Request for Information Questions



This document is designed to aid companies in gathering comprehensive information and effectively assessing potential attention measurement partners. It includes recommended questions to ask during the evaluation process.

### **Company Information**

- 1. Provide a brief overview of your company, including its history, mission, key personnel, and how long your attention measurement solution has been live in the market.
- 2. What differentiates your attention measurement solution from others in the market, and what is your long-term vision for attention measurement?
- 3. How does your solution help advertisers or agencies improve their campaigns and drive better results?
- 4. How does your solution help publishers improve their ad inventory value and user engagement?
- 5. What is your global coverage and support for international campaigns? Detail your measurement capabilities across different countries and regions, including any limitations or variations in service.
- 6. How can your attention measurement data support scalable advertising operations, including automation, optimization, and decision-making across large-scale campaigns or multiple advertisers?
- 7. In addition to measuring attention, what other products, services, or offerings do you provide?
- 8. Provide case studies or examples of successful client outcomes across brands, agencies, and publishers. Highlight the advertising use cases your solution supports by industry vertical.
- 9. What advertising use cases does your solution support?
- 10. Do you offer solely post-bid attention measurement, or do you have an end-to-end solution across the lifecycle of an impression?

#### Methodology and Data Collection

- How do you define and calculate attention metrics? Describe your attention measurement methodology in detail.
   Indicate if you measure attention via data signals, eye tracking, facial coding, or physiological and/or neurological observations methods.
- 2. What devices (e.g., mobile, desktop, smart TV, CTV/OTT, gaming consoles) and media channels (e.g., social video, streaming audio, display, podcast) do you measure? What data signals do you collect, what metrics do you provide, and what are some limitations?
- 3. What environments (e.g., browsers, operating systems, websites, in-app) do you measure? What data signals do you collect, what metrics do you provide, and what are some limitations?
- 4. What core media quality measurements are included in your solution by default (e.g., brand safety, brand suitability, ad fraud, ad viewability, audibility)?
- 5. Which media quality measurements or features are available at an additional cost? Provide details on any premium or add-on services beyond your core offering.
- 6. Do you use any proprietary algorithms or machine learning models for attention measurement? If yes, please explain.
- 7. How do you ensure the accuracy and reliability of your attention data? Can you provide case studies or research that validate your methodology?
- 8. Can the metrics be leveraged to drive both upper-funnel, mid-funnel, and lower-funnel KPIs? Please explain for each.
- 9. At what levels of attention do you see a correlation with business outcomes?

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10. Does your solution provide real-time attention measurement or post-campaign analysis? If real-time, is it bidirectional or unidirectional? Please explain.

### Reporting and Insights

- 1. What types of reporting and insights do you provide (e.g., dashboards, APIs, custom reports)? How frequently are these reports and insights delivered? Please attach a list with descriptions.
- 2. What metrics are provided, and what dimensions are reported on? Please attach a list with definitions.
- 3. Can you provide granular data breakdowns by campaign, ad format, device, audience segment, etc.? How granular is the data provided (e.g., log-level data)? Please attach any examples (screenshots or spreadsheets).
- 4. Do you offer any benchmarking or industry comparison data? If yes, please provide descriptions or examples.
- 5. How frequently is data updated and available for reporting? How often is the data refreshed?
- 6. How does your solution handle data aggregation and analysis across multiple campaigns, advertisers, or time periods? Please describe your capabilities for cross-campaign insights, trend analysis, and large-scale data processing.
- 7. Do you offer real-time reporting and insights? If so, what is the latency, and how is real-time data visualized?
- 8. What customization options are available for reporting views and formats? Can users create their own custom reports or dashboards?
- 9. How does your platform integrate with other reporting and visualization tools (e.g., Google Data Studio, Tableau, Power BI)? Are there APIs available for seamless data integration?
- 10. How do you leverage artificial intelligence or machine learning in your reporting and insights? Please describe any Aldriven features or capabilities, and provide examples of how they enhance data analysis and decision-making.

#### Integration and Implementation

- 1. What technology platforms, ad servers, publisher tools, etc., do you have integrations with? Do you have any partnerships or collaborations with other tech solutions, data providers, or attention measurement solutions?
- 2. What is the process for implementing and activating your attention measurement solution? Please explain the typical onboarding timeline and process.
- Do you provide any technical support or resources for integration and troubleshooting? Please explain the support available.
- 4. Are there any specific requirements or dependencies for using your measurement solution? Please explain.
- 5. Can you describe the customization options available during the integration process to ensure the solution aligns with our specific business needs and objectives?
- 6. What is the scalability of your solution in terms of handling increased data volume as our business grows?
- 7. How can advertisers, agencies, or publishers incorporate your attention data into an optimization tool or custom bidding strategy?
- 8. How flexible is your solution in terms of integrating with our existing tech stack and workflows? Please explain.
- 9. How flexible is your platform in incorporating new data sources as our needs evolve? Please explain.
- 10. How do you handle data aggregation and analysis across multiple campaigns, advertisers, or time periods? Please describe your capabilities for cross-campaign insights, trend analysis, and large-scale data processing.

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### Privacy, Compliance, Accreditations, and Certifications

- 1. How do you ensure compliance with privacy regulations such as GDPR, CCPA, and other state and global regulations? What are your plans for adapting to new or evolving privacy laws?
- 2. What data privacy and security measures do you have in place to protect user information?
- 3. Do you obtain user consent, and do you provide any tools or support for managing user consent and opt-outs? Please explain how this is managed.
- 4. Can you summarize your data privacy policy and provide a link for further details?
- 5. Do you hold any third-party privacy certifications or undergo regular privacy audits (e.g., MRC, TAG, IAB Tech Lab)?
- 6. Has your organization adopted industry standards for data privacy, such as the IAB Multi-State Privacy Agreement (MSPA) or completed the IAB Diligence Platform? If not, can you elaborate on your approach to data privacy compliance?
- 7. How do you handle data breaches or security incidents, and what protocols are in place for notifying affected parties?
- 8. What measures do you take to anonymize or pseudonymize data to enhance privacy protection?
- 9. How often do you review and update your privacy policies and practices to ensure ongoing compliance with evolving regulations?
- 10. How do you manage data sharing, including identifying who you share data with and how you disclose this information to users and your customers?

#### **Pricing and Contracts**

- 1. What is your pricing model for attention measurement services (e.g., CPM-based, flat-fee, subscription)?
- 2. Are there any minimum spending or volume requirements, or long-term contract commitments?
- 3. Do you offer any volume discounts or custom pricing options? If yes, please describe.
- 4. For any premium or add-on services, can you provide an overview of the pricing structure? Are these priced separately or bundled with other features?
- 5. What are your terms for data ownership and usage rights?
- 6. What are your terms of service? Can you share a draft of a contract?
- 7. Are there any setup or implementation fees? If so, what do they cover?
- 8. How do you handle pricing for international campaigns or clients with global operations?
- 9. Can clients upgrade or downgrade their service plans? If yes, what is the process and are there any associated fees?
- 10. What is your policy on contract termination or cancellation? Are there any penalties or notice periods required?

### Support and Resources

- 1. What happens during the onboarding process? What are the typical steps involved, and what level of support do you provide during this process?
- 2. What types of resources do you provide during the onboarding process?
- 3. What level of support do you provide on an ongoing basis, and what types of resources are available to clients?
- 4. What training or educational resources do you offer to help clients effectively use your platform?

### Request for Information Questions



- 5. How do you handle product updates and new feature releases, and how will these be communicated to clients?
- 6. Do you offer extended support for evenings, weekends, and holidays?
- 7. What is the process for clients to report technical issues or request assistance, and what is your typical response time?
- 8. Do you provide a dedicated account manager or support representative for ongoing client assistance?
- 9. Are there any additional costs associated with accessing advanced support or premium resources?
- 10. How do you handle escalations for technical issues that cannot be resolved through standard support channels?

### **Customization and Flexibility**

- 1. Can your attention measurement solution be customized to our specific needs and goals? Please provide examples.
- 2. Do you offer options for custom metric calculations or reporting views? Please provide examples.
- 3. Can we export attention data to use in our own analysis or modeling tools? What level of support do you offer for custom API integrations with our internal systems?
- 4. How flexible is your solution in terms of integrating with publishers' existing tech stack and workflows? Can your platform integrate with our existing data visualization tools for enhanced reporting?
- 5. How does your platform handle the customization of attention measurement for different industry verticals?
- 6. Is there a capability to create custom dashboards for different stakeholders within our organization?
- 7. Can we create and save custom report templates for recurring use?
- 8. How do you handle requests for ongoing customization and updates post-implementation?
- 9. Are there any limitations to the customization capabilities of your attention measurement solution?
- 10. Can you provide examples of how other clients have successfully customized your solution to meet their unique requirements?

### Roadmap and Innovation

- 1. What is your product roadmap for attention measurement over the next 12-24 months?
- 2. How do you stay up-to-date with the latest industry trends and innovations in attention measurement?
- Do you plan to expand your measurement capabilities or integrate with new platforms? If so, which ones?
- 4. How do you incorporate client feedback and requests into your product development process?
- 5. What new features or enhancements can clients expect in the near future, and how will these improvements benefit their campaigns?
- 6. How do you ensure your product remains innovative and ahead of the competition in the rapidly evolving landscape of attention measurement?
- 7. What are your plans for enhancing data accuracy and reliability in future updates?
- 8. How do you approach the integration of emerging technologies such as artificial intelligence or machine learning into your attention measurement solutions?
- 9. Can you provide examples of recent innovations or improvements that have been made to your platform?
- 10. How do you prioritize which features or updates to develop next based on industry changes and client needs?

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## **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

AdlnMo 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 Al

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 Exponent (CIMM) Framents

The Attention Council Measurement (CIMM) Frameplay
Audacy Colgate-Palmolive Forbes Media

Bacardi Contxtful Gannett Digital Media Network

Barilla COTY G/O Media

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GlassView

Goldman Sachs & Co

Google GroupM US GSTV

GumGum

Havas Media Group USA

Hearst

Horizon Media

Human Made Machine

IAB Canada IAB UK

ICON International Inc.

Illuma Infillion Initiative InMobi Insideri

InsurAds

Integral Ad Science

Intuit Ipsos IRIS.TV Jellyfish

Jun Group JW Player Kargo

Katz Media Group Kelly Scott Madison KERV Interactive

Kimberly-Clark Kinesso Kohler

Kroger Precision Marketing 84.51  $^{\circ}$ 

LinkedIn Corporation Loop Media Inc. Lowe's

Lumen Research MadHive Magnite

Making Science

Marriott International

Mediahub Mediaocean Mediaprobe MediaScience

Merkle Meta

Microsoft Advertising

Mindshare MiQ Mirriad

Monster Energy Montauk Labs

National Public Media/NPR

Netflix

The New York Times Company

News Corporation Newsbreak Nexxen Night Market

NumberEight
Ocean Media

Ogury

Omnicom Media Group
Oracle Advertising

Outbrain Paramount Persuasion Art Pinterest

Playground xyz
Populus Media
Procter & Gamble
Publicis Media
Quantcast
Ramp97
Raptive

Realeyes Reddit Rembrand Roku

Sabio Holdings

Samsung Ads

Seedtag Advertising

Sharethrough
SilverPush
SiriusXM Media
Snapchat
Soundstack, Inc.

Sovereign Sovrn

SuperAwesome Spectrum Science

**TEGNA** 

The Trade Desk

TIME TJX Tobii Trigger TVision

Universal McCann

The Walt Disney Company

Vayner Media Verve Group

Viant

The Walt Disney Company Warner Bros. Discovery

Wavemaker Zynga

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### 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.

### **Board Member Organizations**

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Bimbo Bakeries Horizon Media Spectrum Science
Butler/Till Infillion The Trade Desk

Canvas Worldwide LiveIntent TikTok
dentsu Mars United Commerce TransUnion
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".

### **Contact Information**

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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 <u>iab.com/attention</u>