

LUMEN

Mail METRO MEDIA

The Premium Edition

Premium ad experience: **better for readers and brands?**

We partnered with attention measurement experts Lumen to find out.

Current Ad Map



Premium Map



Methodology

Audience

UK Adults

400
On desktop

400
On Mobile

All regular **Daily Mail website** readers

Design

We tested the current ad map and premium experience on mobile and desktop devices using 8 well known brands.

Respondents read 4 randomised Daily Mail articles.

Respondents were asked a follow up questionnaire to assess recall, consideration and purchase intent.

Environment

We partnered with Lumen who specialise in creating ultra realistic in-context testing environments. The environments allowed respondents to scroll as they normally would whilst having their eye movements tracked, measuring attention-based metrics.

Each ad map included the correct ad load times to make the experience as realistic as possible.

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What did we test?

	Current Ad Map	Premium Map
	The current ad map can include **up to 15** ads on a page including billboard, skins/skyscrapers, DMPUs/MPUs and autoplay pre-roll.	The premium experience can include **up to 5 ads** on a page including billboard, skins and 2 DMPUs. The premium experience does not include
	The current ad map can include **up to 15 ads** on a page including sticky banner/ double height sticky banner and an MPU/ interscroller/ Edge to Edge MPUs every 4 paragraphs.	The premium experience can include **up to 3 ads** on a page including sticky banner/ double height sticky banner and 2 MPU/ interscrollers / Edge to Edge MPUs.

Fewer ads and premium ad slots **drastically improved reader experience**

3 in 4

agreed the advertising did not disrupt their browsing experience in premium environment



17% DECREASE

In the perception the pages felt busy between current and premium desktop environments

"Many online offerings you are bombarded with adverts so lighter experience makes Mail+ more attractive."



Premium environments drove **significantly better outcomes** for advertisers

Significant
1.6x
increase in attention

Significant
2.4x
increase in spontaneous recall

Positive increase
in upper funnel metrics



+19%
Increase in purchase

+17%
Increase in consideration

+5%
increase in awareness

1.9x
increase in spontaneous recall

Premium Experience in Action

Ocado

Ocado advertising was tested as a billboard on desktop and double height sticky banner plus MPU on mobile, across current and premium environments. In premium environments, attention more than doubled.

- **53% to 78%** — % viewed increased
- **2.2x** — higher attentive seconds
- **4.2x** — higher spontaneous recall
- **1.9x** — higher prompted recall
- **+8%** — increase in purchase intent



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What this means: four pillars to **improve campaigns**

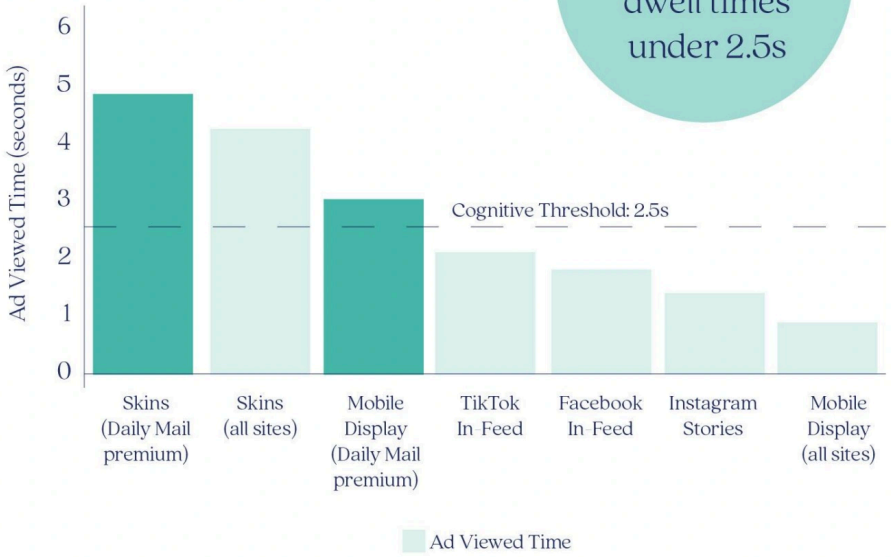


Environment

Engaged & quality environments drive **higher attention**

Buy within environments that generate high engagement on ads with slower scrolling speeds.

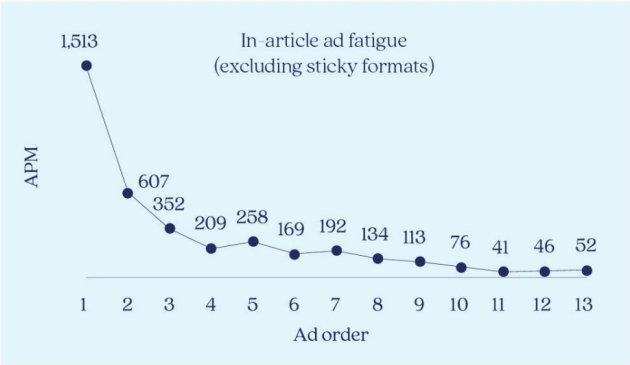
85% of ads have dwell times under 2.5s



Format

Not all attention is **equal**

Buying the first impression, first slot or sticky formats on the page drives attention and using companion ads like billboards and skins drives upper funnel metrics.



Ad attention declines down the page **by a factor of 10**



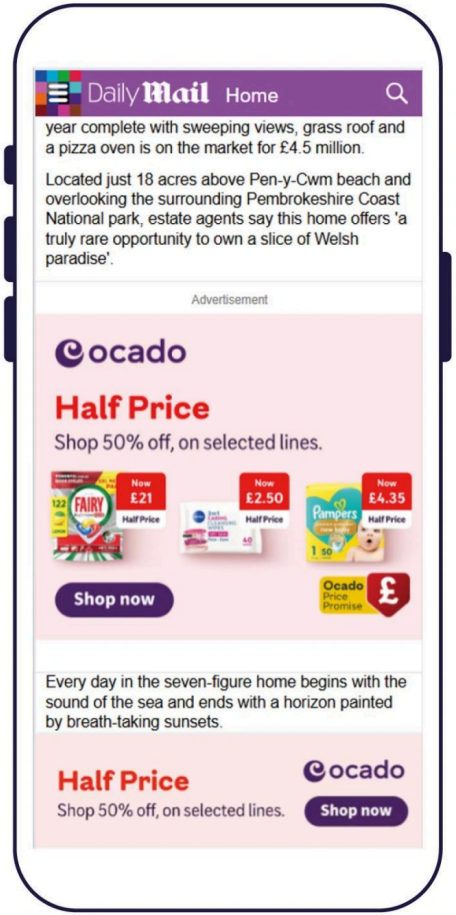
Higher share of voice formats in premium ad maps delivered **3x more recall**

Creative

Match the creative messaging to **the KPI**

Significant increases in purchase intent only occurred on ads where there was price-based messaging.





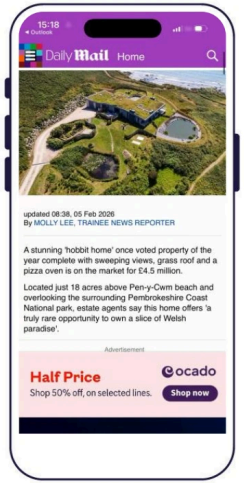
Creative

Dynamic ads **improve view times**

Adding movement into advertising increases dwell times above the cognitive threshold.



5s view time
(vs 3.7 benchmark)



3s view time
(vs 2.2 benchmark)

Audience

Engaged readers create a **multiple effect**

Targeting engaged users, such as subscribers, can supercharge results.

	Top 3rd Engaged	Bottom 3rd Engaged
% Viewed	67%	55%
% Brand Awareness	80%	66%
% Purchase Intent	87%	84%

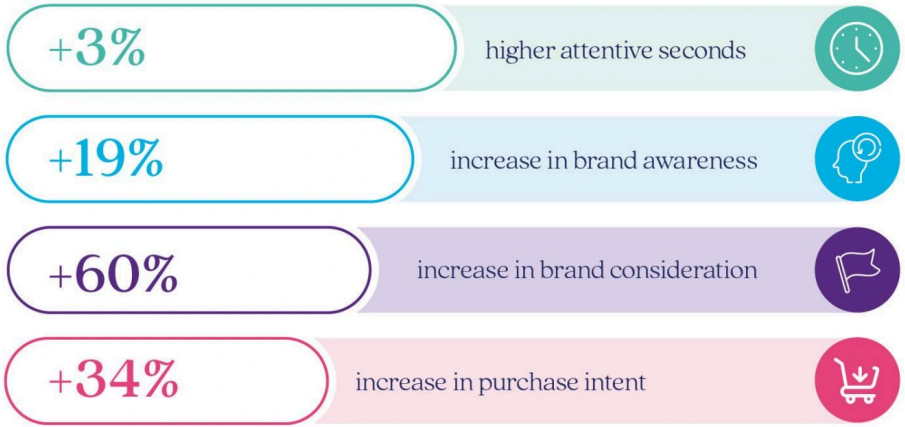


Audience

In-market audiences boost full funnel metrics

This applies across both our current and premium environments.

In-market vs non-in-market audiences (Cross-platform, all Daily Mail ad environment)



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Key takeaways: eight tips to **supercharge planning**



- Buy in environments which offer premium can improve outcomes for brands and readers
- Buy in environments where cognitive threshold is met



- Match the creative message to the KPI
- Use dynamic ads to improve dwell times



- Buy the first impression to improve upper funnel metrics
- Plan for share of voice formats not just frequency



- Target engaged audiences can supercharge results
- Target commerce powered audiences to improve full funnel metrics