

CASE STUDY

Attention Score methodology discovers higher performance potential with YouTube video on CTV



The Client

This project was implemented for a client of SlopeLift from the retail vertical with brick-and-mortar stores and an online shop offering cosmetics, healthcare products, household products, and health food and drinks. The company sells its product across Europe. Digitl partnered with the SlopeLift to co-deliver the project.

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The Challenge

An effective campaign must go beyond reach – it must capture real attention. Standard video metrics focus on exposure, not engagement. Digitl's study-backed Attention Score measured user attention across CTV, desktop, tablet, and mobile, combining 10 metrics to deliver deeper insights for smarter optimization and budget allocation.

The Approach

Digitl developed an Attention Score methodology to assess video campaign performance, categorizing engagement into three stages: initial, ongoing, and completion. The multi-dimensional analysis spanned CTV, desktop, tablet, and mobile, using past data and academic research on audibility, visibility, and retention. The scoring model mapped key engagement drivers, integrating BigQuery, DV360 API, Dagster, and DBT for automated data processing. Results were visualized in a Looker Studio dashboard, offering detailed breakdowns for actionable insights for campaign optimization.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science and marketing intelligence. With professionalism and quality, Digitl provides clients with optimal technical services tailored to their digital business goals.

The Results

The Looker Studio dashboard visualized campaign performance by device, day, ad position, environment, inventory, region, line item, etc. Key insights showed CTV's superior performance, especially on weekends, with higher attention scores (0.71 vs. 0.57 average), suggesting a 25% potential uplift in people attention with CTV focus.

The insights revealed aspects that the team didn't know about in this detail. SlopeLift plans to apply the Attention Score for future upper-funnel campaigns, including an upcoming Masthead campaign, to drive deeper insights and further optimize performance.

25%

higher attention scores on CTV compared to the overall campaign average

100%

automation of data extraction and transformation using BigQuery, DV360 API

10

distinct metrics combined into a unified Attention Score for media efficiency measurement

Integrations used

