



Attention measurement is a powerful tool for optimizing your marketing efforts, but it can be complex to implement. This checklist is designed to guide marketers through the essential steps to successfully integrate attention metrics into your campaigns. The steps outlined here are flexible and do not need to be followed in a strict sequence.

1. Identify Your Primary Measurement Challenges:

Pinpoint specific limitations or pain points in your current measurement approach.

Identify difficulties in measuring ad performance, user engagement, or other key metrics.

Consider challenges like cross-platform measurement, attribution, or understanding the impact of ad creative on attention.

2. Define Your Key Business and Campaign Goals:

Clearly articulate the primary objectives of your marketing and advertising efforts.

Determine how attention measurement aligns with these goals (e.g., improving ad recall, increasing brand awareness, driving conversions).

Prioritize campaign goals or initiatives that would benefit most from attention measurement insights.

3. Evaluate Existing Performance Measurement Tools:

Review your current measurement tools and methodologies in relation to your objectives (e.g., brand lift studies, conversion lift, media mix modeling, multi-touch attribution).

Assess each tool's strengths and weaknesses in providing insights into attention and engagement.

Identify gaps or limitations in your existing measurement toolkit that attention measurement could help address.

4. Plan for Attention Measurement Activation:

Determine how you will use attention measurement data to optimize and enhance your campaigns.

Consider use cases such as in-flight campaign optimization, creative optimization, media planning, audience targeting, or frequency capping.

Define specific actions and decisions informed by attention measurement insights, using ad-related and/or user-related data.

5. Assess Your Data Readiness:

Evaluate your current data collection and management practices.

Ensure you have the necessary data infrastructure and resources in place to support attention measurement implementation.

Identify any data quality or integration challenges that need to be addressed.

6. Define Your Measurement Scope:

Determine which channels, platforms, and ad formats you want to measure with attention metrics.

Consider the geographical scope of your measurement needs (local, regional, global).

Identify any specific campaigns or initiatives that will be the focus of your attention measurement efforts.

7. Develop a Measurement Framework:

Create a clear framework for how attention metrics will be used with other performance indicators.

Define the role of attention measurement within your overall marketing measurement and optimization strategy.

Establish processes for regularly reviewing and refining your attention measurement approach based on learnings and results.



8. Engage Stakeholders:

- Identify and involve key stakeholders from relevant departments (e.g., marketing, analytics, IT, privacy).
- Communicate the benefits and potential impact of attention measurement to secure buy-in and support.
- Collaborate with stakeholders to align attention measurement goals with broader organizational objectives.

9. Assess Privacy and Compliance:

- Review current privacy policies and ensure alignment with attention measurement practices.
- Evaluate the privacy implications of data collection and usage for attention measurement.
- Ensure compliance with relevant industry regulations and standards (e.g., GDPR, CCPA).

10. Establish Benchmarks and Targets:

- Determine your current baseline for attention metrics (if available).
- Set realistic and measurable targets for improvement based on your business goals.
- Define success criteria and key performance indicators (KPIs) for attention measurement.

11. Selection of Vendor Partnerships:

- Research and compare attention measurement providers based on your specific needs and criteria.
- Request demos, case studies, and references to assess the capabilities and track record of potential partners.
- Consider factors such as cost, data quality, methodology, reporting capabilities, and customer support when evaluating vendors.

Other Resources

- [Attention Measurement Explainer: Data Signal Approaches](#)
- [Attention Measurement: Publisher Checklist](#)
- [Attention Measurement: Request for Information Questions](#)



Background

About IAB

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

IAB Attention Task Force

The Attention Task Force is focused on enhancing how attention is measured and understood within advertising and marketing. It aims to create a standardized framework, develop metrics for broad use, and establish a common industry language. Importantly, the task force is collaborating with the Media Rating Council (MRC) to set guidelines for accrediting attention measurement solutions. A significant addition to their work is the creation of explainer resources for various attention measurement approaches. These resources aim to clarify different methodologies, aiding in the comprehension and application of attention metrics.

IAB Attention Task Force

3 Day Blinds	Bayer	Cox Automotive
Accenture	Beeler.Tech	DAX US
Activision Blizzard Media	Best Buy	DeepAR.ai
Adapex	Bidstack	dentsu
Adelaide	BlackRock	Digitas LBI
AdInMo	Bloomberg Media	DIRECTV Advertising
Adloox	Brand Advance	DISH
Adludio	Brand Metrics	Disney Advertising Sales
Albertsons Media Collective	Butler/Till	Dotdash Meredith
Alliance for Audited Media (AAM)	Caden Inc.	DoubleVerify
Ally Financial	Cavai	Dow Jones & Company
Altice Media Solutions	Celtra	Dragonfly AI
Amazon Ads	Charles Schwab	Eden Collective
Amplified Intelligence	Citigroup	Emodo
Anzu	Claritas	Epsilon
App Science	Clinch	Equativ
AppsFlyer	Clorox	EssenceMediacom
Athletic Greens	Clue Digital	Exponential
Attain	Coalition for Innovative Media	Firework
The Attention Council	Measurement (CIMM)	Frameplay
Audacy	Colgate-Palmolive	Forbes Media
Bacardi	Contxtful	Gannett Digital Media Network
Barilla	COTY	G/O Media



Attention Measurement: Agency/Advertiser Checklist



GlassView	Marriott International	Samsung Ads
Goldman Sachs & Co	Mediahub	Seedtag Advertising
Google	Mediaocean	Sharethrough
GroupM US	Mediaprobe	SilverPush
GSTV	MediaScience	SiriusXM Media
GumGum	Merkle	Snapchat
Havas Media Group USA	Meta	Soundstack, Inc.
Hearst	Microsoft Advertising	Sovereign
Horizon Media	Mindshare	Sovrn
Human Made Machine	MiQ	SuperAwesome
IAB Canada	Mirriad	Spectrum Science
IAB UK	Monster Energy	TEGNA
ICON International Inc.	Montauk Labs	The Trade Desk
Illuma	National Public Media/NPR	TIME
Infillion	Nefflix	TJX
Initiative	The New York Times Company	Tobii
InMobi	News Corporation	Trigger
Insideri	Newsbreak	TVision
InsurAds	Nexxen	Universal McCann
Integral Ad Science	Night Market	The Walt Disney Company
Intuit	NumberEight	Vayner Media
Ipsos	Ocean Media	Verve Group
IRIS.TV	Ogury	Viant
Jellyfish	Omnicom Media Group	The Walt Disney Company
Jun Group	Oracle Advertising	Warner Bros. Discovery
JW Player	Outbrain	Wavemaker
Kargo	Paramount	Zynga
Katz Media Group	Persuasion Art	
Kelly Scott Madison	Pinterest	
KERV Interactive	Playground xyz	
Kimberly-Clark	Populus Media	
Kinesso	Procter & Gamble	
Kohler	Publicis Media	
Kroger Precision Marketing 84.51 °	Quantcast	
LinkedIn Corporation	Ramp97	
Loop Media Inc.	Raptive	
Lowe's	Realeyes	
Lumen Research	Reddit	
MadHive	Rembrand	
Magnite	Roku	
Making Science	Sabio Holdings	



IAB Measurement, Addressability & Data Center

[IAB's Measurement, Addressability & Data Center](#) (MAD) aims to provide essential industry guidance and education on solutions and changes in underlying technology and privacy regulations. The MAD Center specializes in measurement and attribution, addressability, advances in retail media, and privacy changes, providing a comprehensive approach to digital media challenges. Board members set the agenda and direction for IAB and the industry, approve and prioritize key initiatives, influence industry best practices, receive priority access to IAB experts, research, and tools, and participate in exclusive events and meetings.

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Dotdash Meredith	Meta	Visit Orlando
DoubleVerify	Monster Energy	Yahoo

Acknowledgments

This document has been developed by the IAB Attention Task Force which operates under the IAB Measurement, Addressability & Data Center. For a comprehensive list of individual contributors, please refer to the "Attention Measurement Explainer: Data Signal Approaches".

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Additional Resources

For more resources and the latest updates on attention measurement, including explainers, best practices, checklists, RFI questions, and etc, please visit iab.com/attention