

Attention metrics measurement partnership

CAPTIVATE ATTENTION METHODOLOGY

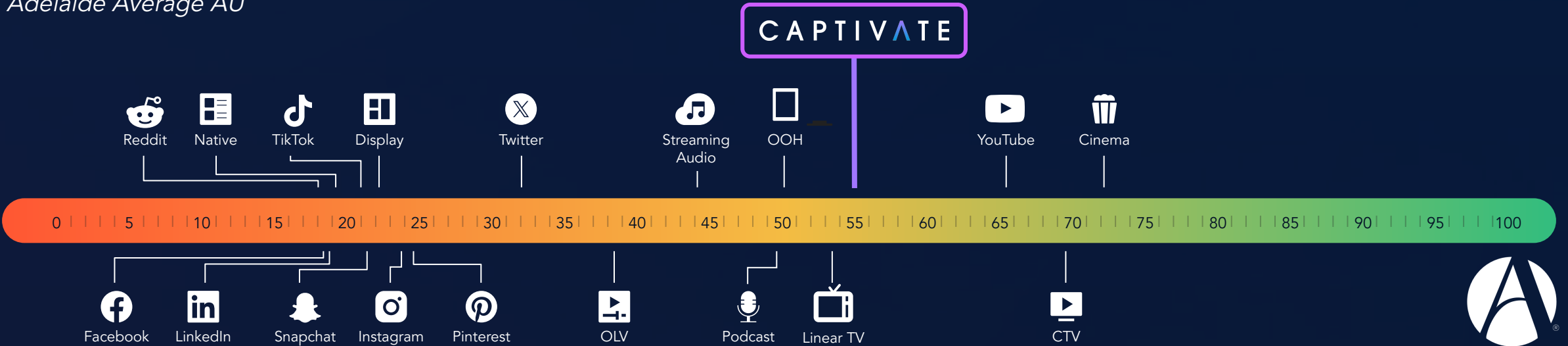
Adelaide used features like Time of Day, SOV, Location/Venue, Device/Screen Dimension, Market, Flight Start/End, Static vs. Video, Ad Length, Viewshed to train multiple models to predict things like brand lift or increased store visits, etc. Predictions are then weighted and aggregated into the AU.

ATTENTION UNIT (AU)

A measure, on a scale of 1-100, of a media placement's potential to deliver an attentive impression. AUs provide an approximated and normalized view of attention across platforms, channels, and formats, serving as the foundation for Adelaide's comparative attention metrics.

ATTENTION TO CAPTIVATE CAMPAIGNS IS **STRONG** COMPARED TO OTHER MEDIA

Adelaide Average AU



CAPTIVATE x Adelaide

Source: Adelaide; Q2 2024 (US + Canada) Note: Adelaide OOH benchmark reflects data for 50+ OOH providers and excludes Captivate campaigns.

