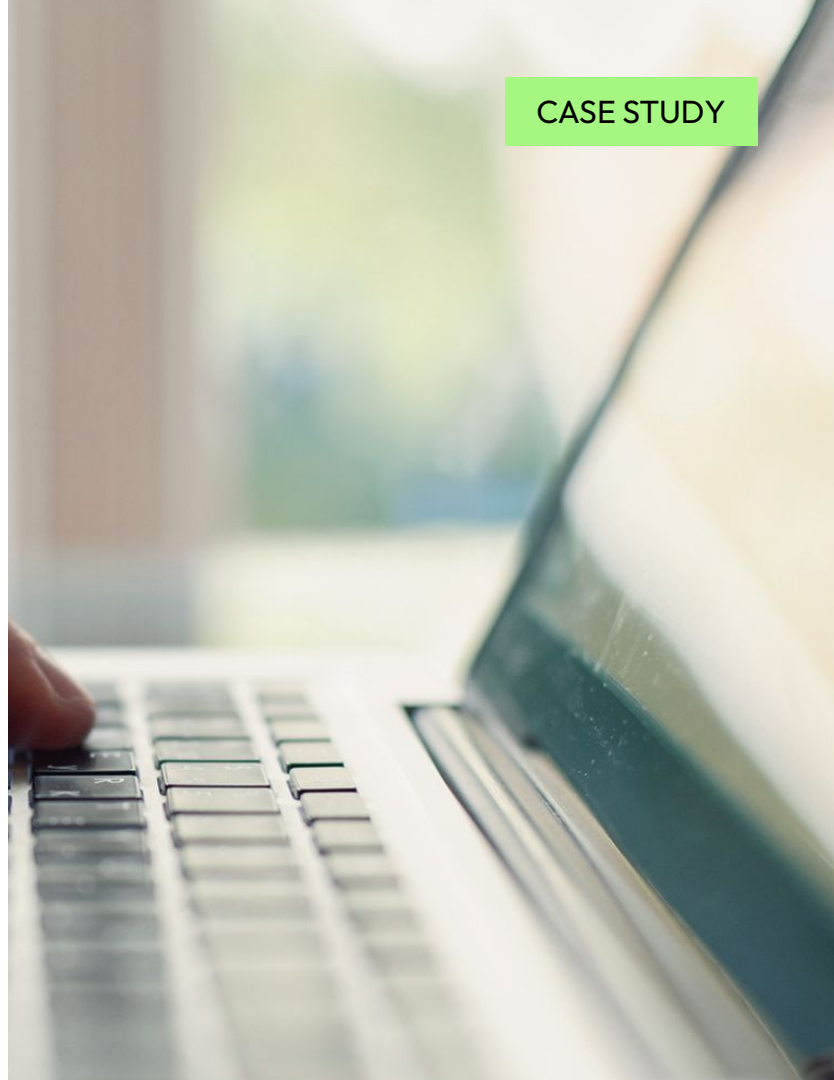


IAS QUALITY ATTENTION™ BOOSTS PURCHASE BEHAVIORS FOR KEY KIMBERLY-CLARK PRODUCT



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PARTICIPATION

ADVERTISER:

Kimberly-Clark

KPIs:

- Sales Lift
- ROAS

THE GOAL

IAS partnered with NCSolutions (NCS), a leading sales lift study provider, to conduct sales effect studies to better understand the impact of Quality Attention™ on purchase behaviors across two campaigns for a key Kimberly-Clark brand.

A custom NCS data cut leveraged data from the IAS Quality Attention™ product to break out scores for below and above average attention for exposed households (HH).

NCSOLUTIONS NEXT GEN SALES EFFECT METHODOLOGY

The NCSolutions sales lift calculation leverages machine learning to compare actual sales from exposed households with modeled baseline sales (as if they had not seen the advertising) and to calibrate the results to cover purchases from all outlets. Any observed lift can be associated with exposure to the media campaign.

THE APPROACH

Kimberly-Clark and IAS aligned on three key agenda items to fully maximize the approach for testing the impact of IAS Quality Attention™. This agenda aimed to fuel Kimberly-Clark's primary campaign goal: drive sales.*

KIMBERLY-CLARK AND IAS KEY AGENDA ITEMS:

- Assign one brand for study cohesiveness
- Break study out into Test 1 and Test 2
 - Test 1: Browser display only
 - Test 2: Display, video, and mobile in-app
- For each campaign (Test 1 and Test 2), provide a deeper look into the impact of NCSolutions by leveraging the NCS sales lift breakout by below and above average attention scores.

**Sales impact was measured by NCSolutions.*

TEST 1

FIELD DATES: Q2 2024

MEDIA: Browser Display

KPIs: Sales Lift, ROAS

ATTENTION THRESHOLDS: 1-53 (below average),
54+ (above average)

TEST 2

FIELD DATES: Q4 2024

MEDIA: Display, Video, In-App

KPIs: Sales Lift, ROAS

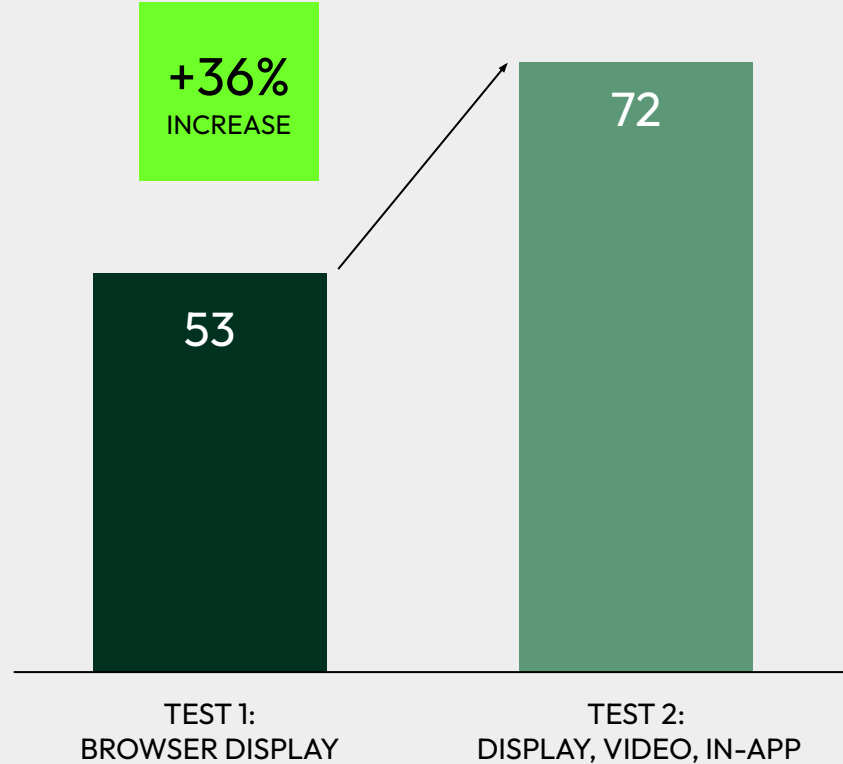
ATTENTION THRESHOLDS: 1-71 (below average),
72+ (above average)

OVERALL ATTENTION SCORES

AVERAGE ATTENTION LIFTED BY 36% FROM TEST 1 TO TEST 2

The addition of video and in-app impressions in Test 2 of the study increased attention scores from 53 to 72.

AVERAGE ATTENTION SCORES

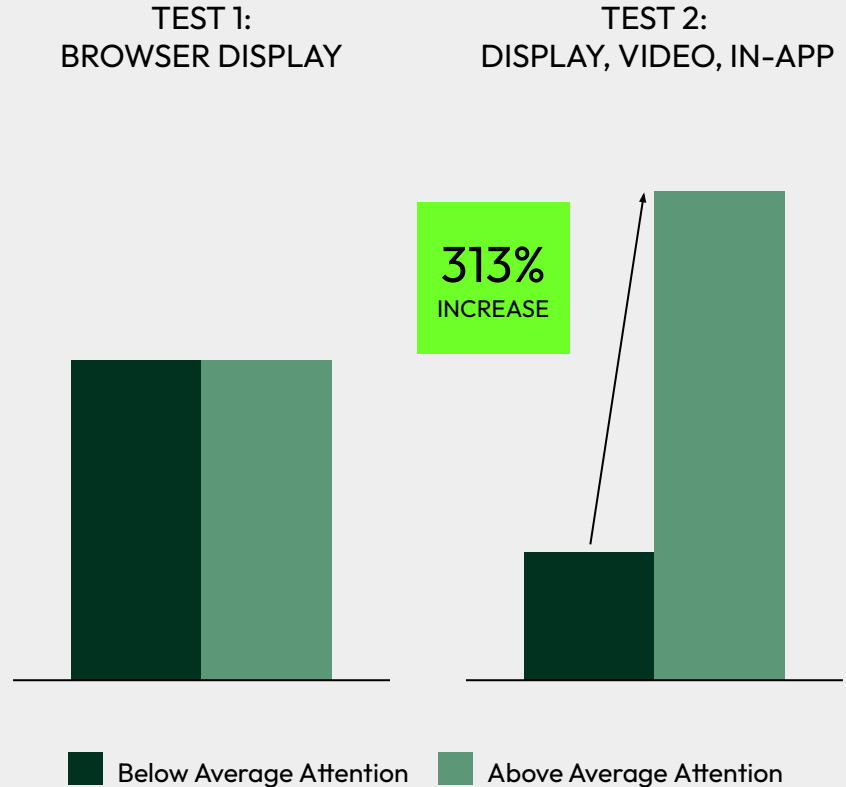


THE RESULTS: SALES LIFT

HIGH ATTENTION LIFTED SALES BY 313% DURING TEST 2

In Test 1, attention scores did not impact sales lift when only browser display ads were measured.

In Test 2 where display, video, and in-app media were measured, a 313% higher sales lift was observed for those exposed to an above average attention score compared to below average attention.



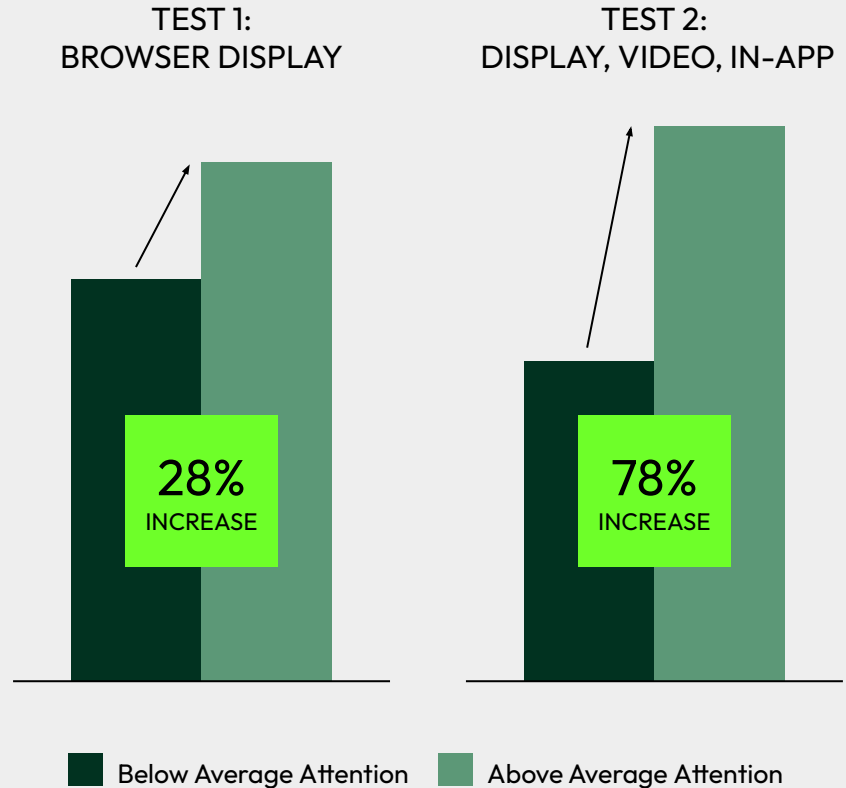
RETURN ON AD SPEND

THE RESULTS: ROAS

HIGH ATTENTION LIFTED ROAS BY 78% WITH THE ADDITION OF VIDEO AND IN-APP

In both tests, above average attention drove better ROAS than below average.

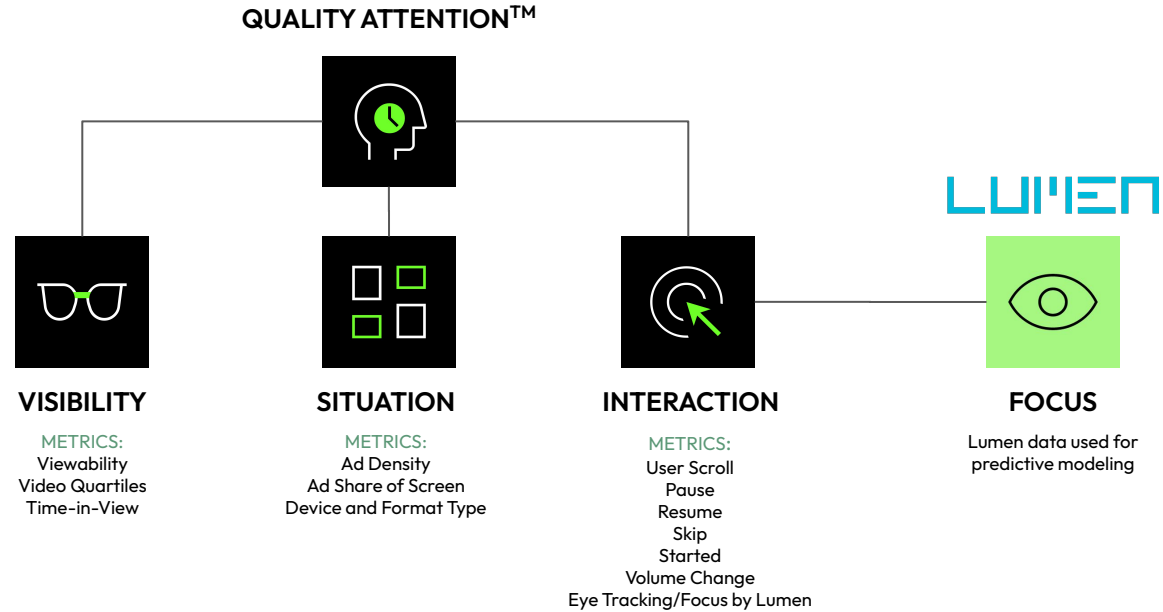
Test 2 saw 2.8x higher impact, highlighting how above average attention in **video and in-app environments** can be especially powerful in driving purchase behaviors.



QUALITY ATTENTION™

Unifying media quality and eye tracking with machine learning to deliver superior results

- **Measure to understand your baseline:**
Verify Quality Attention™ by campaign, environment, format, device type, trends over time, and much more.
- **Compare Attention Scores:**
Compare Quality Attention™ scores against the IAS average to identify underperforming campaigns and inform where optimizations should be made.
- **Optimize to Attention Scores:**
Act on low performing campaigns, media partners, placements, domains, and more to understand performance and improve attention scores to drive proven results.



Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we're committed to our purpose of Better Care for a Better World. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Sweety, Softex, Viva and WypAll, holds No. 1 or No. 2 share position in approximately 80 countries. We use sustainable practices that support a healthy planet, build strong communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit kimberly-clark.com

NCSolutions (NCS) makes advertising work better. With scientific rigor and leading-edge technology, NCS empowers the CPG ecosystem to create and deliver more effective advertising. With NCS's proven approach, brands are achieving continuous optimization everywhere ads appear, through purchase-based audience targeting and sales measurement solutions.

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.