

Evaluating Contextually Targeted Advertising with Attention Measurement

Authors : John Hawkins, Graham Burton

Abstract : Contextual targeting is a common strategy for advertising that places marketing messages in media locations that are expected to be aligned with the target audience. There are multiple major challenges to contextual targeting: the ideal categorisation scheme needs to be known, as well as the most appropriate subsections of that scheme for a given campaign or creative. In addition, the campaign reach is typically limited when targeting becomes narrow, so a balance must be struck between requirements. Finally, refinement of the process is limited by the use of evaluation methods that are either rapid but non-specific (click through rates), or reliable but slow and costly (conversions or brand recall studies). In this study we evaluate the use of attention measurement as a technique for understanding the performance of targeting on the basis of specific contextual topics. We perform the analysis using a large scale dataset of impressions categorised using the iAB V2.0 taxonomy. We evaluate multiple levels of the categorisation hierarchy, using categories at different positions within an initial creative specific ranking. The results illustrate that measuring attention time is an affective signal for the performance of a specific creative within a specific context. Performance is sustained across a ranking of categories from one period to another.

Keywords : contextual targeting, digital advertising, attention measurement, marketing performance

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