

OPTIMIZING FOR
QUALITY
ATTENTION™ DRIVES
SUPERIOR RESULTS

INTRODUCTION

PARTICIPATION

AGENCY PARTNER:

OMD (Hong Kong)

ADVERTISER:

Major (e-commerce)
transportation advertiser

KPIs:

- Cost per Quality Visit (CPQV)
- Cost Per Click (CPC)
- Click Through Rate (CTR)

BACKGROUND

In an ever-evolving digital advertising landscape, OMD faced the challenge of optimizing their client's major transportation advertiser's online campaigns to achieve superior performance metrics. OMD has historically prioritized metrics like cost per quality visit (CPQV), click-through rate (CTR), and cost-per-click (CPC) to drive decisions across their client's campaigns, but the transportation advertiser realized that more sophisticated indicators were needed to support and inform their optimization decisions.

THE GOAL

OMD sought to enhance their client's campaign effectiveness and gain comprehensive insights into the financial impact of media quality. OMD and their client turned to Integral Ad Science (IAS) to leverage our Quality Attention™ and Total Visibility™ solutions, aiming to revolutionize their client's optimization strategies and gain transparency into financial and performance insights.

With this integration, the major transportation advertiser became the first in market to employ Quality Attention™ with Total Visibility™ in APAC with OMD.

THE SOLUTION: QUALITY ATTENTION™

IAS **DIFFERENTIATOR**

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

■ Measure to understand your baseline:

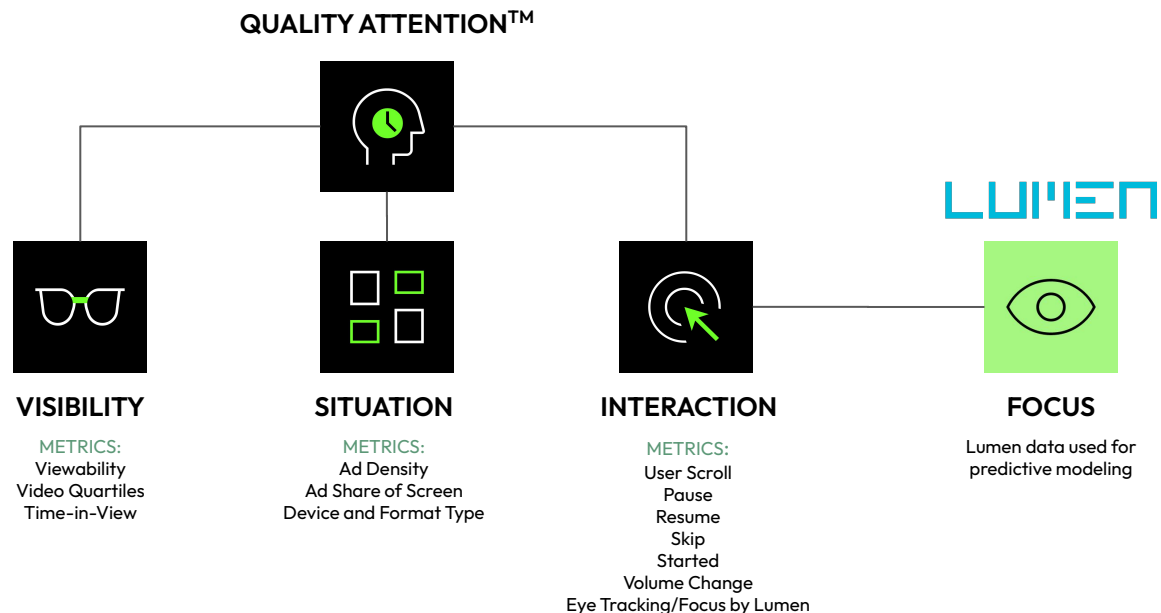
Verify Quality Attention™ by campaign, environment, format, device type, trends over time, and much more.

■ 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.



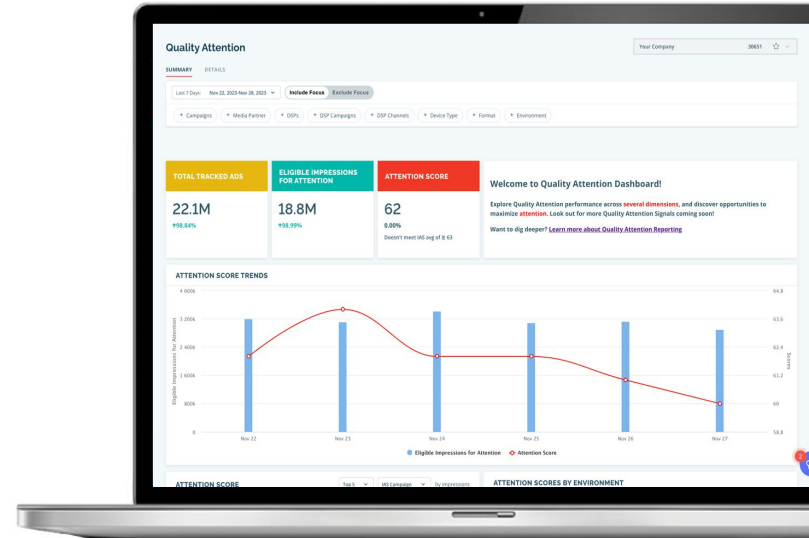
THE IMPLEMENTATION PROCESS

OMD turned to IAS's Quality Attention™ and Total Visibility™ solutions to access deeper attention and financial insights, respectively. The initiative focused on:

- **Alternative Metrics for Optimization:** Quality Attention™ offered their client a new lens through which to evaluate campaign success beyond traditional CTR and CPC measures. By focusing on attention scores, the client could make data-driven decisions to optimize their campaigns effectively.
- **Comprehensive Campaign Transparency:** With Total Visibility™, OMD and the client gained end-to-end transparency into media quality performance, allowing for a clearer understanding of how attention correlates to financial outcomes.
- **Seamless Integration:** The implementation process leveraged existing IAS automated tag solutions and provided the necessary support to integrate with third party systems. This ensured a smooth transition and immediate access to actionable insights.

EMPOWERED BY THE DATA

By combining Quality Attention™ and Total Visibility™ data, OMD achieved end-to-end transparency for their client and were able to achieve a positive uplift in campaign performance.

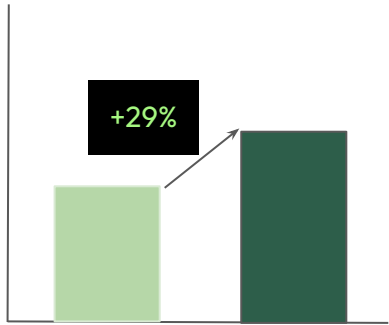


Quality Attention™ reporting and insights also available in Report Builder

OPTIMIZING FOR QUALITY ATTENTION™ LEADS TO POSITIVE RESULTS

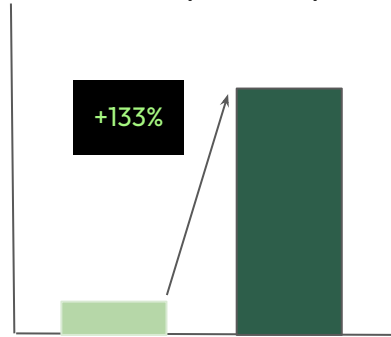
Utilizing Quality Attention™ data, OMD and their client were able to understand campaign performance and make optimizations based on attention scores, leading to improved campaign performance and better ROI*.

ATTENTION SCORES



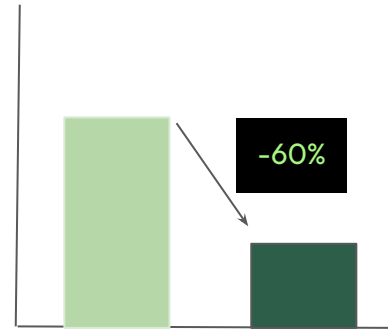
Quality Attention™ enabled OMD to optimize toward sites and placements with higher attention for their client.

CLICK-THROUGH-RATE *as observed by Total Visibility™*



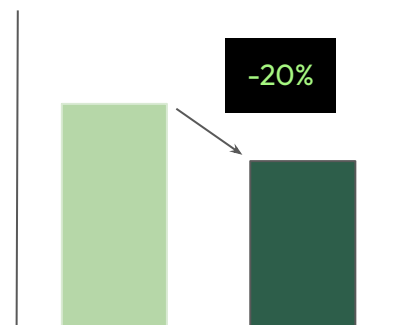
The advertiser experienced an improvement of 133% in click through rate after campaign optimisations based on Quality Attention™ data.

COST-PER-CLICK *as observed by Total Visibility™*



Cost-per-click decreased by 60% after campaign optimisations based on Quality Attention™ data.

COST PER QUALITY VISIT



Cost per Quality Visit decreased by 20% post campaign optimisation.

*The data and results on this slide are reflected off of a single campaign.

THE FINANCIAL IMPACT OF MEDIA QUALITY

Through the use of Total Visibility™, the advertiser was able to gain transparency into the correlation between performance outcomes and attention scores.

The results were clear: The advertiser's campaigns that achieved high attention scores (above 90) experienced significantly higher click-through rates (CTR) and lower cost-per-click (CPC) compared to campaigns with attention scores (below 70).

Together, Total Visibility™ and Quality Attention™ delivered cost savings and drove superior results for the major transportation advertiser.

OVERALL CAMPAIGNS WITH HIGH ATTENTION SCORES (>90)

Click-Through Rate

+6,350%

Uplift in CTR compared to campaigns with attention scores below 70.

Cost-Per-Click

-97%

Decrease in CPC when comparing high versus low attention score campaigns

OMD is the world's largest media network, with more than 14,000 people working across more than 100 countries. At OMD, We Create What's Next — delivering creative media solutions to drive sustainable growth for the world's leading brands. Named the best-performing global media network overall by RECMA, the highest-ranked media agency network on the Effie Effectiveness Index, and Media Network of the Year at the 2024 Cannes Festival of Media, OMD is a leader in innovation, creativity, and cultural relevance.

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.