year-olds
- Gender mix
- 100% smartphone participation
- Attention on screen and eyes on brand



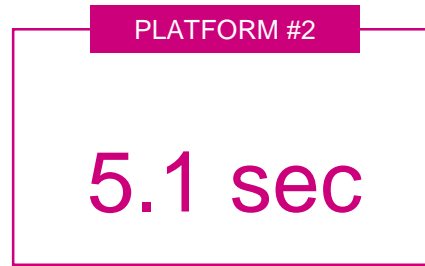
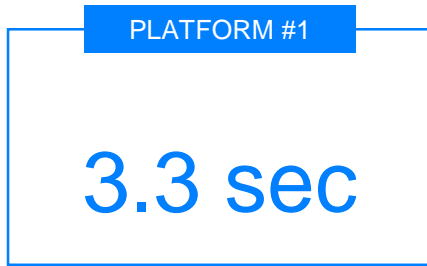
CE (headphones)

CPG (skincare)

Vertical Video Ad InContext Example



Average attention per platform differs



AVERAGE ATTENTIVE
SECONDS

Not all platforms are equal – fast vs. slower decay



ATTENTIVE VIEWER SHARE

PLATFORM #1

PLATFORM #2

PLATFORM #3

100%

80%

60%

40%

20%

0%

0

5

10

15

0

5

10

15

0

5

10

15

Hot start
Fast decay
Late breakdown

Slower decay

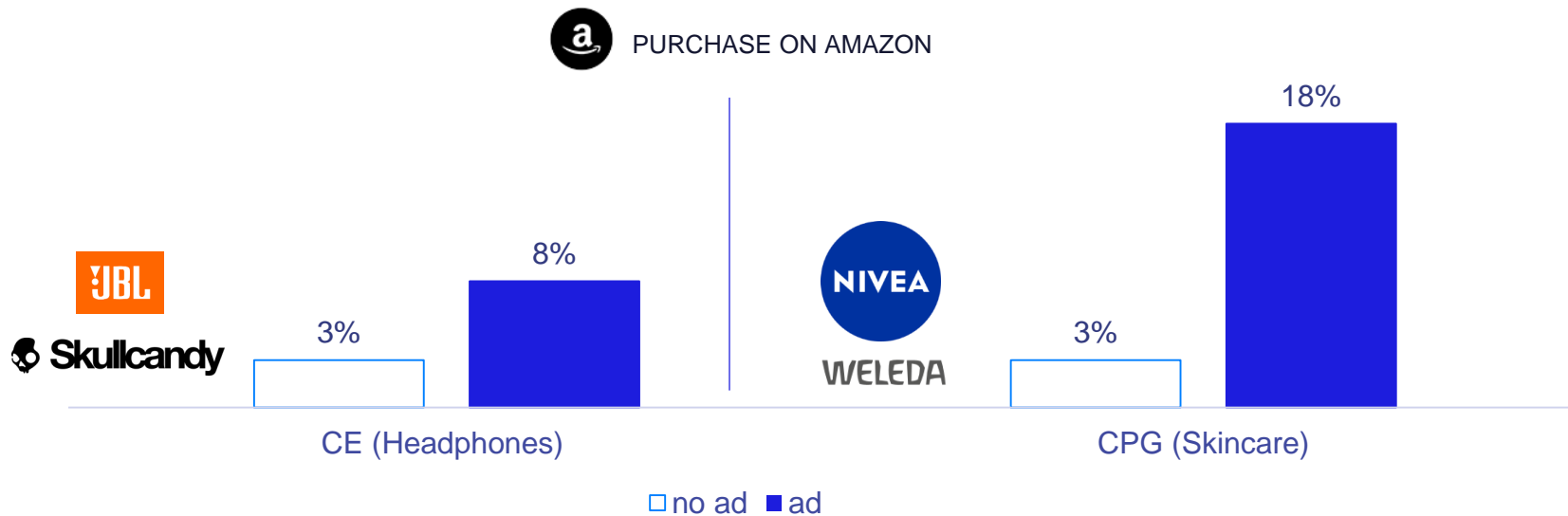
Even slower decay
Solid long tail

Vertical Video triggers purchase

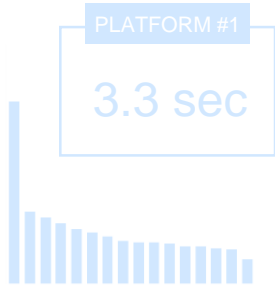


Vertical Video Ads increase the chance of the advertised product being purchased after ad contact.

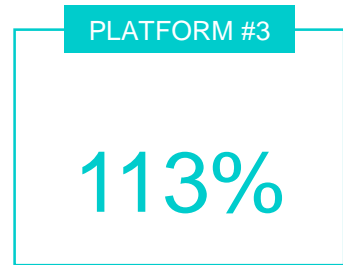
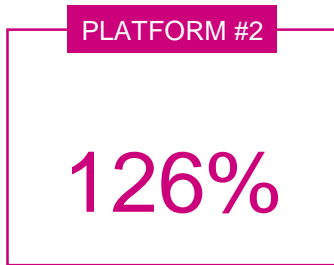
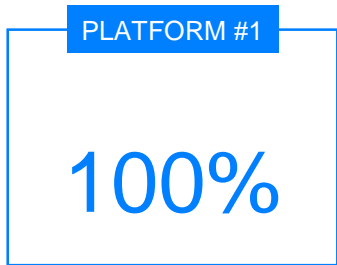
Non-advertised products yield lower rates.



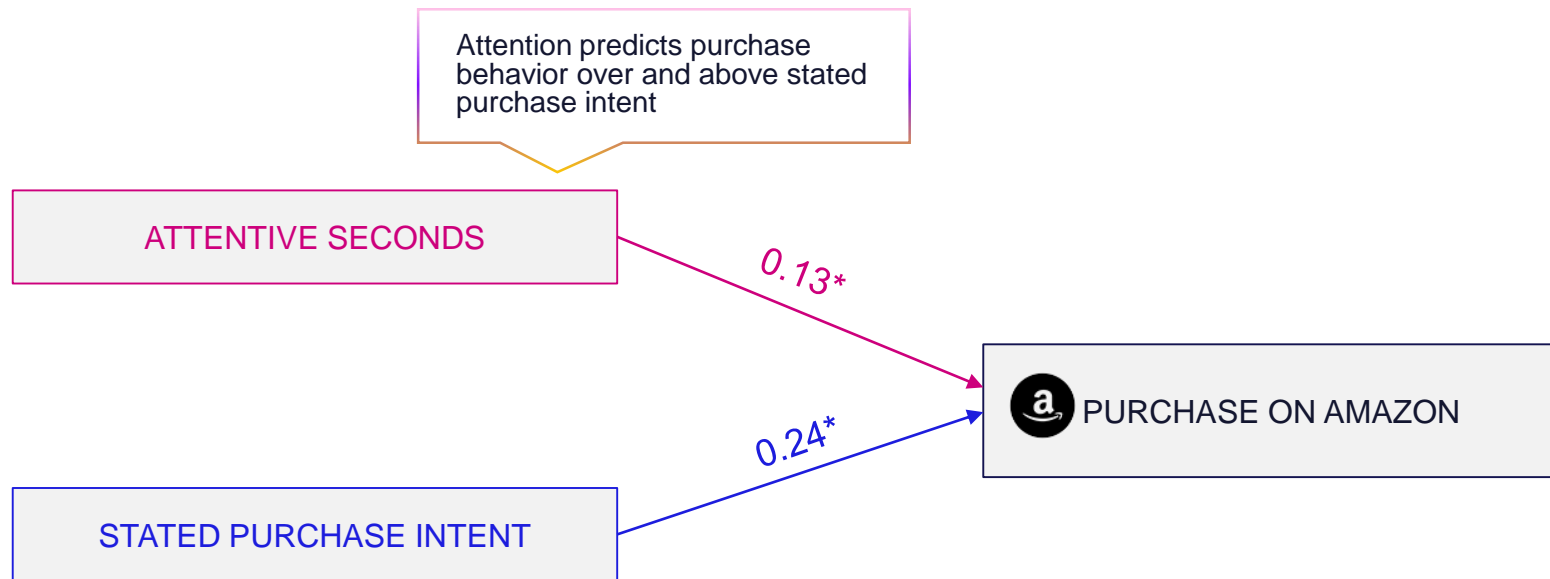
Attention patterns relate to different purchase rates



RELATIVE PURCHASE RATE ON AMAZON



Predicting Purchase on Amazon

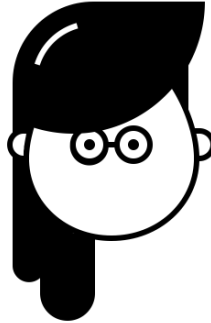


MODEL
QUALITY
R² 12.9%

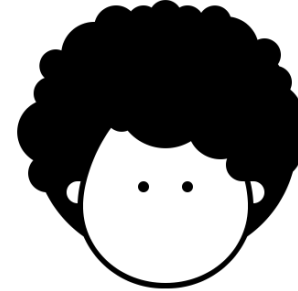
EXAMPL
E

Who will
buy the
product?

Gina



Robin



Identical Stated
Purchase Intent

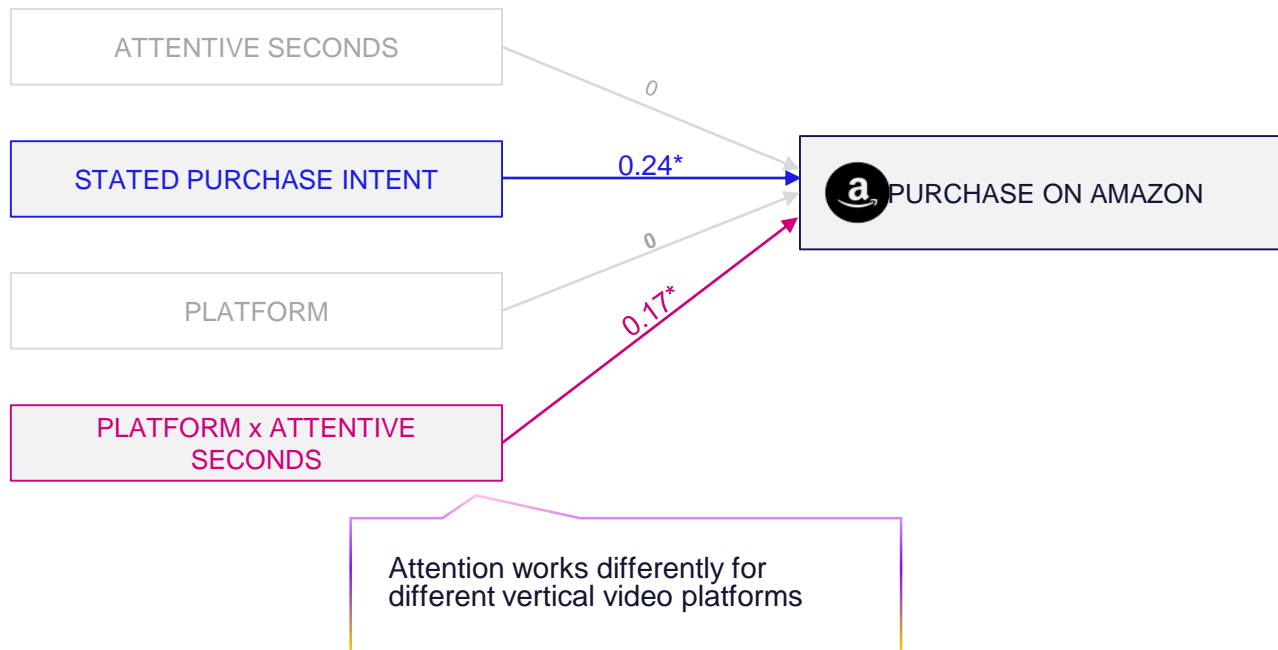


Difference in
Attention on Ad

5s

3s

Predicting Purchase on Amazon incl. Platform



+3%
MODEL
QUALITY
R² 13.3%

Source: ATLAS (May 2024)

Base: N(total)=1203 | Criterion Metric: Purchase Rate on Amazon (%), Predictors: Stated purchase intent (Relevant Set), Attentive Seconds, Platform, Interaction term
Statistical model: Multiple logistic regression. R² is Nagelkerke's R² equivalent.



Branded Moments

ANOTHER
REXAMP
LE

Brenda



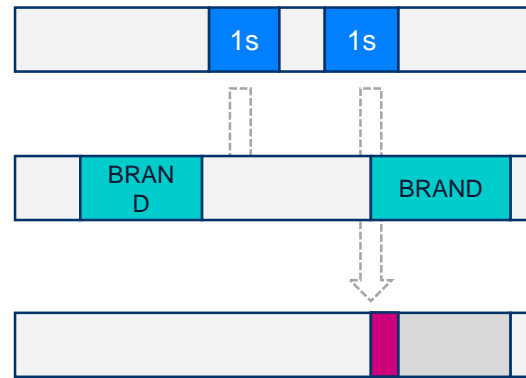
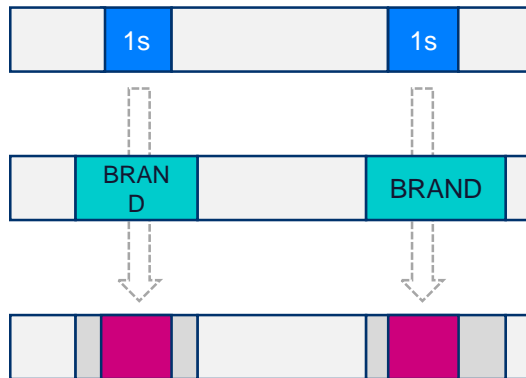
Keith



Both look at the ad for equal amounts of time

Branded moments at beginning and end of spot.

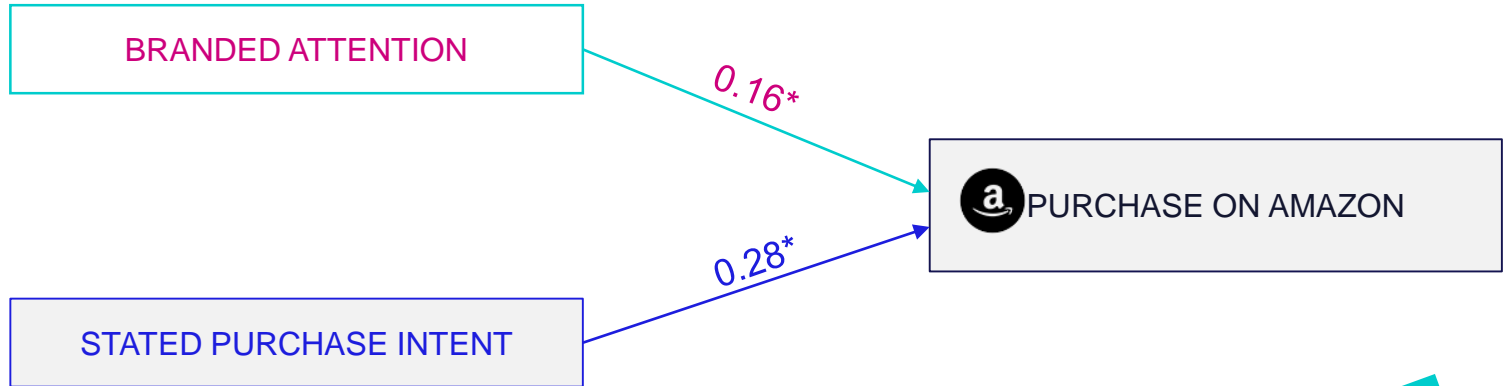
Different amounts of branded attention



Predicting Purchase on Amazon with Branded Attention



Branded moments are crucial for engaging consumers, from their initial attention to the point of purchase.



+35%
MODEL
QUALITY
R² 17.4%

Source: ATLAS (May 2024)
Base: N(total)=1203 | Criterion Metric: Purchase Rate on Amazon (%), Predictors: Stated purchase intent (Relevant Set), Attentive Seconds in Branded Moments
Statistical model: Multiple logistic regression. R² is Nagelkerke's R² equivalent.

Summary and Practical Implications



NOT ALL VERTICAL VIDEO PLATFORMS ARE EQUAL

- Test your ads in a real-life context before the launch
- Plan for different platforms instead of one-size-fits-all

VERTICAL VIDEO ADS TRIGGER PURCHASE

- Use vertical video ads as part of your digital campaigns

ATTENTION PREDICTS PURCHASE BEHAVIOR

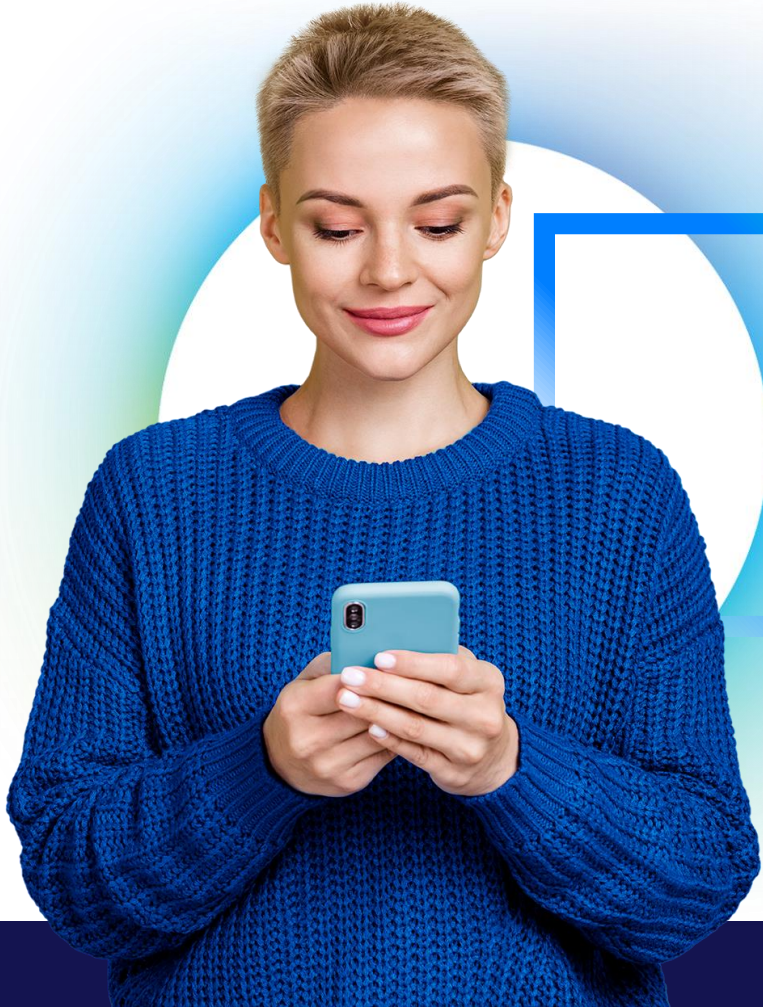
- Measure attention to understand the purchasing power of your ads

BRANDED ATTENTION IS EVEN MORE PREDICTIVE

- Create attention-rich ads
- Include **multiple branded** moments
- Leverage creative best practices per platform

Stay tuned and learn more about

- Industry-specific attention patterns
- Differences between small and big brands
- Attention thresholds
- Small screen vs. big screen formats
- Non-linear attention effects
- More interaction effects



SEAL

Smart
Eye Tracking
Algorithm

What is SEAL?

SEAL stands for **S**mart **E**ye **T**racking **A**lgorithm.

- SEAL enables **precise eye tracking (3mm)** on *almost every device* for various research contexts.
- Our SEAL technology **runs in the browser**, thus avoiding costly hardware or time-consuming app downloads.
- SEAL follows a **User-friendly approach** and ensures high user engagement and affordable pricing
- SEAL is **device-agnostic**
- SEAL is **GDPR –Compliant and Ethically Sound**



Key features:

- **Fully Standalone and User-friendly**
No app installation needed, runs in the browser with well-thought-out UX.
- **Compatible with any camera-enabled device**
Smartphone, Tablet, Laptop, PC. No extra eye tracking hardware needed.
- **Easy and economic panel Integration**
secures affordable pricing
- **Excellent precision** through innovative device-sensitive algorithm



Cutting-edge eye tracking technology with any device, anywhere.

SEAL Eye Tracking

How SEAL shapes the future of Eye Tracking



Previous Challenges in the industry

Historically, the complexity and costs associated with traditional eye tracking limited their use to high-end market research.



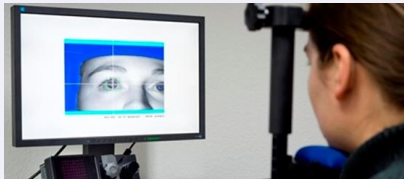
Introducing SEAL

In response, eye square developed SEAL – a browser-based eye tracking solution that is easy to use and compatible with virtually all devices.



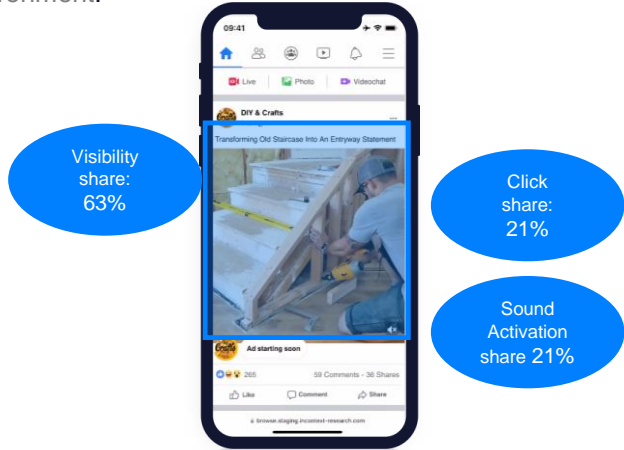
Elevating eye tracking standards

SEAL marks a shift towards a more accessible, user-friendly, and economical use of high precision eye tracking for a wide range of research contexts.



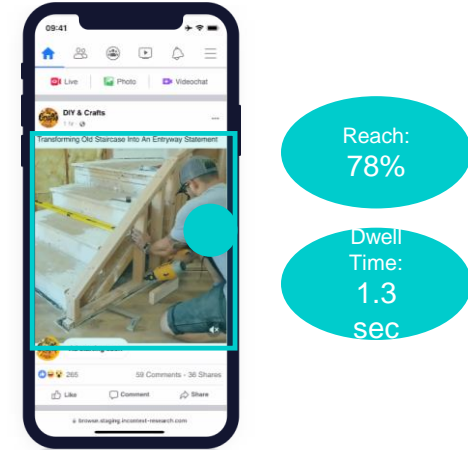
InContext

In this InContext example, Facebook serves as our natural testing environment.

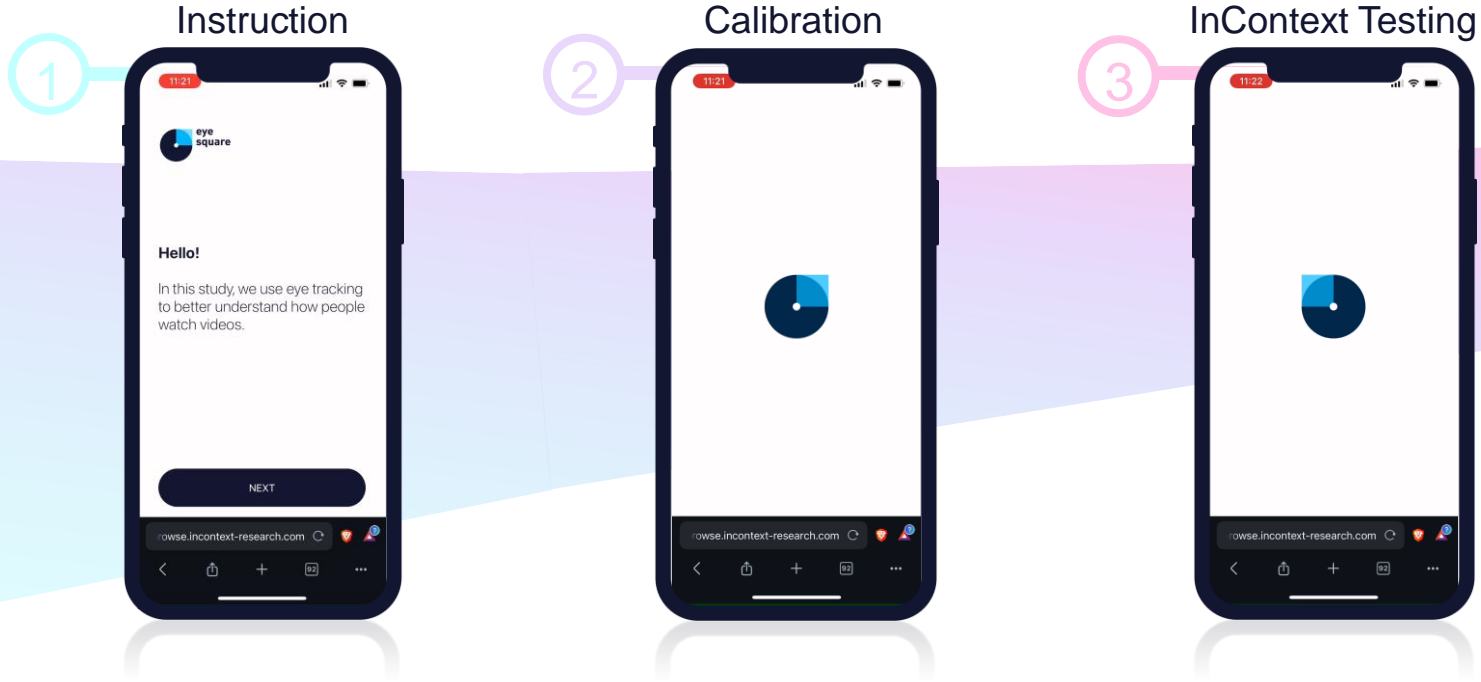


InContext Metrics (here *visibility share*) are automatically recorded, indicating how long an ad was visible on the screen.

SEAL Eye Tracking



By analyzing participants' eye movements, we can now additionally determine if and for how long users *actually* looked at an ad.



SEAL Eye Tracking Further In-Depth Analyses



1.

Get attention insights about your creatives

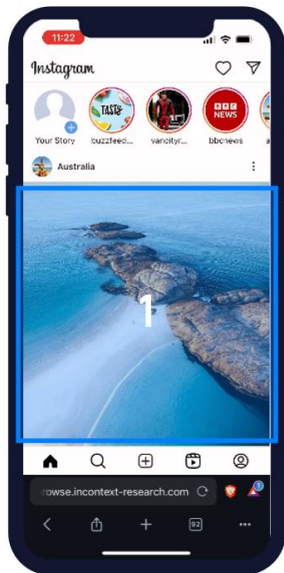
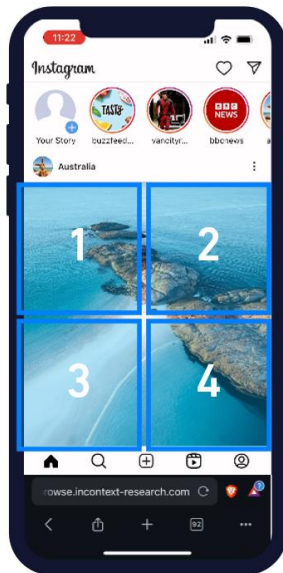


Image Ad
Reach: 89%
Dwell time: 0.6 sec

2.

Define „attention windows“ within your ad



Window 1
Reach: 89%
Dwell time: 0.1 sec

Window 2
Reach: 85%
Dwell time: 0.3 sec

Window 3
Reach: 63%
Dwell time: 0,0 sec

Window 4
Reach: 78%
Dwell time: 0,2 sec

3.

Track other elements in the user flow (currently in development)

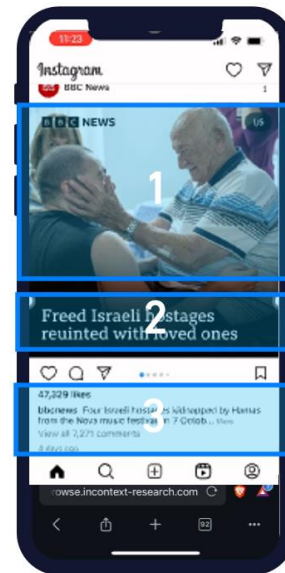


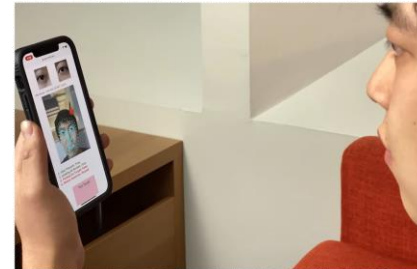
Image
Reach: 89%
Dwell time: 0,2 sec

Subtitle
Reach: 64%
Dwell time: 0,3 sec

Ad Description
Reach: 23%
Dwell time: 0,2 sec

What's next: Exciting features and milestones for the upcoming year

- Support of new ad formats, incl. TV (Q3/24)
- Automated reporting via in-context reporting page (Q3/24) and Heatmaps (Q4/24)
- Expanding Technology with embedded Emotion Analysis (Q1/25)
- Licensing opportunity for eye tracking technology
- Use cases for Gaming, Healthcare, Accessibility, Safety
- User Verification Feature
- Demo use case
- Patent applications filed



Understanding focus – predicting interest

Experts in eye tracking since 1999

With over **24 years of experience** in eye tracking, eye square has been a pioneer in applying eye tracking in market research.

Our software is not just another tool; it's a **high-performance system designed for detailed analysis**. It enables a comprehensive understanding of attention patterns and human behavior. With advanced algorithms that utilize pattern recognition, we **can track eye movements accurately**, providing the essential precision and frequency for effective eye tracking.

Alongside the SEAL smartphone and webcam eye tracking, eye square offers HD head-mounted ET devices, precise desktop ET systems, and VR ET solutions.



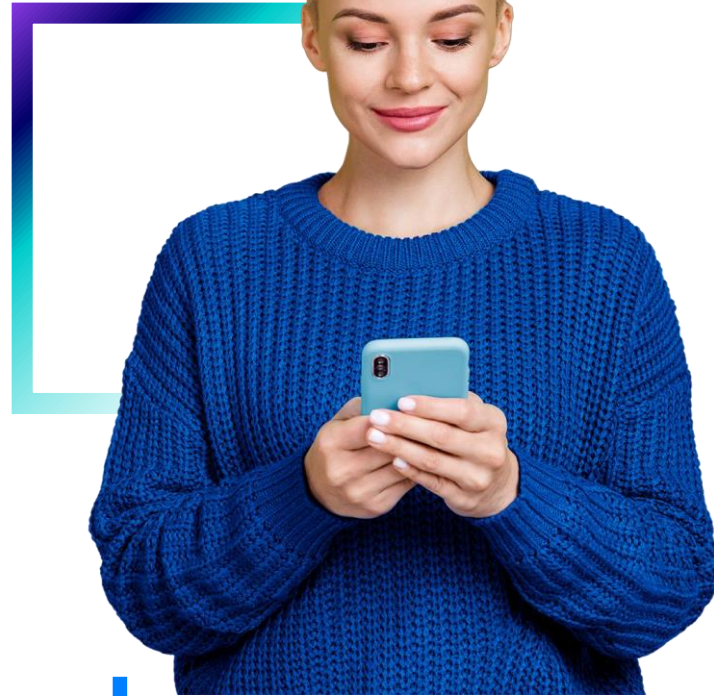
Human
Insight
Technologies

Future Developments: Digital Experience Sandbox (DES)

- **SEAL:** First segment of eye square's Digital Experience Sandbox (DES).
- **Objective:** Revolutionize human digital experience research.
- **Features:** Offers new tools and plug-ins for design and research.
- **Integration:** Currently part of eye square's agile InContext tool set.



eye square Digital Experience Sandbox



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President eye square Inc.
+1 917 523 0007
bander@eye-square.com

Thank you!

SEAL Eye Tracking Supported Ad Platforms



Supported Platforms:
TikTok, Instagram, YouTube, Facebook
More formats will be added soon.

Inject your ads in a natural environment with InContext

Our powerful InContext technology enables ad replacements on popular media platforms like TikTok, Instagram, YouTube and Facebook. Many other platforms will be added this year.

Understand the true impact of your ads with behavioral data

While users explore the social media platform, SEAL eye tracking silently records users' viewing behavior and collects valuable metrics such as reach and dwell time.

Digital Experience Sandbox SEAL

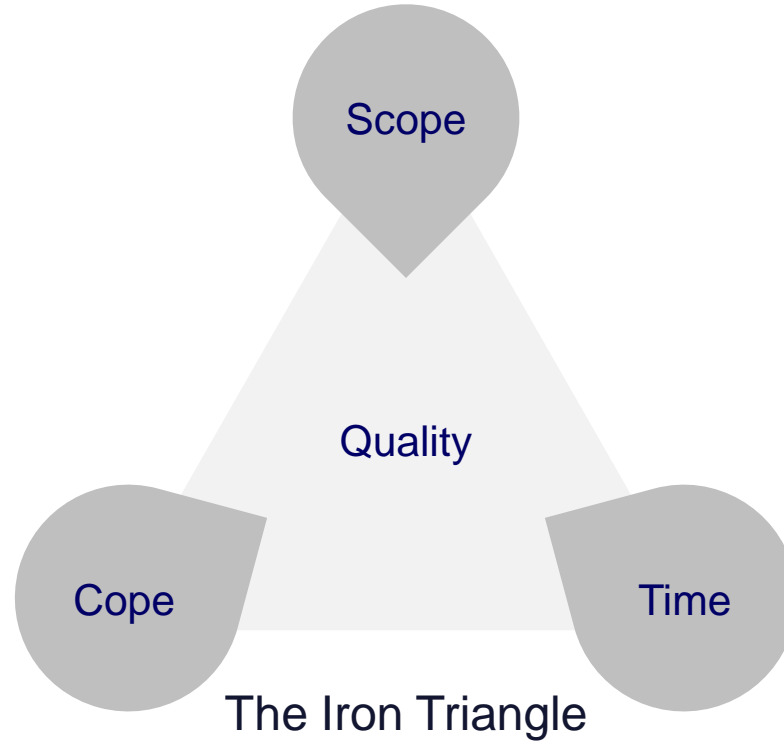
Create
Show
Test



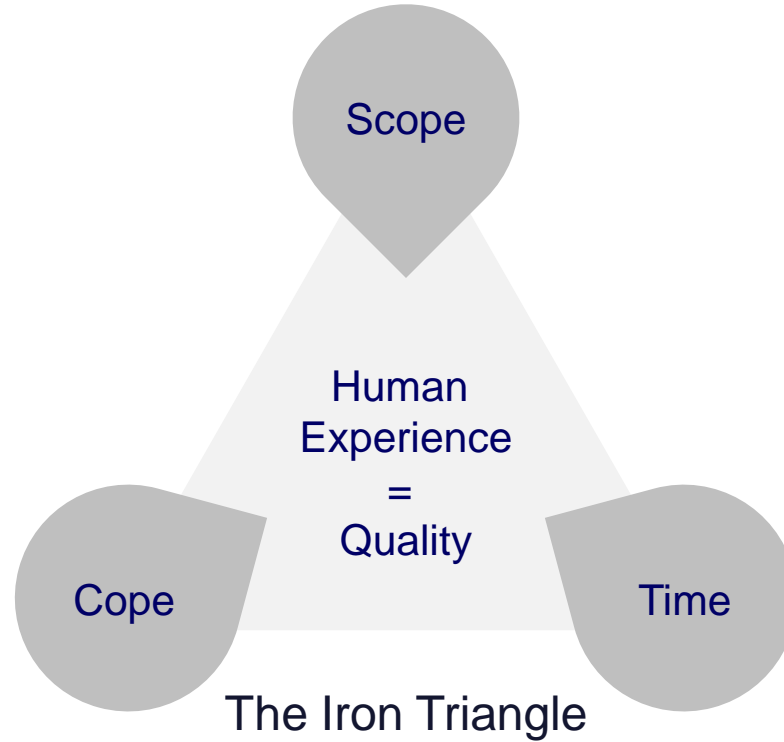
See
the
Experience

Challenge of research

Challenge to Research Integration



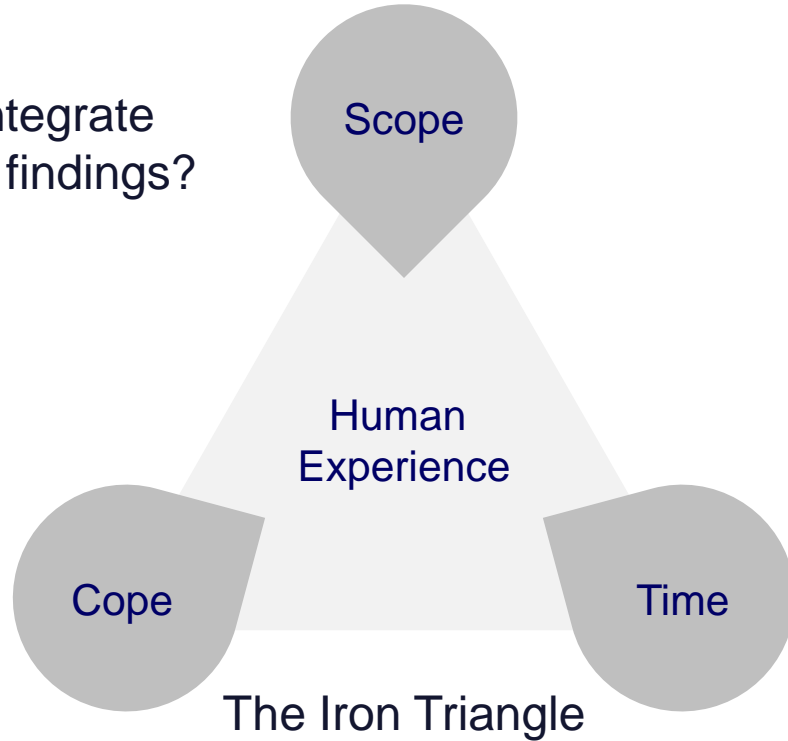
Challenge to Research Integration in Human Experience



Challenge to Research Integration



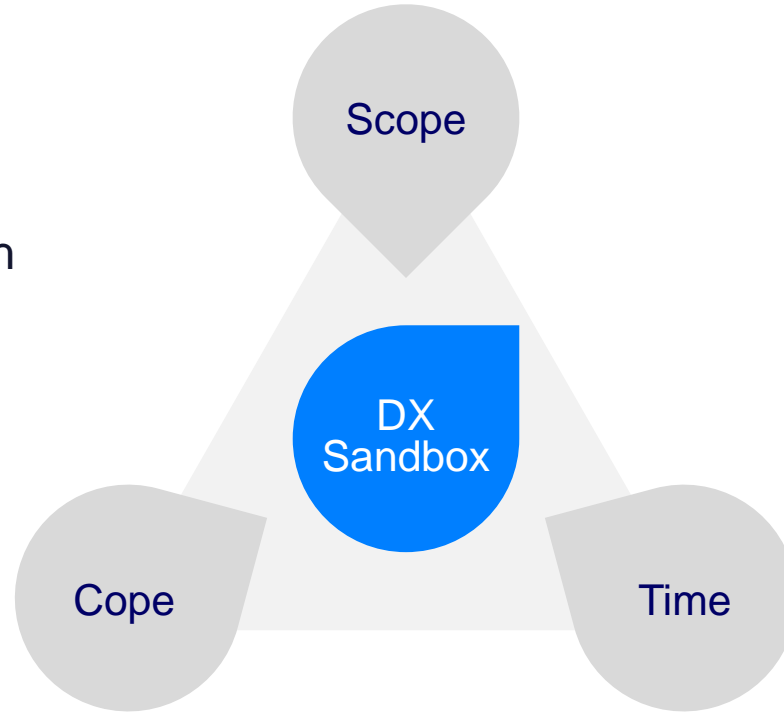
How to integrate research findings?



Why is Research difficult to set up and costs?

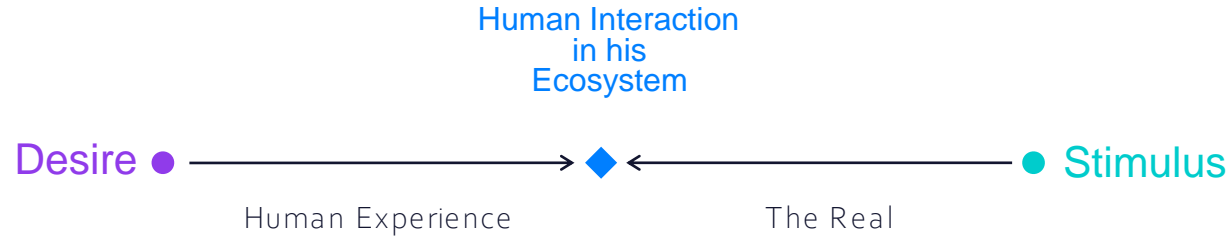
Why is Research taking too long?

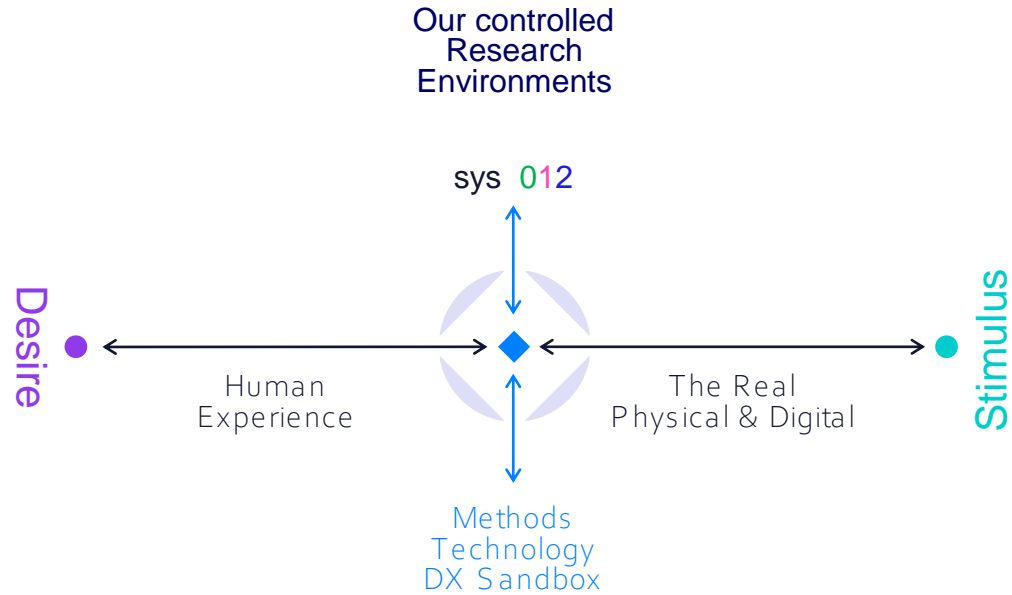
25 years of Research
Innovation
Let us introduce:



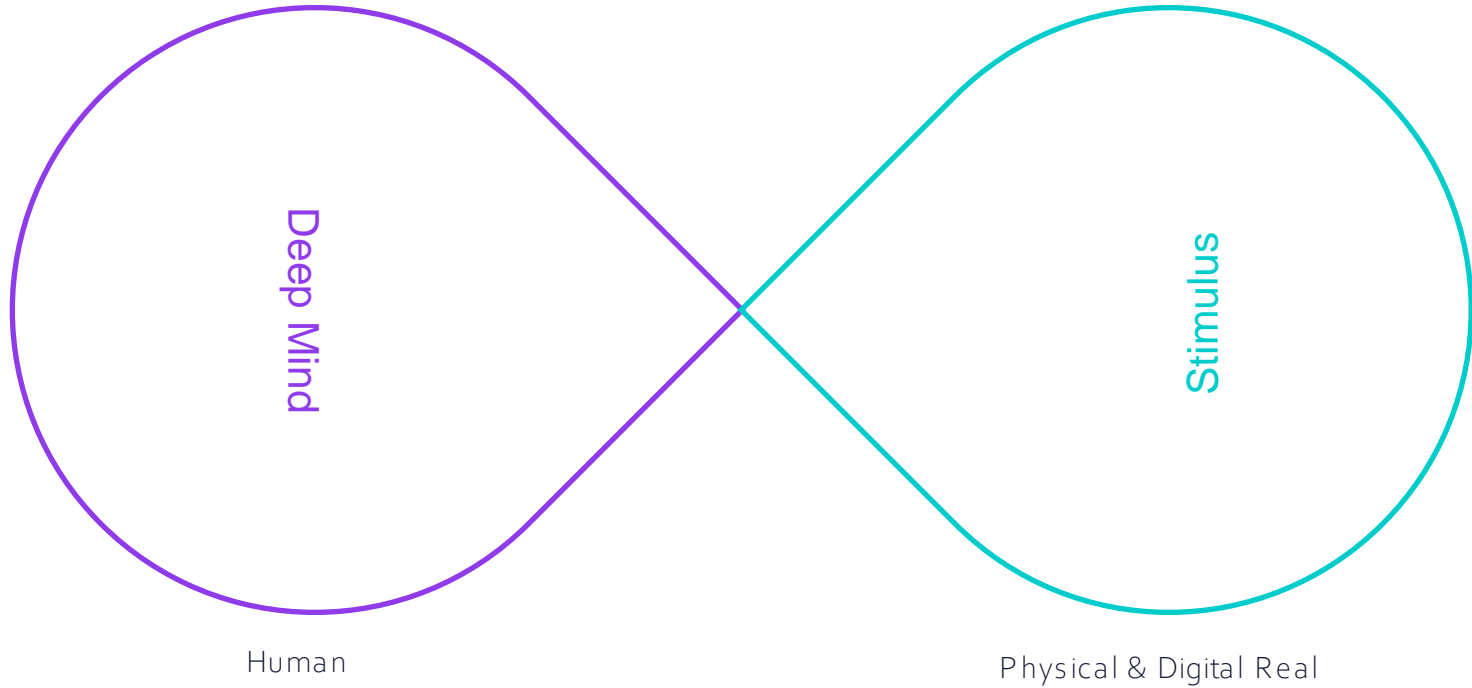
What we measure

The Real & The Human Experience





SYS X and the Moment of Human Experience



sys 012 inContext Eye Tracking

