MOAT
by ORACLE DATA CLOUD

Explore the New Frontier of Measurement: Optimising for Attention
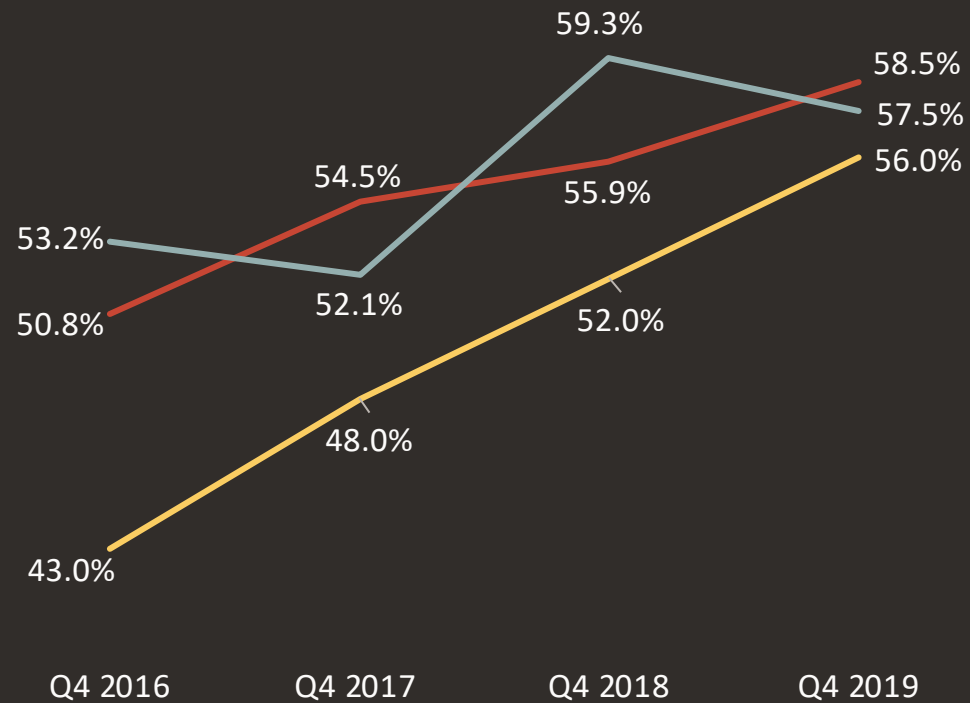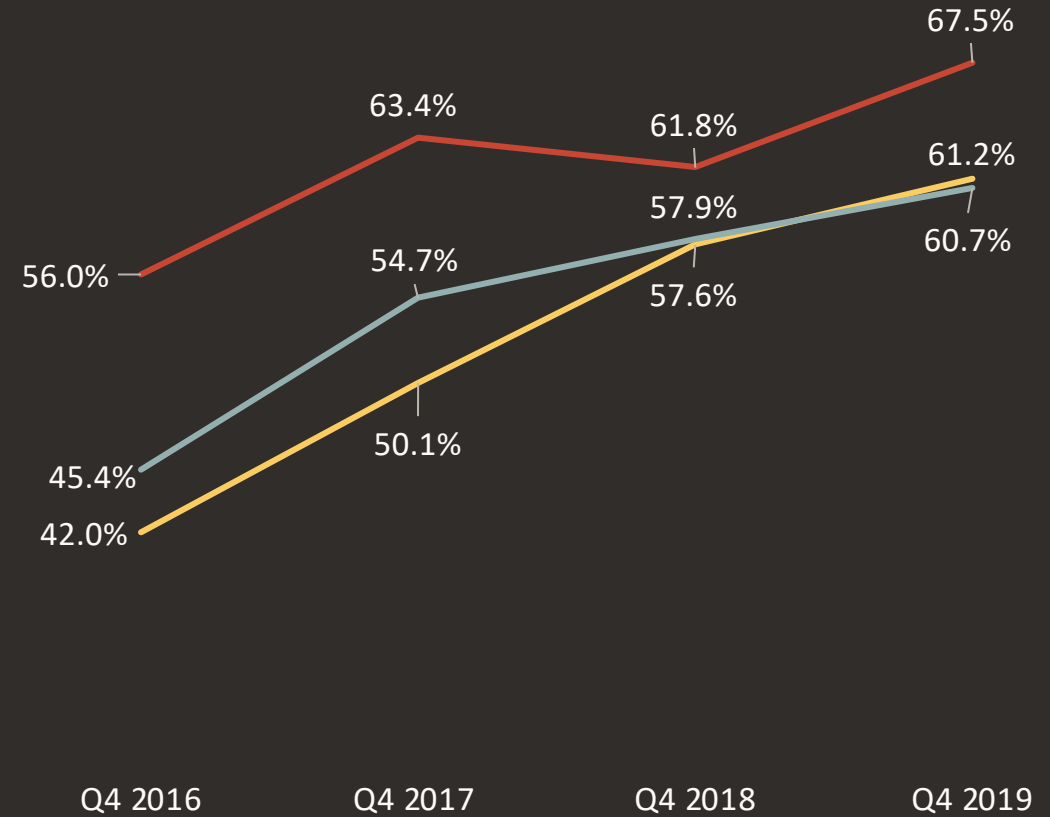
Carlotta Zorzi
Oracle Data Cloud

MOAT'S VISION

Make brand advertising more effective online

Display In-View Rate Over Time

67.5%

59.3%

58.5%
57.5%
56.0%

54.5%

55.9%

53.2%

52.1%

52.0%

50.8%

48.0%

43.0%

Q4 2016   Q4 2017   Q4 2018   Q4 2019

Video In-View Rate Over Time

67.5%

63.4%

61.8%

61.2%

57.9%

56.0%

60.7%

54.7%

57.6%

50.1%

45.4%

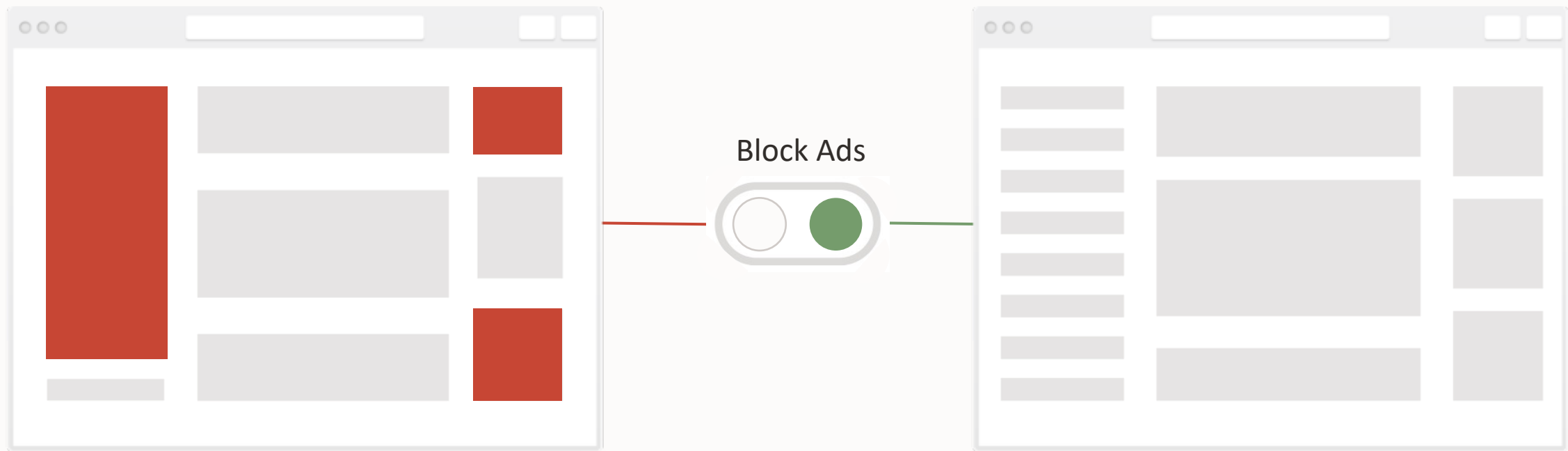42.0%

Q4 2016   Q4 2017   Q4 2018   Q4 2019

—— Desktop   —— Mobile Web   —— Mobile In-App
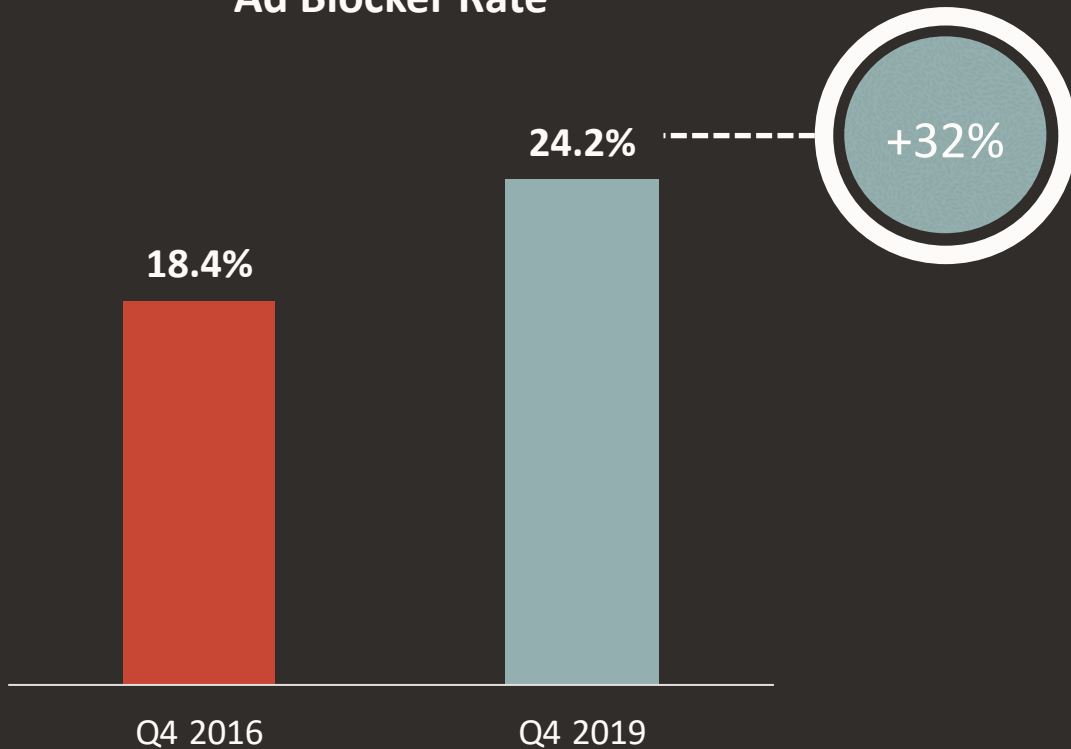
Source: Moat global benchmarks, all buy types, ad size summary

Consumers also have *more choice* than ever

Block Ads

Ad Blocker Rate

24.2%

+32%

18.4%

Q4 2016   Q4 2019

Source: Moat global benchmarks, all buy types, ad size summary

Consumer demand for better ad experiences has led to a *rise in ad blocking*

IN MINUTES

116

average minutes
spent on social media
every day

IN A DAY

20K

songs added
to Spotify

1B

hours of video
consumed on
YouTube

IN A YEAR

7,672

games released
on Steam

740

movies were
released

495

original
scripted
TV series aired

Source: Statista, Box Office Mojo, Rolling Stone, Brandwatch

How people choose to consume media represents their unique circumstances and mindset

How do you measure advertising success online?

There are still *no standards*
for success in digital advertising

Viewability is just the starting point

ROAD
CONSTRUCTION
AHEAD

Verification services give ads a chance to succeed
…but it's the impact after the ad is seen that matters

Brand-safe

Time Spent

Interaction

Valid

Viewable

Context

Attention
Outcomes

VERIFICATION
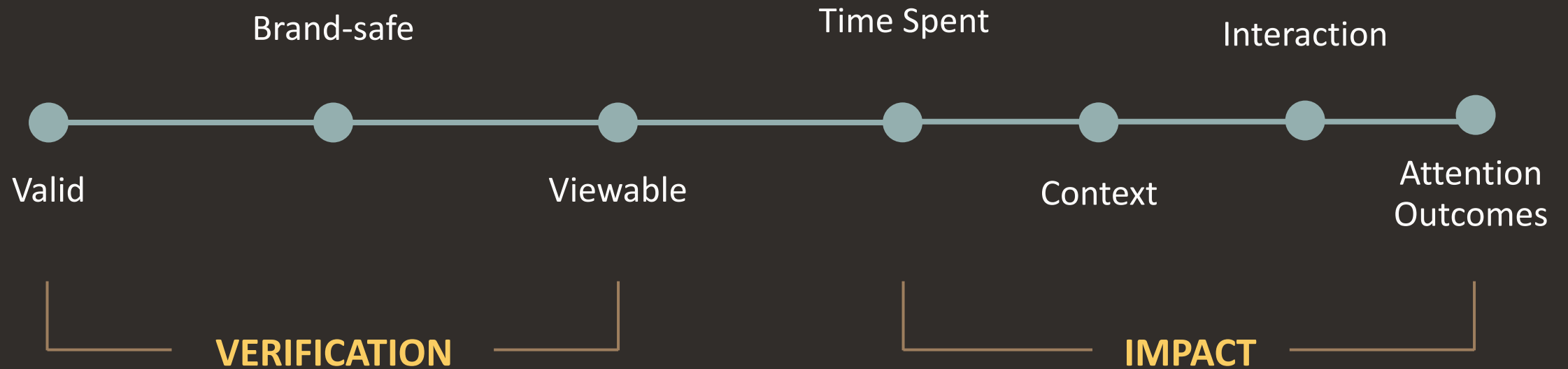
IMPACT

Attention is an outcome

When marketers understand
what metrics lead to an impact, they can
raise the bar beyond verification

Aggregated time on screen

Interaction rates

Video completion

Audibility

Understand attention in all its forms

Screen real estate

Cross-Platform effectiveness

Creative heatmaps

Engagement by context

Creative & Channel

Screen Real Estate & Time In-View

Context

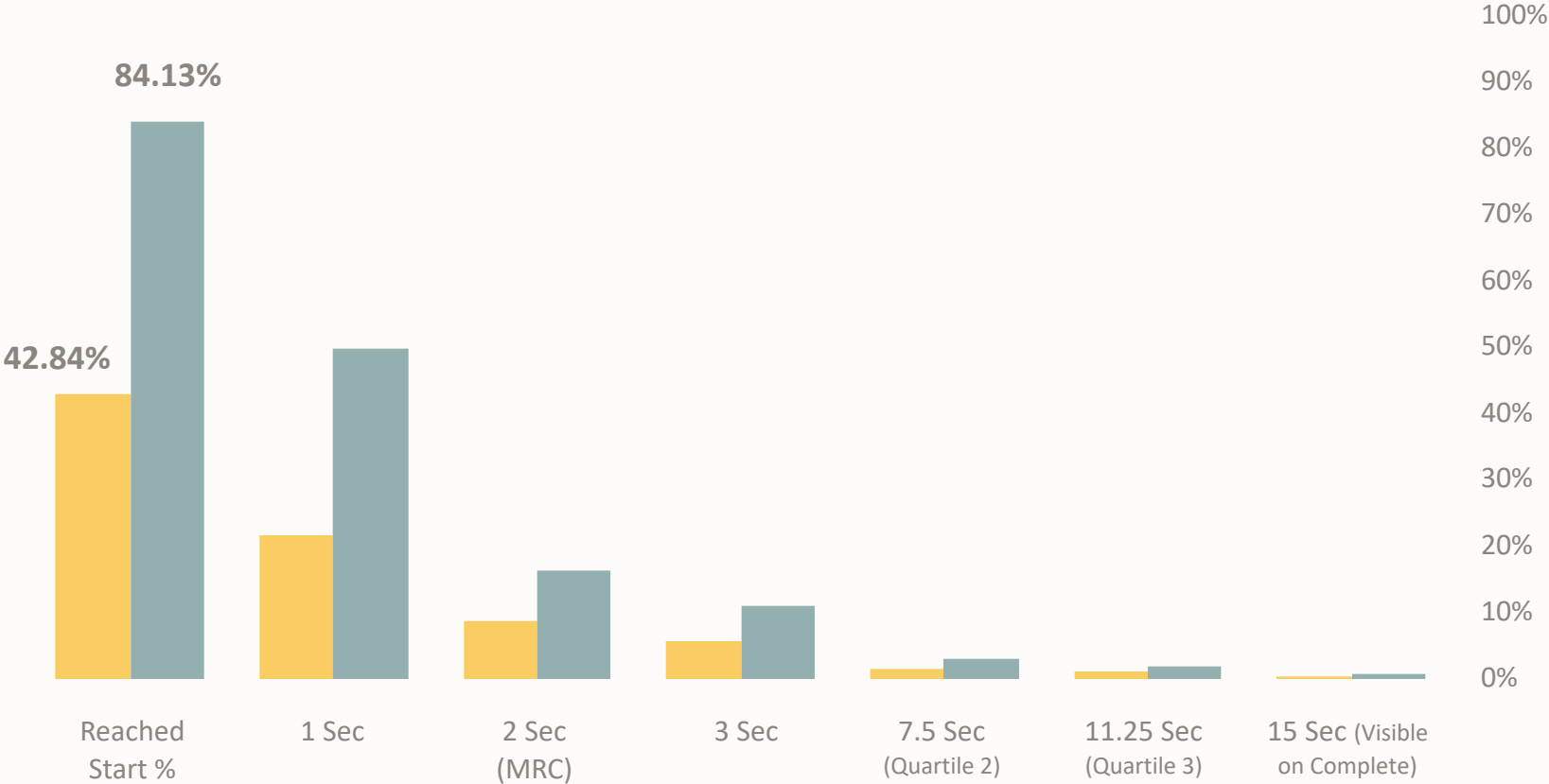# Creative & Channel

Screen Real Estate & Time In-View

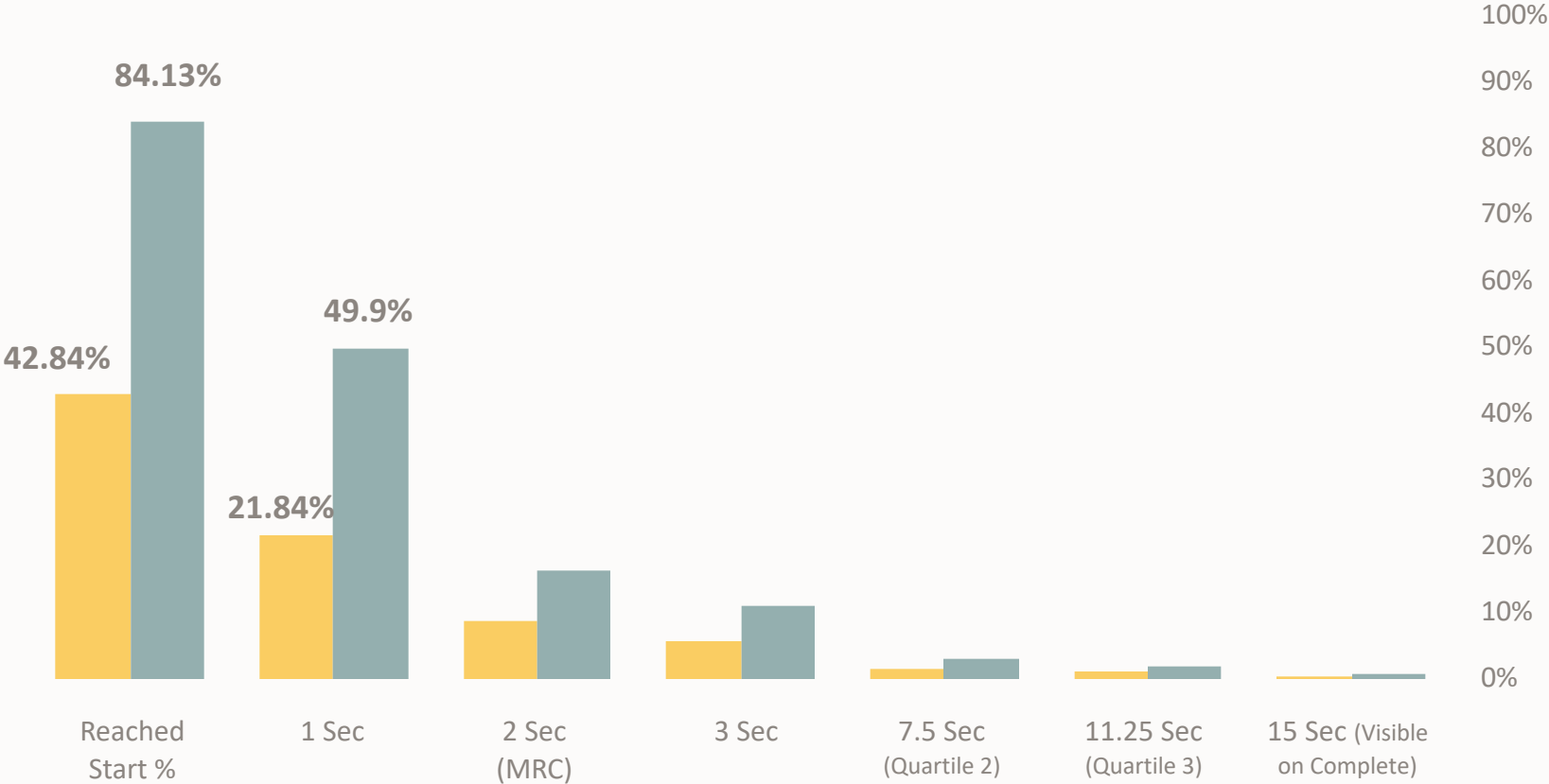Context

Aligning creative to channel

Video reached start

Legend: ■ Facebook ■ Instagram

Chart data:

Metric	Facebook	Instagram
Reached Start %	42.84%	84.13%
1 Sec	~22%	~50%
2 Sec (MRC)	~9%	~17%
3 Sec	~6%	~11%
7.5 Sec (Quartile 2)	~2%	~3%
11.25 Sec (Quartile 3)	~1%	~2%
15 Sec (Visible on Complete)	~0%	~1%

Video reached 1 second

Facebook   Instagram

84.13%

42.84%

49.9%

21.84%

| Reached Start % | 1 Sec | 2 Sec (MRC) | 3 Sec | 7.5 Sec (Quartile 2) | 11.25 Sec (Quartile 3) | 15 Sec (Visible on Complete) |

Video reached 2 seconds (MRC)

Legend: Facebook, Instagram

- Reached Start %: Facebook 42.84%, Instagram 84.13%
- 1 Sec: Facebook 21.84%, Instagram 49.9%
- 2 Sec (MRC): Facebook 8.7%, Instagram 16.4%
- 3 Sec
- 7.5 Sec (Quartile 2)
- 11.25 Sec (Quartile 3)
- 15 Sec (Visible on Complete)
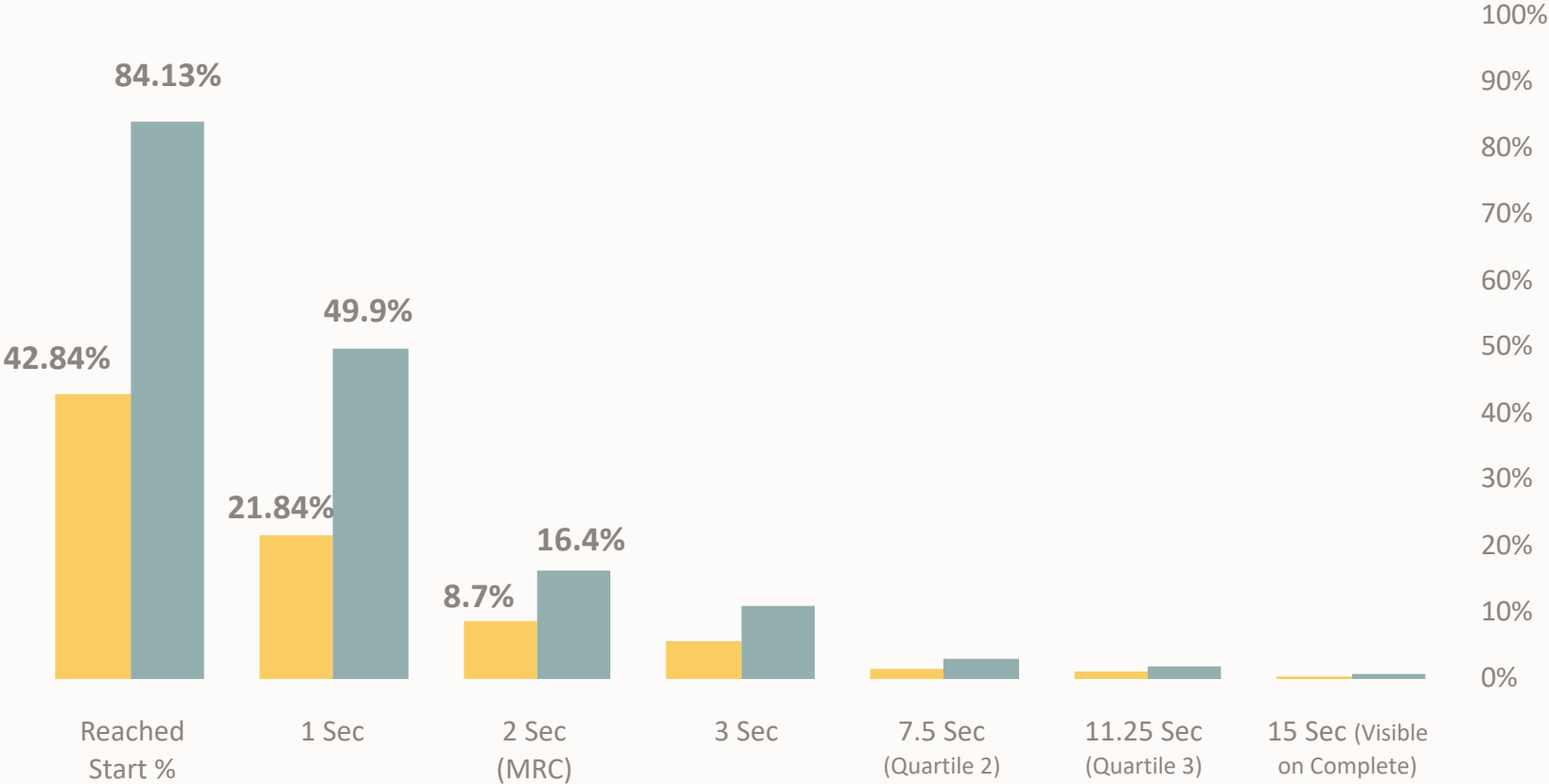
Video reached 3 seconds

Facebook   Instagram

	Reached Start %	1 Sec	2 Sec (MRC)	3 Sec	7.5 Sec (Quartile 2)	11.25 Sec (Quartile 3)	15 Sec (Visible on Complete)
Facebook	42.84%	21.84%	8.7%	5.8%			
Instagram	84.13%	49.9%	16.4%	11.1%			
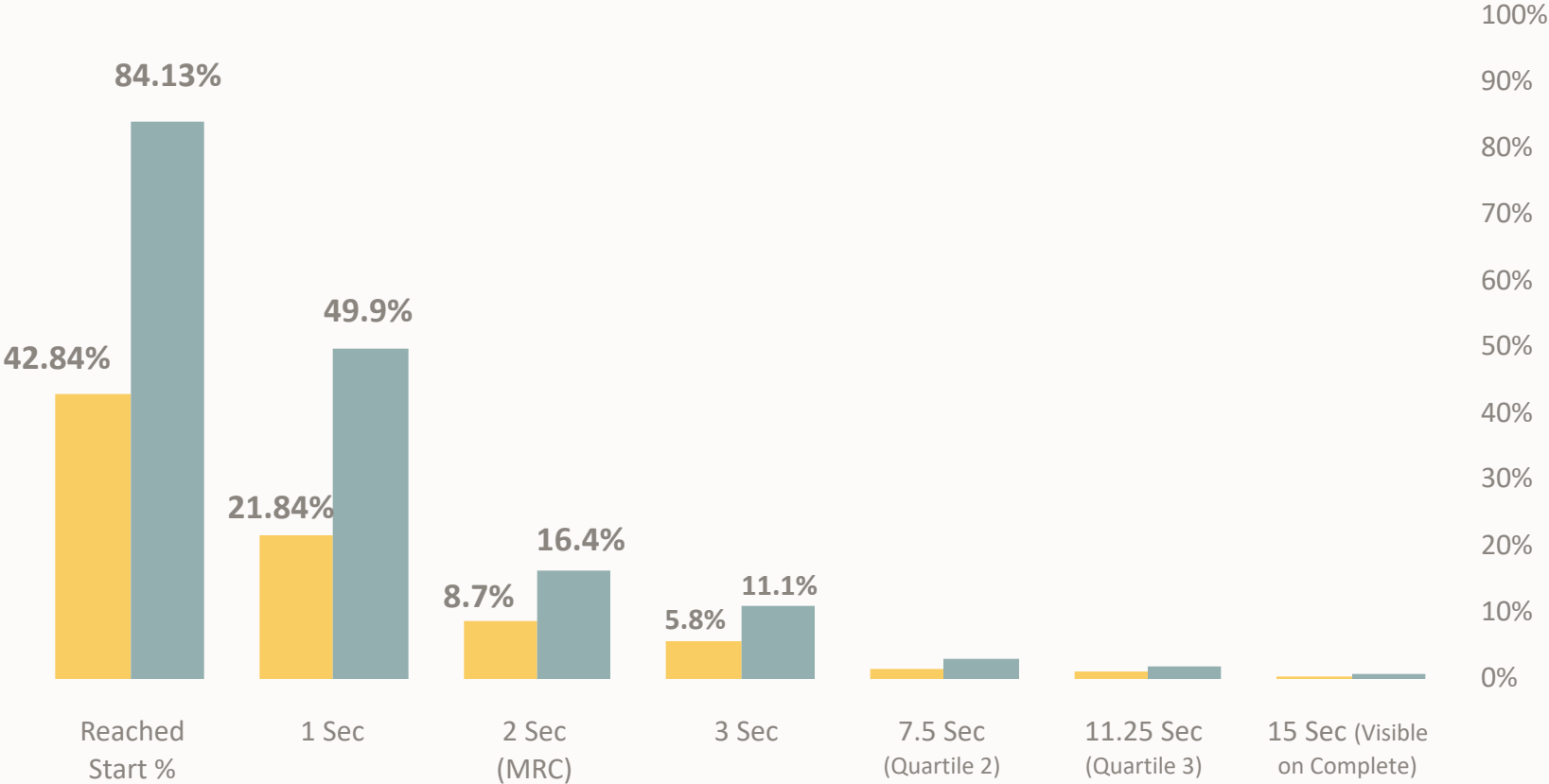
Video reached 7.5 seconds

Facebook ■ Instagram

	Reached Start %	1 Sec	2 Sec (MRC)	3 Sec	7.5 Sec (Quartile 2)	11.25 Sec (Quartile 3)	15 Sec (Visible on Complete)
Facebook	42.84%	21.84%	8.7%	5.8%	1.7%		
Instagram	84.13%	49.9%	16.4%	11.1%	3.1%		
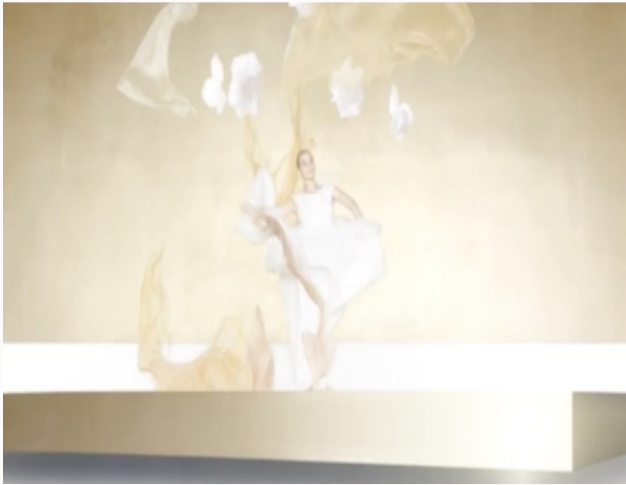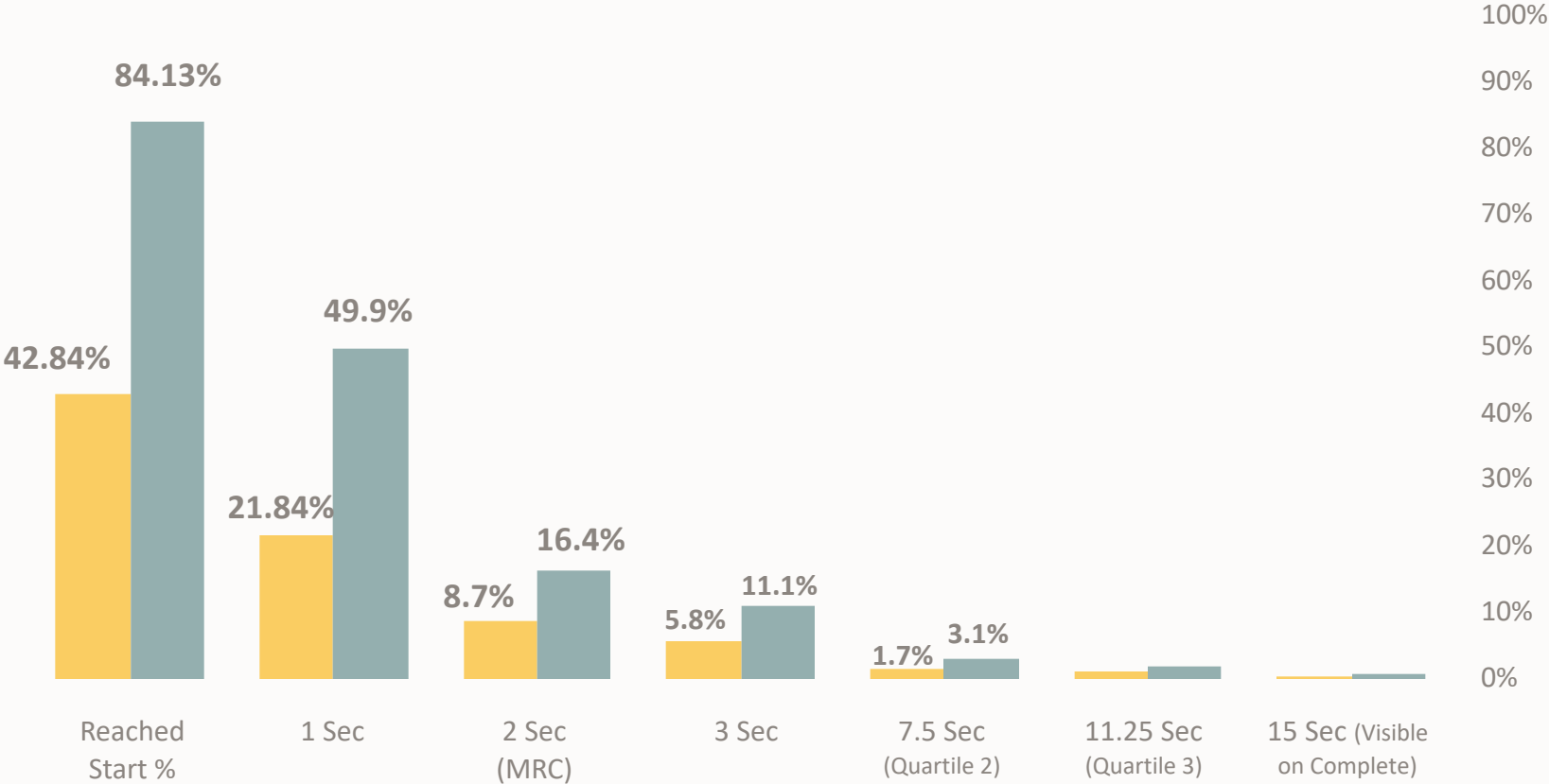
Video reached 11.25 seconds

Video reached 15 seconds (completion)

Legend: Facebook, Instagram

Metric	Facebook	Instagram
Reached Start %	42.84%	84.13%
1 Sec	21.84%	49.9%
2 Sec (MRC)	8.7%	16.4%
3 Sec	5.8%	11.1%
7.5 Sec (Quartile 2)	1.7%	3.1%
11.25 Sec (Quartile 3)	1.1%	1.9%
15 Sec (Visible on Complete)	0.6%	0.9%
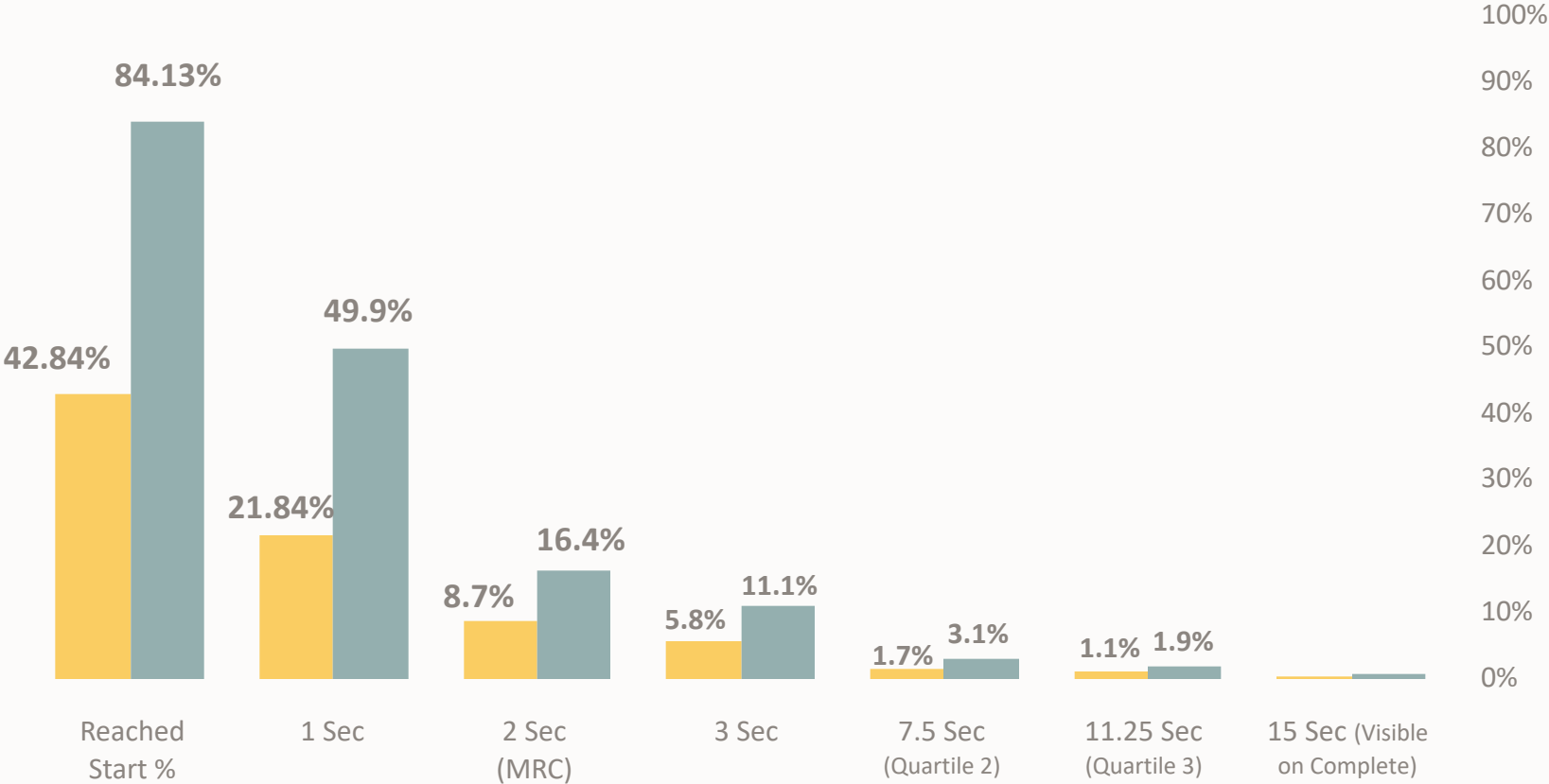
Video reached 15 seconds (completion)

■ **Facebook** ■ **Instagram**

100%

90%

80%

84.13%

70%

60%

50%

49.9%

42.84%

40%

0.6%   0.9%

30%

21.84%

20%

16.4%

11.1%

10%

8.7%

5.8%

3.1%

1.9%

1.7%   1.1%   0.6%   0.9%

0%

Reached
Start %

1 Sec

2 Sec
(MRC)

3 Sec

7.5 Sec
(Quartile 2)

11.25 Sec
(Quartile 3)

15 Sec (Visible
on Complete)

THE NEW EAU DE PARFUM

GABRIELLE
CHANEL
PARIS

ESSENCE
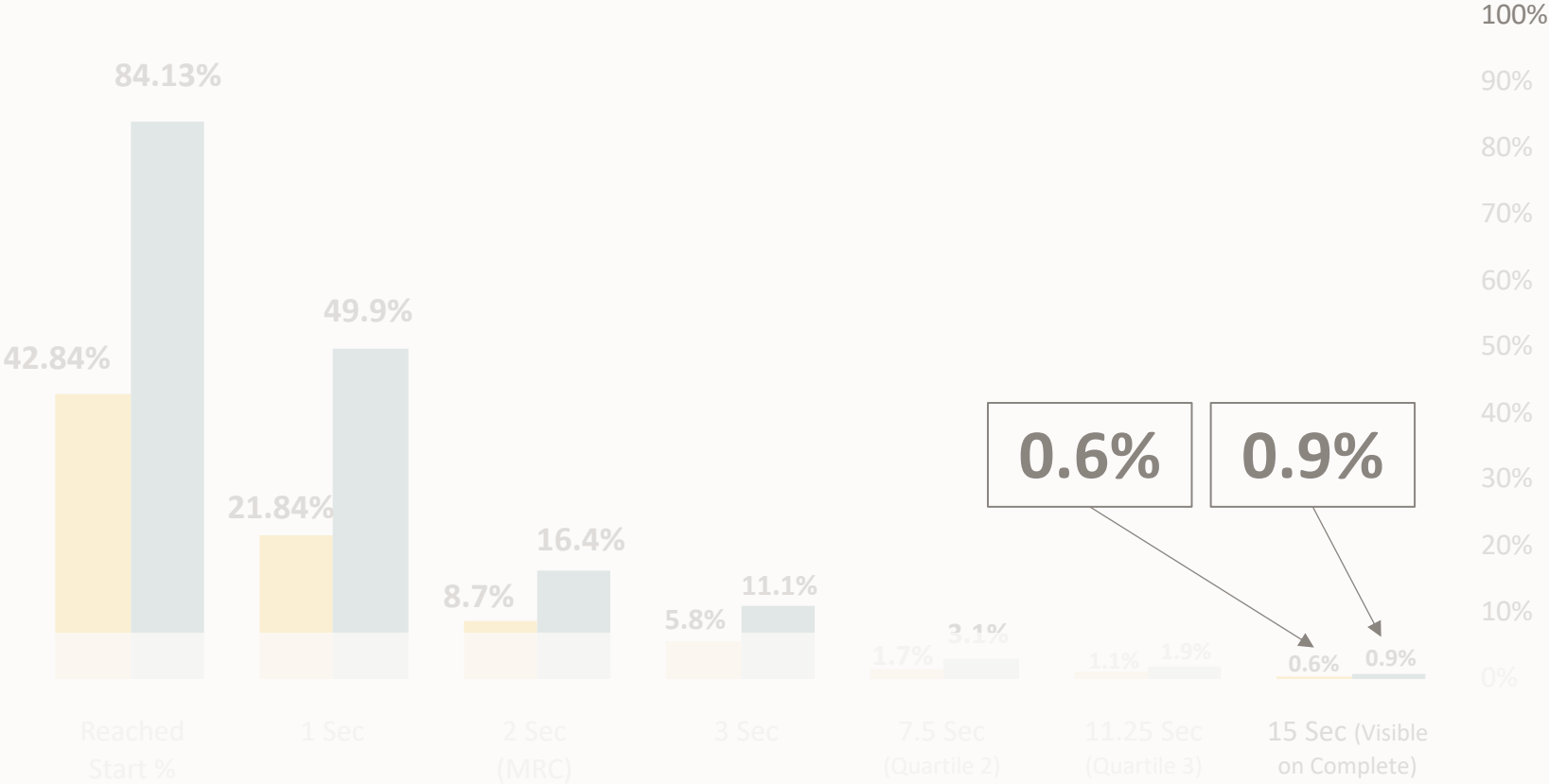
Creative & Channel

Screen Real Estate & Time In-View

Context

An Experience Experiment…

Home | Radar & Maps | News & Video | Severe Weather | Climate | Social | Watch Videos ⊕

U.S. Weather Radar

More Maps ⊕

Local Weather

NEW YORK
59°
RealFeel® 67°
Partly sunny

MIAMI
85°
RealFeel® 92°
Sunny

LOS ANGELES
64°
RealFeel® 68°
Cloudy

Tennis ball-sized hail in Denver shatters windows, damages homes

May 09, 2017, 12:40:28 PM EDT

A severe storm ripped through Denver on Monday. Funnel clouds were spotted, streets were flooded and the ground was... More

National Live Feed

LATEST | VIDEOS | NEWS | BLOGS

Trending Now

Amazing footage of funnel cloud forming

Tiny dog loves taking horse friend for walks around the stable
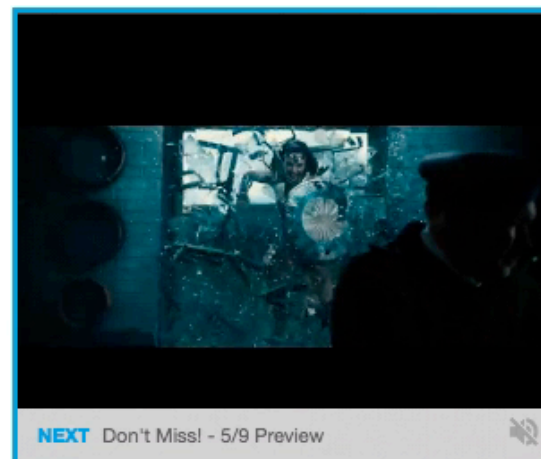
NEXT Don't Miss! - 5/9 Preview 🔇

TRENDING NOW

MOAT

Session Time: 4.2s
Active Dwell Time: 4.2s
Was Viewed: Yes
In-View Time: 4.1s
Was 100% On Screen: Yes
Had Hover: No
Time to Hover: -
Had Interaction: No
Interaction Time: -
Ad Size: 854 x 480
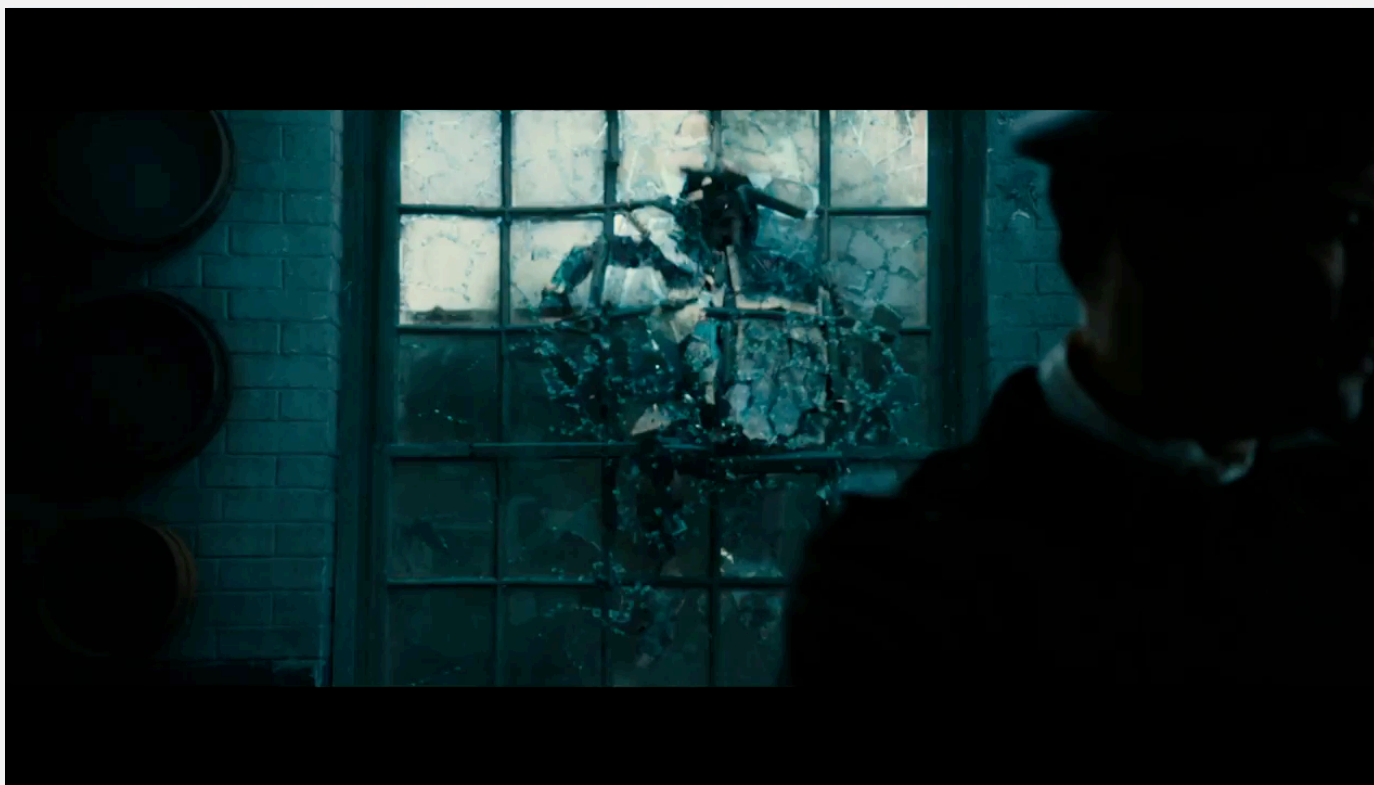Screen Real Estate: 20%

Screen Metrics

Screen Size: 1920 x 1080

Reset | Select

Autoplay

Philippines Street Food in PAHIMIS 2017 | Street Dancing in the Coffee Capital of the Philippines

numutv
Subscribe 6.2K

752 views

Add to | Share | More

👍 17 👎 0

Published on May 5, 2017
Pahimis Festival 2017! First time experiencing this coffee festival where they give thanks for coffee harvest, also checked the food stalls and street food here in Amadeo Cavite, Philippines. There was an unlimited free coffee to taste! The street dancing were amazing with their coffee inspired attire!

SHOW MORE

COMMENTS · 5

Philippines Street Food - AMAZING Filipino Food at Aling Sosing's Carinderia in
Mark Wiens
467,591 views

Philippines Street Food in Salcedo Saturday Market | Best Place to Eat Street Food
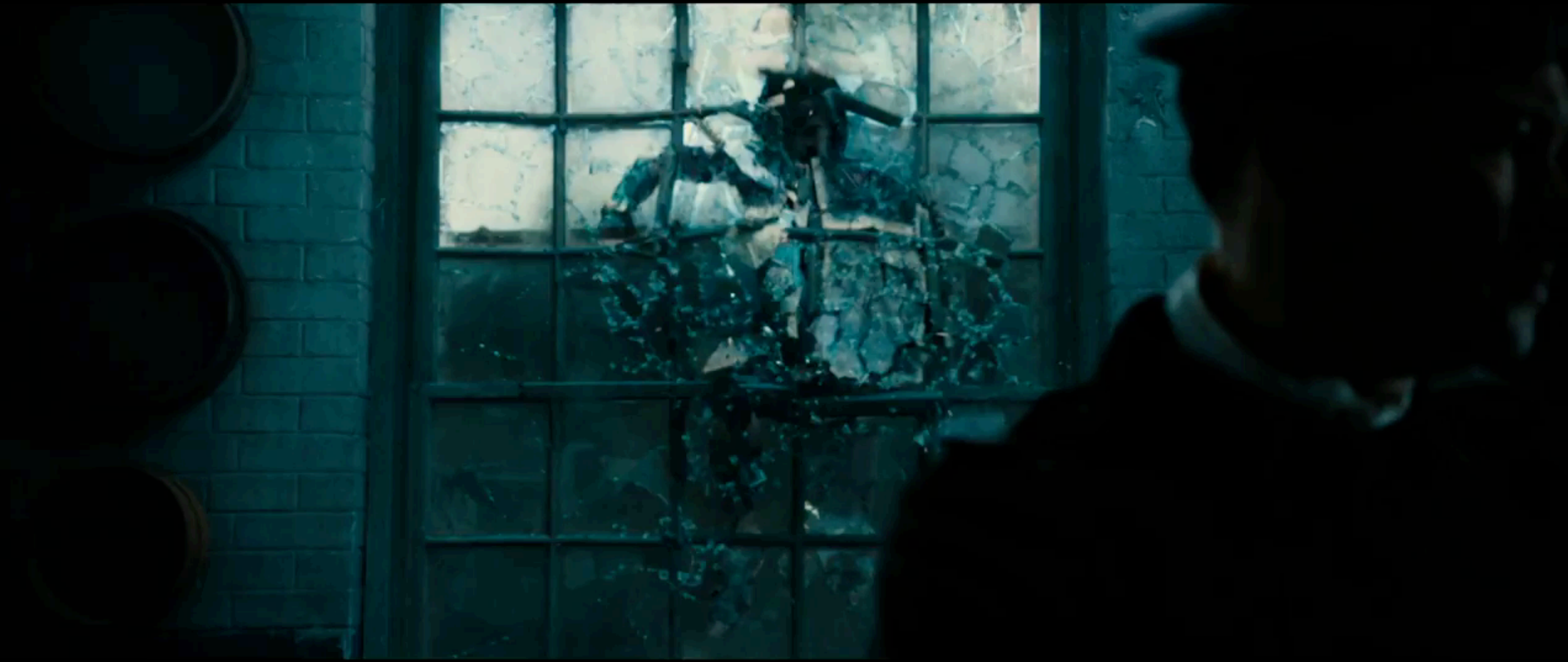numutv
201,368 views

Philippines Street Food in Baguio City | 2017 Panagbenga Festival (Best
numutv
124,279 views

Philippines street food - Street food discovery
Love nature & discovery
576,564 views

What do those three ads have in common?
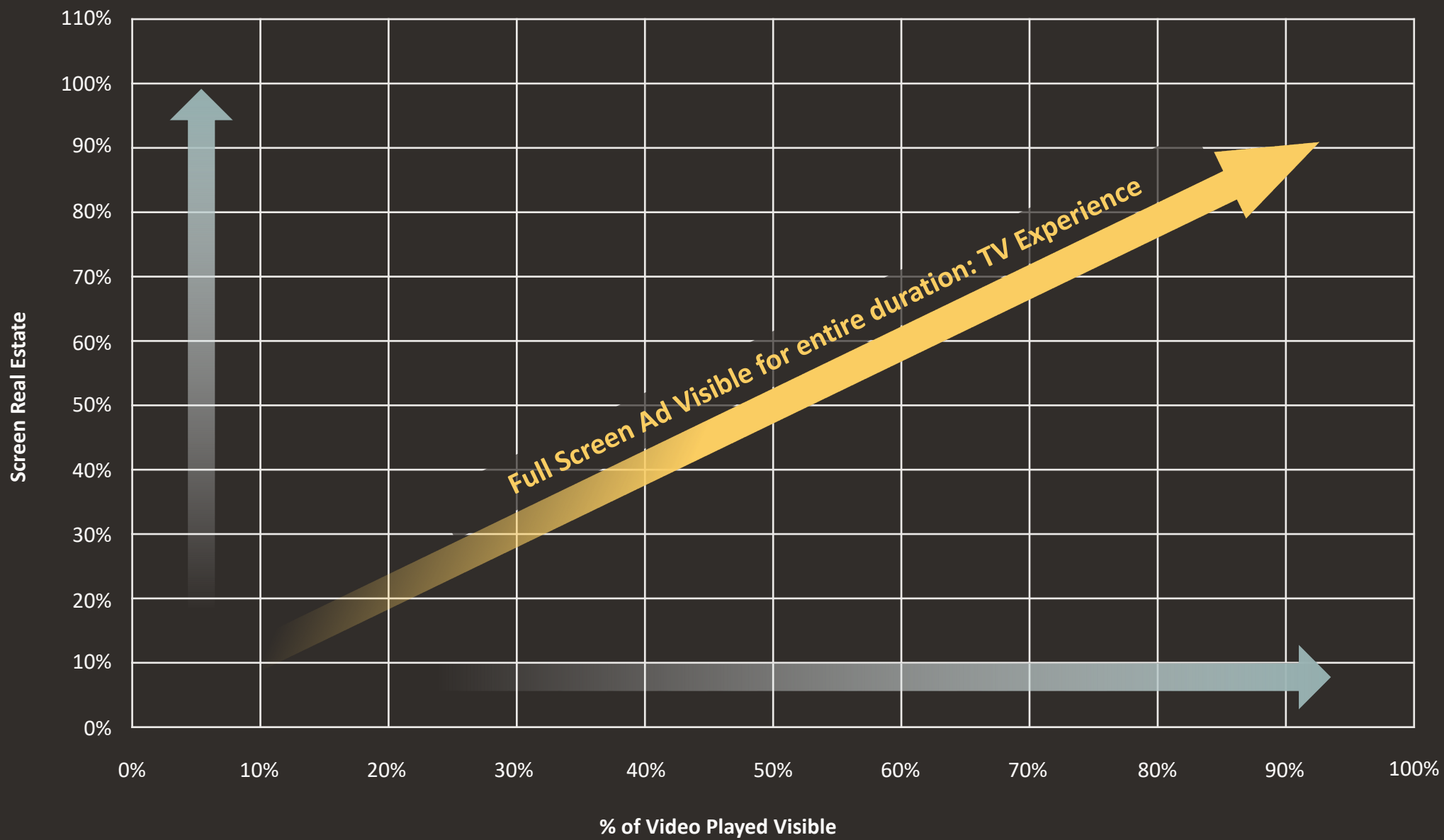
All 'viewable'. Same experience?

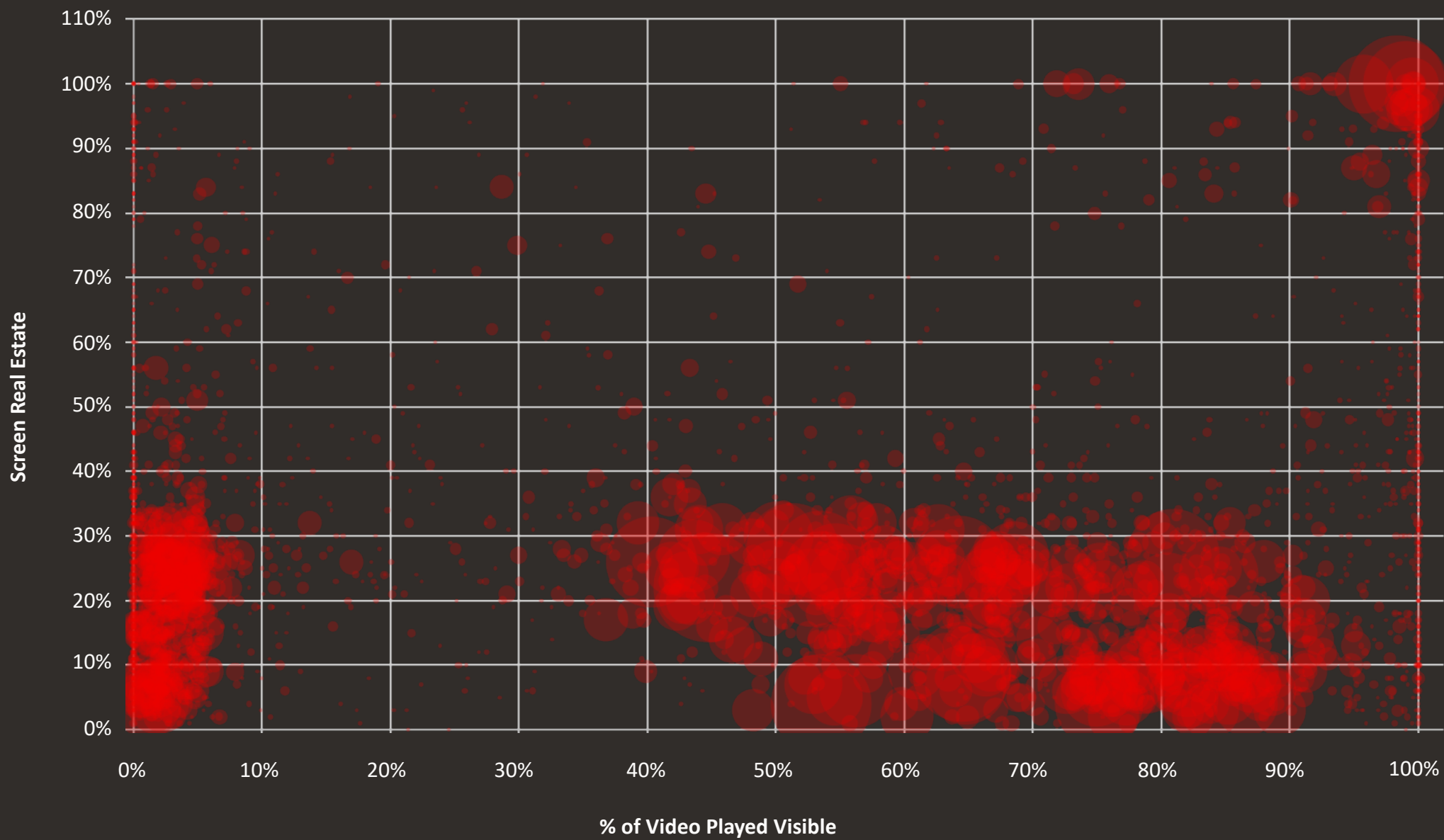Viewability = the *opportunity* to be seen

Viewability ≠ Attention
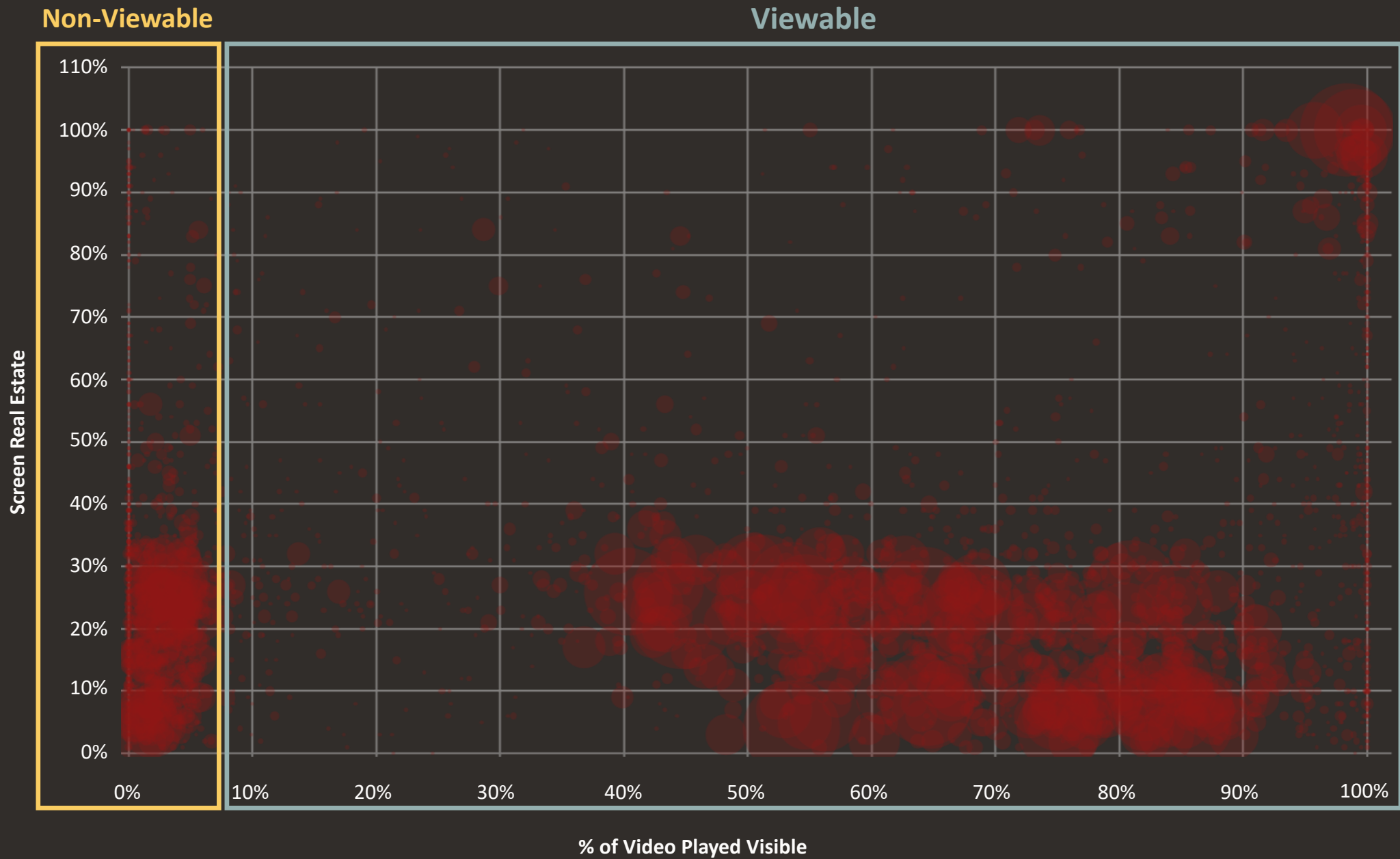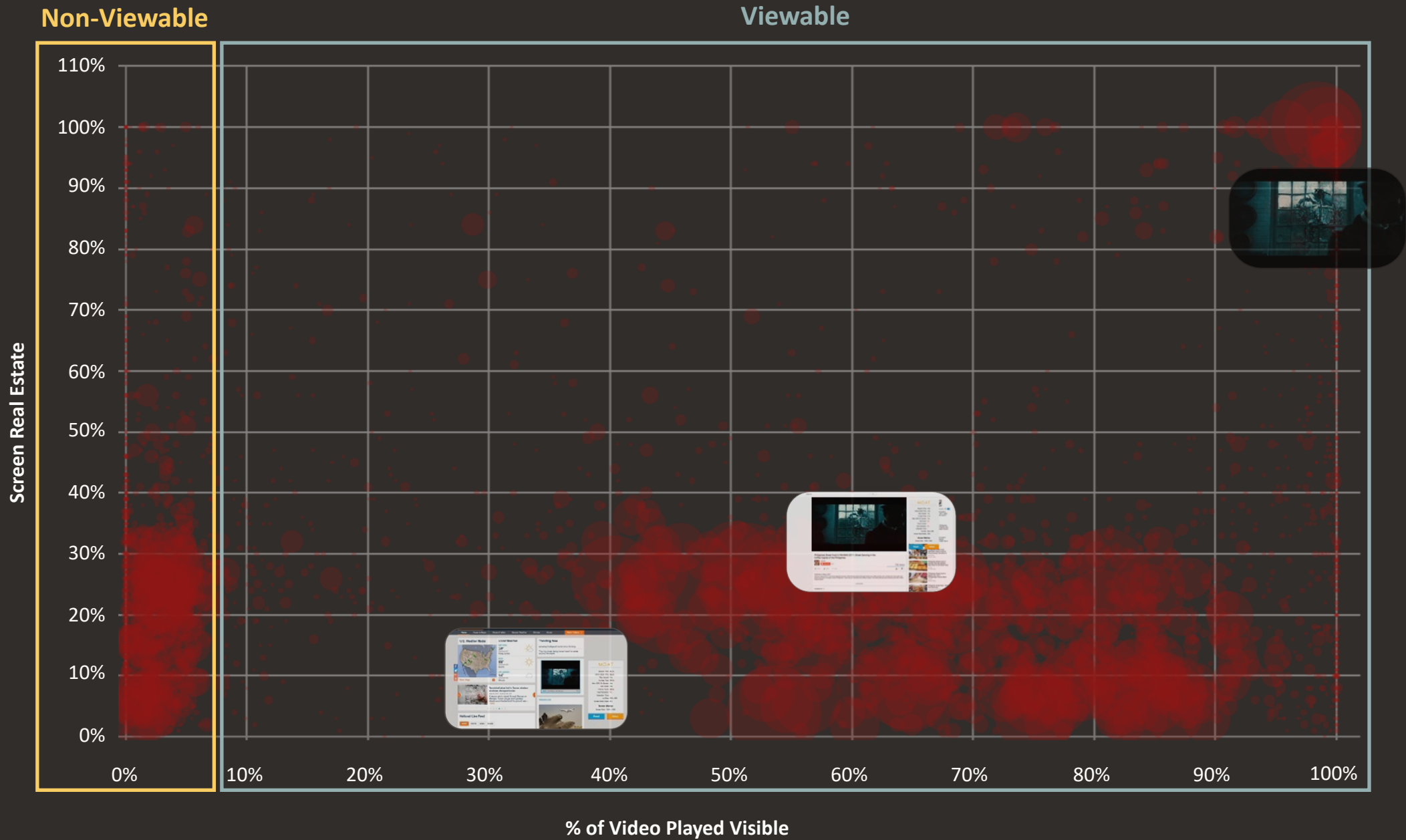
Once Attention is defined, you can assign a value to it

Full Screen Ad Visible for entire duration: TV Experience

Screen Real Estate

% of Video Played Visible

Screen Real Estate (y-axis)

% of Video Played Visible (x-axis)

*based on 1 hour log programmatic domains (multiple regions)

Non-Viewable

Viewable

Screen Real Estate

110%
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

% of Video Played Visible

*based on 1 hour log programmatic domains (multiple regions)

Understanding the ad experience leads to understanding attention

Non-Viewable

Viewable

Screen Real Estate

% of Video Played Visible

*based on 1 hour log programmatic domains (multiple regions)

Understanding Attention means being *deliberate about the type of experience your ads deliver in certain environments*

Creative & Channel

Screen Real Estate & Time In-View

Context

8 out of 10 of marketing professionals surveyed worldwide expect *content-led campaigns* to grow over the next two years

Source: World Media Group, surveyed in October 2019

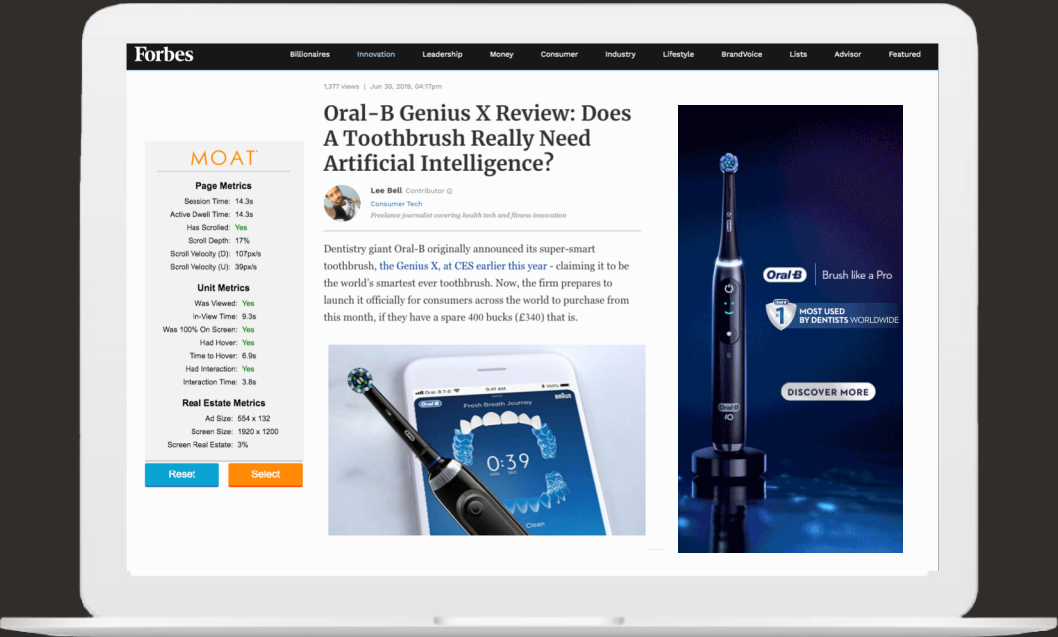**57%** said they preferred working with media owners who can offer a trusted, credible editorial environment
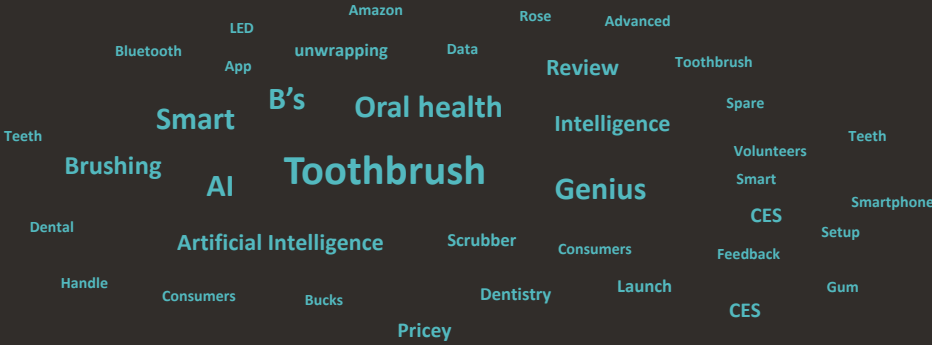
Context Analytics

Understand where your brand appears while also measuring attention

Combining Moat & Grapeshot to provide contextual analytics

Moat Analytics

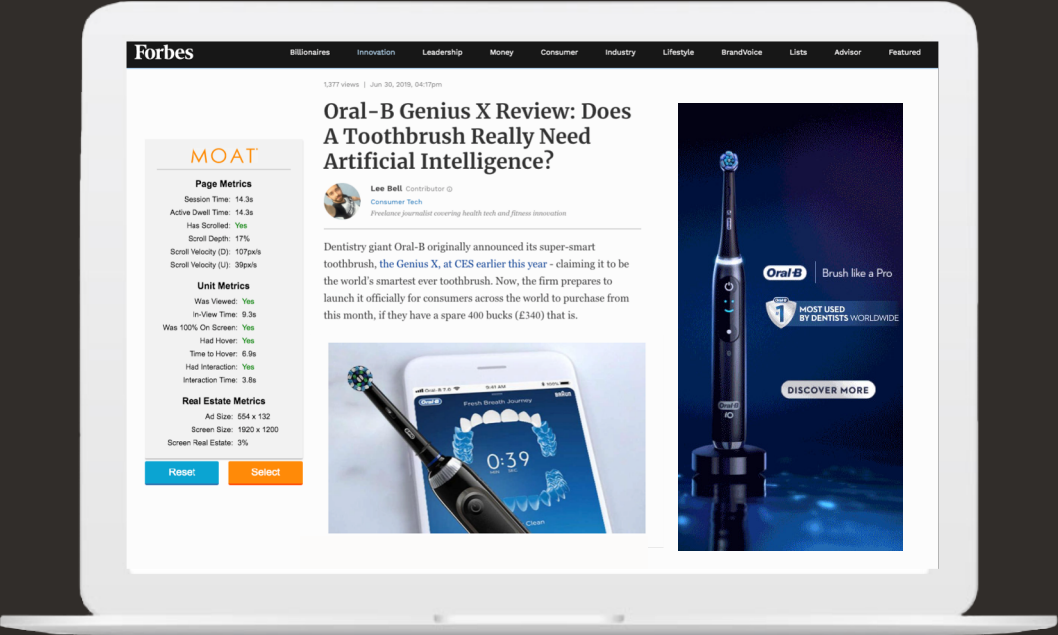

Grapeshot Contextual Intelligence

Amazon · Rose · Advanced · LED · Bluetooth · unwrapping · Data · Review · Toothbrush · App · Spare · B's · Oral health · Intelligence · Smart · Teeth · Volunteers · Teeth · Brushing · AI · Toothbrush · Genius · Smart · Smartphone · Dental · CES · Setup · Artificial Intelligence · Scrubber · Consumers · Feedback · Handle · Consumers · Bucks · Dentistry · Launch · Gum · Pricey · CES

Matching Segments

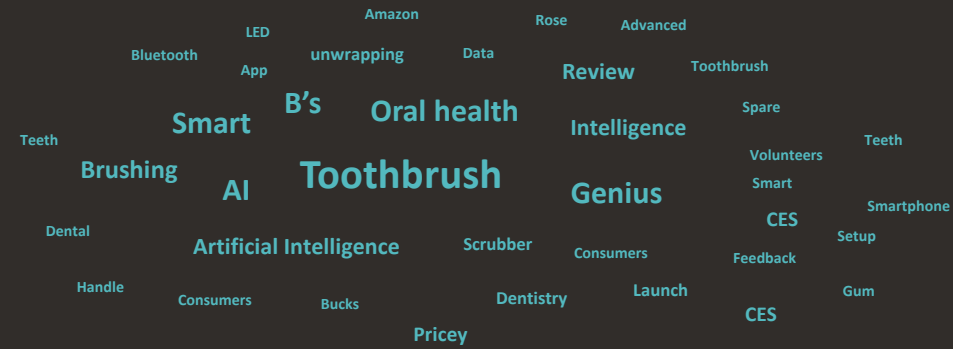| 01 gs_health_dentistry STANDARD	02 gs_tech_computing STANDARD	03 gs_tech_phones STANDARD	04 gs_science_misc STANDARD	05 gs_shopping_misc STANDARD
06 gs_health_misc STANDARD	07 gs_business_misc STANDARD	08 gs_travel_holidays STANDARD	09 gs_travel_misc STANDARD	10 gs_entertain_vidgames STANDARD

Combining Moat & Grapeshot to provide contextual analytics

Moat Analytics

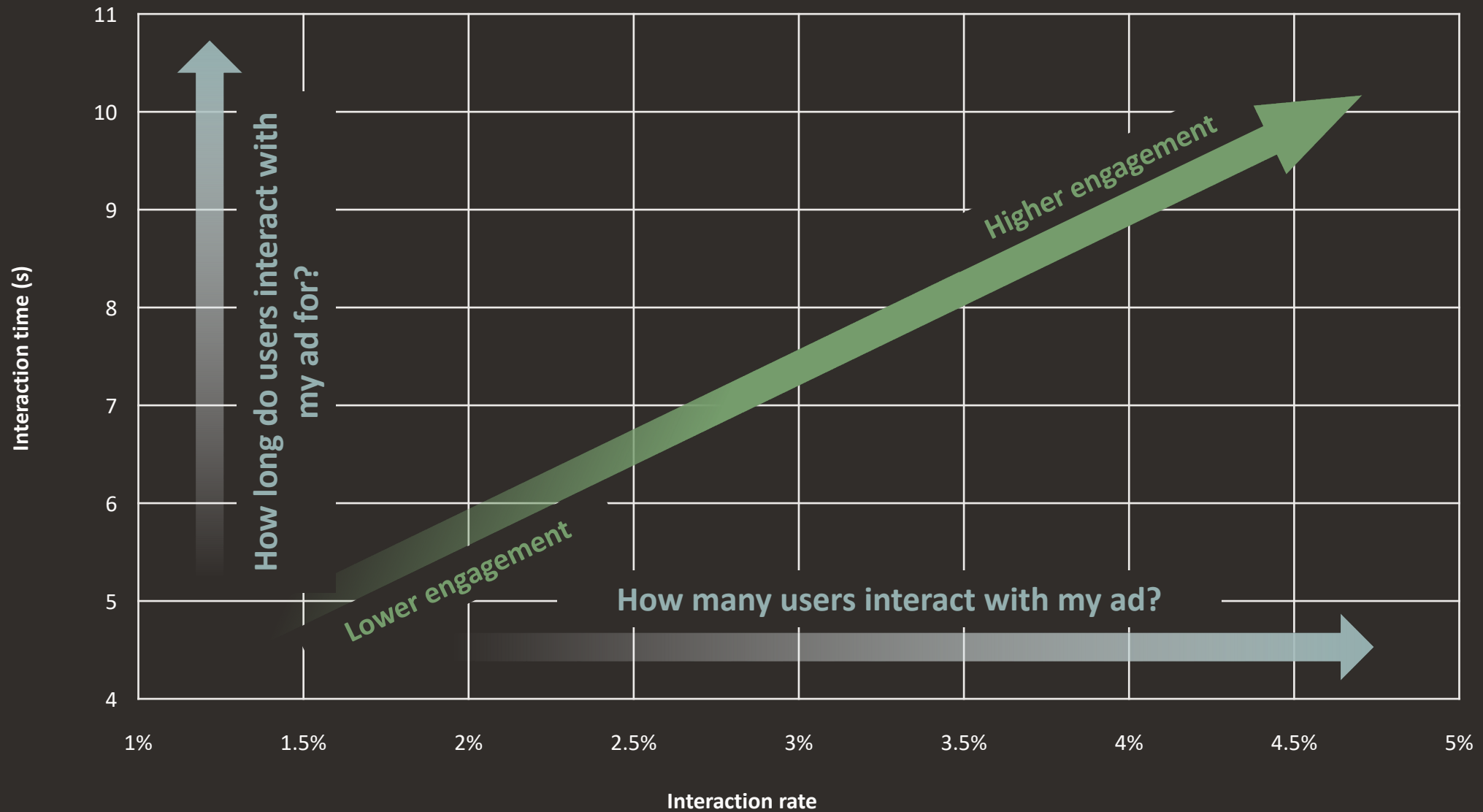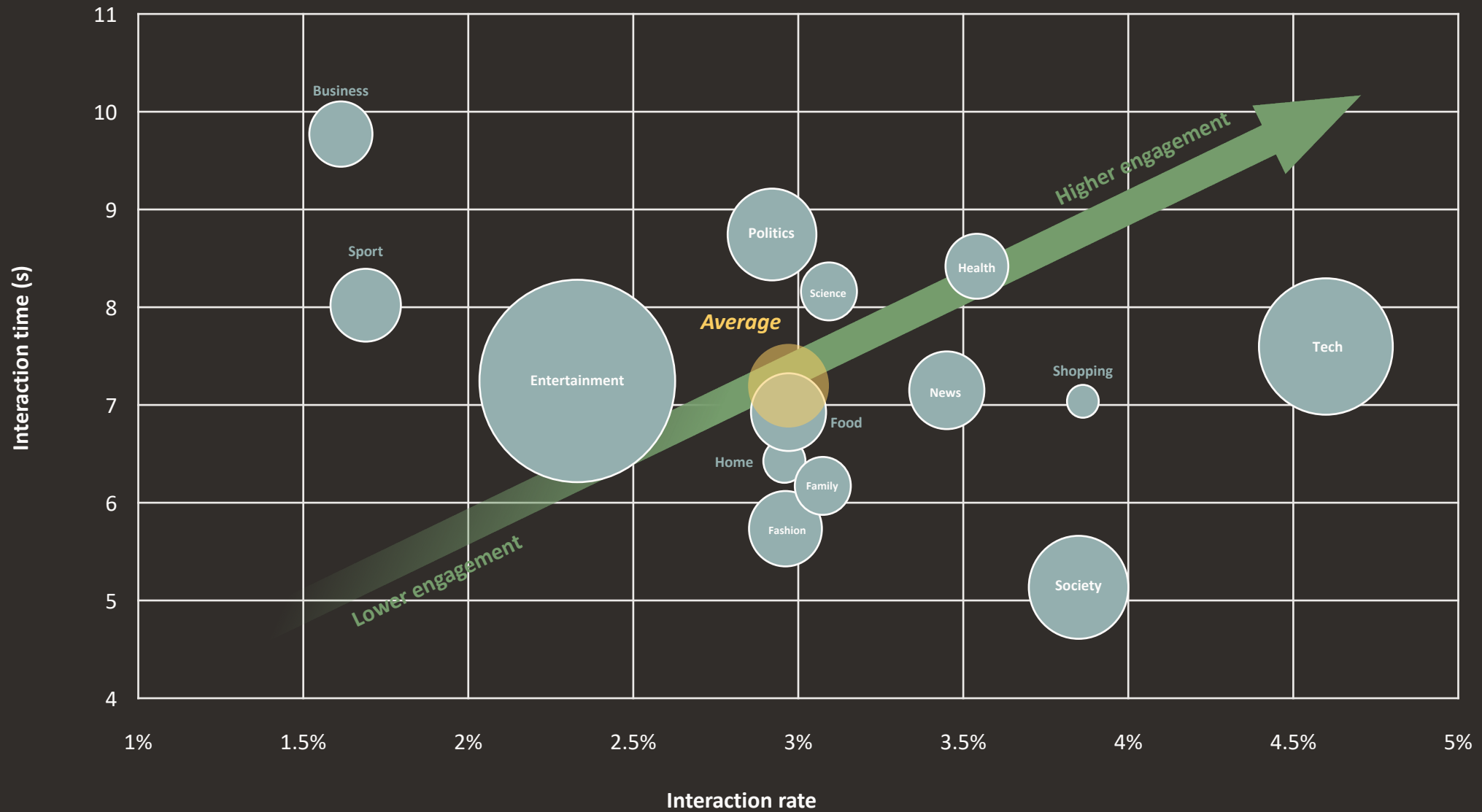## Grapeshot Contextual Intelligence

Matching Segments

01	02
gs_health_dentistry	gs_tech_computing
STANDARD	STANDARD

Attention by Content Category

Attention by Content Category

Interaction time (s) (y-axis, scale 4 to 11)

Interaction rate (x-axis, scale 1% to 5%)

- Business
- Sport
- Entertainment
- Politics
- Science
- Health
- Average
- Food
- Home
- Family
- Fashion
- News
- Shopping
- Tech
- Society

Higher engagement
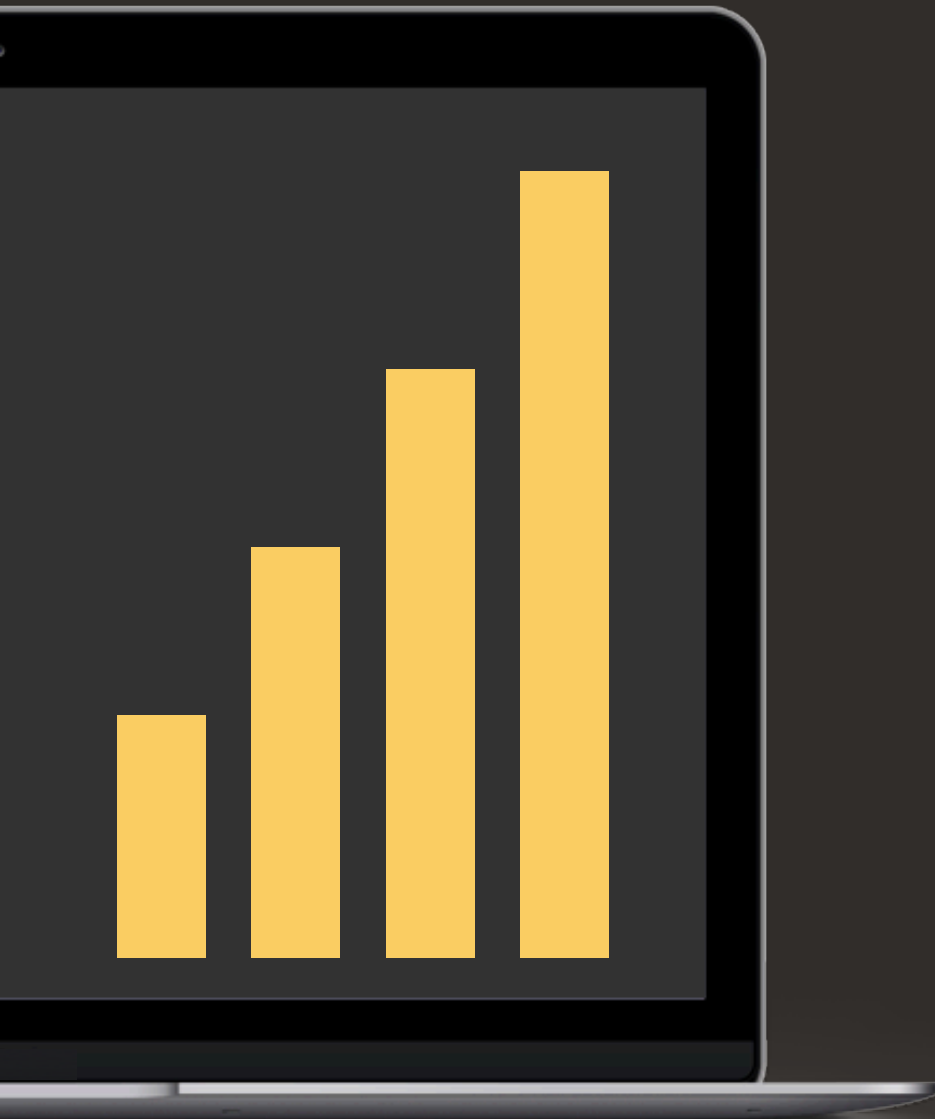
Lower engagement

Optimising for context – health content

Context analytics help discover the types of content that drive higher engagement

20%

Higher Interaction Rate
via General Health
segment

58%

Higher Interaction Rate via
Health->Dentistry segment

Explore the new frontier of measurement

1. Measure Attention

2. Ask questions

3. Be deliberate

4. Push boundaries

Unlock the potential of digital

———

MOAT

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