



ATTENTION & INTERACTION:

How Brands Are Seizing the Open Internet Opportunity

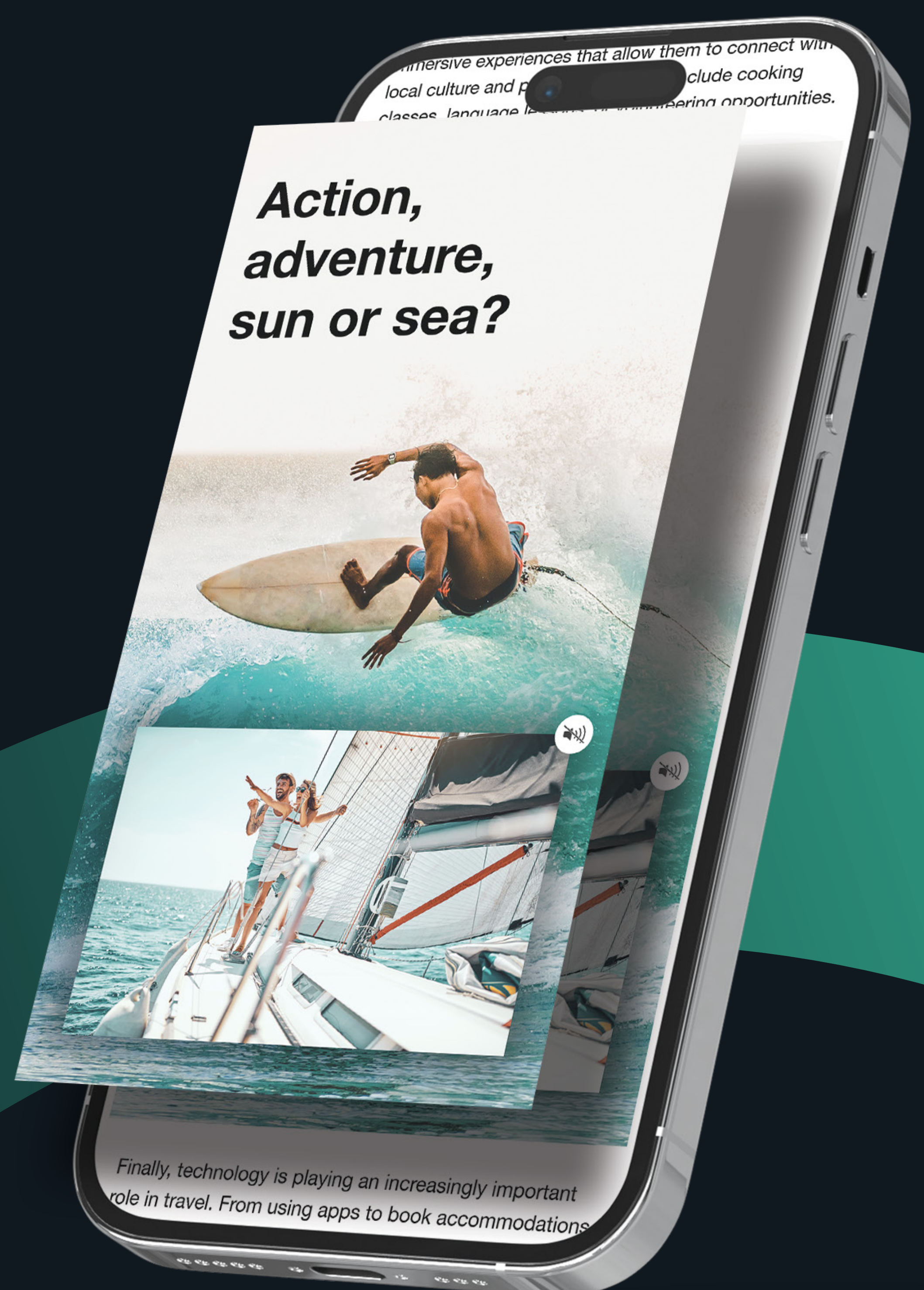
Recall those classic school days? For many, the classroom wasn't our ideal place to be, and the back of the room seemed like the ultimate escape from attention. Books and lectures often weren't the most engaging.

But then came the game-changer: **video**

Suddenly, everyone sought a front row seat.

Just as video transformed the classroom experience, it remains a powerful tool for advertisers to hold attention and drive outcomes.

So, where does a brand begin?



Quantifying Attention on the Open Internet.

Without a strong brand you're renting market share, not building equity. The latter starts by allocating investment in channels that are able to deliver effective audience connections and maximize impact.

1 The consumer mindset

The Open Internet is a ground for brands to connect with audiences who are in the consideration phase, actively looking to inform themselves as they contemplate their choices. By leveraging attention in this environment, there is high value for brands to reach audiences at this peak of consideration.

Four in five advertisers, agencies and publishers agree these audiences are high value, given their affluence, education levels, and purchasing power.¹

Source: Rebranding of News, Prohaska Study, 2024

2 Consumer consumption preference

80% of internet audiences are video-first in the way they consume media.² This shows the immense value that the Open Internet has for brands to resonate with a video-centric group of consumers at a critical juncture of their buying journey.

Source: LAI Video

Digital video time will make up 52.3% of total time spent on screen, with entertainment and news as the preferred categories for that consumption.³

Source: E-Marketer, 2023

3 Time spent vs. walled gardens

Consumers devote an increasing amount of their time engaging with content across the Open Internet compared to social media. However, advertisers have yet to fully embrace this trend, as ad investment doesn't align with this shift in consumer behavior.

**Time spent online:
Open Internet 59%; walled gardens 41%**
**Advertiser money spent:
Open Internet 48%; walled gardens 52%⁴**

Source: Open Internet Report, The Trade Desk, 2023

The discrepancy between time spent by audiences and the investment level from advertisers can be attributed to an emphasis on last-click over first-click. As a result, the consideration phase is often undervalued.

However, Adelaide benchmarks show attention metrics are positively impacted by environment, and that the Open Internet drives 45% more attention on average versus most social media platforms. Adelaide relies on a combination of data sources, placement features, and outcome modeling to define attention ratings – known as Attention Units (AU) – ranging from 1 to 100.

Worldwide attention metric (AU) by channel and platform:

CHANNEL / PLATFORM	AU RATING
Open Internet / Onyx	34.7
Social / X	33.5
Social / Instagram	28.9
Social / Pinterest	23.7
Social / TikTok	21.1
Social / Reddit	19.7
Social / Facebook	16.7

Source: Q4 2023 AU benchmarks, Adelaide, 2023



PLACEMENT

Where Attention Starts.

Leveraging the Open Internet goes beyond having a presence there – it's about capturing attention effectively. Where you advertise on a page matters, but identifying high-attention placements depends on intricacies such as device type, player size, the number of competing ads, and more, according to Adelaide.

While the Open Internet provides an environment where audiences are naturally in a consideration mindset, solutions like Onyx take that environment and context further by carving out high-attention placements within premium publisher pages.

Measured and verified by **Adelaide** Onyx placements consistently deliver higher attention against benchmarks:

53%

higher attention
vs. standard display
banners

20%

higher attention vs.
other rich media high-
impact experiences

19%

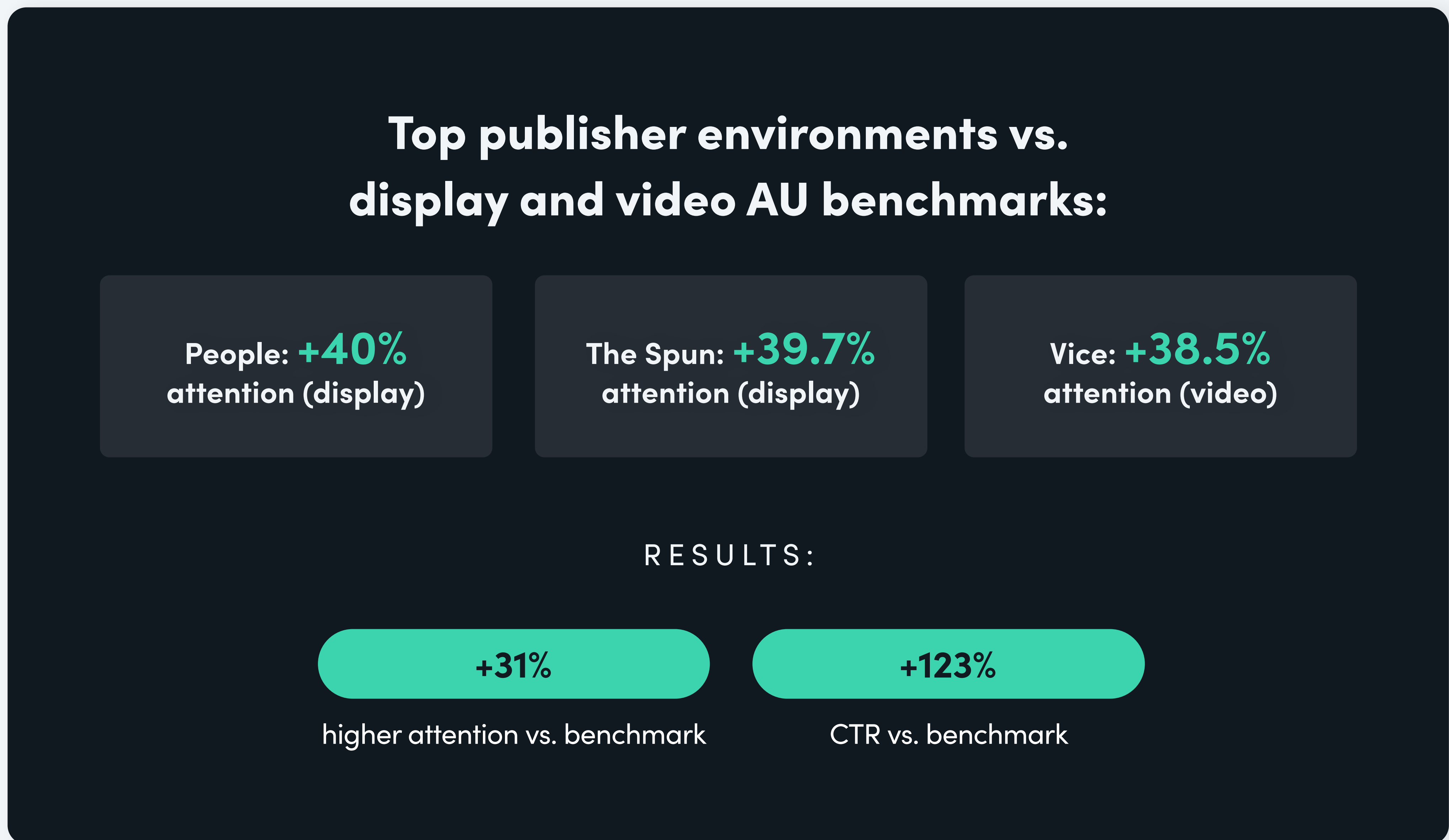
higher attention
vs. online video
benchmarks

Reflecting on the school experience, where we sat said a lot about the probability of our attention and engagement. The same extends to campaigns and highlights the importance of where brands strategically position their content. This principle, demonstrated by the impact of the Ad Council's initiative, proves the influence that placement can have on captivating attention up the funnel.

Explore the success story below!



- ▶ **Goal:** Raise awareness for free and supportive adult education centers across the U.S. by directing viewers to FinishYourDiploma.org.
- ▶ **Solution:** Run the campaign in highly viewable placements of premium U.S. publishers, spanning across news, sports, and celebrity categories.



Brand Impact Study

In collaboration with Lucid, a survey-based methodology gathered insights from U.S. adults over 18. Test respondents comprised exposed and control groups to understand how the campaign resonated with key audiences.

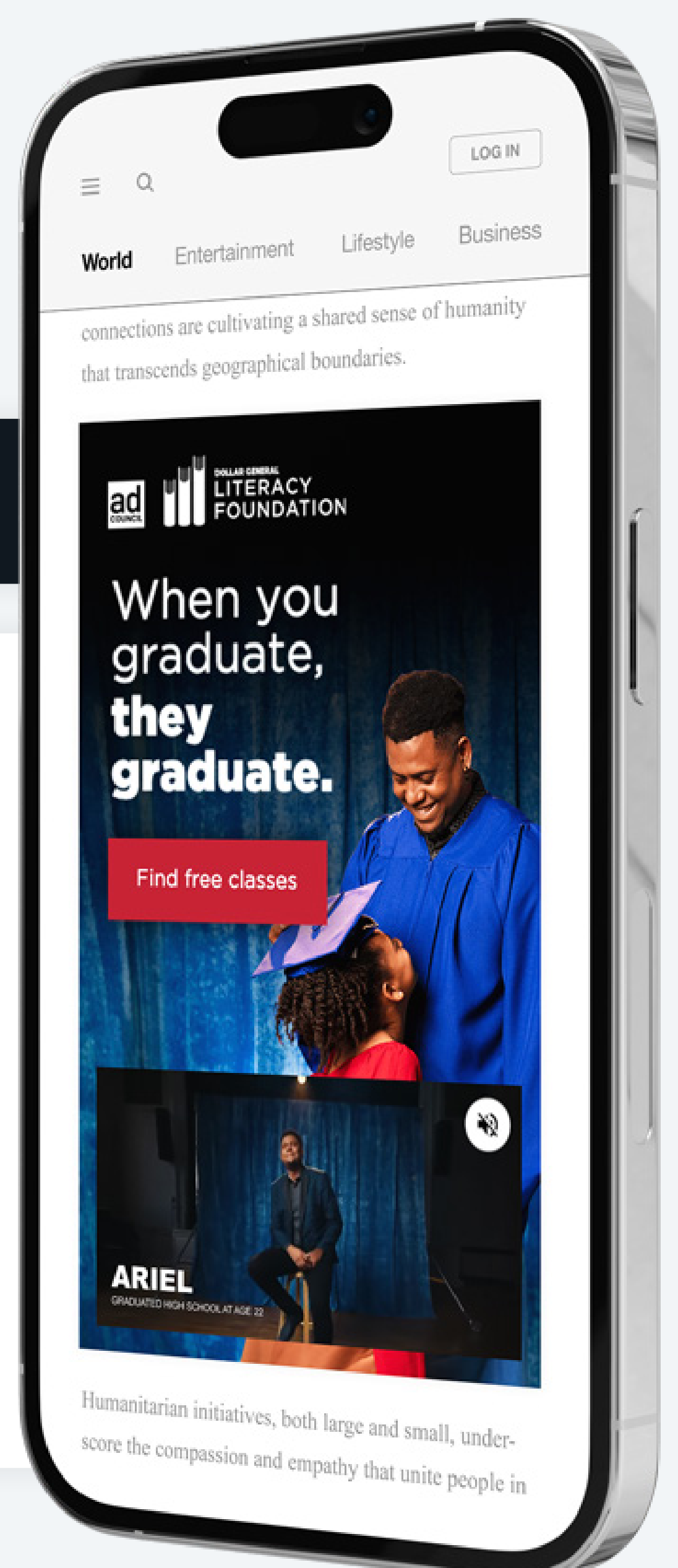
Brand Awareness

Compared to the control group, there was a **+8.1%** lift in brand awareness from adults belonging to <\$20K household incomes. Women from <\$50K income households had a **+5.6%** lift in brand awareness, while mobile users had the biggest lift at **+11%**.

Ad Recall

The campaign saw a **+4.5%** lift in ad recall among the exposed groups.

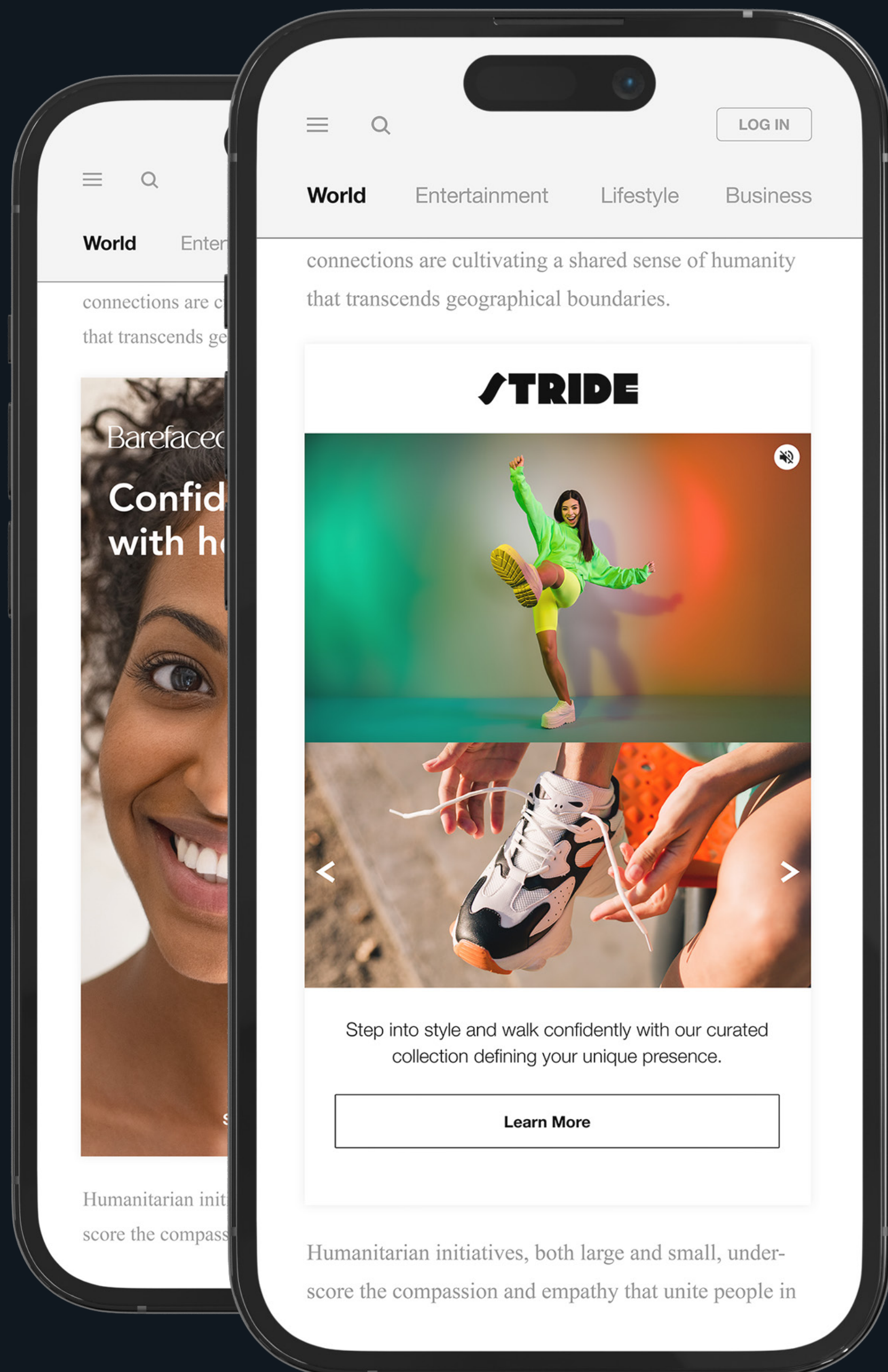
Women from less than <\$20K household incomes had better ad recall, at **+5.6%**.



CREATIVE

Where Attention is Sustained.

Placements help to identify and capture attention; creative experiences help to sustain it. Through engaging and captivating storytelling, immersive visuals, and compelling narratives, creative experiences like video have the power to deepen audience attention and engagement.



Marc Guldemann, CEO of Adelaide:

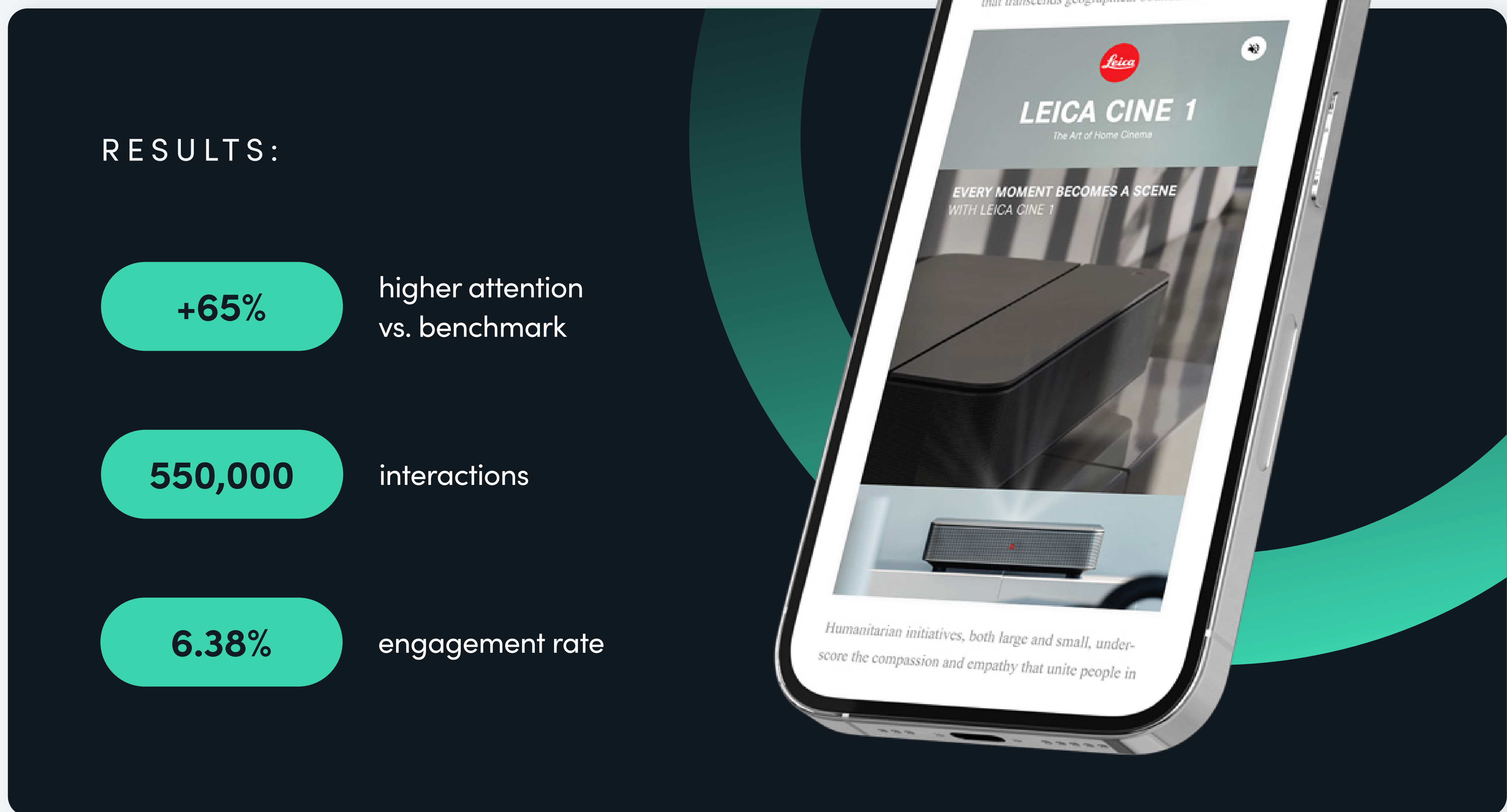
Attention should be unpacked so that it can be used in various ways. For example, it's important that people are paying attention to the creative when the distinctive asset is shown or when the message comes across. We believe that it's media's job to create an opportunity for attention... then creative works together with media to drive outcomes.

Onyx Brand Studio, a key pillar of the Onyx offering, is an award-winning design hub that creates innovative data-driven experiences and revolutionizes how brands connect with audiences. By integrating captivating storytelling with interactive designs, brands like Leica are able to generate superior attention and engagement for lasting impact.

Explore the success story below!

CASE STUDY: *Leica* x Brand Studio by Onyx

- ▶ **Goal:** Bring attention and consideration to Leica's new Cine 1 entertainment system, transforming the big screen experience of home cinema onto a mobile canvas.
- ▶ **Solution:** Combining video storytelling and static design assets to hold audience attention, mid-scroll.



Brand Impact Study

In collaboration with Lumen, eye-tracking technology and attention signals verified brand lift. UK adults browsed two webpage articles, one with the Onyx interactive experience and the other with standard IAB formats.

Brand lift

7 out of 10 users felt the interactive format told them something new, while exposure drove positive brand perception for Leica, such as being a quality and innovative brand.

Hands-on engagement

The interactive format captured viewer attention **54%** longer vs. the static ad, while outperforming Lumen benchmarks for active attention vs. all other display and social channels.

Designed for impact

More than **38%** of viewers said they preferred the interactive experience, mixing in compelling visuals and video assets. Respondents were **1.5x** more likely to choose Leica after exposure, while **+33%** were more likely to say they would buy CINE 1.

Rethink what's possible on the Open Internet.

Connect with your audience where they are
focusing their attention when consuming media online.
Reach out to us for Onyx: an attention-first advertising solution.

www.outbrain.com/onyx