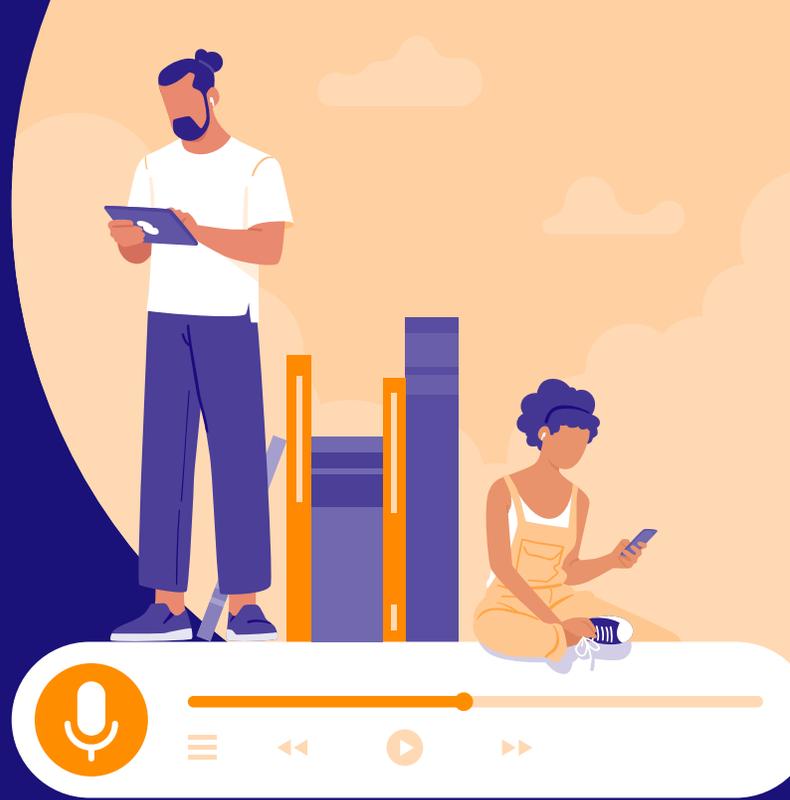


The Veritonic Audio Attention Report

Created in Collaboration with Realeyes



Audio is one of the most immersive, affective, and effective media channels available to brands and advertisers today, yet it's still not getting the focus and investment it deserves. As a result, advertisers who invest in effective audio advertising can capture disproportionately large returns. In order to do so, advertisers must ensure their audio advertising is high-quality and fully embrace creative effectiveness programs for audio ads. This is why we partnered with Realeyes, a pioneer in computer vision and attention AI, to create and unveil Veritonic's **Audio Attention Report** as the new gold-standard tool enabling advertisers to create more effective audio advertising.



THE PROCESS

Hundreds of loyal podcast listeners opted-in to listening to a handful of podcast ads for a vitamin subscription service with their webcams enabled, allowing us to **capture and overlay their self-reported reactions to the ads** with the passive attention and reaction metrics captured via webcam.

CREATIVE 1



Contained succinct messaging & the voiceover was underpinned by a music track, all at normal volume levels.

CREATIVE 2



Contained succinct messaging & the voiceover was underpinned by a music track. The voiceover was much louder in volume than the music track.

CREATIVE 3



Contained lengthier, more detailed messaging, 3+ sound effects, & a voiceover underpinned by a music track, all at normal volume levels.

CREATIVE 4



Contained lengthier, more detailed messaging & a voiceover underpinned by a music track. The voiceover was much lower in volume than the music track.

VOLUME MATTERS

Participants scored the audio ad that was lowest in volume

32% **less likable** than the ads with normalized volume levels

25% **less trustworthy** than the ads with normalized volume levels, and

12% **more boring** than average benchmarks

LESS IS MORE

7%
PERCENT

of participants found the audio ad that contained the **multiple and competing elements less likable** than the ads that did not contain both of those elements

32
SECONDS

was the shortest ad which **scored highest in engagement**, followed by the ad with the loud voiceover, the ad with competing sound elements, then the ad with the voiceover that was too low

LOW VOLUME = LOW ATTENTION

The proportion of the ad where people had sustained attention (did not look away or get distracted) **was the weakest for the audio ad that was low in volume, at 10%** below the benchmark

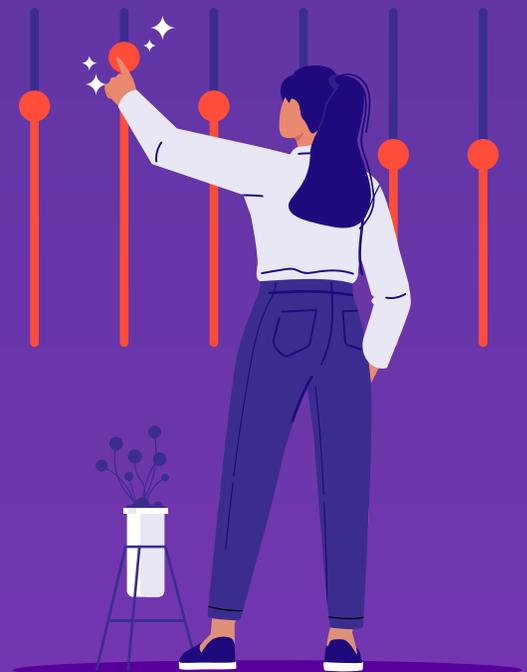
10%

The proportion of the ad where people had sustained attention was **similarly weak for audio ads that contained many competing elements, at 7%** below the benchmark

7%

Attention quality was highest for the audio ad that had the highest voiceover volume (36%) as opposed to the ad that had the lowest voiceover volume (27%) and the ad that had too many competing elements within the creative (25%)

36%



POOR AUDIO QUALITY CREATES COGNITIVE FRICTION

 **22.7%**

of participants showed a confused expression during audio ads too low in volume. This was more than double the percentage for the ad with normalized volume, suggesting that participants struggled to follow the ad with the low-volume voiceover

 **9%**

the ad with **normalized volume produced the least amount of negative expressions**



KEY TAKEAWAYS



75% of participants reported a good quality audio ad positively influences their consideration to purchase a product



The inclusion of multiple competing audio elements within an audio ad **caused listeners to feel less engaged with the ad (9%)**



The inclusion of **multiple competing audio components elements within an audio ad caused the ad to score lower** in terms of overall quality than the ads without multiple competing elements

TAKE ACTION



Audio is one of the most immersive, affective, and effective media channels available to brands and advertisers today...**the time to invest in effective advertising is now** in order to maintain a competitive edge and capture exceptionally large returns



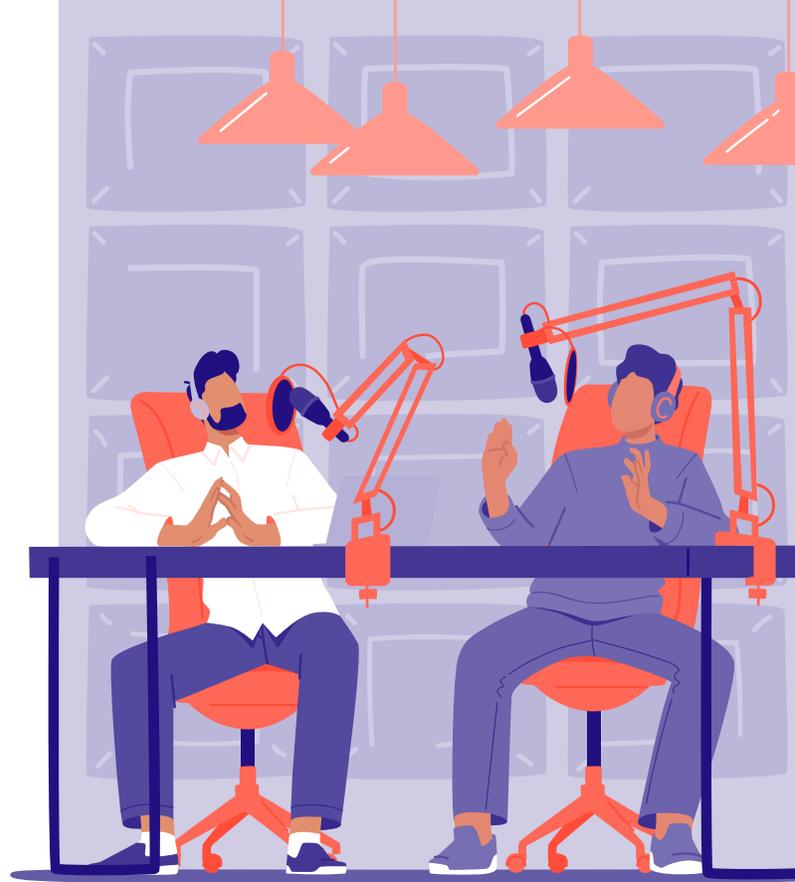
Ensure you are **going to market with the highest quality, resonant ads** by fully embracing the optimization opportunities that creative testing provides



Every component of your audio can be tested and optimized including music, voiceovers, duration, pacing, sound effects, offers, CTAs, and more, **ensuring that the final campaign you launch captivates your target audience**, resonates with their preferences, and compellingly drives them to act in alignment with your objectives



Keep this Audio Attention Report as your gold-standard tool and reminder that creative effectiveness solutions will meaningfully increase your audio advertising reach and ROI



Source: Veritonic & Realeyes, January 2024

Methodology: 150 podcast listeners provide feedback on 4 audio ads via Veritonic's platform in addition to providing consent to have their attention and reaction measured by RealEyes AI powered attention measurement solution.

Don't waste another dollar on untested audio creative. **Contact sales@veritonic.com today to learn more or get started.**



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