

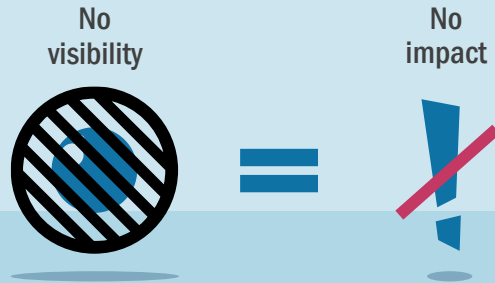


MADVERTISE EYE TRACKING

MADVERTISE EYE TRACKING INTRODUCTION

In mobile advertising, visibility of a campaign is very important for advertisers.

A non visible advertisement has no chance to reach consumers and to achieve their objective (Notoriety, commitment, drive-to-store, visit, download, register, sell, ...).



MADVERTISE EYE TRACKING

REASONS FOR A NON-VISIBLE CAMPAIGN

The campaign **DOES NOT LOAD**



The campaign is loaded but in a space **BELOW THE FOLD**



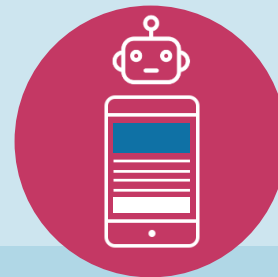
The page where my campaign is located has been **UPDATED TOO QUICKLY** before loading.



User **CHANGES PAGE TOO QUICKLY**



User **IS NOT A REAL PERSON**



MADVERTISE EYE TRACKING

WHAT IS VISIBILITY ?

Visibility of a mobile advertising is the opportunity to be seen by a real user. To be considered visible, the advertising use the standard established by MRC. A display advertising is visible when 50% of its surface has been displayed on the screen for at least one second. As for video advertising, at least 50% of its surface must be displayed at least 2 seconds to be considered visible.

Many solutions exist to know the visibility rate of his campaign. However, the visibility doesn't make it possible to know whether a campaign has been seen by the user or not. This is what Madvertise wants to answer advertisers.

VISIBILITY = DISPLAY INDICATOR

No guarantee th campaign
has been seen

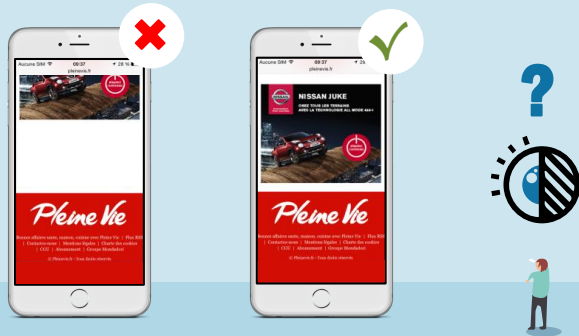


MADVERTISE EYE TRACKING

MEASURE ATTENTION TO ADVERTISING

VISIBILITY

Visibility measurement tools (Adloox, Alenty, Integral Ad Science, Comscore, Nielsen, Videology), certified by Media Rate Council, verify if the advertisement **IS DISPLAYED (AT LEAST 50%) ON THE MOBILE.**



47%

Average visibility rate
of a mobile campaign

ATTENTION

Madvertise offers you a new measurement tool to check **ATTENTION** of your advertisement **THROUGH THE EYES OF THE USERS** (considered as seen when the eyes of the mobile users are laid on the campaign at least 1 sec.).



MADVERTISE EYE TRACKING

HOW IT WORKS ?

MOBILE EYE-TRACKING is a technology allows to follow the movements of the eyes of a person facing a smartphone or tablet. This is useful to identify the ads which are truly seen by mobile users.

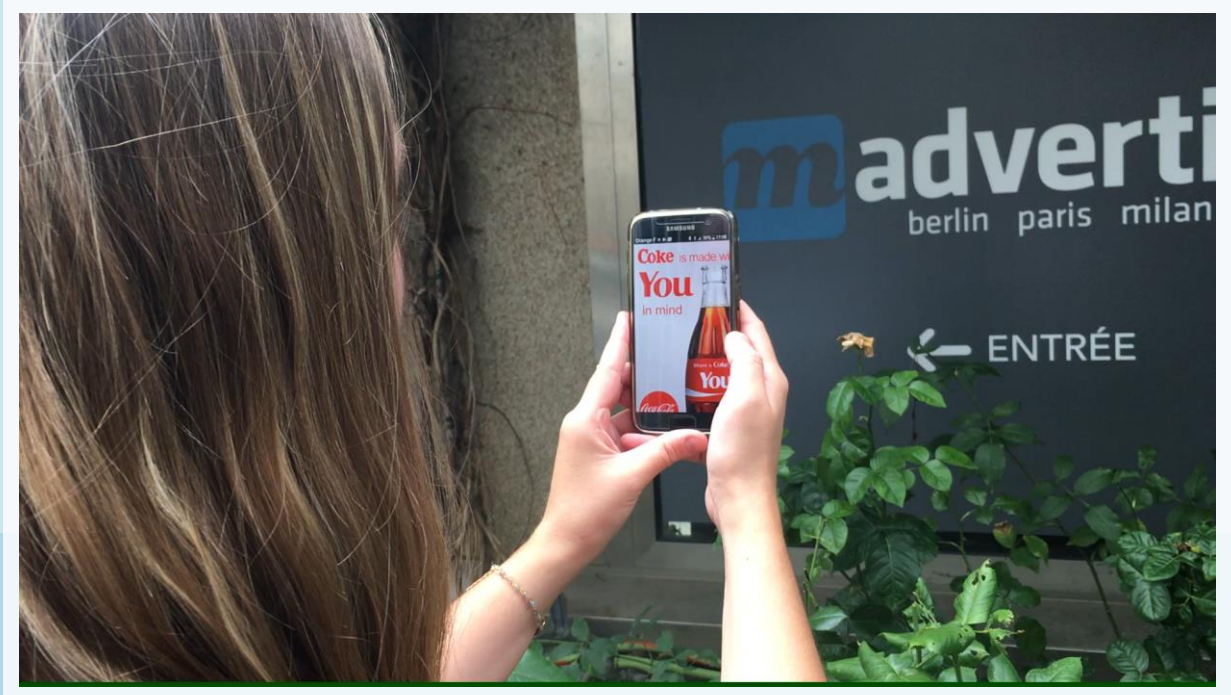
We use the front camera of the smartphone to capture and analyze eyes movements to see if the users seen the advertisement.

Detection only occurs when the campaign is displayed on the screen.



MADVERTISE EYE TRACKING DEMONSTRATION

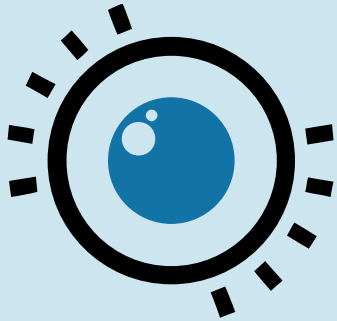
Through this video, you can observe that our technology detects well when a user looks at the campaign or looks elsewhere. For the demonstration, we showed you a message to indicate this.



MADVERTISE EYE TRACKING

A NEW PERFORMANCE INDICATOR

The solution provides more precisions on performance's campaign :



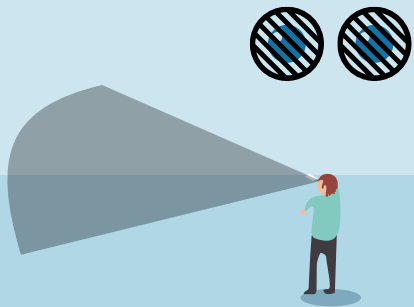
- ✓ What is the **ATTENTION RATE** of my campaign ?
- ✓ What is the **AVERAGE TIME SPENT** watching the campaign **BY IMPRESSION** ?
- ✓ What is the **AVERAGE TIME SPENT** watching the campaign **BY USER** ?
- ✓ What is the **NUMBER OF TIMES** a user has viewed the campaign ? (only one attention will be count by impression)

MADVERTISE EYE TRACKING

OPTIONAL : THE EYE TRACKING VIDEO FORMAT



When the user **DOESN'T SEE** the ad,
the video doesn't start.



When the user **SEE** the ad,
la video is played

With the completion rate tracking,
you will get a completion rate
much closer to reality.



MADVERTISE EYE TRACKING

A MEASURE FOR ADVERTISING EFFECTIVENESS

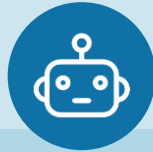
ATTENTION RATE

Measure the attention rate of mobile users



HUMAN

An attention rate that doesn't count the traffic generated by robots



VISUAL INTERACTION

Highlight your brand as soon as the mobile user observes your campaign



OPTIMISATION

Recalibrate the broadcast of your campaign to reach an optimal attention rate.



MADVERTISE EYE TRACKING

FAQ - TECHNOLOGY

WHAT IS THE TECHNOLOGY USED BY MADVERTISE ?

We do not wish communicate on the name of our technology partner at this time. Although we have an exclusive contract for use its technology, we prefer to keep the name of our partner for reasons of confidentiality.

ON WHICH ENVIRONMENT DOES THE TECHNOLOGY WORK ?

In order to analyze the look of the users, we have to integrate an SDK to detect it through the camera of the smartphone. That's why, our solution works only on an application environment (iOS & Android).

WITH WHICH FORMAT WE CAN USE THIS SOLUTION ?

The ads formats available are : interstitial, MPU, banner, infeed (or parallax) and native ad.

IS IT AVAILABLE IN PROGRAMMATIC ?

No.

WHEN DOES THE EYES DETECTION START ?

It only starts when at least 60% of the advertising is visible on the screen.

WHAT INFORMATION WE CAN HAVE WITH THE SOLUTION ?

- The number of times the campaign was viewed.
- The average time spent watching the campaign.

HOW TO CALCULATE THE ATTENTION RATE ?

$$\text{Attention rate (in \%)} = \frac{\text{Number of impressions viewed}}{\text{Number of impressions broadcasted}} \times 100$$

A USER CAN SEE 2 TIMES A IMPRESSION ?

Yes, but we only count one attention per impression viewed.

MADVERTISE EYE TRACKING

FAQ - USER

HOW THE USER EXPERIENCE WORKS ?

The user is exposed to advertising in the same way as traditional campaigns. An agreement request to access the camera is always sent to the user when he opens the application. In the same way as to access the location or other data, the user is no longer solicited afterwards. It is still possible to disable or enable this permission in the smartphone's settings.

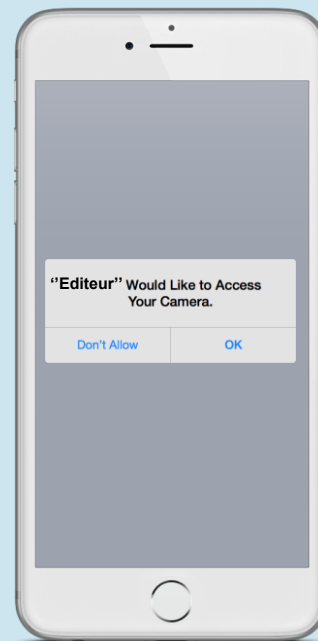
On iOS, a request is sent to the application opening with a pop-up before posting the advertisement.

On Android, the request is made after downloading the application also with a pop-up on all the elements that the application wishes to use.

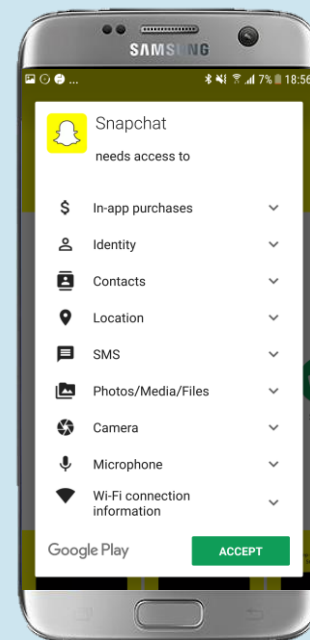
CAN THERE BE COMPLAINTS ABOUT USER RIGHTS ?

The technologie requires the authorization of the user before using his camera function. Moreover, this technology is only used to analyzed the users's eyes. No video, audio or other recording is kepted on any server. None of the collected data can be used to identify the user.

On iOS



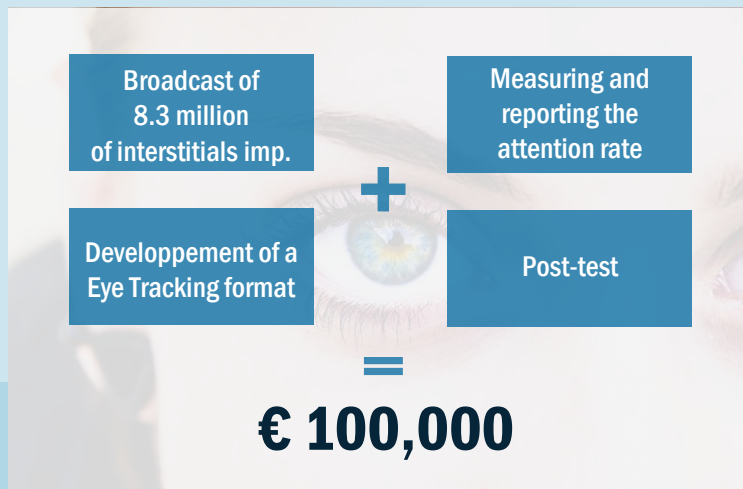
On Android



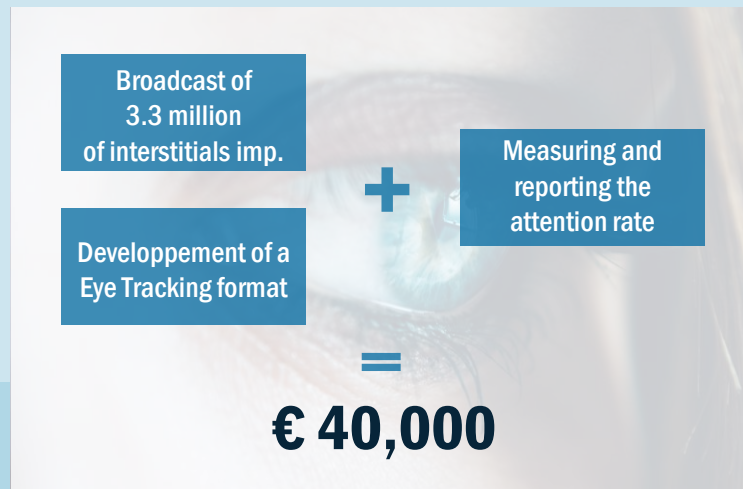
MADVERTISE EYE TRACKING

OUR OFFERS WITH EYE TRACKING

PREMIUM EYE TRACKING OFFER



STANDARD EYE TRACKING OFFER





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