

## Assembling an 'Attention Stack'



### Guest Presenters

#### Helen Wolf & Ethan Rapp

This I-COM Attention Forum meeting featured guest presenters Ethan Rapp, an independent marketing consultant, and Helen Wolf, Global Director, Insights & Analytics at Colgate-Palmolive.

Ethan presented findings from his work researching 23 attention data solutions while leading the ARF Attention Validation Initiative.

Helen discussed how her company has approached building their own attention stack.

### Key Learnings

- Attention is a collection of innovations, definitions, technologies, philosophies; that a singular definition is unrealistic
- Attention is the measure of quality against individual parts of the marketing supply chain
- “Attention” will migrate into different departments of the marketing organization
- Advertisers should remember that attention quality isn't an end goal of itself; it's something we should maximize to achieve certain goals

### Questions Explored

- How should advertisers build their attention stacks?
- What strategic decision making are we better trying to inform through the various attention capabilities that are now available?
- Who are the key partners in the attention ecosystem and how are they complementing existing tools, systems and processes?
- How can we collectively push for greater interoperability?

## Assembling an 'Attention Stack'

### The presentation explored three specific topics

1

Shared comprehensive research on the attention provider landscape

2

Progressed a theory that there will never be a singular attention definition or currency

3

Discussed what advertisers and agencies need to consider when exploring their attention needs

### I-COM Attention Forum Chairs



**Max Kalehoff**

Vice President Marketing & Growth, Realeyes



**Phil Jackson**

Global Digital Marketing Effectiveness Innovation Director, Haleon

### Panel Discussion

The following quotes have been edited for clarity

We're starting to find more publishers are starting to work with attention providers, so you may find one publisher gives you a post-campaign report with one attention metric and one from another, so you may find it hard to square the circle.

When the ARF asked attention measurement companies whether they focused on creative or media attention – or both - 80% of companies said both. But when we followed up and asked who of them will participate in phase II, the creative methodology validation, that number got cut by 2/3<sup>rd</sup>. That's because there are media measurement providers that say they do creative, but it's really just a byproduct.

We've now got technology, including deep learning and AI, that predicts attention scores. But unless those attention scores lead to quality media, consumer engagement, and a shift of the dial of either a brand or outcome metric, then it has little value to the client – the advertiser needs better value.