



RESEARCH DEFINES THE MOMENT OF NEXT

Nielsen pinpoints when
and how consumers are
most engaged.

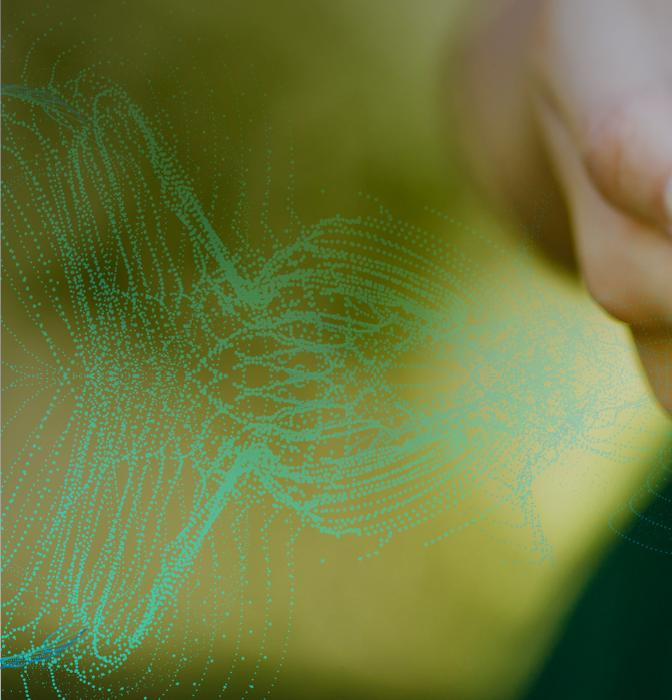
Taboola

nielsen
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THE HUMAN ATTENTION SPAN IS DWINDLING



Attention dropped from 12 seconds in 2000 to just 8 seconds in 2018 – beating out the ever-distracted goldfish, which clocks in at 9 seconds.

Attention span, 2018



Goldfish

9
seconds



Humans

8
seconds

As a result, advertisers and publishers are struggling to hook consumers and keep them engaged.

In fact, in the time it took to read the opening of this whitepaper, you should technically be ready to move on to the next piece of content.

But, wait. Hear us out.

What if you could scientifically pinpoint the exact moment people's attention is at its peak? What if you could identify the very instant they're ready and willing to see something new?

Introducing: The Moment of Next

Moments of next are the times in a user's busy day when they're open to exploring something new--including advertiser messages.

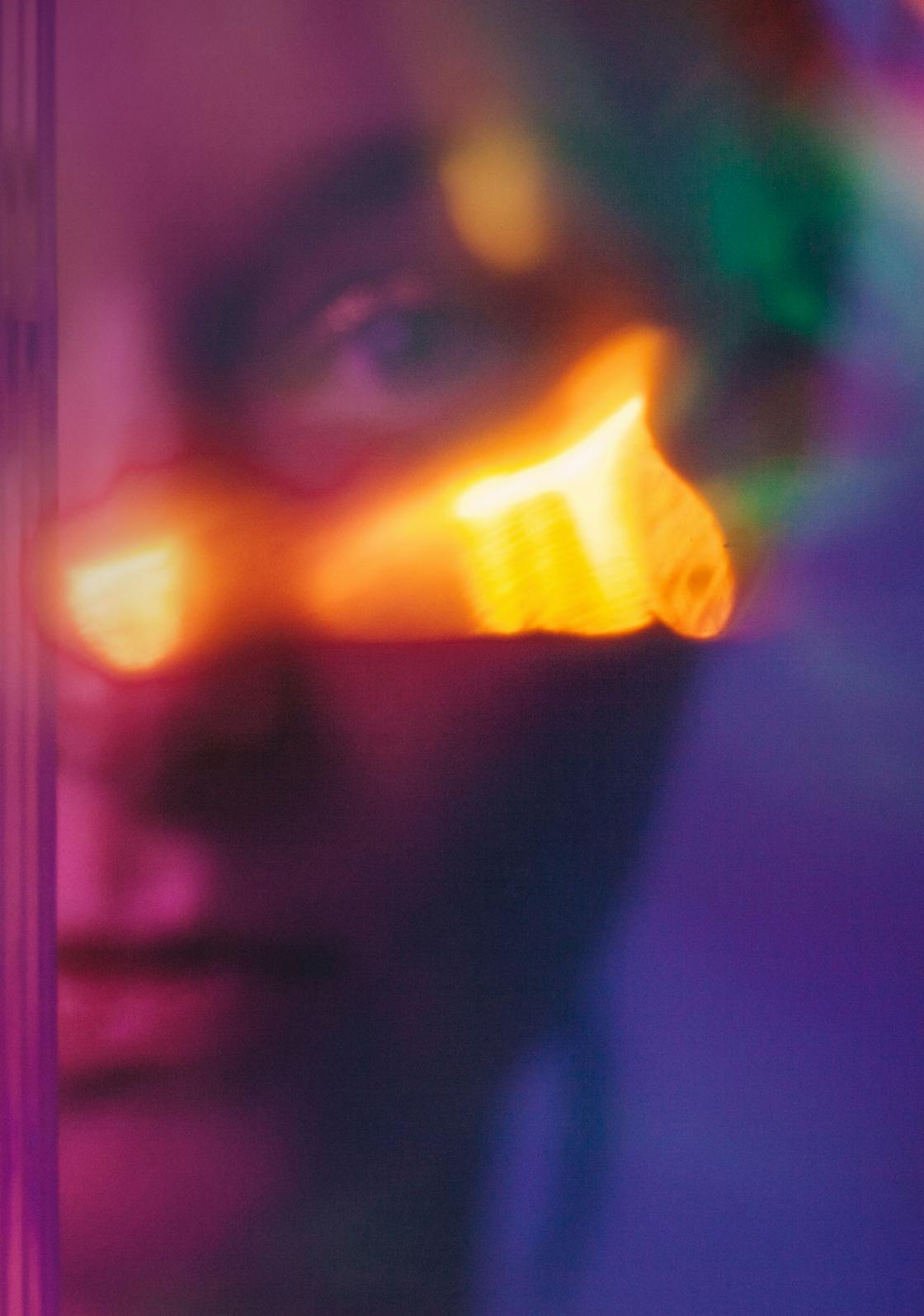
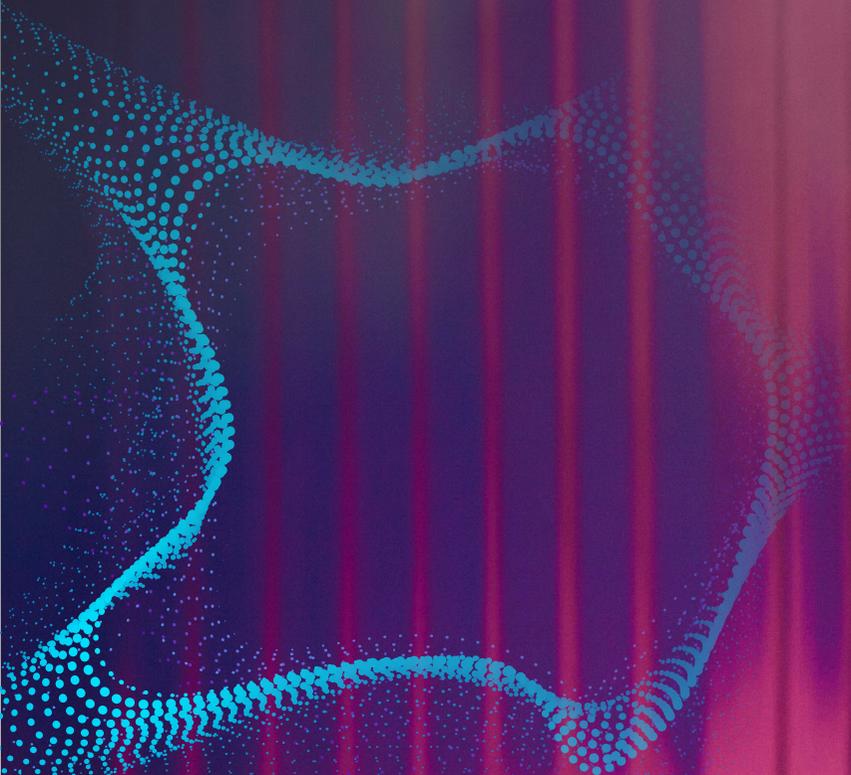
The Question is:

- How do you capitalize on that moment?
- What exactly do people want to see?
- What do you serve consumers to keep them engaged?

We partnered with Nielsen to find out.

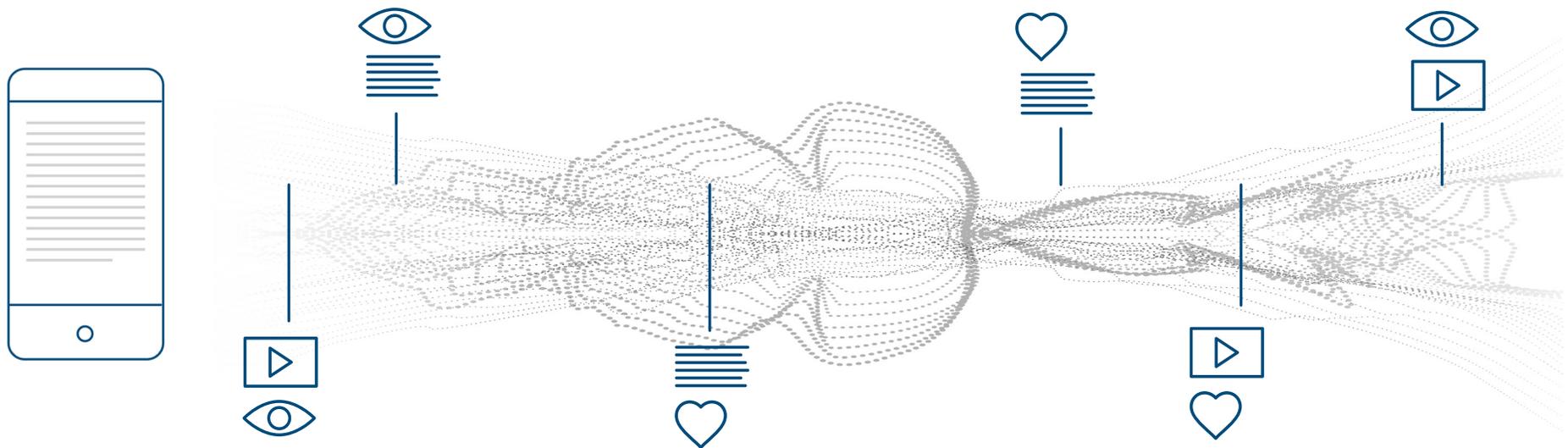


HARNESSING THE POWER OF AI & VR



Nielsen conducted a study to test people's attentiveness and emotional response with different content experiences.

We used BrainVu, a cloud-based technology developed by a Neuro-cognition Technion professor that uses immersive AI and virtual reality to analyze a spectrum of unique eye measurements to identify audience reaction. The research was conducted with 60 participants, a sample size identified by Nielsen to be scientifically sound for this type of study.



We measured two forms of participant responses across two content experiences:



Feed

Participants were asked to engage with publisher sites with different end of article experiences, including both a continuous scroll feed and no end of article content.



Video

Participants were asked to view the same video ads in three channels: Taboola, Facebook's feed and YouTube's pre-roll.



Attentiveness

The captured biomarkers were interpreted to determine user focus and how connected the user was to the content, based on indicators such as focus changes, dispersion and gaze density.



Emotional response

We determined whether the interaction between a user and the stimuli elicited an emotional response (either positive or negative). The biomarkers collected were used to interpret and identify brain activity related to emotional alertness, stress, and emotion related mental effort.

Here's what we found.

THE MOMENT OF NEXT



Participants were most open-minded after reading an article

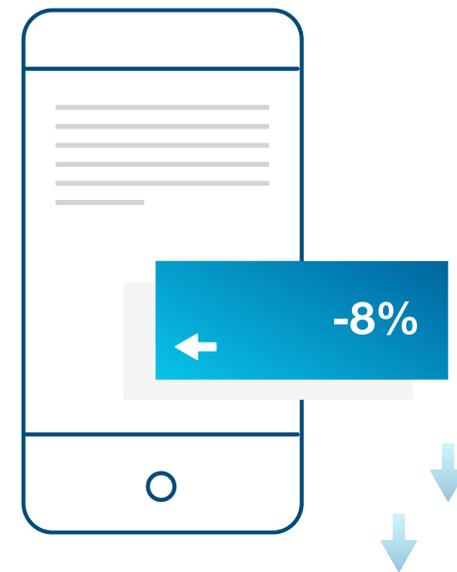
Here's a fun scientific term: cognitive load.

This is the total amount of mental effort used in the working memory. When your cognitive load is at a high, it's tough to take in new information. When your cognitive load is lower, you're more open-minded and ready for a new experience.

In our study, research participants displayed an 8% lower cognitive load at the end of an article—the moment of next—compared to any other point during the article reading experience.

At this time, they experienced a rapid increase in both attentiveness and emotional response.

Cognitive Load Decreases at the End of the Article



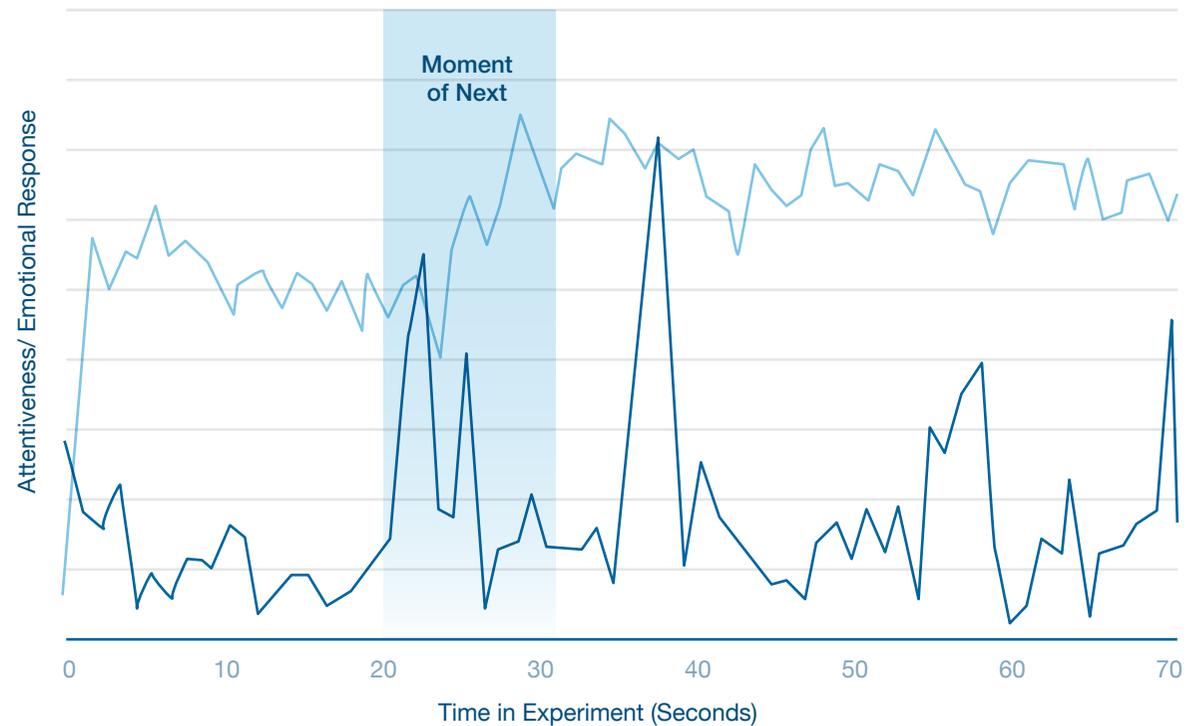
The moment of next

With this clearheadedness, people are more receptive of whatever content appears next.

That means advertisers and publishers have a massive opportunity to reach people right when they're done reading an article.

Publishers, advertisers and all types of digital properties have a massive opportunity at the bottom of the article.

Huge increase in attentiveness and emotional response during and after the moment of next



ATTENTION AND EMOTION



Feeds generate 20% more attentiveness



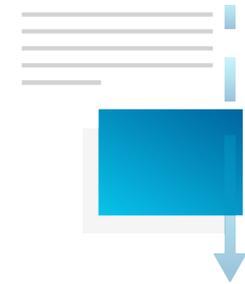
People are paying more attention to content recommendations at the bottom of the article.

So, what do people want to see at the end of that article? A Feed.

In our study, participants were 20% more attentive when presented with a continuous scroll feed compared to articles without content recommendations at the bottom. Just look at how focused readers were in the heat map to the left.

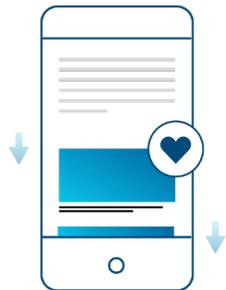
This level of attentiveness shouldn't be too surprising. Think about the current social media landscape. People are being fed continuous scroll feeds on almost every major social platform—and there's a great amount of psychological evidence explaining why this keeps audiences consuming content.

Now, publishers can replicate that social experience on the open web by providing a feed of content after their articles. And brands can swoop in with ads that reach people when they're most attentive.



Feeds generate a 17% higher emotional response

There's a big opportunity for emotional engagement with your readers in a feed context, after the moment of next.



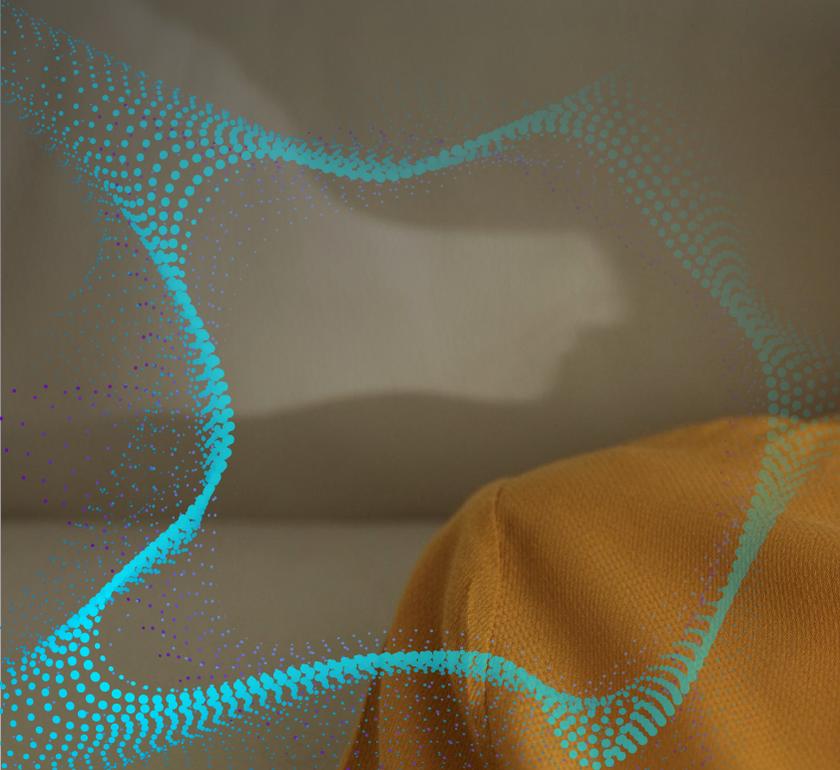
People aren't just more attentive with feeds; they're also more emotionally invested in them.

According to our study, participants generated a 17% higher emotional response to the feed than to any kind of finite end of article experience.

Why is this continuous scrolling Feed so effective? Because it's targeting the audience in the moment they're most receptive to new content. They're uncertain about what's coming next and excited to find out what will pop up next in their scroll.

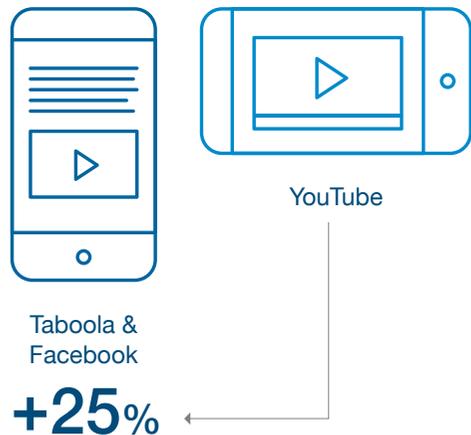
In the end of the day, when your reader scrolls down a feed and truly engages with the content, that engagement with the content is going to be translated to engagement with your website. Putting a Feed on your site will not only make sure your monetizing your site, but that your strengthening that connection that you want with your readers.

**WHAT
DO WE
ACTUALLY
ENGAGE
WITH?**



Taboola and Facebook video ads drive 25% higher attentiveness

Attentiveness to Video Ads



When presented with the same video ads on Taboola, Facebook, and YouTube, participants were 25% more attentive to Taboola and Facebook ads.

Why? Because Taboola and Facebook present videos in an infinite feed, while YouTube's ads are shown in a pre-roll format.

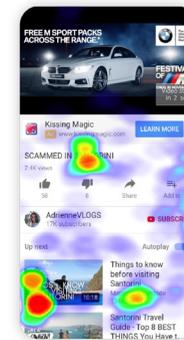
These pre-roll ads disrupt the user experience; they hold the viewer hostage and force them to sit through an ad before they can get to their desired content. On Taboola and Facebook, however, ads fit naturally into the infinite feed, and users can simply keep scrolling if they're not interested.

So while you might see high viewability and completion rates on a platform like YouTube, that doesn't mean people are actually paying attention to your video ad.

In fact, users may even develop a negative reaction to the ad because it's so intrusive.

Just look at the heatmaps on the right, which indicate where viewers were focusing. You can see that participants rarely looked at the video ad on YouTube but remained attentive to the videos on Taboola and Facebook.

Advertisers are choosing the bottom of the article, because it's not interrupting consumers.



YouTube



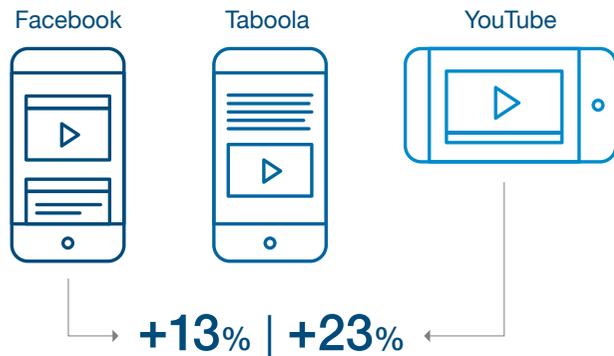
Taboola



Facebook

Taboola video ads drive 13-23% higher emotional response

Emotional Response to Video Ads



That takes care of attentiveness, but now let's look at a deeper level, at the emotional response.

When presented with the same video ads on Taboola, Facebook, and YouTube, participants had a 13-23% higher emotional response to video ads on Taboola.

Not only were these ads presented in an intuitive and nonintrusive format—the infinite feed—but they were also presented at the moment of next, when consumers are most open-minded and willing to engage. What this creates is an opportunity for brands to have the exact effect that they're looking for, that is, a real and powerful impact on their audience.

The highest potential for emotional engagement with your brand message is in the bottom of the article, after the moment of next.

**YOUR
MOMENT
OF NEXT**



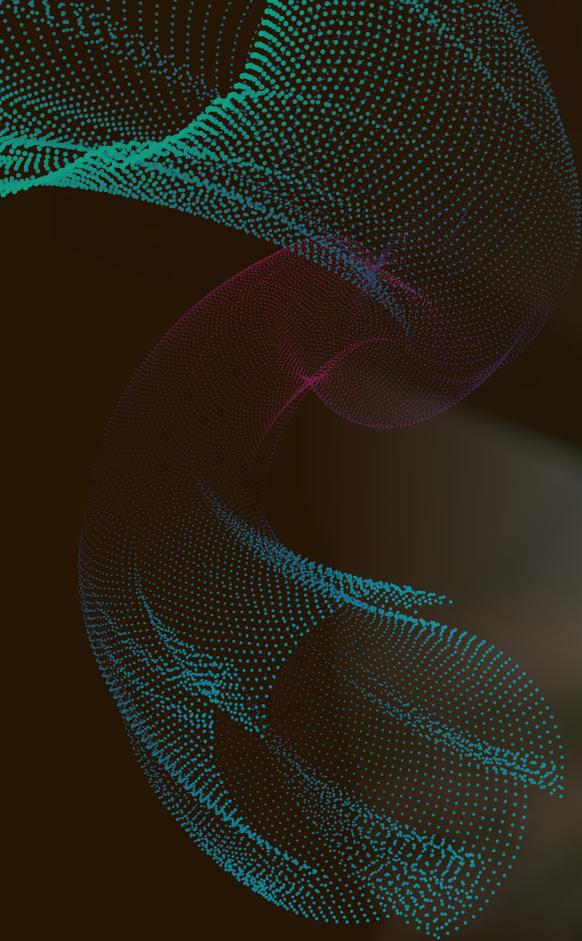
As our research comes to a close, you're about to reach a pivotal moment of next.

You now know that people are more attentive and emotionally responsive to your website with an infinite feed at the bottom of your articles. And you know that people are more attentive and emotionally responsive to video ads at the moment of next as compared to on Facebook and YouTube.

This is because our ads reach people in an infinite feed right when they're finished reading an article and most ready to engage—even when their short attention span rivals that of a goldfish.

Our suggestion is: capitalize on the moment of next when building your campaign strategy.





Get your own feed
with video, or get your
own videos in feed
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