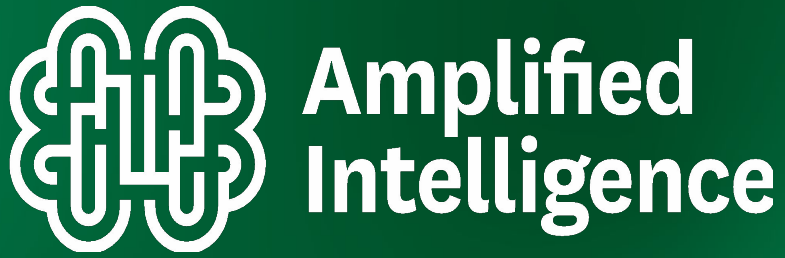



# attentionTRACE Methodology

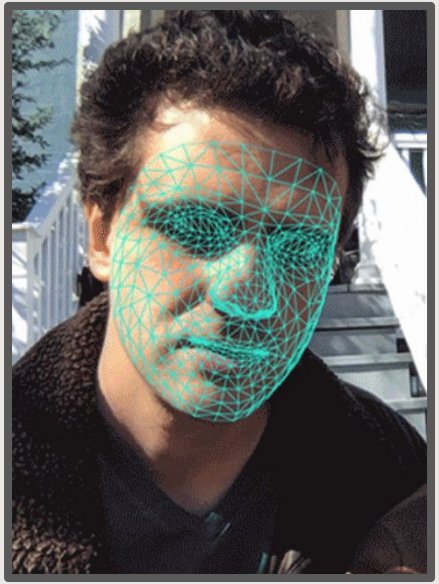
**The following methodology ensures that all metrics and outcomes are like-for-like with key digital platform competitors previously measured using attentionTRACE (Instagram, Facebook, YouTube, Twitter, Tik Tok, Snapchat, General Web +more)**

# Human observation via device cameras

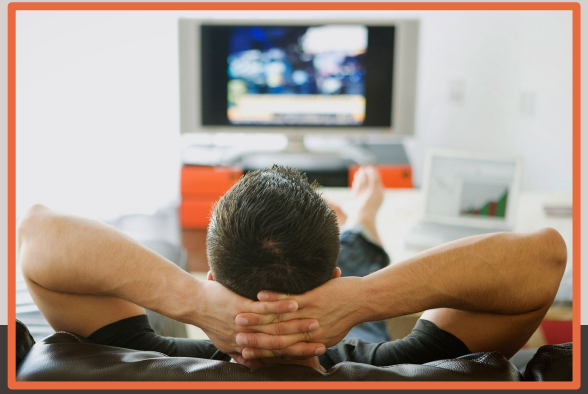
Gaze Tracking for Short Range
I.e. Short Range i.e Mobile/PC

Facial Detection for MId Range
I.e. TV, Cinema

Pose Estimation for Long Range
i.e.  Outdoor




# Natural behaviour we are trying to capture



## Active Attention

Looking directly at the ad

## Passive Attention

Looking nearby the ad, but not on the ad

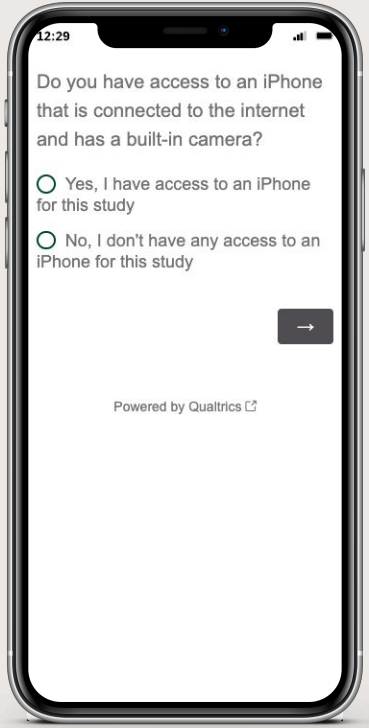
## Non-Attention

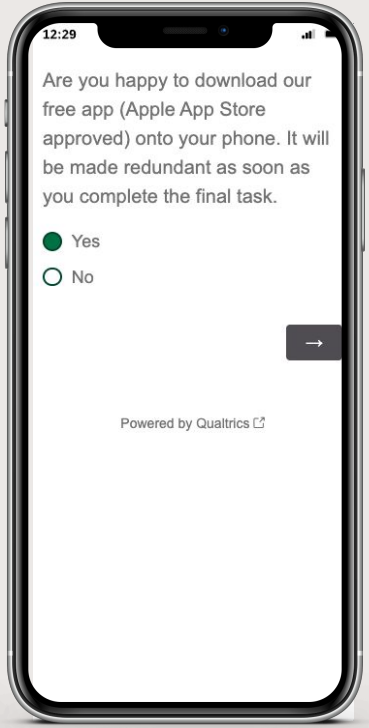
Not near or looking at the ad

# Methodology: attentionTRACE (Mobile example)

## 1. Screening Survey

**User screened for the study, agrees to download and app to Amplified terms and conditions (double opt-in at this stage)**



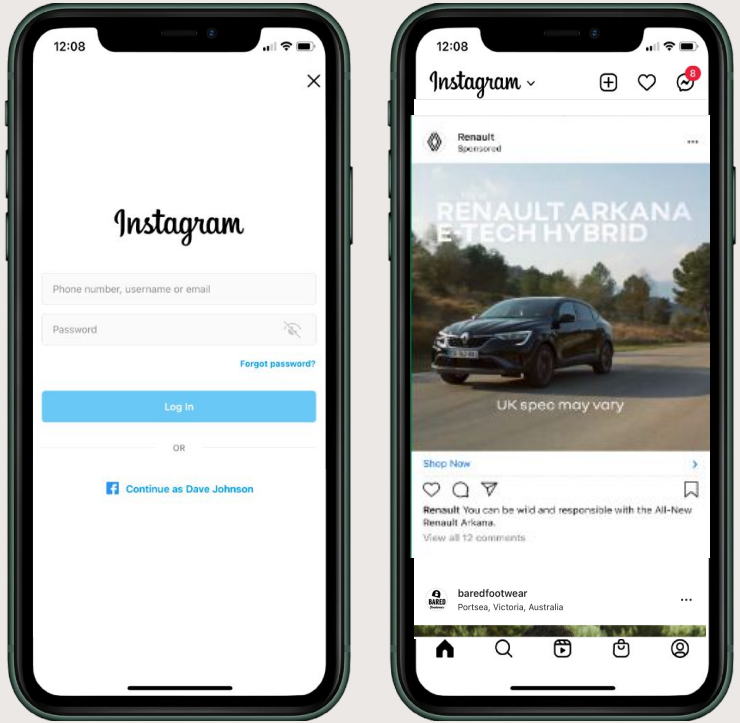

## 2. Collection App Download + Login

**Camera permissions accepted (final opt-in mechanism)**

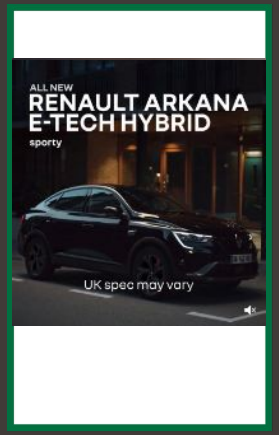
## 3. View Platform

**Viewers log in to their own social account. No personal account data scraped.**

**Turns the camera on and collects facial footage plus device metadata like viewability, scroll patterns, sound, phone orientation and more.**

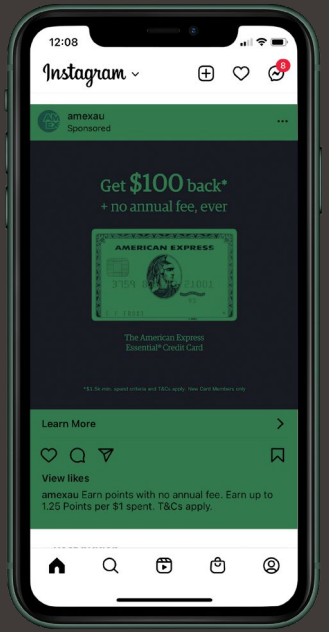


## Real-time ad insertion code
## (intercepting ad load for the purpose of isolating effects)



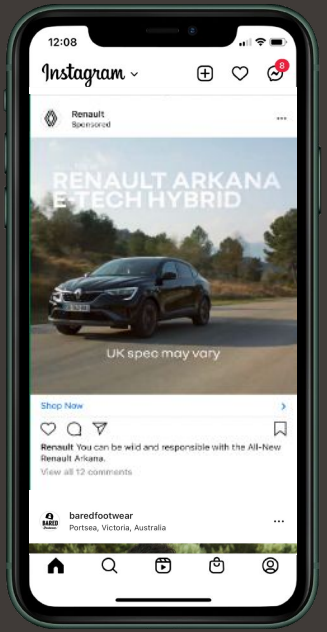

**CLIENT AD**

Client supplied Ad




**EXISTING AD**

Existing Ad is detected

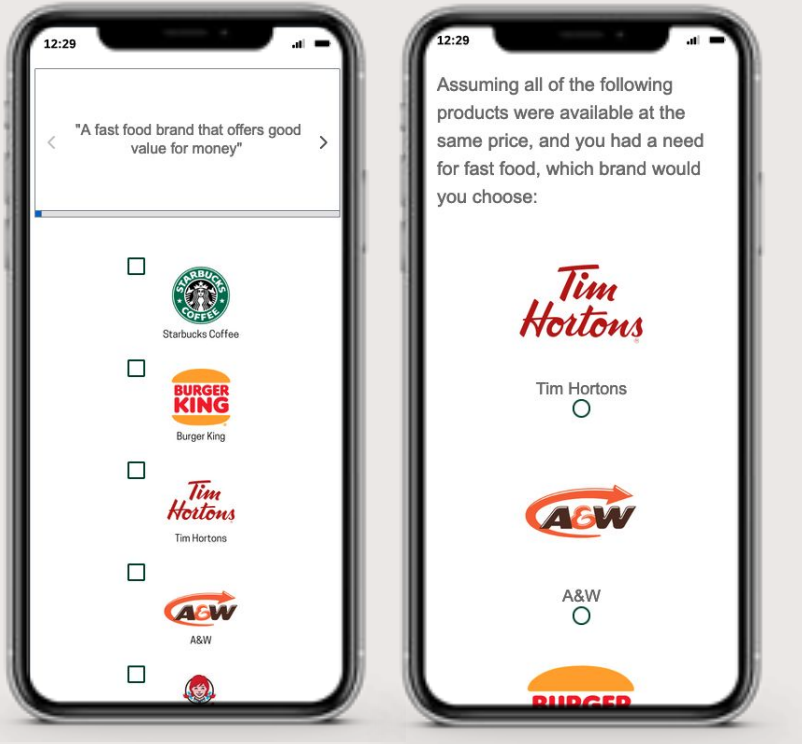



**WHAT USER SEES**

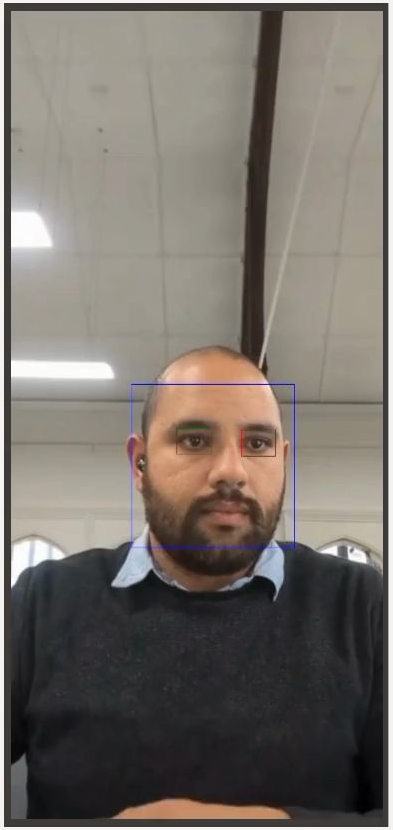
Client ad loads in place of Native Ad (no data scraped)

## 4. Postview Choice Survey

**The viewer is redirected to a survey after the view to collect postview brand uplift data. This can be Short-term Advertising Strength (STAS), Mental Availability or other brand uplift measures.**



FRONT CAMERA



SCREEN

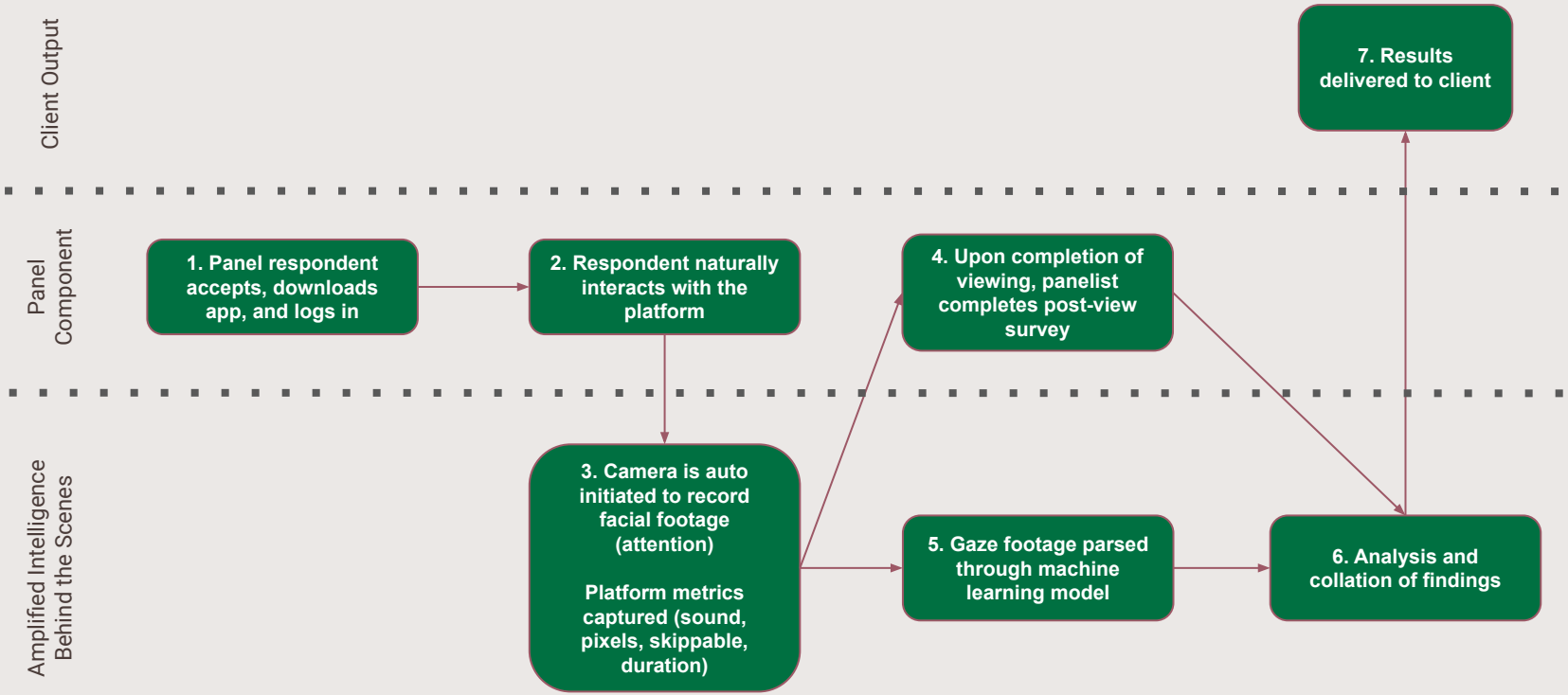

## 3 LEVELS OF ATTENTION

**Active Attention**
Looking directly at ad

**Passive Attention**
Looking directly at screen but not at ad

**Non-Attention**
Not looking at screen OR ad

# attentionTRACE – Panel methodology



Amplified Intelligence

The new standard for Campaign Optimisation

# attentionPROVE®
## Delivery Overview

Feb 2023

# Product Overview

attentionPROVE® helps you optimise campaigns in-flight and increase spend efficiency by surfacing data and insights around the relative attention performance of platforms, formats and creatives. Its enriched data sets a new standard for campaign measurement.

## What is it?

attentionPROVE is a pixel (JS tag) based solution that can be appended to any creative running in environments that accept 3rd party ad tags.

The pixel collects real time information about the ad placement and other characteristics from the device as the campaign unfolds. Information about placement, coverage and scroll speed and much more, combine with our human based attention to optimise and improve campaign outcomes.

attentionPROVE closes the loop on our TRACE, PLAN & TRADE products to provide a 360c view of campaign performance from start to finish.

## How does it work?

For campaigns where attentionPROVE is earmarked to run, our delivery team will create tags for each combination of ad placement & publisher who support 3rd Party tags.

When served, the pixel examines the ad environment and collects relevant signals that are exposed when the ad is loaded. We use a mix of publicly available APIs exposed in the ad session as well as other proprietary approaches to get an accurate picture of ad performance.

The pixel data then combines with the largest human data set collected at scale, to provide the industry's greatest coverage across desktop, video, mobile app and mobile web.

## To the DSPs

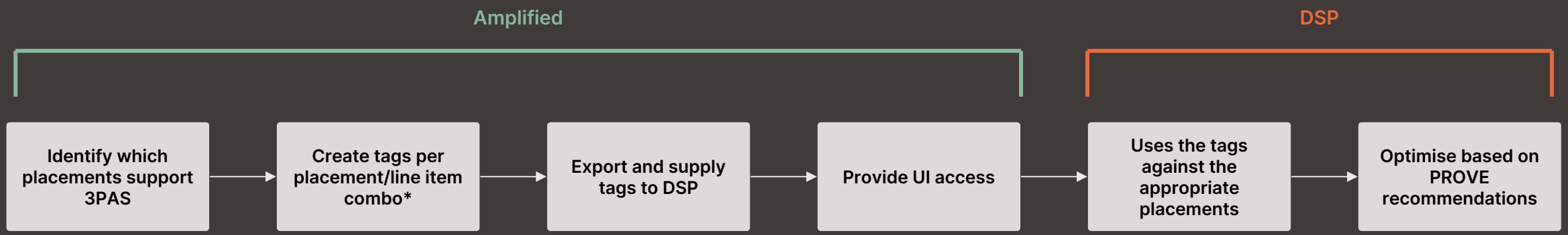
As attentionPROVE is tag based, it should be trafficked as any other 3rd party tag via the DSP UI. (**VAST video may differ*)

In the near future we will be making marco placeholders available that can substituted for SSP and other parameters.

The pixel is fully GDPR compliant and collects no PII nor does it employ any cookies or fingerprinting approaches.

# attentionPROVE delivery overview

We anticipate most traffickers who've worked on agency trading desks or DSPs directly will be familiar with managing tags from 3rd parties. Amplified's process with attentionPROVE is no different and will follow processes that should be familiar with ops teams.




- Our delivery team will identify which placements are able to work with 3rd party tags
- As part of campaign setup, our team will create a tag per line item to enable optimisation by placement & creative
- Tags are exported in CSV format and sent to the DSP delivery team
- In the near future, user login access will be granted to allow independent reporting and campaign access

- DSP delivery team should implement the tags according to the tag sheet that will outline the placements
- Midpoint through the campaign, our platform will make recommendations from the baseline data that has been collected
- When changes are made, we can measure the uplift between the baseline and optimised data at campaign completion

# attentionPROVE example tag structure

The tags below are for reference only and should not be used for testing or live campaigns: they are for illustrative purposes only.

The JS tag is delivered as a HTML snippet with reference to a script element containing our pixel URL - this tag is then appended to the existing creative tag within the DSP.

The VAST tag is a URL that replaces the original creative URL (or the URL we have been asked to wrap) - it is possible that our tag makes up a VAST tagging chain, where we wrap one VAST URL and our tag is wrapped by another.

**//JS example**
<script src="https://pixel.amplified.co/v1/js/display/<tagId-placeholder>"></script>

**//VAST example**
https://pixel.amplified.co/v1/vast/video/<tagId-placeholder>?vatu=<vastAdTagUri-placeholder>&vv=<vastVersion-placeholder>

# Amplified Intelligence