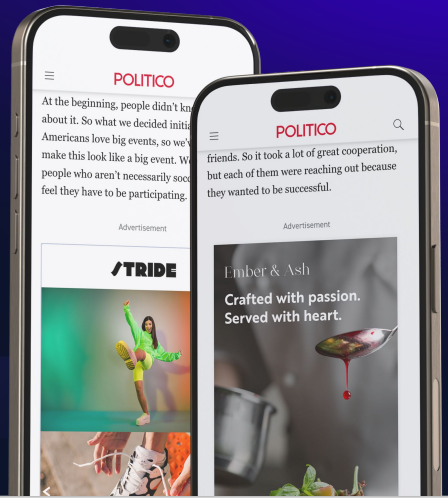


Real *brand impact* happens when media quality and creative strength align

with Adelaide + **adverteyes**



Overview

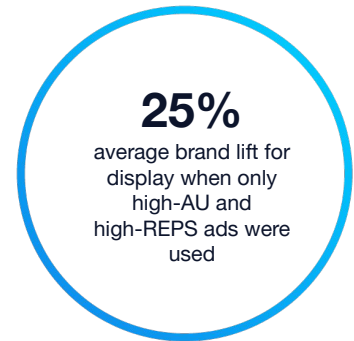
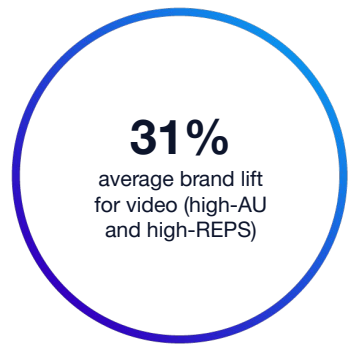
A joint study by Teads, Adelaide, and Realeyes found that campaigns combining high-attention media with high-performing creative delivered measurable gains across brand lift KPIs. When attention quality was high on both fronts, results exceeded Cint benchmarks for brand awareness and ad recall. The findings reinforce that attention is a leading indicator of advertising effectiveness and show how premium, well-crafted media environments amplify creative impact beyond baseline performance.

Methodology?

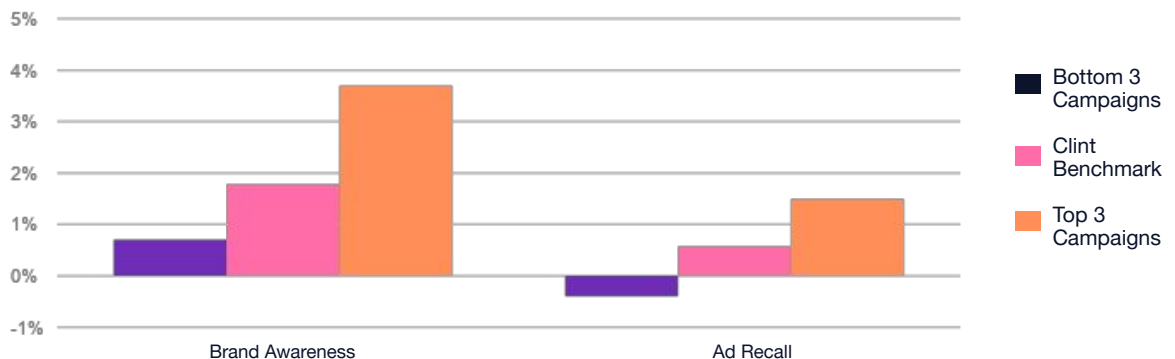
The analysis evaluated six campaigns across multiple verticals. Adelaide's Attention Unit (AU) measured media quality, while Realeyes' Potential Score (REPS) assessed creative performance. Brand lift was validated through Lucid and Cint control-exposed studies.

Key Takeaways

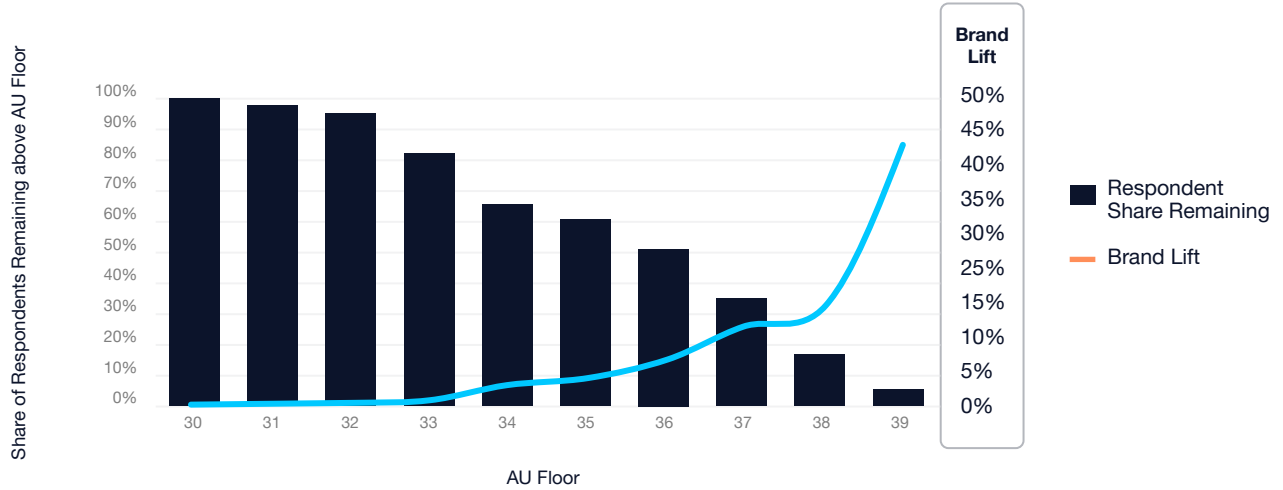
By isolating high-AU and high-REPS assets, the study found that these top-tier campaigns consistently outperformed others, delivering an average 31% lift in video and 25% lift in display. Among all KPIs, ad recall and purchase intent showed the strongest growth, each exceeding 20% in video—confirming that higher attention directly drives stronger brand outcomes.



Average Brand Lift by AU x Potential Rank



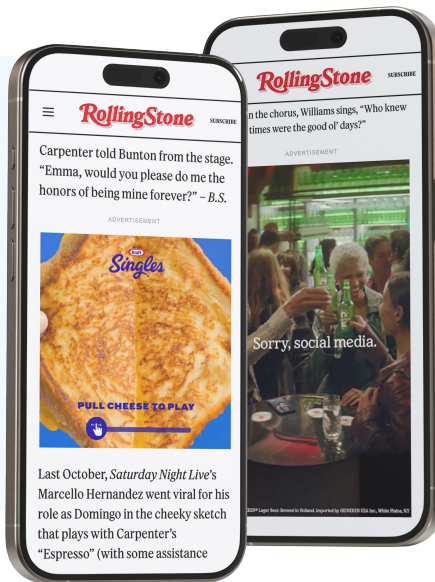
Brand Lift by Attention Level



39%

Lift in Ad Recall from high-REPS

21% lift in Purchase Intent from high-AU



26%

Lift in Purchase Intent from high-AU

8% lift in Consideration from high-REPS

Brand Lift KPIs vs AU Floor: Display

