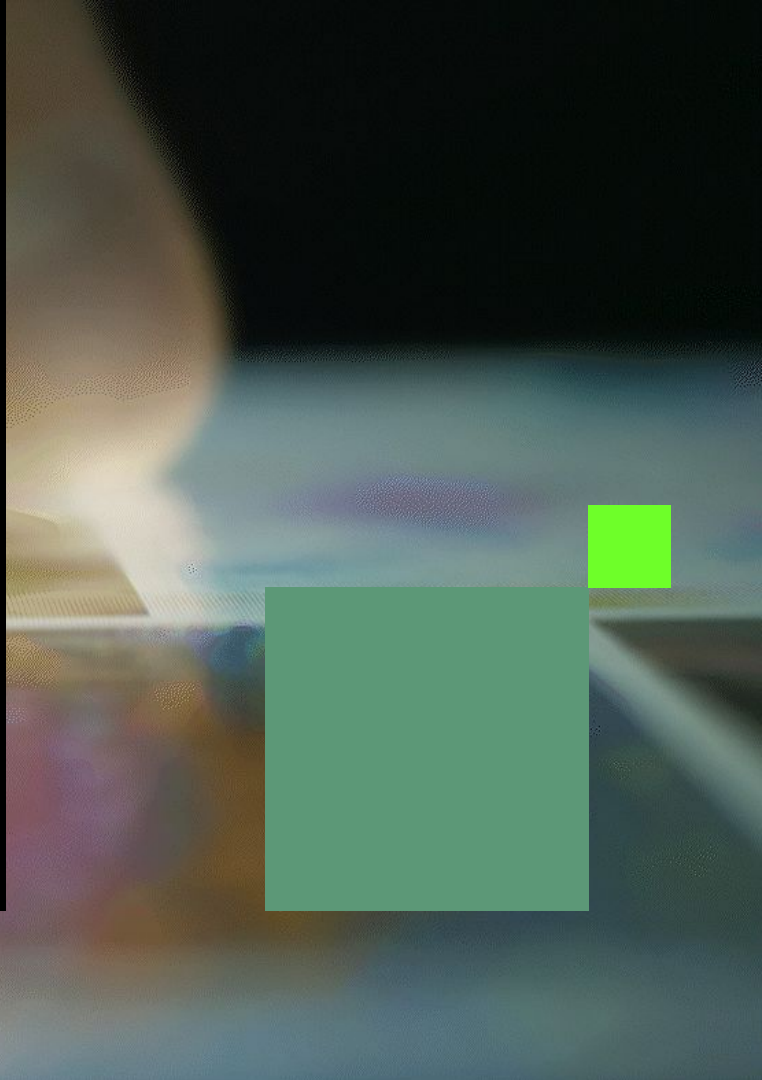




THE ROAD TO ATTENTION: UNLOCKING THE IMPACT OF ADS

Discover the relationship between
performance, context, and Quality
Attention™



KEY INFO

KPIs

- Quality Attention™
- Conversion Rate

CAMPAIGN

70.1M impressions measured
Video & Display
Web Mobile, Tablet, and Desktop

CAMPAIGN GOALS

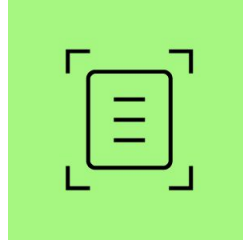
Awareness: Qualified Visits
Traffic: KBA (Key business actions)

THE CHALLENGE



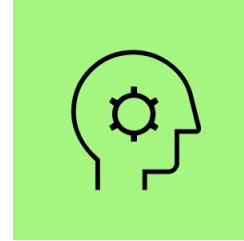
ATTENTION PERFORMANCE

Assess Quality
Attention™ coverage
for programmatic
campaigns



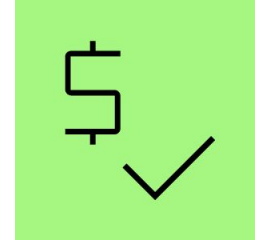
CONTEXT MATTERS

Identify contextual
segments that drive the
highest attention and
highest success rate



BUSINESS IMPACT

See exactly how
Quality Attention™
affects business results



CONVERSION RATE

Improve marketing
strategy across
audiences to increase
site visits and hit
revenue targets

THE SOLUTION

QUALITY ATTENTION™ MEASUREMENT

Helped OMD and Nissan navigate through media clutter to seamlessly understand how media visibility, the ad environment, and human interaction can be combined through the power of advanced machine learning technology to elevate campaign performance.

+

TOTAL VISIBILITY

Provided OMD and Nissan with programmatic supply path transparency with impression-level financial reporting directly from the DSP, enabling Nissan to optimize their media spend and drive marketing results while campaigns are in-flight.

+

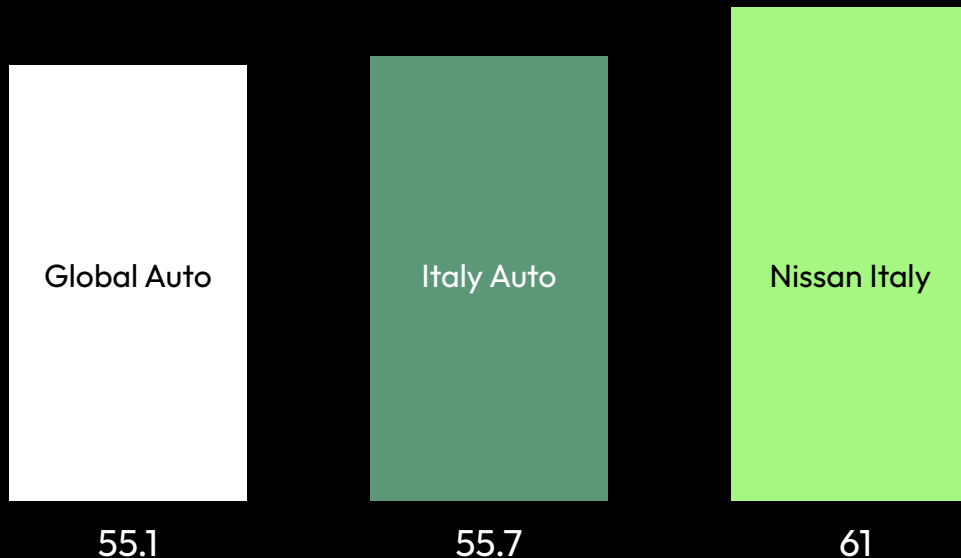
CONTEXT CONTROL

Enabled OMD and Nissan to identify which contextual segments will drive the highest attention and highest success rate.

THE RESULTS

The average attention score for Nissan Italy for the date range 02/01-02/29 is **61.0**, which is above the IAS average Auto attention score in Italy (55.7) and globally (55.4).

QUALITY ATTENTION™ SCORE



CONTEXTUAL RELEVANCE & ATTENTION



73

AVG ATTENTION

Fashion & Lifestyle



71.8

AVG ATTENTION

Buying a Car



71.7

AVG ATTENTION

Premium Holidays

CONTEXTUAL RELEVANCE & ATTENTION



71.4

AVG ATTENTION

Men's Clothes



71.3

AVG ATTENTION

Movies & Books



70.9

AVG ATTENTION

Home Appliances

ASSESS PERFORMANCES OF NISSAN AUDIENCE FRAMEWORK

6x

conversion rate on
Automotive-Hybrid
content

3x

conversion rate on
Buying A Car content

5x

conversion rate on
Travel content

AND DISCOVER NEW TERRITORIES BOOSTING CONVERSIONS

7x

conversion rate on
Fashion & Lifestyle

12x

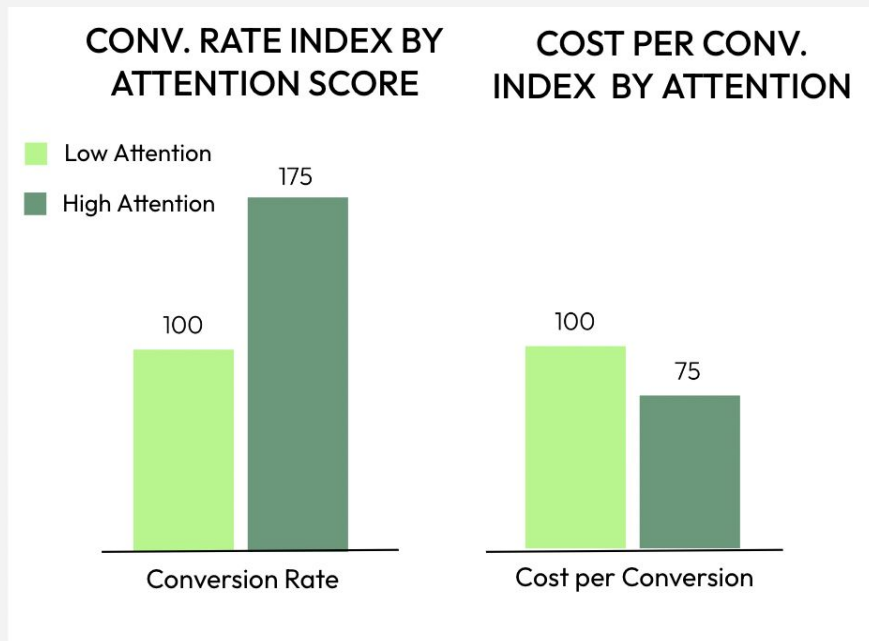
conversion rate on
Cultural Environment

14x

conversion rate on
Inclusion & Diversity
segment

NISSAN ITALY PERFORMANCE + ATTENTION

Higher attention impressions yielded higher conversion rates and lower cost per conversion.



High Attention Impressions defined as impressions with attention score higher than average of 61

NISSAN MOTOR CORPORATION (ITALY) is a leading forward-thinking global automotive company. Since its inception in 1933 Nissan Motor Corporation has been passionate about creating innovative technologies and products based on the spirit of “Do what others don't dare to do”. Nissan aims to build mobility society that enriches people’s lives through its innovative technology and creative design.

OMD is the largest media agency within the OMG global network. We are the business transformation partner for the world’s most prestigious brands. We drive digital growth through industry-leading digital, data and technology capabilities Pioneering the marketing reset and transformation. Powered by empathy, helping modern brands navigate and transform.

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.

