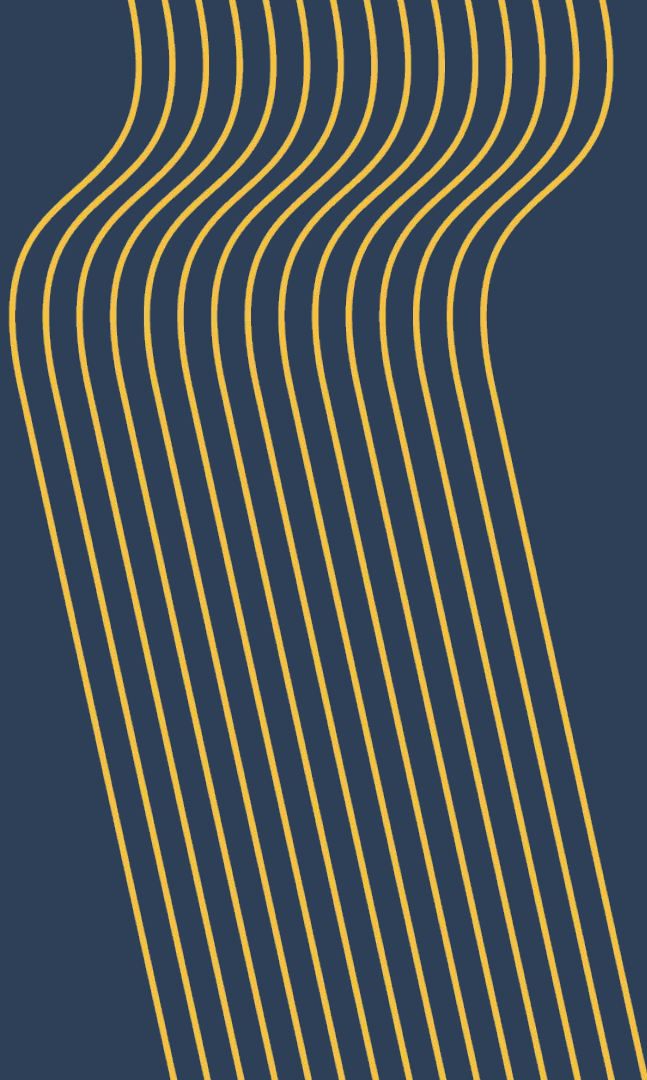


ADNAMI

Why we should shift our focus to attention in 2022



Simon Kvist Gaulshøj
CEO at Adnami



Let's all stop panicking about "the death of the cookie"...



High impact advertising is a driver for creativity and attention.

It represents a real opportunity
for brands and publishers in 2022.





~~Madtech~~ Adtech

High impact advertising today is fragmented across media, and suffers from limited capabilities within programmatic platforms.

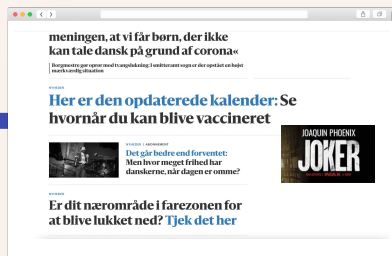
**We make high impact advertising
simple and scalable —**



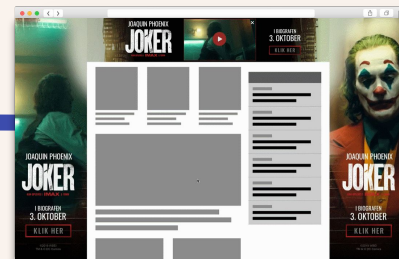
Digital Spend is shifting from performance and analogue – to upper funnel



Brand building on broadcast media

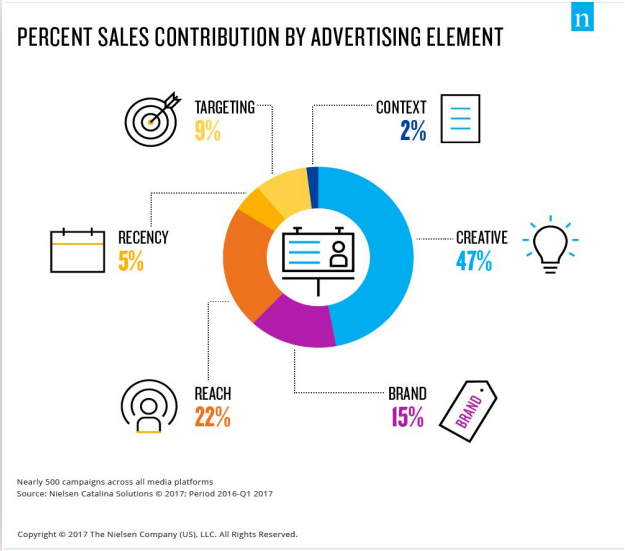


Performance marketing in a digital world



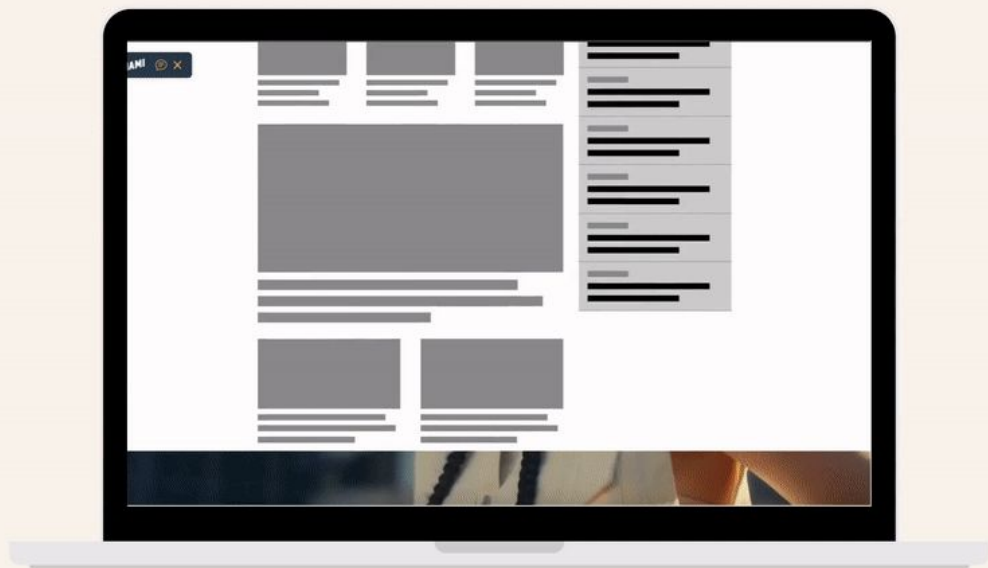
High impact storytelling at digital scale

As we already know, creative is king.

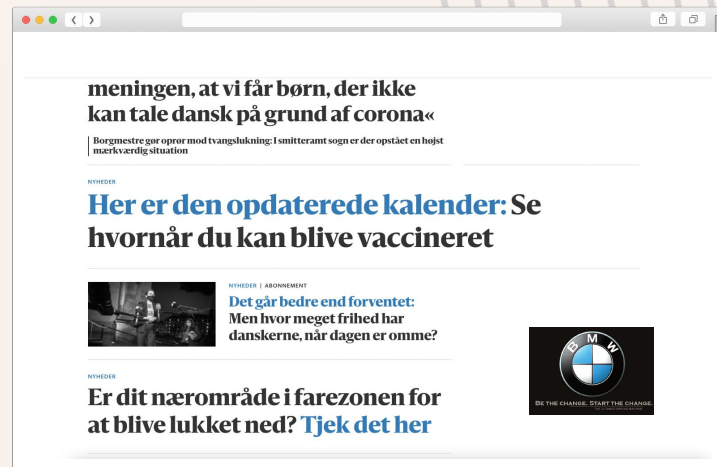
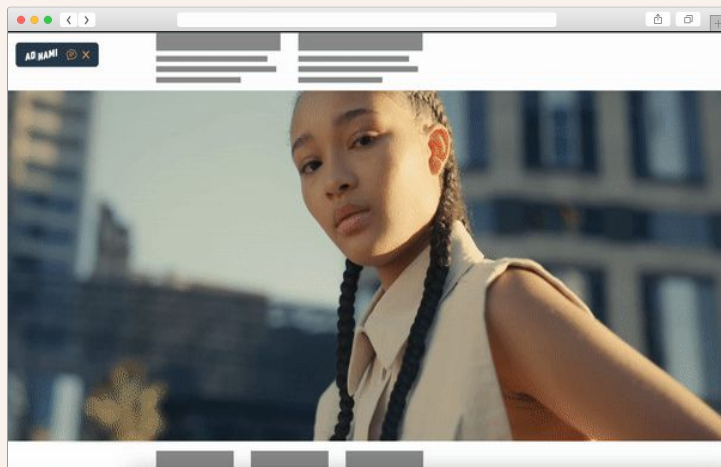


70%
Importance of creative

A great creative
deserves a
great canvas.

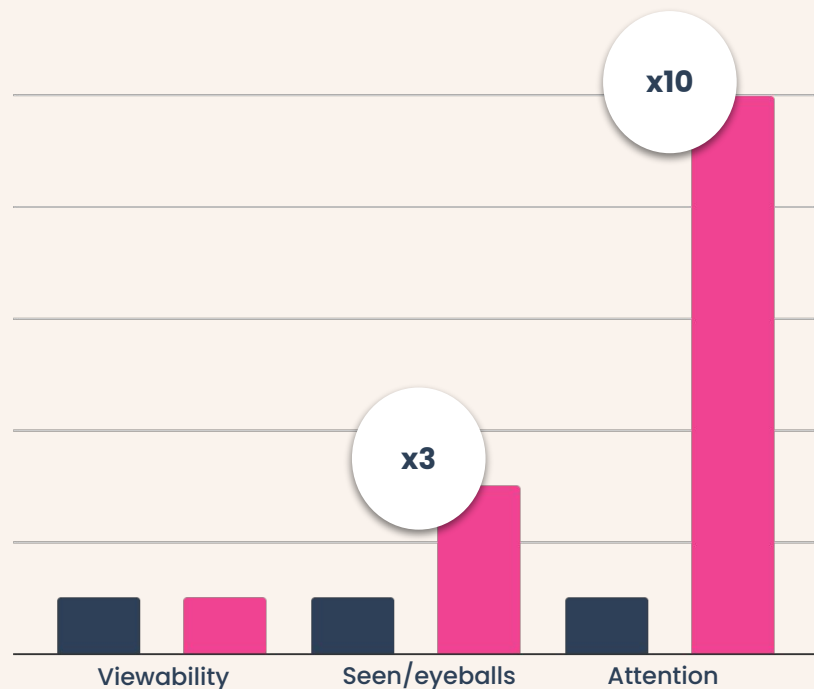


Which of these two ads first catch your eye? —



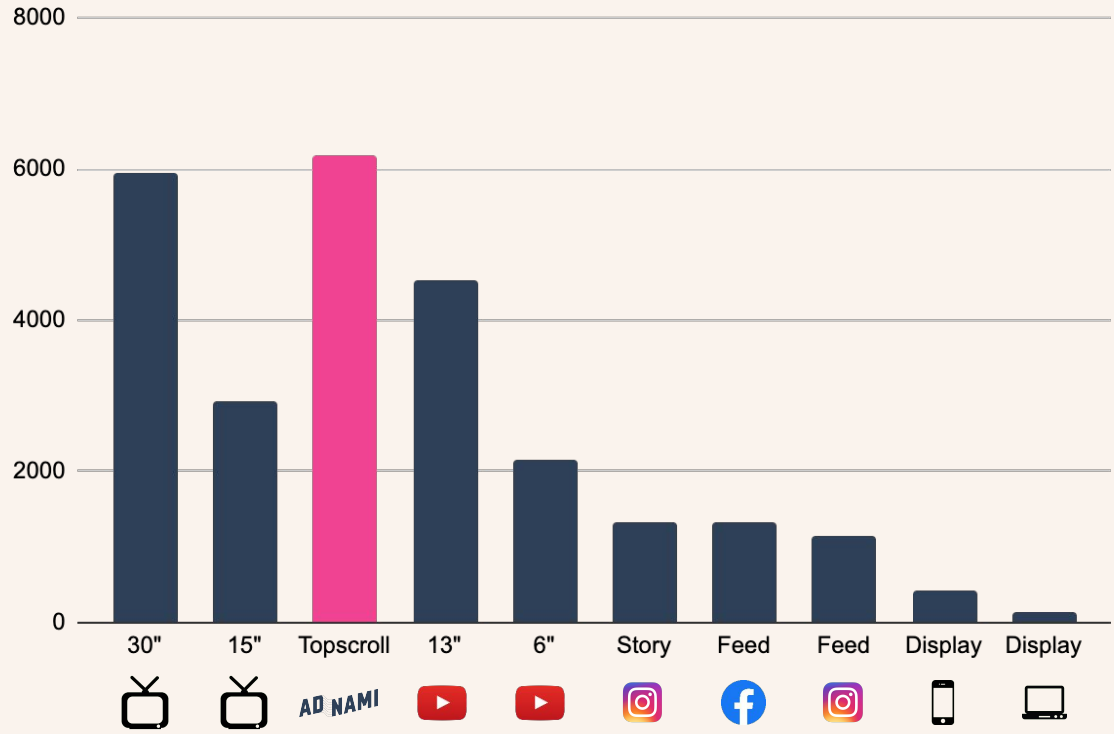
Viewability vs. Attention

Two very different (and important) perspectives to measure media from.



■ Standard (Benchmark) ■ High Impact (Index vs. Benchmark)

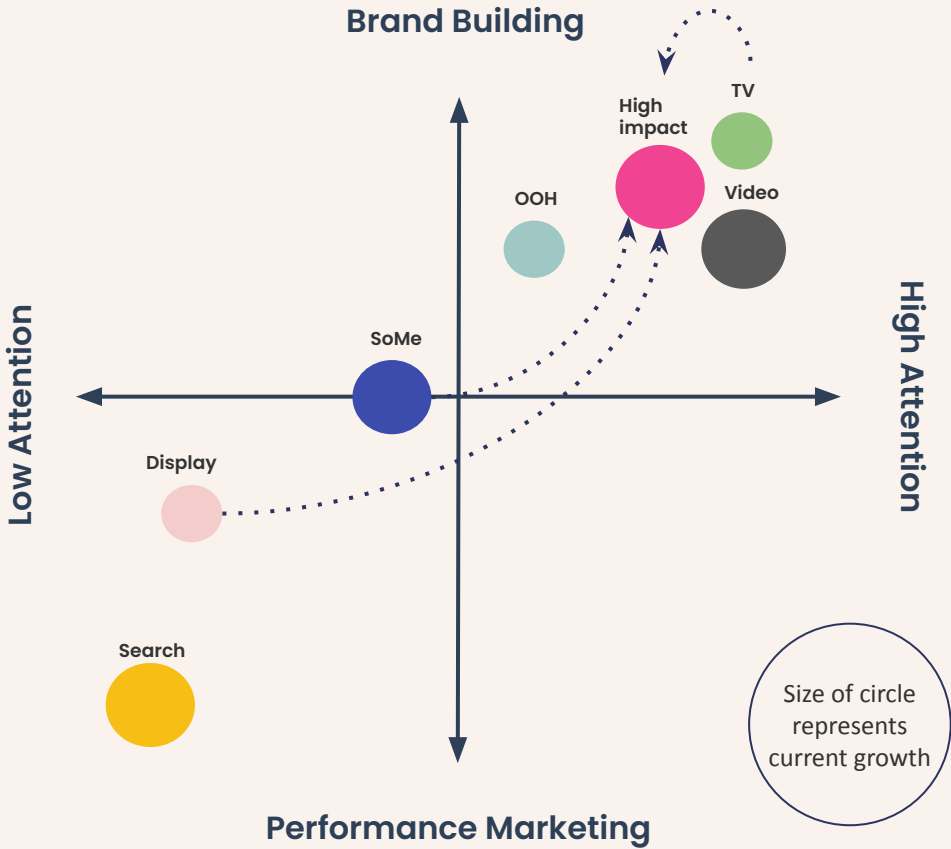
**Independent research made by OMD, Userneeds and Ekstrabladet in 2021.*



Attention across media channels

(Attentive seconds per 1000 impressions)

A growing opportunity for high impact



The opportunity

For

Brands

10x Uplift in attention
vs display

10x Higher CTR

For

Publishers

5-7x Higher price
per CPM

50% Increase in ad
revenue - shift
10% of imps to HI



Please listen to “d3con
Programmatic und Adtech
Podcast” (QR) and feel free to
connect.

Thank you.



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