

What Is Reach Without Attention?



Adelaide is the leader in media quality ratings. Uncover the quality of digital media through the lens of attention.



Attention goes beyond viewability.

The Adelaide Attention Unit (AU) is a simple metric that measures the quality of media through the lens of attention.



3.7 AU
(Attention Units)

≠



2.2 AU
(Attention Units)

≠



1.5 AU
(Attention Units)

≠

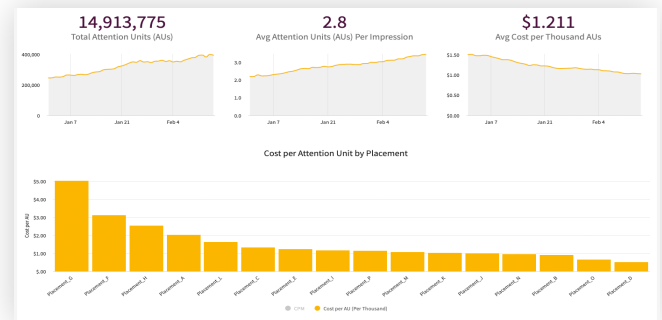


12.6 AU
(Attention Units)



Real-time feedback on media quality.

Adelaide ratings allow for an apples-to-apples comparison across sites, placements, platforms, channels, and more.



Adelaide Realtime Dashboard

CLIENTS



RESULTS

AWARENESS - Tech
Attention Units were **3x more impactful** in driving awareness than viewability was.

CONSIDERATION - Insurance
Media with high Attention Units had **2x the conversion rate** vs media with low AUs.

PURCHASE - CPG
Attention Units were **180% more correlated** to Nielsen ROI than viewability was.

