



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

1. Assess Your Audience Engagement:

Analyze your current audience engagement metrics (e.g., time spent, scroll depth, interaction rates) in relation to your content, including contextual signals, to identify areas for improvement.

Evaluate how attention measurement can provide deeper insights into user behavior and content consumption patterns.

Consider how attention data can help optimize content placement, design, and user experience.

2. Define Your Measurement Goals:

Determine the specific insights and outcomes you aim to achieve through attention measurement (e.g., improving user engagement, increasing ad revenue, optimizing content performance).

Establish clear objectives and key performance indicators (KPIs) for your attention measurement initiatives.

Align your measurement goals with your overall business strategy and editorial priorities.

3. Evaluate Your Advertising Offerings:

Review your existing advertising formats, contextual signals, and placements to identify opportunities for attention-based optimization.

Assess how attention measurement can help differentiate your ad products and provide added value to advertisers.

Consider the potential impact of attention metrics on your ad pricing and packaging strategies.

4. Assess Your Data Collection and Privacy Practices:

Review your current data collection practices and ensure compliance with relevant privacy regulations (e.g., GDPR, CCPA), using tools such as the [IAB Diligence Platform](#).

Evaluate how attention measurement aligns with your data privacy policies and user consent mechanisms.

Identify any necessary updates or disclosures to your privacy policy to accommodate attention measurement.

5. Identify Integration Requirements:

Assess your current ad serving and analytics technologies to determine the technical requirements for integrating attention measurement.

Evaluate the compatibility of attention measurement solutions with your existing tech stack and identify any necessary adaptations.

Consider the resources and expertise needed to implement and maintain attention measurement integration.

6. Engage Your Ad Sales, Ad Operations, Research, and Editorial Teams:

Involve your ad sales, ad operations, research, and editorial teams in the process of evaluating and implementing attention measurement.

Educate them on the benefits and potential applications of attention data for their respective roles.

Collaborate with these teams to define how attention insights will be used to enhance advertising effectiveness and content strategy.



7. Establish Benchmark and Performance Targets:

Determine your current baseline for attention metrics (if available) across different content types, ad formats, and audience segments.

Set realistic and measurable targets for improvement based on your business goals and industry benchmarks.

Define the specific actions and optimizations that will be driven by attention measurement insights.

8. Selection of Vendor Partnerships:

Research and compare attention measurement providers that specialize in publisher solutions.

Assess each vendor's methodology, data accuracy, reporting capabilities, and integration options.

Consider factors such as cost, scalability, and customer support when evaluating potential partners.

9. Develop a Communication and Training Plan:

Create a plan to communicate attention measurement's implementation and benefits to relevant stakeholders (e.g., sales, editorial, product teams).

Develop training materials and resources to ensure that teams understand how to interpret and act on attention data. Ensure compliance with relevant industry regulations and standards (e.g., GDPR, CCPA).

Establish processes for ongoing education and knowledge sharing as attention measurement practices evolve.

10. Plan for Ongoing Optimization and Refinement:

Establish a process for regularly reviewing and analyzing attention measurement data to identify trends and opportunities.

Define a framework for translating attention insights into actionable optimizations and content improvements.

Continually assess the impact of attention-based changes and refine your measurement approach based on results and learnings.

Other Resources

1. [Attention Measurement Explainer: Data Signal Approaches](#)
2. [Attention Measurement: Agency / Advertiser Checklist](#)
3. [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: Publisher 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