

DV Authentic Attention® Enabled a Leading Automotive Brand to Identify Top-Performing Ad Creatives & Inventory

Brand Objective

A leading automotive brand in APAC wanted to measure both the effectiveness of different Private Marketplaces (“PMPs”) and ad creatives on driving the most lower funnel conversions (i.e. landing page visits and build-a-car configurations). Learnings would be used by the brand to improve future buying strategy and creative optimization across programmatic inventory.

Solution: DV Authentic Attention®

To achieve their objective, the brand leveraged DV Authentic Attention®.

DV Authentic Attention® is a privacy-friendly solution that does not rely on cookies and provides timely, impression-level insights at scale – from the impact of an ad’s presentation to key dimensions of consumer engagement – to measure campaign effectiveness, refine media planning and improve performance.

DV has found that ad exposure correlates with branding KPIs, such as brand awareness or favorability, and user engagement correlates with direct response KPIs, such as conversions.

EXPOSURE METRICS

INTENSITY

Video
IAB Viewability, Audibility, Quartile Completion, and FOS by Quartile

Display
Avg. Viewable Time on Screen

PROMINENCE

Ad’s Share of Screen



Exposure, DV Authentic Attention® evaluates an ad’s entire presentation, quantifying its intensity and prominence through metrics that include viewable time, share of screen, video completion, audibility and more

ENGAGEMENT METRICS

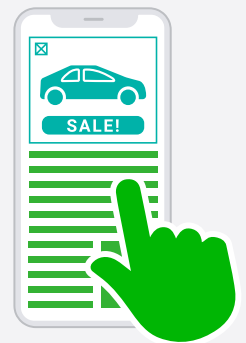
USER PRESENCE & AD INTERACTION

Touch
Scroll, Hover, Swipe

Screen
Landscape/Portrait, Full Screen

Playback
Pause, Resume, Skip

Audio
Volume Up/Down, Mute



Engagement, DV Authentic Attention® analyzes key user-initiated events that occur while the ad creative is displayed, including user touches, screen orientation, video playback, and audio control interactions.

Campaign Setup

The automotive brand activated the same set of creatives across two platforms: a first-party data PMP and a third-party data PMP. DV then analyzed the correlation between the Authentic Attention® Engagement Index and campaign conversions at the impression level and identified the top-performing creatives and platforms.

Results

DV Authentic Attention® had a strong correlation with lower funnel KPIs

DV performed a correlation analysis using standard correlation coefficients ranging from -1.0 to 1.0, where 1.0 represents the highest positive correlation. DV found a very strong correlation between DV's Engagement Index and campaign conversions across both PMPs – with a correlation coefficient of 0.82 and 0.90 on the first-party data PMP and third-party data PMP, respectively. These findings allowed the brand to leverage attention metrics as a proxy to performance with confidence.

High engagement impressions drove more conversions

When analyzing performance across creatives, DV found that for the first-party data PMP, the creative with the highest engagement drove a **46%** higher conversion rate than the creative with the lowest engagement.

For the third-party data PMP, the results were even more impactful – the ad creative with the highest engagement drove a **171%** higher conversion rate than the creative with the lowest engagement. Since third-party data typically offer more scale but less accuracy compared to first-party data, it was important for the brand to identify and optimize towards impressions that correlated with greater conversion rates.

Honing in on top-performing creatives and inventory allowed the brand to better understand how to improve campaign performance in-flight and optimize its programmatic buying strategy in the future.

1ST PARTY DATA PMP

The Creative with the Highest Engagement Drove a

46%

Higher Conversion Rate



3RD PARTY DATA PMP

The Creative with the Highest Engagement Drove a

171%

Higher Conversion Rate



LET'S CONNECT

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